OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.) 1
Base : All respondents

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.) 10
Base : All respondents

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.) 13
Base : All respondents

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B 22
Base : All respondents

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS 31
Base : All respondents

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 34
Base : Those who have personally watched BBC One in the past 3 months

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 37
Base : Those who have personally watched BBC Two in the past 3 months

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 40
Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 43
Base : Those who have personally watched Channel 4 in the past 3 months

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 46
Base : Those who have personally watched Channel 5 in the past 3 months

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 49
Base : Those who have personally watched BBC Three in the past 3 months

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 52
Base : Those who have personally watched BBC Four in the past 3 months

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 55
Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 58
Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 61
Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 64
Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 67
Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 70
Base : Those who have personally watched S4C (Welsh) in the past 3 months

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 73
Base : Those who have personally watched BBC News channel in the past 3 months

A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 76
Base : Those who have personally watched BBC Parliament in the past 3 months

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 79
Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 82
Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 85
Base : Those who have personally watched CBBC in the past 3 months

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 88
Base : Those who have personally watched CBeebies in the past 3 months

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.) 91
Base : Those who have personally watched GB News in the past 3 months

A5A-A5T. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS 94
Base : All respondents

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? 97
Base : All respondents

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? 103
Base : All respondents

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B 109
Base : All respondents

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer? 118
Base : Those who have personally watched BBC iPlayer in the past 3 months

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? 121
Base : Those who have personally watched ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)? 124
Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)? 127
Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

A7E. How often in the past 3 months have you watched programmes or films using Channel 4/ Channel 4+ (previously All4/ All4+)? 130
Base : Those who have personally watched Channel 4/ Channel 4+ (previously All4/ All4+) in the past 3 months

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)? 133
Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go? 136
Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play? 139
Base : Those who have personally watched UKTV Play in the past 3 months

A7I. How often in the past 3 months have you watched programmes or films using Discovery+? 142
Base : Those who have personally watched Discovery+ in the past 3 months

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV On Demand or Virgin Media Anywhere? 145
Base : Those who have personally watched Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube? 148
Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

A7L. How often in the past 3 months have you watched programmes or films using Netflix? 151
Base : Those who have personally watched Netflix in the past 3 months

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video? 154
Base : Those who have personally watched Amazon Prime Video in the past 3 months

A7N. How often in the past 3 months have you watched programmes or films using NOW? 157
Base : Those who have personally watched NOW in the past 3 months

A7O. How often in the past 3 months have you watched programmes or films using Disney+? 160
Base : Those who have personally watched Disney+ in the past 3 months

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+? 163
Base : Those who have personally watched Apple TV+ in the past 3 months

A7Q. How often in the past 3 months have you watched programmes or films using BritBox? 166
Base : Those who have personally watched BritBox in the past 3 months

A7R. How often in the past 3 months have you watched programmes or films using Hayu? 169
Base : Those who have personally watched Hayu in the past 3 months

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels? 172
Base : Those who have personally watched YouTube channels in the past 3 months

A7T. How often in the past 3 months have you watched programmes or films using Paramount+? 175
Base : Those who have personally watched Paramount+ in the past 3 months

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS 178
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.) 187
Base : All respondents

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.) 196
Base : All respondents

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B 202
Base : All respondents

A9A. How often in the past 3 months have you listened to BBC Radio 1? 217
Base : Those who have personally listened to BBC Radio 1 in the past 3 months

A9B. How often in the past 3 months have you listened to BBC Radio 2? 220
Base : Those who have personally listened to BBC Radio 2 in the past 3 months

A9C. How often in the past 3 months have you listened to BBC Radio 3? 223
Base : Those who have personally listened to BBC Radio 3 in the past 3 months

A9D. How often in the past 3 months have you listened to BBC Radio 4? 226
Base : Those who have personally listened to BBC Radio 4 in the past 3 months

A9E. How often in the past 3 months have you listened to BBC Radio 5 live? 229
Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

A9F. How often in the past 3 months have you listened to BBC 6 Music? 232
Base : Those who have personally listened to BBC 6 Music in the past 3 months

A9G. How often in the past 3 months have you listened to BBC Asian Network? 235
Base : Those who have personally listened to BBC Asian Network in the past 3 months

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra? 238
Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra? 241
Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

A9J. How often in the past 3 months have you listened to BBC Radio 5 sports extra? 244
Base : Those who have personally listened to BBC Radio 5 sports extra in the past 3 months

A9K. How often in the past 3 months have you listened to BBC World Service? 247
Base : Those who have personally listened to BBC World Service in the past 3 months

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)? 250
Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)? 253
Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)? 256
Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)? 259
Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)? 262
Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)? 265
Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)? 268
Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2? 271
Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

A9T. How often in the past 3 months have you listened to talkRADIO? 274
Base : Those who have personally listened to talkRADIO in the past 3 months

A9U. How often in the past 3 months have you listened to Classic FM? 277
Base : Those who have personally listened to Classic FM in the past 3 months

A9V. How often in the past 3 months have you listened to Any Absolute Radio station? 280
Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

A9W. How often in the past 3 months have you listened to Any Capital radio station? 283
Base : Those who have personally listened to Any Capital radio station in the past 3 months

A9X. How often in the past 3 months have you listened to Any Heart radio station? 286
Base : Those who have personally listened to Any Heart radio station in the past 3 months

A9Y. How often in the past 3 months have you listened to Any Smooth radio station? 289
Base : Those who have personally listened to Any Smooth radio station in the past 3 months

A9Z. How often in the past 3 months have you listened to Any Kiss radio station? 292
Base : Those who have personally listened to Any Kiss radio station in the past 3 months

A9AA. How often in the past 3 months have you listened to Any Magic radio station? 295
Base : Those who have personally listened to Any Magic radio station in the past 3 months

A9AB. How often in the past 3 months have you listened to Virgin Radio? 298
Base : Those who have personally listened to Virgin Radio in the past 3 months

A9AC. How often in the past 3 months have you listened to Any LBC radio station? 301
Base : Those who have personally listened to Any LBC radio station in the past 3 months

A9AD. How often in the past 3 months have you listened to Times Radio? 304
Base : Those who have personally listened to Times Radio in the past 3 months

A9AE. How often in the past 3 months have you listened to GB News Radio? 307
Base : Those who have personally listened to GB News Radio in the past 3 months

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS 310
Base : All respondents

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.) 322
Base : All respondents

A11A. How often in the past 3 months have you used the BBC News site/ app? 328
Base : Those who have personally used the BBC News site/ app in the past 3 months

A11B. How often in the past 3 months have you used the BBC Sport site/ app? 331
Base : Those who have personally used the BBC Sport site/ app in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app? 334
Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

A11D. How often in the past 3 months have you used the BBC Weather site/ app? 337
Base : Those who have personally used the BBC Weather site/ app in the past 3 months

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app? 340
Base : Those who have personally used a BBC CBeebies site/ app in the past 3 months

A11F. How often in the past 3 months have you used the BBC Newsround site? 343
Base : Those who have personally used the BBC Newsround site in the past 3 months

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)? 346
Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS 349
Base : All respondents

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? 352
Base : All respondents

A13A. How often in the past 3 months have you listened to BBC Sounds? 358
Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts? 361
Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts? 364
Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

A13D. How often in the past 3 months have you listened to GlobalPlayer? 367
Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

A13E. How often in the past 3 months have you listened to RadioPlayer? 370
Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

A13F. How often in the past 3 months have you listened to Spotify? 373
Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

A13G. How often in the past 3 months have you listened to Deezer? 376
Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

A13H. How often in the past 3 months have you listened to Amazon Music? 379
Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

A13I. How often in the past 3 months have you listened to TuneIn? 382
Base : Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

A13J. How often in the past 3 months have you listened to Audible? 385
Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

A13K. How often in the past 3 months have you listened to YouTube Music? 388
Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

A13L. How often in the past 3 months have you listened to SoundCloud? 391
Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS 394
Base : All respondents

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS 400
Base : All respondents

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS 403
Base : All respondents

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS 418
Base : All respondents

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS 421
Base : All respondents

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER) 424
Base : All respondents

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS 427
Base : All respondents

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.) 434
Base : Those watching any of these TV or video services in the past 3 months

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months) 443
Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months) 449
Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months) 455
Base : Those who have watched any Channel 4 channels in the past 3 months

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months) 461
Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months) 467
Base : Those who have watched S4C (including S4C Clic) in the past 3 months

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months) 473
Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months) 479
Base : Those who have watched NOW in the past 3 months

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months) 485
Base : Those who have watched Netflix in the past 3 months

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months) 491
Base : Those who have watched Amazon Prime Video in the past 3 months

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months) 497
Base : Those who have watched YouTube channels in the past 3 months

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months) 503
Base : Those who have watched Britbox in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months) 509
Base : Those who have watched Disney+ in the past 3 months

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months) 515
Base : Those who have watched Apple TV+ in the past 3 months

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months) 521
Base : Those who have watched UKTV channels in the past 3 months

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months) 527
Base : Those who have watched GB News in the past 3 months

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months) 533
Base : Those who have watched Hayu in the past 3 months

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months) 539
Base : Those who have watched Paramount+ in the past 3 months

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months) 545
Base : Those who have listened to any BBC Radio stations in the past 3 months

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months) 551
Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months) 557
Base : Those who have listened to talkRADIO in the past 3 months

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months) 563
Base : Those who have listened to Classic FM in the past 3 months

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months) 569
Base : Those who have listened to any Absolute Radio in the past 3 months

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months) 575
Base : Those who have listened to any Capital radio in the past 3 months

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months) 581
Base : Those who have listened to any Heart radio in the past 3 months

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months) 587
Base : Those who have listened to any Smooth Radio in the past 3 months

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months) 593
Base : Those who have listened to any Kiss radio in the past 3 months

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months) 599
Base : Those who have listened to any Magic Radio in the past 3 months

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months) 605
Base : Those who have listened to Virgin Radio in the past 3 months

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months) 611
Base : Those who have listened to any LBC Radio in the past 3 months

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months) 617
Base : Those who have listened to Times Radio in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months) 623
Base : Those who have listened to GB News Radio in the past 3 months

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds? 629
Base : Those who have used BBC Sounds in the past 3 months

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts? 635
Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts? 641
Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer? 647
Base : Those who have used GlobalPlayer in the past 3 months

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer? 653
Base : Those who have used RadioPlayer in the past 3 months

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify? 659
Base : Those who have used Spotify in the past 3 months

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer? 665
Base : Those who have used Deezer in the past 3 months

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music? 671
Base : Those who have used Amazon Music in the past 3 months

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn? 677
Base : Those who have used TuneIn in the past 3 months

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible? 683
Base : Those who have used Audible in the past 3 months

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music? 686
Base : Those who have used YouTube Music in the past 3 months

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud? 692
Base : Those who have used SoundCloud in the past 3 months

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 698
Base : Those who have used BBC iPlayer in the past 3 months

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 704
Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 710
Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 716
Base : Those who have used S4C Clic (Welsh language) in the past 3 months

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 722
Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 728
Base : Those who have used My5 (previously Demand 5) in the past 3 months

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 734
Base : Those who have used Sky On Demand or Sky Go in the past 3 months

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 740
Base : Those who have used UKTV Play in the past 3 months

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 746
Base : Those who have used Discovery+ in the past 3 months

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months) 752
Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months? 758
Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC? 764
Base : All respondents

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC? 770
Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC? 779
Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"? 788
Base : All respondents

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"? 795
Base : All respondents

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"? 803
Base : All respondents

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? 811
Base : All respondents

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? 818
Base : All respondents

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"? 826
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"? 834
Base : All respondents

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"? 841
Base : All respondents

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? 848
Base : All respondents

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"? 855
Base : All respondents

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"? 863
Base : All respondents

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"? 871
Base : All respondents

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"? 878
Base : All respondents

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"? 885
Base : All respondents

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"? 892
Base : All respondents

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"? 899
Base : All respondents

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"? 906
Base : All respondents

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"? 913
Base : All respondents

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"? 920
Base : All respondents

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"? 927
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"? 934
Base : All respondents

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"? 941
Base : All respondents

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"? 948
Base : All respondents

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"? 955
Base : All respondents

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"? 962
Base : All respondents

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"? 969
Base : All respondents

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"? 976
Base : All respondents

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"? 984
Base : All respondents

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"? 991
Base : All respondents

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"? 998
Base : All respondents

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"? 1006
Base : All respondents

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content? 1013
Base : All respondents

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences? 1016
Base : All respondents

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content? 1019
Base : All respondents

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences? 1022
Base : All respondents

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different? 1025
Base : All respondents

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers? 1028
Base : All respondents

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content? 1031
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences? 1034
Base : All respondents

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content? 1037
Base : All respondents

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences? 1040
Base : All respondents

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different? 1043
Base : All respondents

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers? 1046
Base : All respondents

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content? 1049
Base : All respondents

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences? 1052
Base : All respondents

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content? 1055
Base : All respondents

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences? 1058
Base : All respondents

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different? 1061
Base : All respondents

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers? 1064
Base : All respondents

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole? 1067
Base : All respondents

F2. To what extent do you agree or disagree with the statement “I would miss the BBC if it wasn’t there”? 1073
Base : All respondents

F2B. Could you say why you gave that answer? 1076
Base : All respondents (who gave a reason for their answer)

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.) 1086
Base : All respondents

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways? 1092
Base : Those who watch, listen to or read news

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK 1095
Base : All respondents

A2. Which of these ways do you go online from home? 1101
Base : All respondents

S2. RESPONDENT'S GENDER 1104
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

S3. RESPONDENT'S AGE 1107
Base : All respondents

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP 1110
Base : All respondents

S6. RESPONDENT'S WORKING STATUS 1113
Base : All respondents

S7. URBANITY 1116
Base : All respondents

S8. REGION/ NATION 1119
Base : All respondents

S9. How would you describe your national identity? 1125
Base : All respondents

S10. RESPONDENT'S ETHNICITY 1128
Base : All respondents

S11. RESPONDENT'S RELIGION, IF ANY 1135
Base : All respondents

G3. What is the total number of people in the household (including yourself and any children)? 1138
Base : All respondents

G4. Do any children aged under 16 live in your household? 1141
Base : All respondents

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian? 1144
Base : Those in a household with any children aged under 16

G5A. Which of these people aged 16 or over do you usually share your home with? 1147
Base : All respondents

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have? 1151
Base : All respondents

G7. How long have you lived in the UK? 1160
Base : All respondents

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.) 1163
Base : All respondents

G9. Which of these – if any – impact or limit your daily activities or the work you can do? 1169
Base : All respondents

G10. Which of these best describes you? 1178
Base : All respondents

G11. Is your current gender identity the same as that assigned at birth? 1181
Base : All respondents

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Freeview or Freeview Play (free TV via an aerial)	1913	957	955	117	223	269	315	987	497	521	335	560	1659	135	76	43
	43%	45%	42%	25%	30%	38% ab	43% ab	57% abcd	44%	39%	43%	49% bc	45% bcd	37%	37%	35%
Sky (satellite TV with a monthly subscription)	1465	767	695	158	236	288	274	509	468	463	270	264	1199	129	87	50
	33%	36% b	31%	34%	32%	40% be	37% e	29%	41% bcd	34% d	34% d	23%	32%	35%	42% a	41% a
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5	741	336	402	87	162	119	120	253	242	226	121	152	603	72	42	25
	17%	16%	18%	19%	22% e	17%	16%	15%	21% cd	17%	15%	13%	16%	19%	20%	20%
Amazon Fire TV (plug in stick, plug in box or cube)	683	333	348	94	171	129	125	164	192	215	121	155	551	72	36	24
	16%	16%	15%	20% e	23% e	18% e	17% e	9%	17%	16%	15%	14%	15%	20% a	18%	19%
Virgin Media (cable TV subscription)	560	297	263	71	117	85	90	196	196	171	85	108	479	51	19	10
	13%	14%	12%	15%	16% e	12%	12%	11%	17% bcd	13%	11%	9%	13% d	14% d	9%	8%
BT TV	296	174	123	50	65	52	32	97	121	83	46	46	262	21	8	5
	7%	8% b	5%	11% de	9% d	7%	4%	6%	11% bcd	6%	6%	4%	7%	6%	4%	4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Freesat (satellite TV with no subscription)	224	119	104	23	40	31	37	93	73	54	48	49	189	23	9	3
	5%	6%	5%	5%	5%	4%	5%	5%	6%	4%	6%	4%	5%	6% d	4%	2%
NOW	219	102	117	34	62	42	30	50	75	63	39	42	190	17	8	4
	5%	5%	5%	7% e	8% de	6% e	4%	3%	7% d	5%	5%	4%	5%	5%	4%	3%
TalkTalk TV	142	77	64	25	58	26	10	24	60	36	27	20	130	8	2	2
	3%	4%	3%	5% de	8% cde	4% e	1%	1%	5% bd	3%	3%	2%	4% c	2%	1%	2%
Google Chromecast	107	56	51	19	35	21	15	16	45	25	18	19	89	7	4	6
	2%	3%	2%	4% e	5% e	3% e	2%	1%	4% bd	2%	2%	2%	2%	2%	2%	5% ab
YouView	92	56	37	13	31	18	9	21	42	25	9	17	84	5	2	1
	2%	3%	2%	3%	4% de	3%	1%	1%	4% cd	2%	1%	2%	2%	1%	1%	1%
Roku	86	46	39	13	28	14	7	23	31	30	12	13	70	7	5	3
	2%	2%	2%	3%	4% de	2%	1%	1%	3% d	2%	2%	1%	2%	2%	3%	2%
EE TV	81	41	40	16	32	21	7	5	39	15	16	11	73	5	2	1
	2%	2%	2%	4% de	4% de	3% e	1%	*%	3% bd	1%	2%	1%	2%	1%	1%	1%
Other	55	25	30	7	14	13	10	10	20	15	11	9	42	5	5	3
	1%	1%	1%	2%	2% e	2% e	1%	1%	2%	1%	1%	1%	1%	1%	3%	2%
No-one watches broadcast TV channels in the household	297	126	169	52	93	59	47	47	41	111	48	96	251	21	11	14
	7%	6%	7%	11% de	12% de	8% e	6% e	3%	4%	8% a	6%	9% a	7%	6%	5%	12% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	67	26	41	14	24	4	12	13	12	16	11	30	57	6	3	1
	2%	1%	2%	3% ce	3% ce	1%	2%	1%	1%	1%	1%	3% a	2%	2%	1%	1%
SUMMARY																
FREE BROADCAST TV SERVICE	2082	1037	1044	138	257	296	341	1050	542	566	371	604	1806	150	81	45
	47%	49%	46%	30%	34%	41% a	46% ab	60% abcd	48% b	42%	47%	53% b	49% bcd	41%	39%	37%
PAID BROADCAST TV SERVICE	2339	1184	1151	266	397	431	414	831	731	754	403	452	1957	200	118	65
	53%	56% b	51%	58% e	53%	60% e	56% e	48%	65% bcd	56% d	51% d	40%	53%	54%	57%	53%
STREAMING TV PLAYER	793	391	399	110	208	146	139	190	233	249	137	174	642	78	44	30
	18%	18%	18%	24% e	28% cde	20% e	19% e	11%	21% d	18%	18%	15%	17%	21%	21%	24% a
BROADCASTER APPS	741	336	402	87	162	119	120	253	242	226	121	152	603	72	42	25
	17%	16%	18%	19%	22% e	17%	16%	15%	21% cd	17%	15%	13%	16%	19%	20%	20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Freeview or Freeview Play (free TV via an aerial)	1913	1629	283	439	1429	408	1459	156	197	204	408	1037	849
	43%	43%	49% a	34%	48% a	35%	47% a	37%	35%	38%	35%	40%	49% a
Sky (satellite TV with a monthly subscription)	1465	1250	215	539	901	478	961	135	255	247	478	987	456
	33%	33%	37%	42% b	30%	41% b	31%	32%	45% a	46% a	41% a	38% b	26%
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5	741	656	85	258	472	228	499	88	113	109	228	491	246
	17%	17%	15%	20% b	16%	20% b	16%	21%	20%	20%	20%	19% b	14%
Amazon Fire TV (plug in stick, plug in box or cube)	683	613	71	276	401	247	429	105	126	115	247	464	211
	16%	16%	12%	21% b	13%	21% b	14%	25%	22%	22%	21%	18% b	12%
Virgin Media (cable TV subscription)	560	535	25	193	352	173	370	69	80	87	173	373	178
	13%	14% b	4%	15%	12%	15%	12%	16%	14%	16%	15%	14% b	10%
BT TV	296	269	27	113	177	106	184	49	60	47	106	216	78
	7%	7%	5%	9% b	6%	9% b	6%	12%	11%	9%	9%	8% b	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

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Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Freesat (satellite TV with no subscription)	224 5%	190 5%	34 6%	68 5%	154 5%	63 5%	157 5%	26 6%	31 6%	30 6%	63 5%	126 5%	93 5%
NOW	219 5%	198 5%	21 4%	109 8% b	104 3%	102 9% b	110 4%	34 8%	56 10%	51 10%	102 9%	151 6% b	64 4%
TalkTalk TV	142 3%	128 3%	14 2%	79 6% b	58 2%	72 6% b	65 2%	39 9%	38 7%	37 7%	72 6%	105 4% b	35 2%
Google Chromecast	107 2%	100 3%	7 1%	59 5% b	45 2%	52 5% b	51 2%	27 6%	26 5%	25 5%	52 5%	74 3%	33 2%
YouView	92 2%	85 2%	8 1%	49 4% b	44 1%	48 4% b	44 1%	21 5%	28 5%	22 4%	48 4%	64 2%	28 2%
Roku	86 2%	77 2%	9 2%	42 3% b	42 1%	41 4% b	43 1%	15 3%	19 3%	21 4%	41 4%	60 2%	24 1%
EE TV	81 2%	75 2%	6 1%	50 4% b	27 1%	43 4% b	33 1%	26 6%	22 4%	19 3%	43 4%	68 3% b	13 1%
Other	55 1%	50 1%	4 1%	24 2%	30 1%	23 2%	31 1%	11 3%	11 2%	8 1%	23 2%	27 1%	26 2%
No-one watches broadcast TV channels in the household	297 7%	265 7%	32 6%	95 7%	186 6%	82 7%	199 6%	42 10% c	35 6%	26 5%	82 7%	167 6%	122 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	67	58	9	25	38	17	43	12	5	3	17	31	33
	2%	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%
SUMMARY													
FREE BROADCAST TV SERVICE	2082	1773	309	495	1543	459	1576	175	217	228	459	1132	921
	47%	46%	53% a	38%	52% a	40%	50% a	41%	39%	43%	40%	44%	53% a
PAID BROADCAST TV SERVICE	2339	2056	283	813	1477	724	1559	233	375	360	724	1555	746
	53%	54%	49%	63% b	49%	63% b	50%	55%	67% a	68% a	63% a	60% b	43%
STREAMING TV PLAYER	793	709	84	330	454	297	485	126	146	136	297	535	249
	18%	19%	14%	25% b	15%	26% b	16%	30%	26%	26%	26%	21% b	14%
BROADCASTER APPS	741	656	85	258	472	228	499	88	113	109	228	491	246
	17%	17%	15%	20% b	16%	20% b	16%	21%	20%	20%	20%	19% b	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Freeview or Freeview Play (free TV via an aerial)	1913	1422	1135	778	490	1913	1775	1040	965	274	1813	100	230	409	1273
	43%	39%	36%	62%	64%	43%	48%	45%	44%	47%	46%	21%	35%	38%	48%
				abe	abe	ab	cf	f	f	f	f				ab
Sky (satellite TV with a monthly subscription)	1465	1314	1206	259	151	1465	1328	823	855	232	1372	93	168	363	934
	33%	36%	38%	21%	20%	33%	36%	36%	39%	39%	35%	19%	25%	34%	35%
		cd	cde			cd	f	f	ef	f	f			a	a
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5	741	738	665	76	3	741	694	463	549	191	716	25	92	154	496
	17%	20%	21%	6%	*%	17%	19%	20%	25%	33%	18%	5%	14%	14%	19%
		cde	cde	d		cd	f	f	abef	abcef	f				ab
Amazon Fire TV (plug in stick, plug in box or cube)	683	667	642	41	17	683	568	397	403	122	604	79	131	152	401
	16%	18%	20%	3%	2%	16%	15%	17%	18%	21%	15%	16%	20%	14%	15%
		cde	cde			cd			ae	ae			bc		
Virgin Media (cable TV subscription)	560	531	465	95	29	560	504	355	356	116	521	39	78	116	366
	13%	15%	15%	8%	4%	13%	14%	15%	16%	20%	13%	8%	12%	11%	14%
		cd	cd	d		cd	f	f	ef	aef	f				
BT TV	296	285	264	32	11	296	281	228	222	78	287	9	27	61	208
	7%	8%	8%	3%	1%	7%	8%	10%	10%	13%	7%	2%	4%	6%	8%
		cd	cd			cd	f	aef	aef	aef	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Freesat (satellite TV with no subscription)	224	194	165	58	30	224	198	138	136	39	207	17	36	41	146
	5%	5%	5%	5%	4%	5%	5%	6%	6%	7%	5%	3%	5%	4%	5%
NOW	219	219	214	5	-	219	202	148	159	51	207	12	38	48	134
	5%	6%	7%	*%	-%	5%	5%	6%	7%	9%	5%	3%	6%	4%	5%
		cd	cde			cd		f	ef	aef					
TalkTalk TV	142	137	132	10	5	142	131	107	102	46	137	5	15	26	101
	3%	4%	4%	1%	1%	3%	4%	5%	5%	8%	3%	1%	2%	2%	4%
		cd	cd			cd		f	f	abcef					
Google Chromecast	107	107	106	1	-	107	96	84	91	35	99	8	13	22	71
	2%	3%	3%	*%	-%	2%	3%	4%	4%	6%	3%	2%	2%	2%	3%
		cd	cd			cd			ae	aef					
YouView	92	88	81	11	4	92	87	69	71	30	89	3	10	23	59
	2%	2%	3%	1%	1%	2%	2%	3%	3%	5%	2%	1%	2%	2%	2%
		cd	cd			d		f	f	aef					
Roku	86	83	79	7	3	86	76	70	59	24	82	4	15	14	57
	2%	2%	3%	1%	*%	2%	2%	3%	3%	4%	2%	1%	2%	1%	2%
		cd	cd			cd				aef					
EE TV	81	78	72	10	3	81	73	69	65	26	80	1	6	17	58
	2%	2%	2%	1%	*%	2%	2%	3%	3%	4%	2%	*%	1%	2%	2%
		cd	cd			d		f	f	aef					
Other	55	50	44	11	5	55	40	25	27	7	46	8	13	16	26
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
No-one watches broadcast TV channels in the household	297	220	211	86	77	297	87	83	82	13	150	147	92	102	103
	7%	6%	7%	7%	10%	7%	2%	4%	4%	2%	4%	31%	14%	10%	4%
					abe			a	a		a	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Don't know	67	56	52	15	12	67	39	24	16	-	44	23	15	25	28
	2%	2%	2%	1%	2%	2%	1%	1%	1%	-%	1%	5% abcde	2%	2% c	1%
SUMMARY															
FREE BROADCAST TV SERVICE	2082	1568	1264	818	514	2082	1919	1135	1059	300	1966	117	256	452	1374
	47%	43%	40%	66% abe	67% abe	47% ab	52% f	49% f	48% f	51% f	50% f	24%	39%	42%	51% ab
PAID BROADCAST TV SERVICE	2339	2144	1939	400	195	2339	2113	1356	1377	387	2187	152	301	550	1488
	53%	59% cde	61% cde	32% d	26%	53% cd	57% f	59% f	63% aef	66% abef	56% f	32%	45%	52%	56% a
STREAMING TV PLAYER	793	774	744	49	19	793	667	485	480	153	707	86	150	173	471
	18%	21% cde	24% cde	4%	3%	18% cd	18%	21% ae	22% ae	26% aef	18%	18%	23% bc	16%	18%
BROADCASTER APPS	741	738	665	76	3	741	694	463	549	191	716	25	92	154	496
	17%	20% cde	21% cde	6% d	*%	17% cd	19% f	20% f	25% abef	33% abcef	18% f	5%	14%	14%	19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 2

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC One	3326	1643	1681	281	456	500	582	1507	906	1028	595	798	2794	275	162	95
	76%	77%	74%	61%	61%	70% ab	79% abc	87% abcd	80% d	76% d	76%	70%	75%	74%	78%	77%
The main ITV/ STV/ UTV channel	2917	1393	1521	200	351	431	515	1419	759	892	517	749	2443	247	142	85
	66%	66%	67%	43%	47%	60% ab	70% abc	82% abcd	67%	66%	66%	66%	66%	67%	69%	69%
Channel 4	2606	1267	1336	210	347	384	449	1215	728	786	476	616	2203	213	125	65
	59%	60%	59%	45%	46%	54% a	61% abc	70% abcd	64% bd	58%	61% d	54%	60% d	58%	61%	53%
BBC Two	2244	1187	1056	142	253	315	363	1171	664	698	382	501	1916	168	110	50
	51%	56% b	47%	31%	34%	44% ab	49% ab	67% abcd	59% bcd	52% d	49%	44%	52% bd	46%	53% d	40%
Channel 5	2162	1015	1146	125	218	319	395	1106	562	646	416	538	1835	173	109	44
	49%	48%	50%	27%	29%	44% ab	54% abc	64% abcd	50%	48%	53%	48%	50% d	47% d	53% d	36%
None of these	565	250	312	101	167	127	73	98	88	191	89	198	462	59	27	18
	13%	12%	14%	22% de	22% de	18% de	10% e	6%	8%	14% a	11%	18% ac	12%	16%	13%	15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 2

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC One	3326	2860	466	872	2387	789	2466	259	393	383	789	1958	1322
	76%	75%	80% a	67%	80% a	68%	79% a	61%	70% a	72% a	68% a	75%	77%
The main ITV/ STV/ UTV channel	2917	2488	428	711	2161	658	2209	204	331	330	658	1641	1226
	66%	65%	74% a	55%	72% a	57%	71% a	48%	59% a	62% a	57% a	63%	71% a
Channel 4	2606	2245	361	675	1895	620	1948	207	296	310	620	1529	1041
	59%	59%	62%	52%	63% a	54%	62% a	49%	53%	58% a	54%	59%	60%
BBC Two	2244	1924	319	541	1659	484	1712	148	241	247	484	1274	946
	51%	50%	55%	42%	55% a	42%	55% a	35%	43%	46% a	42%	49%	55% a
Channel 5	2162	1853	309	505	1628	469	1662	134	230	252	469	1230	900
	49%	49%	53%	39%	54% a	41%	53% a	31%	41% a	47% a	41% a	47%	52% a
None of these	565	508	57	222	321	187	354	93	89	73	187	309	239
	13%	13%	10%	17% b	11%	16% b	11%	22% c	16%	14%	16%	12%	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 2

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC One	3326	2741	2321	1005	586	3326	3326	1931	1859	521	3326	-	291	726	2309
	76%	75%	74%	81%	77%	76%	90%	84%	84%	89%	85%	-%	44%	68%	86%
				abe			bcef	f	f	f	f			a	ab
The main ITV/ STV/ UTV channel	2917	2366	1981	935	550	2917	2737	1632	1513	400	2796	120	330	624	1962
	66%	65%	63%	75%	72%	66%	74%	71%	69%	68%	71%	25%	50%	59%	73%
				abe	abe	b	cdf	f	f	f	f			a	ab
Channel 4	2606	2195	1851	756	412	2606	2496	1532	1457	411	2533	74	282	552	1772
	59%	60%	59%	61%	54%	59%	67%	67%	66%	70%	65%	15%	43%	52%	66%
		d		d			f	f	f	f	f			a	ab
BBC Two	2244	1810	1491	753	434	2244	2244	1434	1334	412	2244	-	165	455	1624
	51%	50%	47%	61%	57%	51%	60%	63%	61%	70%	57%	-%	25%	43%	61%
				abe	abe	b	ef	ef	f	abcef	f			a	ab
Channel 5	2162	1761	1461	701	401	2162	2067	1229	1165	316	2089	73	246	458	1458
	49%	48%	46%	56%	53%	49%	56%	54%	53%	54%	53%	15%	37%	43%	55%
				abe	b		f	f	f	f	f				ab
None of these	565	437	419	146	128	565	123	113	120	23	246	319	209	203	154
	13%	12%	13%	12%	17%	13%	3%	5%	5%	4%	6%	66%	31%	19%	6%
					ace			a	a		a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	825	936	138	262	256	306	801	465	547	327	424	1436	177	100	49
	40%	39%	41%	30%	35%	36%	42% a	46% abc	41%	40%	42%	37%	39%	48% a	48% a	40%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	757	760	115	216	242	260	685	425	451	306	335	1245	138	87	47
	34%	36%	33%	25%	29%	34% a	35% a	39% ab	38% d	33%	39% d	30%	34%	37%	42% a	39%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	715	569	126	206	221	253	481	432	420	225	209	1051	126	72	37
	29%	34% b	25%	27%	28%	31%	34% e	28%	38% bcd	31% d	29% d	18%	28%	34% a	35% a	30%
BBC News channel	1118	622	496	77	98	188	195	559	397	328	184	209	946	90	60	21
	25%	29% b	22%	17%	13%	26% ab	27% ab	32% abc	35% bcd	24% d	23%	18%	26% d	24% d	29% d	17%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	570	472	62	107	143	163	568	305	305	193	240	872	92	61	18
	24%	27% b	21%	13%	14%	20% ab	22% ab	33% abcd	27% d	23%	25%	21%	24% d	25% d	30% ad	15%
BBC Three	914	471	442	113	192	156	146	308	295	248	186	186	792	62	42	18
	21%	22%	19%	24% e	26% e	22%	20%	18%	26% bd	18%	24% bd	16%	21% d	17%	20%	15%
Other Channel 5 channel (e.g. 5USA, 5Star)	887	406	480	55	105	133	160	434	220	267	186	214	718	81	62	26
	20%	19%	21%	12%	14%	19% a	22% ab	25% abc	19%	20%	24%	19%	19%	22%	30% abd	21%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Four	859	493	366	82	112	103	131	431	314	253	146	147	749	59	39	12
	20%	23% b	16%	18%	15%	14%	18%	25% abcd	28% bcd	19% d	19% d	13%	20% d	16% d	19% d	10%
GB News	298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
	7%	8% b	5%	2%	5%	6% a	8% a	9% ab	8% d	7%	7%	5%	7%	7%	6%	7%
BBC Parliament	281	190	91	26	43	56	32	125	124	83	36	37	243	17	15	6
	6%	9% b	4%	6%	6%	8% d	4%	7%	11% bcd	6% d	5%	3%	7%	4%	7%	5%
CBeebies	280	103	177	32	90	80	37	41	88	70	66	56	237	23	14	6
	6%	5%	8% a	7% e	12% ade	11% de	5% e	2%	8%	5%	8% bd	5%	6%	6%	7%	5%
CBBC	223	100	123	47	74	53	25	24	88	45	51	39	197	14	9	3
	5%	5%	5%	10% de	10% de	7% de	3% e	1%	8% bd	3%	7% bd	3%	5% d	4%	4%	2%
BBC Scotland TV channel (on air between 7pm and midnight)	181	106	75	19	36	30	21	75	57	52	35	37	86	91	2	2
	4%	5%	3%	4%	5%	4%	3%	4%	5%	4%	4%	3%	2%	25% acd	1%	2%
S4C (Welsh)	88	59	29	10	26	17	6	30	38	26	16	9	54	6	28	1
	2%	3% b	1%	2%	4% d	2%	1%	2%	3% d	2%	2%	1%	1%	2%	13% abd	1%
BBC Alba (Scottish Gaelic)	77	51	26	9	18	12	9	30	21	21	19	15	47	28	1	1
	2%	2% b	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	8% acd	*%	1%
Any other broadcast TV channels	82	44	38	1	5	5	8	63	25	32	6	20	65	9	5	4
	2%	2%	2%	*%	1%	1%	1%	4% abcd	2%	2% c	1%	2%	2%	3%	2%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

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A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
None	1017	439	574	126	212	167	159	355	151	327	165	374	860	82	37	39
	23%	21%	25%	27%	28%	23%	22%	20%	13%	24%	21%	33%	23%	22%	18%	31%
			a	e	de					a	a	abc	c			abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	1527	236	479	1262	432	1308	143	221	203	432	1028	707
	40%	40%	41%	37%	42% a	37%	42%	34%	39%	38%	37%	40%	41%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	1312	206	418	1086	387	1116	120	188	187	387	938	555
	34%	34%	35%	32%	36%	34%	36%	28%	33%	35%	34%	36%	32%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	1126	160	439	831	400	869	128	211	189	400	857	411
	29%	29%	28%	34% b	28%	35% b	28%	30%	37%	35%	35%	33% b	24%
BBC News channel	1118	976	142	291	814	265	837	86	128	144	265	677	428
	25%	26%	24%	22%	27% a	23%	27%	20%	23%	27%	23%	26%	25%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	887	156	237	795	221	811	77	113	112	221	588	440
	24%	23%	27%	18%	27% a	19%	26% a	18%	20%	21%	19%	23%	25%
BBC Three	914	819	95	308	578	273	611	102	130	122	273	612	293
	21%	21% b	16%	24% b	19%	24% b	20%	24%	23%	23%	24%	24% b	17%
Other Channel 5 channel (e.g. 5USA, 5Star)	887	758	129	238	641	216	664	70	112	110	216	505	364
	20%	20%	22%	18%	21%	19%	21%	17%	20%	21%	19%	19%	21%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

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A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Four	859	738	121	237	613	204	642	73	91	102	204	508	343
	20%	19%	21%	18%	20%	18%	21%	17%	16%	19%	18%	20%	20%
GB News	298	272	26	84	212	81	214	29	32	48	81	179	116
	7%	7%	4%	6%	7%	7%	7%	7%	6%	9%	7%	7%	7%
BBC Parliament	281	260	21	105	171	99	177	37	51	50	99	189	90
	6%	7%	4%	8%	6%	9%	6%	9%	9%	9%	9%	7%	5%
		b		b		b							
CBeebies	280	255	26	208	68	196	79	121	98	52	196	202	75
	6%	7%	4%	16%	2%	17%	3%	28%	17%	10%	17%	8%	4%
				b		b		bcd	c		c	b	
CBBC	223	208	15	153	64	133	84	73	69	43	133	169	54
	5%	5%	3%	12%	2%	12%	3%	17%	12%	8%	12%	7%	3%
		b		b		b		cd				b	
BBC Scotland TV channel (on air between 7pm and midnight)	181	170	11	70	109	66	111	31	33	33	66	116	63
	4%	4%	2%	5%	4%	6%	4%	7%	6%	6%	6%	4%	4%
		b				b							
S4C (Welsh)	88	83	5	40	47	39	48	18	23	14	39	63	23
	2%	2%	1%	3%	2%	3%	2%	4%	4%	3%	3%	2%	1%
				b		b							
BBC Alba (Scottish Gaelic)	77	69	8	30	46	30	46	15	18	16	30	47	29
	2%	2%	1%	2%	2%	3%	1%	3%	3%	3%	3%	2%	2%
Any other broadcast TV channels	82	71	12	9	71	9	71	4	4	7	9	29	52
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%
					a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
None	1017	882	135	275	703	238	739	98	119	108	238	502	486
	23%	23%	23%	21%	23%	21%	24%	23%	21%	20%	21%	19%	28% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	1571	1313	449	191	1762	1652	998	984	303	1684	78	233	341	1189
	40%	43%	42%	36%	25%	40%	45%	44%	45%	51%	43%	16%	35%	32%	44%
		cde	cd	d		d	f	f	f	abcef	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	1380	1157	360	137	1518	1436	892	890	285	1464	54	172	305	1041
	34%	38%	37%	29%	18%	34%	39%	39%	40%	48%	37%	11%	26%	29%	39%
		cde	cd	d		cd	f	f	f	abcef	f				ab
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	1205	1087	199	82	1286	1169	767	797	242	1210	77	174	300	813
	29%	33%	34%	16%	11%	29%	31%	33%	36%	41%	31%	16%	26%	28%	30%
		cde	cde	d		cd	f	f	aef	abef	f				
BBC News channel	1118	1015	866	251	103	1118	1118	691	790	238	1118	-	99	245	774
	25%	28%	27%	20%	13%	25%	30%	30%	36%	40%	29%	-%	15%	23%	29%
		cd	cd	d		cd	f	f	abef	abef	f			a	ab
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	899	750	294	144	1043	979	640	612	204	999	44	146	176	721
	24%	25%	24%	24%	19%	24%	26%	28%	28%	35%	25%	9%	22%	17%	27%
		d	d			d	f	f	f	abcef	f				b
BBC Three	914	830	730	184	84	914	914	659	650	242	914	-	53	164	697
	21%	23%	23%	15%	11%	21%	25%	29%	30%	41%	23%	-%	8%	15%	26%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
Other Channel 5 channel (e.g. 5USA, 5Star)	887	779	659	227	107	887	826	512	496	167	842	44	122	163	602
	20%	21%	21%	18%	14%	20%	22%	22%	23%	28%	21%	9%	18%	15%	23%
		d	d			d	f	f	f	abcef	f				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Four	859	774	641	218	86	859	859	619	604	242	859	-	71	140	648
	20%	21%	20%	18%	11%	20%	23%	27%	27%	41%	22%	-%	11%	13%	24%
		d	d	d		d	f	aef	aef	abcef	f				ab
GB News	298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
	7%	7%	7%	5%	4%	7%	7%	8%	9%	13%	7%	4%	11%	5%	6%
		d	d			d		f	ef	abef			bc		
BBC Parliament	281	257	230	52	24	281	281	202	231	85	281	-	24	76	181
	6%	7%	7%	4%	3%	6%	8%	9%	10%	15%	7%	-%	4%	7%	7%
		cd	cd			cd	f	f	aef	abef	f			a	a
CBeebies	280	268	248	32	12	280	280	187	206	63	280	-	32	66	182
	6%	7%	8%	3%	2%	6%	8%	8%	9%	11%	7%	-%	5%	6%	7%
		cd	cd			cd	f	f	ef	ef	f				
CBBC	223	215	207	17	9	223	223	167	184	60	223	-	18	46	159
	5%	6%	7%	1%	1%	5%	6%	7%	8%	10%	6%	-%	3%	4%	6%
		cd	cd			cd	f	f	aef	aef	f				a
BBC Scotland TV channel (on air between 7pm and midnight)	181	168	146	35	13	181	181	136	136	55	181	-	19	21	141
	4%	5%	5%	3%	2%	4%	5%	6%	6%	9%	5%	-%	3%	2%	5%
		d	d			d	f	f	f	abef	f				b
S4C (Welsh)	88	84	76	13	5	88	85	76	76	39	88	*	6	15	67
	2%	2%	2%	1%	1%	2%	2%	3%	3%	7%	2%	*%	1%	1%	3%
		d	cd				f	f	f	abcef	f				
BBC Alba (Scottish Gaelic)	77	69	59	18	8	77	77	61	54	32	77	-	5	12	59
	2%	2%	2%	1%	1%	2%	2%	3%	2%	5%	2%	-%	1%	1%	2%
							f	f	f	abcef	f				
Any other broadcast TV channels	82	60	40	43	22	82	75	44	34	14	77	6	24	12	46
	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	1%	4%	1%	2%
				abe	b								bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4) and My5. Please include watching on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
None	1017	671	611	406	346	1017	581	341	270	45	703	314	223	308	486
	23%	18%	19%	33%	45%	23%	16%	15%	12%	8%	18%	65%	34%	29%	18%
				abe	abce	ab	cd	d	d		bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC One	3326	1643	1681	281	456	500	582	1507	906	1028	595	798	2794	275	162	95
	76%	77%	74%	61%	61%	70% ab	79% abc	87% abcd	80% d	76% d	76%	70%	75%	74%	78%	77%
The main ITV/ STV/ UTV channel	2917	1393	1521	200	351	431	515	1419	759	892	517	749	2443	247	142	85
	66%	66%	67%	43%	47%	60% ab	70% abc	82% abcd	67%	66%	66%	66%	66%	67%	69%	69%
Channel 4	2606	1267	1336	210	347	384	449	1215	728	786	476	616	2203	213	125	65
	59%	60%	59%	45%	46%	54% a	61% abc	70% abcd	64% bd	58%	61% d	54%	60% d	58%	61%	53%
BBC Two	2244	1187	1056	142	253	315	363	1171	664	698	382	501	1916	168	110	50
	51%	56% b	47%	31%	34%	44% ab	49% ab	67% abcd	59% bcd	52% d	49%	44%	52% bd	46%	53% d	40%
Channel 5	2162	1015	1146	125	218	319	395	1106	562	646	416	538	1835	173	109	44
	49%	48%	50%	27%	29%	44% ab	54% abc	64% abcd	50%	48%	53%	48%	50% d	47% d	53% d	36%
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	825	936	138	262	256	306	801	465	547	327	424	1436	177	100	49
	40%	39%	41%	30%	35%	36%	42% a	46% abc	41%	40%	42%	37%	39%	48% a	48% a	40%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	757	760	115	216	242	260	685	425	451	306	335	1245	138	87	47
	34%	36%	33%	25%	29%	34% a	35% a	39% ab	38% d	33%	39% d	30%	34%	37%	42% a	39%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	715	569	126	206	221	253	481	432	420	225	209	1051	126	72	37
	29%	34% b	25%	27%	28%	31%	34% e	28%	38% bcd	31% d	29% d	18%	28%	34% a	35% a	30%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC News channel	1118	622	496	77	98	188	195	559	397	328	184	209	946	90	60	21
	25%	29% b	22%	17%	13%	26% ab	27% ab	32% abc	35% bcd	24% d	23%	18%	26% d	24% d	29% d	17%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	570	472	62	107	143	163	568	305	305	193	240	872	92	61	18
	24%	27% b	21%	13%	14%	20% ab	22% ab	33% abcd	27% d	23%	25%	21%	24% d	25% d	30% ad	15%
BBC Three	914	471	442	113	192	156	146	308	295	248	186	186	792	62	42	18
	21%	22%	19%	24% e	26% e	22%	20%	18%	26% bd	18%	24% bd	16%	21% d	17%	20%	15%
Other Channel 5 channel (e.g. 5USA, 5Star)	887	406	480	55	105	133	160	434	220	267	186	214	718	81	62	26
	20%	19%	21%	12%	14%	19% a	22% ab	25% abc	19%	20%	24%	19%	19%	22%	30% abd	21%
BBC Four	859	493	366	82	112	103	131	431	314	253	146	147	749	59	39	12
	20%	23% b	16%	18%	15%	14%	18%	25% abcd	28% bcd	19% d	19% d	13%	20% d	16% d	19% d	10%
GB News	298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
	7%	8% b	5%	2%	5%	6% a	8% a	9% ab	8% d	7%	7%	5%	7%	7%	6%	7%
BBC Parliament	281	190	91	26	43	56	32	125	124	83	36	37	243	17	15	6
	6%	9% b	4%	6%	6%	8% d	4%	7%	11% bcd	6% d	5%	3%	7%	4%	7%	5%
CBeebies	280	103	177	32	90	80	37	41	88	70	66	56	237	23	14	6
	6%	5%	8% a	7% e	12% ade	11% de	5% e	2%	8%	5%	8% bd	5%	6%	6%	7%	5%
CBBC	223	100	123	47	74	53	25	24	88	45	51	39	197	14	9	3
	5%	5%	5%	10% de	10% de	7% de	3% e	1%	8% bd	3%	7% bd	3%	5% d	4%	4%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Scotland TV channel (on air between 7pm and midnight)	181	106	75	19	36	30	21	75	57	52	35	37	86	91	2	2
	4%	5%	3%	4%	5%	4%	3%	4%	5%	4%	4%	3%	2%	25% acd	1%	2%
S4C (Welsh)	88	59	29	10	26	17	6	30	38	26	16	9	54	6	28	1
	2%	3% b	1%	2%	4% d	2%	1%	2%	3% d	2%	2%	1%	1%	2%	13% abd	1%
BBC Alba (Scottish Gaelic)	77	51	26	9	18	12	9	30	21	21	19	15	47	28	1	1
	2%	2% b	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	8% acd	*%	1%
Any other broadcast TV channels	82	44	38	1	5	5	8	63	25	32	6	20	65	9	5	4
	2%	2%	2%	*%	1%	1%	1%	4% abcd	2%	2% c	1%	2%	2%	3%	2%	3%
None	446	196	246	82	140	97	53	73	61	149	71	165	366	48	20	12
	10%	9%	11%	18% de	19% de	14% de	7% e	4%	5%	11% a	9% a	15% ac	10%	13%	9%	10%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of TV channels in the past 3 months (out of 21)	5.5	5.7 b	5.3	4.1	4.3	5.1 ab	5.6 ab	6.5 abcd	6.2 bcd	5.4 d	5.6 d	4.8	5.5 d	5.7 d	6.1 ad	4.9
Standard deviation	3.61	3.74	3.47	3.47	3.61	3.69	3.42	3.40	3.53	3.66	3.71	3.43	3.54	4.10	3.90	3.57
Standard error	.05	.08	.07	.15	.14	.13	.13	.08	.11	.11	.12	.10	.07	.18	.17	.17

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC One	3326	2860	466	872	2387	789	2466	259	393	383	789	1958	1322
	76%	75%	80% a	67%	80% a	68%	79% a	61%	70% a	72% a	68% a	75%	77%
The main ITV/ STV/ UTV channel	2917	2488	428	711	2161	658	2209	204	331	330	658	1641	1226
	66%	65%	74% a	55%	72% a	57%	71% a	48%	59% a	62% a	57% a	63%	71% a
Channel 4	2606	2245	361	675	1895	620	1948	207	296	310	620	1529	1041
	59%	59%	62%	52%	63% a	54%	62% a	49%	53%	58% a	54%	59%	60%
BBC Two	2244	1924	319	541	1659	484	1712	148	241	247	484	1274	946
	51%	50%	55%	42%	55% a	42%	55% a	35%	43%	46% a	42%	49%	55% a
Channel 5	2162	1853	309	505	1628	469	1662	134	230	252	469	1230	900
	49%	49%	53%	39%	54% a	41%	53% a	31%	41% a	47% a	41% a	47%	52% a
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	1527	236	479	1262	432	1308	143	221	203	432	1028	707
	40%	40%	41%	37%	42% a	37%	42%	34%	39%	38%	37%	40%	41%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	1312	206	418	1086	387	1116	120	188	187	387	938	555
	34%	34%	35%	32%	36%	34%	36%	28%	33%	35%	34%	36%	32%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	1126	160	439	831	400	869	128	211	189	400	857	411
	29%	29%	28%	34% b	28%	35% b	28%	30%	37%	35%	35%	33% b	24%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC News channel	1118	976	142	291	814	265	837	86	128	144	265	677	428
	25%	26%	24%	22%	27% a	23%	27%	20%	23%	27%	23%	26%	25%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	887	156	237	795	221	811	77	113	112	221	588	440
	24%	23%	27%	18%	27% a	19%	26% a	18%	20%	21%	19%	23%	25%
BBC Three	914	819	95	308	578	273	611	102	130	122	273	612	293
	21%	21% b	16%	24% b	19%	24% b	20%	24%	23%	23%	24%	24% b	17%
Other Channel 5 channel (e.g. 5USA, 5Star)	887	758	129	238	641	216	664	70	112	110	216	505	364
	20%	20%	22%	18%	21%	19%	21%	17%	20%	21%	19%	19%	21%
BBC Four	859	738	121	237	613	204	642	73	91	102	204	508	343
	20%	19%	21%	18%	20%	18%	21%	17%	16%	19%	18%	20%	20%
GB News	298	272	26	84	212	81	214	29	32	48	81	179	116
	7%	7%	4%	6%	7%	7%	7%	7%	6%	9%	7%	7%	7%
BBC Parliament	281	260	21	105	171	99	177	37	51	50	99	189	90
	6%	7% b	4%	8% b	6%	9% b	6%	9%	9%	9%	9%	7%	5%
CBeebies	280	255	26	208	68	196	79	121	98	52	196	202	75
	6%	7%	4%	16% b	2%	17% b	3%	28% bcd	17% c	10%	17% c	8% b	4%
CBBC	223	208	15	153	64	133	84	73	69	43	133	169	54
	5%	5% b	3%	12% b	2%	12% b	3%	17% cd	12%	8%	12%	7% b	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Scotland TV channel (on air between 7pm and midnight)	181	170	11	70	109	66	111	31	33	33	66	116	63
	4%	4% b	2%	5%	4%	6% b	4%	7%	6%	6%	6%	4%	4%
S4C (Welsh)	88	83	5	40	47	39	48	18	23	14	39	63	23
	2%	2%	1%	3% b	2%	3% b	2%	4%	4%	3%	3%	2%	1%
BBC Alba (Scottish Gaelic)	77	69	8	30	46	30	46	15	18	16	30	47	29
	2%	2%	1%	2%	2%	3%	1%	3%	3%	3%	3%	2%	2%
Any other broadcast TV channels	82	71	12	9	71	9	71	4	4	7	9	29	52
	2%	2%	2%	1%	2% a	1%	2% a	1%	1%	1%	1%	1%	3% a
None	446	399	47	161	264	138	285	64	69	55	138	234	196
	10%	10%	8%	12% b	9%	12%	9%	15%	12%	10%	12%	9%	11%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of TV channels in the past 3 months (out of 21)	5.5	5.5	5.6	5.1	5.7 a	5.3	5.7 a	4.9	5.3	5.5 a	5.3	5.5	5.5
Standard deviation	3.61	3.65	3.30	3.76	3.53	3.80	3.54	4.06	3.92	3.75	3.80	3.58	3.66
Standard error	.05	.06	.13	.10	.06	.11	.06	.19	.16	.16	.11	.07	.09

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC One	3326	2741	2321	1005	586	3326	3326	1931	1859	521	3326	-	291	726	2309
	76%	75%	74%	81%	77%	76%	90%	84%	84%	89%	85%	-%	44%	68%	86%
				abe			bcef	f	f	f	f			a	ab
The main ITV/ STV/ UTV channel	2917	2366	1981	935	550	2917	2737	1632	1513	400	2796	120	330	624	1962
	66%	65%	63%	75%	72%	66%	74%	71%	69%	68%	71%	25%	50%	59%	73%
				abe	abe	b	cdf	f	f	f	f			a	ab
Channel 4	2606	2195	1851	756	412	2606	2496	1532	1457	411	2533	74	282	552	1772
	59%	60%	59%	61%	54%	59%	67%	67%	66%	70%	65%	15%	43%	52%	66%
		d		d			f	f	f	f	f			a	ab
BBC Two	2244	1810	1491	753	434	2244	2244	1434	1334	412	2244	-	165	455	1624
	51%	50%	47%	61%	57%	51%	60%	63%	61%	70%	57%	-%	25%	43%	61%
				abe	abe	b	ef	ef	f	abcef	f			a	ab
Channel 5	2162	1761	1461	701	401	2162	2067	1229	1165	316	2089	73	246	458	1458
	49%	48%	46%	56%	53%	49%	56%	54%	53%	54%	53%	15%	37%	43%	55%
				abe	b		f	f	f	f	f				ab
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	1762	1571	1313	449	191	1762	1652	998	984	303	1684	78	233	341	1189
	40%	43%	42%	36%	25%	40%	45%	44%	45%	51%	43%	16%	35%	32%	44%
		cde	cd	d		d	f	f	f	abcef	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1518	1380	1157	360	137	1518	1436	892	890	285	1464	54	172	305	1041
	34%	38%	37%	29%	18%	34%	39%	39%	40%	48%	37%	11%	26%	29%	39%
		cde	cd	d		cd	f	f	f	abcef	f				ab
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1286	1205	1087	199	82	1286	1169	767	797	242	1210	77	174	300	813
	29%	33%	34%	16%	11%	29%	31%	33%	36%	41%	31%	16%	26%	28%	30%
		cde	cde	d		cd	f	f	aef	abef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC News channel	1118	1015	866	251	103	1118	1118	691	790	238	1118	-	99	245	774
	25%	28%	27%	20%	13%	25%	30%	30%	36%	40%	29%	-%	15%	23%	29%
		cd	cd	d		cd	f	f	abef	abef	f			a	ab
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1043	899	750	294	144	1043	979	640	612	204	999	44	146	176	721
	24%	25%	24%	24%	19%	24%	26%	28%	28%	35%	25%	9%	22%	17%	27%
		d	d			d	f	f	f	abcef	f				b
BBC Three	914	830	730	184	84	914	914	659	650	242	914	-	53	164	697
	21%	23%	23%	15%	11%	21%	25%	29%	30%	41%	23%	-%	8%	15%	26%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
Other Channel 5 channel (e.g. 5USA, 5Star)	887	779	659	227	107	887	826	512	496	167	842	44	122	163	602
	20%	21%	21%	18%	14%	20%	22%	22%	23%	28%	21%	9%	18%	15%	23%
		d	d			d	f	f	f	abcef	f				b
BBC Four	859	774	641	218	86	859	859	619	604	242	859	-	71	140	648
	20%	21%	20%	18%	11%	20%	23%	27%	27%	41%	22%	-%	11%	13%	24%
		d	d	d		d	f	aef	aef	abcef	f				ab
GB News	298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
	7%	7%	7%	5%	4%	7%	7%	8%	9%	13%	7%	4%	11%	5%	6%
		d	d			d		f	ef	abef			bc		
BBC Parliament	281	257	230	52	24	281	281	202	231	85	281	-	24	76	181
	6%	7%	7%	4%	3%	6%	8%	9%	10%	15%	7%	-%	4%	7%	7%
		cd	cd			cd	f	f	aef	abef	f			a	a
CBeebies	280	268	248	32	12	280	280	187	206	63	280	-	32	66	182
	6%	7%	8%	3%	2%	6%	8%	8%	9%	11%	7%	-%	5%	6%	7%
		cd	cd			cd	f	f	ef	ef	f				
CBBC	223	215	207	17	9	223	223	167	184	60	223	-	18	46	159
	5%	6%	7%	1%	1%	5%	6%	7%	8%	10%	6%	-%	3%	4%	6%
		cd	cd			cd	f	f	aef	aef	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Scotland TV channel (on air between 7pm and midnight)	181	168	146	35	13	181	181	136	136	55	181	-	19	21	141
	4%	5% d	5% d	3%	2%	4% d	5% f	6% f	6% f	9% abef	5% f	-%	3%	2%	5% b
S4C (Welsh)	88	84	76	13	5	88	85	76	76	39	88	*	6	15	67
	2%	2% d	2% cd	1%	1%	2%	2% f	3% f	3% f	7% abcef	2% f	*%	1%	1%	3%
BBC Alba (Scottish Gaelic)	77	69	59	18	8	77	77	61	54	32	77	-	5	12	59
	2%	2%	2%	1%	1%	2%	2% f	3% f	2% f	5% abcef	2% f	-%	1%	1%	2%
Any other broadcast TV channels	82	60	40	43	22	82	75	44	34	14	77	6	24	12	46
	2%	2%	1%	3% abe	3% b	2%	2%	2%	2%	2%	2%	1%	4% bc	1%	2%
None	446	335	328	118	111	446	61	86	76	17	170	276	161	166	119
	10%	9%	10%	9%	15% abce	10%	2%	4% a	3% a	3%	4% a	57% abcde	24% bc	16% c	4%
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of TV channels in the past 3 months (out of 21)	5.5	5.7 cd	5.6 d	5.3 d	4.5	5.5 d	6.3 ef	6.4 ef	6.5 ef	7.5 abcef	6.0 f	1.2	3.9	4.7 a	6.2 ab
Standard deviation	3.61	3.68	3.71	3.33	3.10	3.61	3.29	3.49	3.58	3.99	3.42	1.88	3.54	3.51	3.47
Standard error	.05	.06	.07	.10	.11	.05	.05	.07	.08	.17	.05	.08	.14	.11	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
ANY BBC TV CHANNELS	3573	1762	1808	335	538	547	605	1549	999	1085	640	850	3013	293	168	99
	81%	83%	80%	72%	72%	76%	82%	89%	88%	80%	82%	75%	81%	79%	81%	80%
		b					abc	abcd	bcd	d	d					
ANY ITV CHANNELS	3126	1482	1641	229	399	468	544	1486	819	952	554	802	2617	267	151	91
	71%	70%	72%	50%	53%	65%	74%	86%	72%	71%	71%	71%	71%	72%	73%	74%
						ab	abc	abcd								
ANY CHANNEL 4 CHANNELS	2832	1380	1448	233	397	435	488	1279	790	859	521	662	2398	229	134	72
	64%	65%	64%	51%	53%	61%	66%	74%	70%	64%	66%	58%	65%	62%	65%	58%
						ab	ab	abcd	bd		d					
ANY CHANNEL 5 CHANNELS	2300	1078	1220	139	249	349	422	1140	603	685	444	567	1952	183	117	48
	52%	51%	54%	30%	33%	49%	57%	66%	53%	51%	57%	50%	53%	50%	56%	39%
						ab	abc	abcd			d		d	d	d	
ANY OTHER CHANNELS	1987	1079	905	160	285	309	358	875	607	616	358	406	1635	184	119	50
	45%	51%	40%	35%	38%	43%	49%	50%	54%	46%	46%	36%	44%	50%	57%	40%
		b				a	ab	abc	bcd	d	d			d	ad	
NONE	446	196	246	82	140	97	53	73	61	149	71	165	366	48	20	12
	10%	9%	11%	18%	19%	14%	7%	4%	5%	11%	9%	15%	10%	13%	9%	10%
				de	de	de	e			a	a	ac				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
ANY BBC TV CHANNELS	3573	3087	487	1012	2484	912	2576	327	444	425	912	2117	1408
	81%	81%	84%	78%	83% a	79%	82%	77%	79%	80%	79%	82%	82%
ANY ITV CHANNELS	3126	2673	454	796	2278	729	2340	230	365	364	729	1786	1290
	71%	70%	78% a	61%	76% a	63%	75% a	54%	65% a	68% a	63% a	69%	75% a
ANY CHANNEL 4 CHANNELS	2832	2443	389	760	2027	699	2085	227	339	348	699	1692	1100
	64%	64%	67%	59%	68% a	61%	67% a	53%	60%	65% a	61%	65%	64%
ANY CHANNEL 5 CHANNELS	2300	1969	331	570	1697	524	1741	152	255	282	524	1326	938
	52%	52%	57%	44%	57% a	45%	56% a	36%	45% a	53% ad	45% a	51%	54%
ANY OTHER CHANNELS	1987	1725	261	584	1377	534	1426	179	272	262	534	1232	724
	45%	45%	45%	45%	46%	46%	46%	42%	48%	49%	46%	47% b	42%
NONE	446	399	47	161	264	138	285	64	69	55	138	234	196
	10%	10%	8%	12% b	9%	12%	9%	15%	12%	10%	12%	9%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 6

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
ANY BBC TV CHANNELS	3573	2971	2534	1039	602	3573	3573	2107	2025	558	3573	-	331	796	2446
	81%	82%	80%	83%	79%	81%	96%	92%	92%	95%	91%	-%	50%	75%	92%
							bcef	f	f	ef	f			a	ab
ANY ITV CHANNELS	3126	2559	2147	980	567	3126	2933	1761	1639	442	2994	133	367	667	2092
	71%	70%	68%	79%	74%	71%	79%	77%	74%	75%	76%	28%	55%	63%	78%
				abe	b		cf	f	f	f	f			a	ab
ANY CHANNEL 4 CHANNELS	2832	2401	2037	795	431	2832	2690	1667	1592	454	2740	91	316	610	1906
	64%	66%	65%	64%	56%	64%	72%	73%	72%	77%	70%	19%	48%	57%	71%
		d	d	d		d	f	f	f	ef	f			a	ab
ANY CHANNEL 5 CHANNELS	2300	1891	1584	716	409	2300	2185	1320	1246	340	2215	85	265	487	1549
	52%	52%	50%	58%	54%	52%	59%	58%	57%	58%	57%	18%	40%	46%	58%
				abe			f	f	f	f	f				ab
ANY OTHER CHANNELS	1987	1756	1528	459	231	1987	1814	1176	1177	354	1873	114	286	428	1273
	45%	48%	48%	37%	30%	45%	49%	51%	53%	60%	48%	24%	43%	40%	48%
		cd	cd	d		cd	f	f	aef	abcef	f				b
NONE	446	335	328	118	111	446	61	86	76	17	170	276	161	166	119
	10%	9%	10%	9%	15%	10%	2%	4%	3%	3%	4%	57%	24%	16%	4%
					abce			a	a		a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 7

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	3310	1639	1668	312	401	580	553	1464	869	903	690	848	2185	401	391	333
Effective Weighted Sample	2736	1357	1377	272	326	478	462	1221	741	753	553	713	2083	387	367	307
Total	3326	1643	1681	281	456	500	582	1507	906	1028	595	798	2794	275	162	95
At least daily	1983	1007	975	86	188	246	321	1142	512	581	367	524	1660	163	105	55
	60%	61%	58%	31%	41% a	49% a	55% ab	76% abcd	56%	57%	62%	66% ab	59%	59%	65%	58%
At least weekly	1105	532	572	151	192	217	223	322	325	375	183	222	935	89	47	34
	33%	32%	34%	54% bcde	42% e	43% e	38% e	21%	36% d	36% d	31%	28%	33%	32%	29%	36%
At least monthly	157	60	96	33	52	19	21	31	47	48	29	32	127	18	8	3
	5%	4%	6%	12% cde	11% cde	4%	4%	2%	5%	5%	5%	4%	5%	7%	5%	4%
Less often	71	41	31	10	19	13	16	12	19	22	13	18	63	4	3	2
	2%	2%	2%	4% e	4% e	3% e	3% e	1%	2%	2%	2%	2%	2%	1%	2%	2%
Don't know/ can't remember	10	3	7	1	5	3	1	-	4	2	2	2	9	1	-	-
	*%	*%	*%	*%	1% e	1% e	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%
SUMMARY																
DAILY	1983	1007	975	86	188	246	321	1142	512	581	367	524	1660	163	105	55
	60%	61%	58%	31%	41% a	49% a	55% ab	76% abcd	56%	57%	62%	66% ab	59%	59%	65%	58%
WEEKLY	3088	1539	1547	237	380	464	543	1464	836	956	550	746	2595	252	151	90
	93%	94%	92%	84%	83%	93% ab	93% ab	97% abcd	92%	93%	92%	94%	93%	92%	93%	94%
MONTHLY	3244	1599	1643	270	431	483	564	1495	883	1004	579	778	2722	270	159	93
	98%	97%	98%	96%	95%	97%	97%	99% abcd	97%	98%	97%	98%	97%	98%	98%	98%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 7

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	3310	2768	542	900	2348	810	2433	271	401	398	810	1921	1331
Effective Weighted Sample	2736	2304	441	730	1951	656	2020	217	328	320	656	1578	1114
Total	3326	2860	466	872	2387	789	2466	259	393	383	789	1958	1322
At least daily	1983	1668	315	423	1535	393	1561	132	194	198	393	1025	927
	60%	58%	68% a	49%	64% a	50%	63% a	51%	49%	52%	50%	52%	70% a
At least weekly	1105	983	122	361	705	324	742	104	170	151	324	762	330
	33%	34% b	26%	41% b	30%	41% b	30%	40%	43%	39%	41%	39% b	25%
At least monthly	157	139	18	55	99	47	108	19	19	17	47	115	39
	5%	5%	4%	6%	4%	6%	4%	7%	5%	5%	6%	6% b	3%
Less often	71	61	10	28	42	22	48	3	10	16	22	50	22
	2%	2%	2%	3%	2%	3%	2%	1%	3%	4%	3%	3%	2%
Don't know/ can't remember	10	9	1	3	6	3	6	2	-	1	3	6	4
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%
SUMMARY													
DAILY	1983	1668	315	423	1535	393	1561	132	194	198	393	1025	927
	60%	58%	68% a	49%	64% a	50%	63% a	51%	49%	52%	50%	52%	70% a
WEEKLY	3088	2651	437	784	2240	717	2303	236	364	349	717	1788	1257
	93%	93%	94%	90%	94% a	91%	93%	91%	93%	91%	91%	91%	95% a
MONTHLY	3244	2790	455	840	2339	764	2411	254	383	366	764	1902	1296
	98%	98%	98%	96%	98%	97%	98%	98%	97%	96%	97%	97%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 7

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	3310	2728	2340	970	582	3310	3310	1936	1825	516	3310	-	298	712	2300
Effective Weighted Sample	2736	2249	1914	822	487	2736	2736	1588	1514	426	2736	-	245	593	1898
Total	3326	2741	2321	1005	586	3326	3326	1931	1859	521	3326	-	291	726	2309
At least daily	1983	1558	1265	718	425	1983	1983	1240	1063	339	1983	**	132	323	1528
	60%	57%	54%	71% abe	73% abe	60% b	60%	64% ace	57%	65% c	60%	**	45%	45%	66% ab
At least weekly	1105	958	853	252	146	1105	1105	571	663	154	1105	**	111	325	669
	33%	35% cd	37% cd	25%	25%	33% cd	33%	30%	36% b	30%	33%	**	38% c	45% c	29%
At least monthly	157	149	139	18	7	157	157	89	93	21	157	**	32	53	72
	5%	5% cd	6% cd	2%	1%	5% cd	5%	5%	5%	4%	5%	**	11% c	7% c	3%
Less often	71	65	57	14	7	71	71	26	34	6	71	**	15	23	33
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	**	5% c	3% c	1%
Don't know/ can't remember	10	10	8	2	-	10	10	4	6	1	10	**	1	2	7
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	**	*%	*%	*%
SUMMARY															
DAILY	1983	1558	1265	718	425	1983	1983	1240	1063	339	1983	**	132	323	1528
	60%	57%	54%	71% abe	73% abe	60% b	60%	64% ace	57%	65% c	60%	**	45%	45%	66% ab
WEEKLY	3088	2517	2117	970	571	3088	3088	1811	1726	493	3088	**	243	648	2197
	93%	92%	91%	97% abe	98% abe	93%	93%	94%	93%	95%	93%	**	83%	89%	95% ab
MONTHLY	3244	2666	2256	988	579	3244	3244	1901	1819	514	3244	**	275	701	2269
	98%	97%	97%	98%	99%	98%	98%	98%	98%	99%	98%	**	94%	97%	98% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 8

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2167	1145	1021	157	221	344	335	1110	619	593	426	529	1492	241	260	174
Effective Weighted Sample	1822	961	861	139	184	291	286	935	536	504	349	449	1425	233	243	161
Total	2244	1187	1056	142	253	315	363	1171	664	698	382	501	1916	168	110	50
At least daily	602	347	255	27	67	71	72	366	158	185	108	152	517	40	30	15
	27%	29%	24%	19%	26%	22%	20%	31% acd	24%	26%	28%	30%	27%	24%	27%	30%
At least weekly	1268	675	593	77	129	182	216	663	401	401	204	262	1091	95	60	22
	57%	57%	56%	55%	51%	58%	59%	57%	60%	58%	53%	52%	57% d	57%	54%	44%
At least monthly	267	118	149	27	41	46	49	105	86	70	48	63	221	22	14	10
	12%	10%	14% a	19% e	16% e	14% e	14%	9%	13%	10%	13%	13%	12%	13%	12%	20% a
Less often	97	45	51	8	13	14	26	36	17	38	21	21	78	11	6	3
	4%	4%	5%	5%	5%	5%	7% e	3%	3%	5%	5%	4%	4%	6%	6%	5%
Don't know/ can't remember	10	2	8	3	3	2	*	1	2	4	1	3	9	-	*	*
	*%	*%	1%	2% e	1%	1%	*%	*%	*%	1%	*%	1%	*%	-%	*%	*%
SUMMARY																
DAILY	602	347	255	27	67	71	72	366	158	185	108	152	517	40	30	15
	27%	29%	24%	19%	26%	22%	20%	31% acd	24%	26%	28%	30%	27%	24%	27%	30%
WEEKLY	1870	1022	848	104	196	253	288	1029	559	586	311	414	1608	135	90	37
	83%	86% b	80%	74%	77%	80%	79%	88% abcd	84%	84%	82%	83%	84% d	80%	82%	75%
MONTHLY	2137	1140	997	131	237	298	337	1134	645	655	360	477	1829	158	103	47
	95%	96%	94%	92%	94%	95%	93%	97% ad	97%	94%	94%	95%	95%	94%	94%	94%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2167	1817	350	528	1600	469	1655	149	238	235	469	1200	936
Effective Weighted Sample	1822	1537	289	446	1342	396	1389	122	200	202	396	1010	790
Total	2244	1924	319	541	1659	484	1712	148	241	247	484	1274	946
At least daily	602	497	105	136	457	122	470	43	60	59	122	308	284
	27%	26%	33%	25%	28%	25%	27%	29%	25%	24%	25%	24%	30% a
At least weekly	1268	1094	174	289	948	260	976	74	124	143	260	736	521
	57%	57%	54%	53%	57%	54%	57%	50%	52%	58%	54%	58%	55%
At least monthly	267	239	27	83	182	76	189	24	41	31	76	170	94
	12%	12%	9%	15%	11%	16%	11%	16%	17%	12%	16%	13%	10%
Less often	97	85	12	29	66	25	70	6	14	14	25	56	41
	4%	4%	4%	5%	4%	5%	4%	4%	6%	6%	5%	4%	4%
Don't know/ can't remember	10	8	2	4	6	2	8	1	1	-	2	4	6
	*%	*%	1%	1%	*%	*%	*%	1%	*%	-%	*%	*%	1%
SUMMARY													
DAILY	602	497	105	136	457	122	470	43	60	59	122	308	284
	27%	26%	33%	25%	28%	25%	27%	29%	25%	24%	25%	24%	30% a
WEEKLY	1870	1592	279	425	1405	381	1446	117	184	202	381	1044	805
	83%	83%	87%	79%	85% a	79%	84% a	79%	76%	82%	79%	82%	85%
MONTHLY	2137	1831	306	508	1587	457	1635	141	226	233	457	1214	899
	95%	95%	96%	94%	96%	94%	95%	95%	94%	94%	94%	95%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 8

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2167	1744	1452	715	423	2167	2167	1394	1287	402	2167	-	168	425	1574
Effective Weighted Sample	1822	1465	1211	611	357	1822	1822	1161	1077	331	1822	-	137	368	1317
Total	2244	1810	1491	753	434	2244	2244	1434	1334	412	2244	-	165	455	1624
At least daily	602	456	372	230	147	602	602	431	353	134	602	**	44	95	463
	27%	25%	25%	31%	34% abe	27%	27%	30%	26%	33%	27%	**	27%	21%	29% b
At least weekly	1268	1029	834	434	239	1268	1268	796	768	232	1268	**	77	259	932
	57%	57%	56%	58%	55%	57%	57%	56%	58%	56%	57%	**	46%	57%	57%
At least monthly	267	235	212	54	31	267	267	151	162	36	267	**	26	79	161
	12%	13% cd	14% cd	7%	7%	12% c	12%	11%	12%	9%	12%	**	16%	17% c	10%
Less often	97	79	67	30	18	97	97	50	45	10	97	**	18	19	60
	4%	4%	4%	4%	4%	4%	4%	3%	3%	2%	4%	**	11% bc	4%	4%
Don't know/ can't remember	10	10	5	5	-	10	10	6	7	*	10	**	-	2	7
	*%	1%	*%	1%	-%	*%	*%	*%	1%	*%	*%	**	-%	1%	*%
SUMMARY															
DAILY	602	456	372	230	147	602	602	431	353	134	602	**	44	95	463
	27%	25%	25%	31%	34% abe	27%	27%	30%	26%	33%	27%	**	27%	21%	29% b
WEEKLY	1870	1485	1206	664	385	1870	1870	1227	1120	366	1870	**	121	354	1395
	83%	82%	81%	88% abe	89% ab	83%	83%	86%	84%	89%	83%	**	73%	78%	86% ab
MONTHLY	2137	1720	1419	719	417	2137	2137	1378	1282	402	2137	**	147	434	1556
	95%	95%	95%	95%	96%	95%	95%	96%	96%	98%	95%	**	89%	95%	96% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2897	1378	1516	224	308	496	505	1364	723	781	595	798	1902	358	342	295
Effective Weighted Sample	2392	1141	1248	193	248	410	419	1141	615	649	478	671	1813	346	321	272
Total	2917	1393	1521	200	351	431	515	1419	759	892	517	749	2443	247	142	85
At least daily	1562	712	850	57	144	204	252	905	317	462	313	470	1266	161	85	50
	54%	51%	56%	28%	41% a	47% a	49% a	64% abcd	42%	52% a	61% ab	63% ab	52%	65% a	60% a	59%
At least weekly	1037	534	502	94	152	166	198	427	338	334	158	207	900	67	42	28
	36%	38% b	33%	47% e	43% e	39% e	38% e	30%	45% bcd	37% d	31%	28%	37% b	27%	30%	33%
At least monthly	225	104	121	35	38	40	44	67	81	66	33	45	198	10	11	5
	8%	7%	8%	17% cde	11% e	9% e	9% e	5%	11% d	7%	6%	6%	8%	4%	8%	6%
Less often	75	38	37	13	13	16	16	17	18	26	11	20	64	7	3	1
	3%	3%	2%	6% e	4% e	4% e	3%	1%	2%	3%	2%	3%	3%	3%	2%	1%
Don't know/ can't remember	17	5	10	2	3	4	5	3	4	4	1	8	16	1	-	-
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	*%	-%	-%
SUMMARY																
DAILY	1562	712	850	57	144	204	252	905	317	462	313	470	1266	161	85	50
	54%	51%	56%	28%	41% a	47% a	49% a	64% abcd	42%	52% a	61% ab	63% ab	52%	65% a	60% a	59%
WEEKLY	2599	1246	1352	151	296	370	450	1332	656	796	471	677	2165	228	128	78
	89%	89%	89%	75%	84%	86% a	87% a	94% abcd	86%	89%	91%	90%	89%	92%	90%	93%
MONTHLY	2825	1350	1473	186	335	411	495	1399	736	862	504	722	2363	238	139	84
	97%	97%	97%	93%	95%	95%	96%	99% abcd	97%	97%	98%	96%	97%	97%	98%	99%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 9

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2897	2402	495	735	2120	674	2176	217	334	340	674	1612	1224
Effective Weighted Sample	2392	1996	403	597	1760	548	1804	173	274	278	548	1319	1027
Total	2917	2488	428	711	2161	658	2209	204	331	330	658	1641	1226
At least daily	1562	1307	256	315	1233	299	1245	97	149	155	299	770	761
	54%	53%	60% a	44%	57% a	45%	56% a	48%	45%	47%	45%	47%	62% a
At least weekly	1037	895	142	291	721	268	745	84	136	130	268	674	350
	36%	36%	33%	41% b	33%	41% b	34%	41%	41%	39%	41%	41% b	29%
At least monthly	225	206	20	73	149	64	158	17	31	32	64	141	81
	8%	8%	5%	10% b	7%	10%	7%	8%	9%	10%	10%	9%	7%
Less often	75	70	5	28	46	24	49	6	15	10	24	47	28
	3%	3%	1%	4%	2%	4%	2%	3%	4%	3%	4%	3%	2%
Don't know/ can't remember	17	11	6	4	12	3	13	-	-	3	3	9	7
	1%	*%	1%	1%	1%	*%	1%	-%	-%	1%	*%	1%	1%
SUMMARY													
DAILY	1562	1307	256	315	1233	299	1245	97	149	155	299	770	761
	54%	53%	60% a	44%	57% a	45%	56% a	48%	45%	47%	45%	47%	62% a
WEEKLY	2599	2202	398	606	1954	567	1990	181	285	285	567	1444	1111
	89%	88%	93%	85%	90% a	86%	90% a	89%	86%	86%	86%	88%	91%
MONTHLY	2825	2408	417	679	2103	631	2148	198	317	317	631	1585	1192
	97%	97%	97%	95%	97%	96%	97%	97%	96%	96%	96%	97%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 9

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2897	2349	1996	901	548	2897	2724	1631	1495	394	2783	114	334	613	1950
Effective Weighted Sample	2392	1931	1626	766	461	2392	2247	1332	1231	322	2296	96	271	513	1608
Total	2917	2366	1981	935	550	2917	2737	1632	1513	400	2796	120	330	624	1962
At least daily	1562	1224	980	582	338	1562	1463	834	685	197	1488	75	190	291	1080
	54%	52%	49%	62% abe	61% abe	54%	53% c	51% c	45%	49%	53% c	62% c	58% b	47%	55% b
At least weekly	1037	872	762	276	165	1037	983	603	625	150	1006	31	96	249	692
	36%	37% cd	38% cd	29%	30%	36% c	36%	37%	41% aef	38%	36%	26%	29%	40% a	35%
At least monthly	225	193	173	52	32	225	215	141	155	38	219	7	24	57	144
	8%	8%	9% c	6%	6%	8%	8%	9%	10%	9%	8%	5%	7%	9%	7%
Less often	75	62	56	19	12	75	61	43	42	14	69	6	17	22	36
	3%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	5%	5% c	4%	2%
Don't know/ can't remember	17	14	11	6	3	17	15	9	6	1	15	2	2	4	10
	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%
SUMMARY															
DAILY	1562	1224	980	582	338	1562	1463	834	685	197	1488	75	190	291	1080
	54%	52%	49%	62% abe	61% abe	54%	53% c	51% c	45%	49%	53% c	62% c	58% b	47%	55% b
WEEKLY	2599	2096	1741	858	503	2599	2446	1438	1310	347	2494	105	286	541	1772
	89%	89%	88%	92% b	91%	89%	89%	88%	87%	87%	89%	87%	87%	87%	90%
MONTHLY	2825	2290	1915	910	535	2825	2662	1579	1465	385	2713	112	310	598	1916
	97%	97%	97%	97%	97%	97%	97%	97%	97%	96%	97%	93%	94%	96%	98% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2558	1252	1302	229	304	437	422	1166	689	684	537	648	1718	309	300	231
Effective Weighted Sample	2131	1041	1086	201	250	362	358	976	589	573	435	551	1640	298	281	214
Total	2606	1267	1336	210	347	384	449	1215	728	786	476	616	2203	213	125	65
At least daily	667	347	320	41	103	97	100	327	158	178	142	189	544	63	35	25
	26%	27%	24%	19%	30%	25%	22%	27%	22%	23%	30% ab	31% ab	25%	30%	28%	38% a
At least weekly	1370	666	703	94	152	200	221	702	412	419	231	308	1161	110	68	32
	53%	53%	53%	45%	44%	52%	49%	58% abd	57% c	53%	48%	50%	53%	52%	54%	49%
At least monthly	446	199	247	53	73	70	104	147	123	157	77	90	389	34	17	7
	17%	16%	18%	25% e	21% e	18% e	23% e	12%	17%	20%	16%	15%	18% d	16%	13%	10%
Less often	108	51	57	20	17	16	22	35	31	28	25	25	96	6	5	1
	4%	4%	4%	9% e	5%	4%	5%	3%	4%	4%	5%	4%	4%	3%	4%	2%
Don't know/ can't remember	14	4	9	2	3	2	3	4	4	3	2	5	13	-	*	1
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	-%	*%	1%
SUMMARY																
DAILY	667	347	320	41	103	97	100	327	158	178	142	189	544	63	35	25
	26%	27%	24%	19%	30%	25%	22%	27%	22%	23%	30% ab	31% ab	25%	30%	28%	38% a
WEEKLY	2037	1013	1023	135	255	297	321	1029	570	597	373	497	1705	173	103	57
	78%	80%	77%	64%	73%	77% a	71%	85% abcd	78%	76%	78%	81%	77%	81%	82%	87% a
MONTHLY	2484	1212	1270	188	328	366	425	1176	693	754	450	587	2093	208	120	63
	95%	96%	95%	90%	94%	95% a	95%	97% a	95%	96%	94%	95%	95%	97%	95%	97%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2558	2149	409	690	1833	632	1888	217	304	317	632	1479	1034
Effective Weighted Sample	2131	1801	336	564	1536	516	1582	174	246	261	516	1227	871
Total	2606	2245	361	675	1895	620	1948	207	296	310	620	1529	1041
At least daily	667	575	93	188	471	176	481	75	79	88	176	367	291
	26%	26%	26%	28%	25%	28%	25%	36%	27%	29%	28%	24%	28%
At least weekly	1370	1153	217	318	1031	296	1054	86	134	148	296	797	554
	53%	51%	60% a	47%	54% a	48%	54%	42%	45%	48%	48%	52%	53%
At least monthly	446	403	43	134	307	120	321	41	59	61	120	294	148
	17%	18% b	12%	20%	16%	19%	16%	20%	20%	20%	19%	19% b	14%
Less often	108	102	6	32	75	27	81	5	24	11	27	64	43
	4%	5%	2%	5%	4%	4%	4%	2%	8%	4%	4%	4%	4%
Don't know/ can't remember	14	12	2	2	11	1	12	*	-	1	1	6	6
	1%	1%	1%	*%	1%	*%	1%	*%	-%	*%	*%	*%	1%
SUMMARY													
DAILY	667	575	93	188	471	176	481	75	79	88	176	367	291
	26%	26%	26%	28%	25%	28%	25%	36%	27%	29%	28%	24%	28%
WEEKLY	2037	1728	309	506	1502	472	1535	161	213	237	472	1164	844
	78%	77%	86% a	75%	79%	76%	79%	78%	72%	76%	76%	76%	81% a
MONTHLY	2484	2131	353	641	1809	592	1856	202	272	297	592	1458	992
	95%	95%	98%	95%	95%	96%	95%	97%	92%	96%	96%	95%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 10

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2558	2152	1833	725	406	2558	2445	1515	1422	409	2488	70	287	528	1743
Effective Weighted Sample	2131	1790	1514	617	341	2131	2041	1251	1183	334	2074	58	233	449	1450
Total	2606	2195	1851	756	412	2606	2496	1532	1457	411	2533	74	282	552	1772
At least daily	667	572	493	175	95	667	639	406	368	128	648	**	63	117	488
	26%	26%	27%	23%	23%	26%	26%	27%	25%	31%	26%	**	22%	21%	28% b
At least weekly	1370	1138	938	432	233	1370	1317	815	757	213	1334	**	152	280	938
	53%	52%	51%	57% b	56%	53%	53%	53%	52%	52%	53%	**	54%	51%	53%
At least monthly	446	381	329	117	65	446	431	256	270	57	437	**	48	103	296
	17%	17%	18%	16%	16%	17%	17%	17%	19%	14%	17%	**	17%	19%	17%
Less often	108	90	81	27	18	108	98	51	59	13	102	**	16	44	48
	4%	4%	4%	4%	4%	4%	4%	3%	4%	3%	4%	**	6%	8% c	3%
Don't know/ can't remember	14	13	10	4	1	14	11	4	3	-	11	**	4	7	3
	1%	1%	1%	1%	*%	1%	*%	*%	*%	-%	*%	**	1% c	1% c	*%
SUMMARY															
DAILY	667	572	493	175	95	667	639	406	368	128	648	**	63	117	488
	26%	26%	27%	23%	23%	26%	26%	27%	25%	31%	26%	**	22%	21%	28% b
WEEKLY	2037	1710	1431	607	328	2037	1956	1221	1125	341	1982	**	215	397	1426
	78%	78%	77%	80%	80%	78%	78%	80%	77%	83%	78%	**	76%	72%	80% b
MONTHLY	2484	2091	1760	724	393	2484	2387	1477	1395	398	2420	**	262	500	1721
	95%	95%	95%	96%	95%	95%	96%	96%	96%	97%	96%	**	93%	91%	97% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2101	994	1106	137	189	354	366	1055	521	558	466	556	1433	250	261	157
Effective Weighted Sample	1765	827	937	120	156	299	315	887	454	470	378	477	1368	241	244	146
Total	2162	1015	1146	125	218	319	395	1106	562	646	416	538	1835	173	109	44
At least daily	445	207	238	20	59	59	77	230	79	117	106	143	366	45	22	11
	21%	20%	21%	16%	27%	19%	19%	21%	14%	18%	25% a	27% ab	20%	26%	20%	25%
At least weekly	1077	520	556	62	87	150	175	603	294	321	199	263	901	93	61	21
	50%	51%	49%	49%	40%	47%	44%	55% bd	52%	50%	48%	49%	49%	54%	56%	48%
At least monthly	456	206	250	28	45	74	107	203	136	146	82	92	401	29	17	9
	21%	20%	22%	22%	21%	23%	27% e	18%	24% d	23%	20%	17%	22%	17%	16%	21%
Less often	165	74	92	14	24	33	33	62	46	60	28	31	149	6	8	3
	8%	7%	8%	11%	11%	10% e	8%	6%	8%	9%	7%	6%	8%	4%	7%	6%
Don't know/ can't remember	19	7	10	1	3	2	4	8	7	2	1	9	17	-	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	2%	1%	-%	1%	1%
SUMMARY																
DAILY	445	207	238	20	59	59	77	230	79	117	106	143	366	45	22	11
	21%	20%	21%	16%	27%	19%	19%	21%	14%	18%	25% a	27% ab	20%	26%	20%	25%
WEEKLY	1521	728	794	82	146	209	251	833	373	438	304	407	1268	138	83	32
	70%	72%	69%	65%	67%	66%	64%	75% cd	66%	68%	73%	76% ab	69%	80% a	76%	73%
MONTHLY	1978	934	1044	110	191	283	358	1036	509	584	387	499	1669	167	101	42
	91%	92%	91%	88%	88%	89%	91%	94% bc	91%	90%	93%	93%	91%	96% a	92%	93%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2101	1745	356	502	1573	463	1610	141	227	242	463	1172	887
Effective Weighted Sample	1765	1479	293	419	1322	387	1352	113	190	206	387	984	751
Total	2162	1853	309	505	1628	469	1662	134	230	252	469	1230	900
At least daily	445	384	61	120	322	112	329	42	51	55	112	229	205
	21%	21%	20%	24%	20%	24%	20%	31%	22%	22%	24%	19%	23%
At least weekly	1077	907	169	223	832	206	849	47	97	117	206	595	467
	50%	49%	55%	44%	51%	44%	51%	35%	42%	46%	44%	48%	52%
At least monthly	456	402	55	101	351	96	356	26	44	57	96	289	165
	21%	22%	18%	20%	22%	21%	21%	19%	19%	23%	21%	23% b	18%
Less often	165	146	20	56	110	51	114	18	35	22	51	112	53
	8%	8%	6%	11% b	7%	11% b	7%	13%	15%	9%	11%	9%	6%
Don't know/ can't remember	19	15	4	4	13	4	14	1	3	1	4	5	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
SUMMARY													
DAILY	445	384	61	120	322	112	329	42	51	55	112	229	205
	21%	21%	20%	24%	20%	24%	20%	31%	22%	22%	24%	19%	23%
WEEKLY	1521	1291	230	344	1154	318	1178	90	148	172	318	824	672
	70%	70%	75%	68%	71%	68%	71%	67%	64%	68%	68%	67%	75% a
MONTHLY	1978	1693	285	444	1506	415	1534	116	193	229	415	1113	837
	91%	91%	92%	88%	92% a	88%	92%	86%	84%	91%	88%	90%	93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2101	1718	1440	661	383	2101	2012	1205	1133	320	2034	67	248	433	1420
Effective Weighted Sample	1765	1438	1199	566	327	1765	1692	1001	944	261	1710	56	201	377	1188
Total	2162	1761	1461	701	401	2162	2067	1229	1165	316	2089	73	246	458	1458
At least daily	445	384	322	123	61	445	415	252	215	74	425	**	67	80	298
	21%	22% d	22% d	18%	15%	21%	20%	20%	18%	23%	20%	**	27% b	17%	20%
At least weekly	1077	854	687	389	223	1077	1034	617	566	156	1043	**	114	216	747
	50%	48%	47%	56% ab	56% b	50%	50%	50%	49%	49%	50%	**	46%	47%	51%
At least monthly	456	375	318	139	81	456	446	265	276	69	447	**	46	112	299
	21%	21%	22%	20%	20%	21%	22%	22%	24%	22%	21%	**	19%	24%	20%
Less often	165	135	124	41	31	165	159	91	105	18	160	**	14	47	104
	8%	8%	8%	6%	8%	8%	8%	7%	9%	6%	8%	**	6%	10%	7%
Don't know/ can't remember	19	13	11	8	6	19	14	5	4	-	14	**	5	4	10
	1%	1%	1%	1%	1%	1%	1%	*%	*%	-%	1%	**	2%	1%	1%
SUMMARY															
DAILY	445	384	322	123	61	445	415	252	215	74	425	**	67	80	298
	21%	22% d	22% d	18%	15%	21%	20%	20%	18%	23%	20%	**	27% b	17%	20%
WEEKLY	1521	1238	1009	512	284	1521	1449	868	781	230	1468	**	181	296	1045
	70%	70%	69%	73%	71%	70%	70%	71%	67%	73%	70%	**	74%	64%	72% b
MONTHLY	1978	1613	1327	651	365	1978	1895	1134	1057	298	1915	**	227	407	1344
	91%	92%	91%	93%	91%	91%	92%	92%	91%	94%	92%	**	92%	89%	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	~b	c	~d
Unweighted total	878	458	418	120	164	173	134	287	272	218	202	186	622	90	101	65
Effective Weighted Sample	742	387	354	108	139	146	114	243	237	182	169	159	593	87	95	60
Total	914	471	442	113	192	156	146	308	295	248	186	186	792	62	42	18
At least daily	149	89	59	23	42	35	18	31	55	23	33	37	128	**	5	**
	16%	19%	13%	20% e	22% e	22% e	13%	10%	19% b	9%	18%	20% b	16%	**	12%	**
At least weekly	415	210	205	52	88	66	54	155	120	113	96	86	364	**	17	**
	45%	45%	46%	46%	46%	43%	37%	50%	41%	46%	52%	47%	46%	**	41%	**
At least monthly	232	108	124	22	39	34	53	84	79	73	36	44	196	**	13	**
	25%	23%	28%	19%	21%	22%	36% ab	27%	27%	30%	19%	24%	25%	**	32%	**
Less often	104	58	46	16	16	19	19	35	34	39	19	12	91	**	5	**
	11%	12%	11%	14%	8%	12%	13%	11%	12%	16% d	10%	7%	11%	**	13%	**
Don't know/ can't remember	14	6	8	1	7	1	2	4	7	-	1	6	13	**	1	**
	2%	1%	2%	1%	3%	1%	1%	1%	2%	-%	1%	3%	2%	**	2%	**
SUMMARY																
DAILY	149	89	59	23	42	35	18	31	55	23	33	37	128	**	5	**
	16%	19%	13%	20% e	22% e	22% e	13%	10%	19% b	9%	18%	20% b	16%	**	12%	**
WEEKLY	564	299	263	75	130	101	73	186	175	136	130	124	492	**	22	**
	62%	63%	60%	66%	68% d	65%	50%	60%	59%	55%	70% b	67%	62%	**	53%	**
MONTHLY	796	408	387	97	169	135	125	270	254	209	165	168	688	**	36	**
	87%	86%	88%	86%	88%	87%	86%	87%	86%	84%	89%	90%	87%	**	85%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	878	767	111	300	552	261	589	97	126	121	261	581	285
Effective Weighted Sample	742	653	91	256	463	223	494	83	107	103	223	488	245
Total	914	819	95	308	578	273	611	102	130	122	273	612	293
At least daily	149	131	18	79	66	71	71	**	37	29	71	105	41
	16%	16%	19%	26% b	11%	26% b	12%	**	28%	24%	26%	17%	14%
At least weekly	415	372	43	131	268	112	286	**	54	51	112	273	140
	45%	45%	45%	43%	46%	41%	47%	**	41%	42%	41%	45%	48%
At least monthly	232	211	21	59	166	57	168	**	27	25	57	157	73
	25%	26%	22%	19%	29% a	21%	28%	**	21%	20%	21%	26%	25%
Less often	104	91	13	36	68	31	73	**	13	17	31	72	31
	11%	11%	13%	12%	12%	11%	12%	**	10%	14%	11%	12%	11%
Don't know/ can't remember	14	14	1	3	11	2	12	**	-	-	2	5	8
	2%	2%	1%	1%	2%	1%	2%	**	-%	-%	1%	1%	3%
SUMMARY													
DAILY	149	131	18	79	66	71	71	**	37	29	71	105	41
	16%	16%	19%	26% b	11%	26% b	12%	**	28%	24%	26%	17%	14%
WEEKLY	564	503	61	210	334	184	358	**	90	80	184	378	181
	62%	61%	64%	68% b	58%	67%	59%	**	69%	66%	67%	62%	62%
MONTHLY	796	714	82	268	500	241	526	**	117	104	241	535	254
	87%	87%	86%	87%	86%	88%	86%	**	90%	86%	88%	87%	87%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	878	803	708	170	75	878	878	623	620	229	878	-	59	159	660
Effective Weighted Sample	742	676	594	148	66	742	742	530	525	194	742	-	48	135	560
Total	914	830	730	184	84	914	914	659	650	242	914	-	53	164	697
At least daily	149	142	132	17	**	149	149	120	112	62	149	**	**	31	111
	16%	17%	18% c	9%	**	16%	16%	18%	17%	25% ae	16%	**	**	19%	16%
At least weekly	415	366	319	96	**	415	415	285	286	101	415	**	**	68	330
	45%	44%	44%	52%	**	45%	45%	43%	44%	42%	45%	**	**	42%	47%
At least monthly	232	210	187	46	**	232	232	171	160	46	232	**	**	35	176
	25%	25%	26%	25%	**	25%	25%	26%	25%	19%	25%	**	**	22%	25%
Less often	104	97	84	20	**	104	104	77	82	31	104	**	**	22	74
	11%	12%	11%	11%	**	11%	11%	12%	13%	13%	11%	**	**	14%	11%
Don't know/ can't remember	14	14	9	5	**	14	14	6	10	3	14	**	**	7	7
	2%	2%	1%	3%	**	2%	2%	1%	2%	1%	2%	**	**	4% c	1%
SUMMARY															
DAILY	149	142	132	17	**	149	149	120	112	62	149	**	**	31	111
	16%	17%	18% c	9%	**	16%	16%	18%	17%	25% ae	16%	**	**	19%	16%
WEEKLY	564	509	451	113	**	564	564	405	398	163	564	**	**	99	441
	62%	61%	62%	61%	**	62%	62%	62%	61%	67%	62%	**	**	61%	63%
MONTHLY	796	719	637	159	**	796	796	576	558	209	796	**	**	135	616
	87%	87%	87%	86%	**	87%	87%	87%	86%	86%	87%	**	**	82%	88%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	797	457	340	87	90	113	115	392	283	205	157	152	578	84	91	44
Effective Weighted Sample	681	392	289	78	79	96	101	333	249	175	134	131	550	81	85	41
Total	859	493	366	82	112	103	131	431	314	253	146	147	749	59	39	12
At least daily	102	70	32	**	**	25	11	30	40	23	16	23	88	**	**	**
	12%	14%	9%	**	**	24% de	9%	7%	13%	9%	11%	15%	12%	**	**	**
At least weekly	413	242	170	**	**	41	60	227	135	130	75	73	365	**	**	**
	48%	49%	47%	**	**	39%	46%	53%	43%	51%	52%	50%	49%	**	**	**
At least monthly	237	132	104	**	**	27	43	128	99	68	31	40	204	**	**	**
	28%	27%	29%	**	**	26%	33%	30%	31%	27%	21%	27%	27%	**	**	**
Less often	95	44	51	**	**	9	16	41	33	32	21	9	80	**	**	**
	11%	9%	14%	**	**	9%	12%	10%	10%	13%	15%	6%	11%	**	**	**
Don't know/ can't remember	13	5	8	**	**	1	*	6	7	-	3	3	12	**	**	**
	1%	1%	2%	**	**	1%	*%	1%	2%	-%	2%	2%	2%	**	**	**
SUMMARY																
DAILY	102	70	32	**	**	25	11	30	40	23	16	23	88	**	**	**
	12%	14%	9%	**	**	24% de	9%	7%	13%	9%	11%	15%	12%	**	**	**
WEEKLY	515	312	203	**	**	66	71	257	175	153	91	96	452	**	**	**
	60%	63%	55%	**	**	64%	54%	60%	56%	60%	63%	65%	60%	**	**	**
MONTHLY	751	444	307	**	**	93	115	384	274	220	122	136	657	**	**	**
	87%	90%	84%	**	**	90%	87%	89%	87%	87%	83%	92%	88%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	797	671	126	222	566	187	597	67	87	95	187	461	324
Effective Weighted Sample	681	577	105	194	480	163	507	59	75	82	163	395	278
Total	859	738	121	237	613	204	642	73	91	102	204	508	343
At least daily	102	87	15	50	52	45	55	**	**	**	45	75	27
	12%	12%	12%	21% b	8%	22% b	9%	**	**	**	22%	15% b	8%
At least weekly	413	354	59	96	310	85	321	**	**	**	85	242	167
	48%	48%	48%	41%	50%	42%	50%	**	**	**	42%	48%	49%
At least monthly	237	197	40	64	172	55	180	**	**	**	55	133	100
	28%	27%	33%	27%	28%	27%	28%	**	**	**	27%	26%	29%
Less often	95	88	7	24	70	17	76	**	**	**	17	54	41
	11%	12%	6%	10%	11%	8%	12%	**	**	**	8%	11%	12%
Don't know/ can't remember	13	12	1	3	10	2	11	**	**	**	2	5	8
	1%	2%	1%	1%	2%	1%	2%	**	**	**	1%	1%	2%
SUMMARY													
DAILY	102	87	15	50	52	45	55	**	**	**	45	75	27
	12%	12%	12%	21% b	8%	22% b	9%	**	**	**	22%	15% b	8%
WEEKLY	515	441	73	147	361	130	376	**	**	**	130	317	194
	60%	60%	61%	62%	59%	64%	59%	**	**	**	64%	62%	57%
MONTHLY	751	638	113	210	533	185	556	**	**	**	185	450	294
	87%	86%	94%	89%	87%	91%	87%	**	**	**	91%	89%	86%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	797	720	599	198	77	797	797	571	559	222	797	-	70	137	590
Effective Weighted Sample	681	615	510	171	67	681	681	488	477	190	681	-	60	115	506
Total	859	774	641	218	86	859	859	619	604	242	859	-	71	140	648
At least daily	102	98	86	16	**	102	102	85	85	58	102	**	**	15	81
	12%	13%	13%	8%	**	12%	12%	14%	14%	24% abce	12%	**	**	10%	13%
At least weekly	413	365	298	114	**	413	413	300	274	117	413	**	**	58	320
	48%	47%	47%	52%	**	48%	48%	48%	45%	49%	48%	**	**	42%	49%
At least monthly	237	213	176	60	**	237	237	163	169	51	237	**	**	45	170
	28%	28%	28%	28%	**	28%	28%	26%	28%	21%	28%	**	**	32%	26%
Less often	95	87	74	22	**	95	95	65	66	12	95	**	**	19	67
	11%	11%	11%	10%	**	11%	11%	10%	11%	5%	11%	**	**	14%	10%
Don't know/ can't remember	13	11	7	5	**	13	13	6	9	4	13	**	**	3	10
	1%	1%	1%	2%	**	1%	1%	1%	2%	2%	1%	**	**	2%	2%
SUMMARY															
DAILY	102	98	86	16	**	102	102	85	85	58	102	**	**	15	81
	12%	13%	13%	8%	**	12%	12%	14%	14%	24% abce	12%	**	**	10%	13%
WEEKLY	515	462	384	131	**	515	515	385	359	175	515	**	**	73	401
	60%	60%	60%	60%	**	60%	60%	62%	60%	72% ace	60%	**	**	52%	62%
MONTHLY	751	675	560	191	**	751	751	548	529	226	751	**	**	118	571
	87%	87%	87%	88%	**	87%	87%	88%	88%	93%	87%	**	**	85%	88%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1791	822	967	158	238	315	299	781	460	491	392	448	1115	255	244	177
Effective Weighted Sample	1460	673	786	137	188	249	247	652	384	402	307	380	1062	246	230	166
Total	1762	825	936	138	262	256	306	801	465	547	327	424	1436	177	100	49
At least daily	476	215	261	27	89	67	68	225	113	114	104	145	399	41	20	16
	27%	26%	28%	19%	34% ad	26%	22%	28%	24%	21%	32% b	34% ab	28%	23%	20%	33% c
At least weekly	888	422	466	69	106	132	168	413	237	279	166	206	716	98	53	21
	50%	51%	50%	50%	41%	52%	55% b	52% b	51%	51%	51%	49%	50%	55%	53%	43%
At least monthly	300	150	149	26	55	39	56	123	85	117	48	49	239	33	18	9
	17%	18%	16%	19%	21%	15%	18%	15%	18% d	21% d	15%	12%	17%	18%	18%	19%
Less often	82	33	48	14	8	14	12	34	24	31	9	19	69	3	8	2
	5%	4%	5%	10% e	3%	5%	4%	4%	5%	6%	3%	4%	5%	2%	7% b	4%
Don't know/ can't remember	16	5	12	2	3	4	2	6	6	5	1	5	13	2	1	*
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
SUMMARY																
DAILY	476	215	261	27	89	67	68	225	113	114	104	145	399	41	20	16
	27%	26%	28%	19%	34% ad	26%	22%	28%	24%	21%	32% b	34% ab	28%	23%	20%	33% c
WEEKLY	1364	637	727	96	195	199	236	638	350	393	270	351	1115	139	73	38
	77%	77%	78%	70%	74%	78%	77%	80%	75%	72%	83% b	83% b	78%	79%	73%	76%
MONTHLY	1664	788	876	122	251	238	292	761	436	510	318	400	1354	172	91	47
	94%	95%	94%	89%	96%	93%	95%	95% a	94%	93%	97%	94%	94%	97% c	91%	95%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1791	1504	287	512	1259	457	1311	160	232	219	457	1042	713
Effective Weighted Sample	1460	1235	231	405	1038	361	1079	124	182	174	361	834	599
Total	1762	1527	236	479	1262	432	1308	143	221	203	432	1028	707
At least daily	476	415	60	138	332	128	342	55	69	60	128	267	199
	27%	27%	26%	29%	26%	30%	26%	38%	31%	29%	30%	26%	28%
At least weekly	888	757	131	233	643	212	663	56	107	103	212	532	343
	50%	50%	56%	49%	51%	49%	51%	39%	49%	51%	49%	52%	48%
At least monthly	300	264	35	75	222	67	230	24	30	30	67	175	121
	17%	17%	15%	16%	18%	15%	18%	17%	14%	15%	15%	17%	17%
Less often	82	76	6	27	55	22	60	7	13	7	22	48	34
	5%	5%	2%	6%	4%	5%	5%	5%	6%	4%	5%	5%	5%
Don't know/ can't remember	16	14	3	6	11	3	13	1	1	3	3	7	9
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
SUMMARY													
DAILY	476	415	60	138	332	128	342	55	69	60	128	267	199
	27%	27%	26%	29%	26%	30%	26%	38%	31%	29%	30%	26%	28%
WEEKLY	1364	1172	192	372	975	340	1005	111	176	163	340	799	542
	77%	77%	81%	78%	77%	79%	77%	78%	80%	80%	79%	78%	77%
MONTHLY	1664	1437	227	446	1196	406	1234	135	206	193	406	974	663
	94%	94%	96%	93%	95%	94%	94%	94%	94%	95%	94%	95%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1791	1593	1345	446	198	1791	1681	1036	1009	298	1715	76	238	351	1202
Effective Weighted Sample	1460	1299	1086	373	161	1460	1370	830	816	241	1396	64	193	283	983
Total	1762	1571	1313	449	191	1762	1652	998	984	303	1684	78	233	341	1189
At least daily	476	416	354	122	60	476	436	259	248	81	445	**	69	100	308
	27%	26%	27%	27%	31%	27%	26%	26%	25%	27%	26%	**	29%	29%	26%
At least weekly	888	790	656	233	98	888	839	505	495	157	854	**	105	163	621
	50%	50%	50%	52%	51%	50%	51%	51%	50%	52%	51%	**	45%	48%	52%
At least monthly	300	272	231	68	28	300	291	184	186	52	294	**	37	50	212
	17%	17%	18%	15%	14%	17%	18%	18%	19%	17%	17%	**	16%	15%	18%
Less often	82	78	63	19	5	82	72	41	45	11	76	**	20	25	37
	5%	5%	5%	4%	2%	5%	4%	4%	5%	4%	5%	**	8% c	7% c	3%
Don't know/ can't remember	16	16	9	7	1	16	14	9	11	2	14	**	3	3	11
	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%
SUMMARY															
DAILY	476	416	354	122	60	476	436	259	248	81	445	**	69	100	308
	27%	26%	27%	27%	31%	27%	26%	26%	25%	27%	26%	**	29%	29%	26%
WEEKLY	1364	1206	1010	355	158	1364	1275	764	742	238	1299	**	174	262	928
	77%	77%	77%	79%	83%	77%	77%	77%	75%	79%	77%	**	75%	77%	78%
MONTHLY	1664	1478	1241	423	185	1664	1566	948	929	290	1594	**	211	313	1140
	94%	94%	94%	94%	97%	94%	95%	95%	94%	96%	95%	**	90%	92%	96% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1558	776	781	120	199	296	266	677	417	407	365	369	976	200	213	169
Effective Weighted Sample	1268	632	635	108	158	235	217	559	353	331	285	311	930	193	201	157
Total	1518	757	760	115	216	242	260	685	425	451	306	335	1245	138	87	47
At least daily	315	167	148	24	70	47	49	125	70	82	66	97	257	28	16	14
	21%	22%	19%	21%	32% cde	19%	19%	18%	17%	18%	21%	29% ab	21%	20%	18%	30% ac
At least weekly	765	373	391	46	94	119	139	366	209	233	166	157	627	74	44	20
	50%	49%	52%	40%	43%	49%	53%	53%	49%	52%	54%	47%	50%	53%	50%	43%
At least monthly	331	176	155	29	44	63	63	132	110	106	56	59	270	31	19	11
	22%	23%	20%	25%	20%	26%	24%	19%	26%	24%	18%	18%	22%	22%	22%	23%
Less often	94	36	58	15	7	12	9	51	32	27	17	18	81	5	7	2
	6%	5%	8%	13% bcd	3%	5%	3%	7%	8%	6%	6%	5%	6%	3%	8%	4%
Don't know/ can't remember	13	5	8	-	1	1	-	11	4	3	1	5	11	1	1	-
	1%	1%	1%	-%	*%	1%	-%	2%	1%	1%	*%	1%	1%	1%	1%	-%
SUMMARY																
DAILY	315	167	148	24	70	47	49	125	70	82	66	97	257	28	16	14
	21%	22%	19%	21%	32% cde	19%	19%	18%	17%	18%	21%	29% ab	21%	20%	18%	30% ac
WEEKLY	1080	540	539	71	164	166	189	491	279	315	231	254	884	101	60	35
	71%	71%	71%	62%	76%	69%	73%	72%	66%	70%	76% a	76% a	71%	74%	68%	73%
MONTHLY	1410	716	694	100	208	229	251	623	389	421	287	313	1154	132	79	46
	93%	95%	91%	87%	96% a	94%	97% ae	91%	91%	93%	94%	93%	93%	96%	91%	96%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5l. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1558	1311	247	445	1100	409	1134	134	196	202	409	953	571
Effective Weighted Sample	1268	1073	199	356	900	327	927	106	157	161	327	770	473
Total	1518	1312	206	418	1086	387	1116	120	188	187	387	938	555
At least daily	315	281	35	104	207	99	213	41	47	47	99	201	106
	21%	21%	17%	25%	19%	26%	19%	34%	25%	25%	26%	21%	19%
At least weekly	765	656	108	182	576	170	587	49	85	81	170	473	282
	50%	50%	53%	44%	53% a	44%	53% a	41%	45%	44%	44%	50%	51%
At least monthly	331	281	50	100	229	94	235	22	45	48	94	211	114
	22%	21%	24%	24%	21%	24%	21%	19%	24%	26%	24%	23%	21%
Less often	94	81	13	30	63	22	69	7	10	9	22	49	44
	6%	6%	6%	7%	6%	6%	6%	6%	5%	5%	6%	5%	8%
Don't know/ can't remember	13	12	*	1	12	1	12	-	-	1	1	3	10
	1%	1%	*%	*%	1%	*%	1%	-%	-%	1%	*%	*%	2% a
SUMMARY													
DAILY	315	281	35	104	207	99	213	41	47	47	99	201	106
	21%	21%	17%	25%	19%	26%	19%	34%	25%	25%	26%	21%	19%
WEEKLY	1080	937	143	287	783	269	800	90	133	128	269	674	387
	71%	71%	69%	69%	72%	70%	72%	75%	71%	69%	70%	72%	70%
MONTHLY	1410	1218	192	386	1012	363	1035	112	178	176	363	886	502
	93%	93%	93%	92%	93%	94%	93%	94%	95%	94%	94%	94% b	90%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 15

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5l. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1558	1410	1195	363	148	1558	1473	930	915	291	1503	55	190	311	1057
Effective Weighted Sample	1268	1150	967	300	118	1268	1199	747	743	230	1222	45	153	254	861
Total	1518	1380	1157	360	137	1518	1436	892	890	285	1464	54	172	305	1041
At least daily	315	286	252	64	29	315	295	193	193	66	301	**	39	57	219
	21%	21%	22%	18%	21%	21%	21%	22%	22%	23%	21%	**	23%	19%	21%
At least weekly	765	689	566	198	75	765	730	426	428	129	739	**	84	146	534
	50%	50%	49%	55%	55%	50%	51%	48%	48%	45%	50%	**	49%	48%	51%
At least monthly	331	305	261	69	26	331	311	208	214	69	319	**	36	74	221
	22%	22%	23%	19%	19%	22%	22%	23%	24%	24%	22%	**	21%	24%	21%
Less often	94	88	71	24	6	94	88	61	51	20	93	**	10	24	60
	6%	6%	6%	7%	5%	6%	6%	7%	6%	7%	6%	**	6%	8%	6%
Don't know/ can't remember	13	12	8	5	1	13	12	5	5	2	12	**	2	4	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%
SUMMARY															
DAILY	315	286	252	64	29	315	295	193	193	66	301	**	39	57	219
	21%	21%	22%	18%	21%	21%	21%	22%	22%	23%	21%	**	23%	19%	21%
WEEKLY	1080	975	818	262	104	1080	1025	619	621	195	1040	**	124	203	753
	71%	71%	71%	73%	76%	71%	71%	69%	70%	68%	71%	**	72%	67%	72%
MONTHLY	1410	1280	1079	331	130	1410	1336	827	835	264	1359	**	159	277	974
	93%	93%	93%	92%	95%	93%	93%	93%	94%	93%	93%	**	93%	91%	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	923	421	502	61	105	160	163	434	221	239	228	235	562	118	151	92
Effective Weighted Sample	746	336	411	54	80	129	134	354	185	197	173	198	536	114	142	85
Total	887	406	480	55	105	133	160	434	220	267	186	214	718	81	62	26
At least daily	190	78	112	**	28	26	29	99	31	50	44	66	154	19	12	**
	21%	19%	23%	**	27%	20%	18%	23%	14%	19%	24%	31% ab	21%	24%	19%	**
At least weekly	418	193	225	**	48	62	88	195	109	124	89	96	341	40	26	**
	47%	48%	47%	**	46%	47%	55%	45%	50%	46%	48%	45%	48%	50%	42%	**
At least monthly	203	97	106	**	22	33	36	98	58	65	42	38	160	18	16	**
	23%	24%	22%	**	21%	25%	22%	23%	26%	25%	23%	18%	22%	22%	26%	**
Less often	64	32	32	**	7	9	7	34	18	28	10	8	52	3	7	**
	7%	8%	7%	**	6%	7%	4%	8%	8%	10%	5%	4%	7%	4%	12%	**
Don't know/ can't remember	12	6	6	**	-	3	-	8	4	-	1	6	11	-	1	**
	1%	1%	1%	**	-%	2%	-%	2%	2%	-%	1%	3%	1%	-%	2%	**
SUMMARY																
DAILY	190	78	112	**	28	26	29	99	31	50	44	66	154	19	12	**
	21%	19%	23%	**	27%	20%	18%	23%	14%	19%	24%	31% ab	21%	24%	19%	**
WEEKLY	608	271	337	**	76	88	117	294	140	173	133	162	495	60	38	**
	69%	67%	70%	**	72%	66%	73%	68%	64%	65%	72%	76%	69%	74%	61%	**
MONTHLY	811	369	442	**	98	121	153	392	198	239	175	199	656	78	53	**
	91%	91%	92%	**	94%	91%	96%	90%	90%	90%	94%	93%	91%	96% c	87%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	923	767	156	255	662	230	687	82	120	115	230	527	372
Effective Weighted Sample	746	624	125	203	538	185	556	65	97	93	185	421	307
Total	887	758	129	238	641	216	664	70	112	110	216	505	364
At least daily	190	164	26	56	131	55	132	**	33	30	55	98	87
	21%	22%	20%	23%	20%	25%	20%	**	29%	27%	25%	19%	24%
At least weekly	418	359	59	119	296	107	307	**	53	53	107	247	164
	47%	47%	46%	50%	46%	50%	46%	**	47%	48%	50%	49%	45%
At least monthly	203	167	36	43	160	36	167	**	15	21	36	126	71
	23%	22%	28%	18%	25%	17%	25%	**	13%	19%	17%	25%	20%
Less often	64	58	6	18	46	16	48	**	11	5	16	31	32
	7%	8%	4%	7%	7%	7%	7%	**	10%	5%	7%	6%	9%
Don't know/ can't remember	12	10	1	3	9	2	10	**	-	1	2	3	9
	1%	1%	1%	1%	1%	1%	1%	**	-%	1%	1%	1%	2%
SUMMARY													
DAILY	190	164	26	56	131	55	132	**	33	30	55	98	87
	21%	22%	20%	23%	20%	25%	20%	**	29%	27%	25%	19%	24%
WEEKLY	608	523	86	175	427	162	439	**	86	83	162	345	252
	69%	69%	66%	73%	67%	75%	66%	**	77%	76%	75%	68%	69%
MONTHLY	811	689	122	218	586	199	606	**	101	104	199	471	323
	91%	91%	95%	91%	91%	92%	91%	**	90%	94%	92%	93%	89%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 16

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	923	810	693	230	113	923	868	543	525	175	881	42	128	170	625
Effective Weighted Sample	746	657	557	189	90	746	699	433	419	139	711	36	101	139	506
Total	887	779	659	227	107	887	826	512	496	167	842	44	122	163	602
At least daily	190	163	145	46	27	190	171	99	98	33	173	**	35	34	121
	21%	21%	22%	20%	25%	21%	21%	19%	20%	20%	21%	**	29%	21%	20%
At least weekly	418	371	308	110	47	418	382	243	244	76	394	**	51	73	294
	47%	48%	47%	48%	44%	47%	46%	47%	49%	46%	47%	**	42%	45%	49%
At least monthly	203	178	155	48	24	203	200	125	113	44	200	**	25	43	134
	23%	23%	24%	21%	23%	23%	24%	24%	23%	26%	24%	**	21%	27%	22%
Less often	64	57	49	15	7	64	62	40	38	13	63	**	8	10	45
	7%	7%	7%	7%	7%	7%	7%	8%	8%	8%	8%	**	7%	6%	8%
Don't know/ can't remember	12	9	2	9	2	12	12	5	3	1	12	**	2	2	7
	1%	1%	*%	4%	2%	1%	1%	1%	1%	1%	1%	**	2%	1%	1%
				b											
SUMMARY															
DAILY	190	163	145	46	27	190	171	99	98	33	173	**	35	34	121
	21%	21%	22%	20%	25%	21%	21%	19%	20%	20%	21%	**	29%	21%	20%
WEEKLY	608	535	453	156	73	608	553	342	342	109	567	**	86	107	415
	69%	69%	69%	68%	68%	69%	67%	67%	69%	65%	67%	**	71%	66%	69%
MONTHLY	811	713	608	203	98	811	753	467	455	152	767	**	112	150	549
	91%	92%	92%	89%	91%	91%	91%	91%	92%	91%	91%	**	92%	92%	91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	1022	551	469	66	94	166	158	538	284	266	223	249	677	133	149	63
Effective Weighted Sample	853	460	391	60	78	137	131	452	246	221	179	215	645	129	141	59
Total	1043	570	472	62	107	143	163	568	305	305	193	240	872	92	61	18
At least daily	249	146	103	**	**	44	24	149	58	53	57	80	212	24	9	**
	24%	26%	22%	**	**	31% d	15%	26% d	19%	18%	30% b	33% ab	24%	26%	15%	**
At least weekly	516	289	227	**	**	66	80	289	158	150	96	111	431	45	30	**
	49%	51%	48%	**	**	46%	49%	51%	52%	49%	50%	46%	49%	49%	49%	**
At least monthly	220	110	110	**	**	29	51	100	72	81	33	33	181	17	18	**
	21%	19%	23%	**	**	20%	31% e	18%	24% d	27% d	17%	14%	21%	19%	30%	**
Less often	52	23	28	**	**	4	9	25	15	17	7	13	41	6	4	**
	5%	4%	6%	**	**	3%	5%	4%	5%	6%	4%	5%	5%	7%	6%	**
Don't know/ can't remember	6	3	4	**	**	*	-	4	1	3	-	2	6	-	-	**
	1%	*%	1%	**	**	*%	-%	1%	*%	1%	-%	1%	1%	-%	-%	**
SUMMARY																
DAILY	249	146	103	**	**	44	24	149	58	53	57	80	212	24	9	**
	24%	26%	22%	**	**	31% d	15%	26% d	19%	18%	30% b	33% ab	24%	26%	15%	**
WEEKLY	765	435	330	**	**	110	103	438	217	203	153	192	643	68	40	**
	73%	76%	70%	**	**	77%	63%	77% d	71%	67%	79% b	80% b	74%	75%	64%	**
MONTHLY	985	545	440	**	**	139	155	538	289	284	186	225	825	85	58	**
	94%	96%	93%	**	**	97%	95%	95%	95%	93%	96%	94%	95%	93%	94%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	1022	838	184	239	773	221	790	83	115	113	221	570	433
Effective Weighted Sample	853	705	153	199	645	184	660	67	94	94	184	471	367
Total	1043	887	156	237	795	221	811	77	113	112	221	588	440
At least daily	249	213	36	66	179	62	183	**	36	28	62	126	121
	24%	24%	23%	28%	23%	28%	23%	**	32%	25%	28%	21%	27%
At least weekly	516	422	94	106	406	101	411	**	47	54	101	302	209
	49%	48%	60% a	45%	51%	46%	51%	**	41%	48%	46%	51%	47%
At least monthly	220	197	22	49	168	45	172	**	22	23	45	136	80
	21%	22%	14%	21%	21%	20%	21%	**	20%	21%	20%	23%	18%
Less often	52	49	3	13	38	11	40	**	8	7	11	23	27
	5%	6%	2%	6%	5%	5%	5%	**	7%	6%	5%	4%	6%
Don't know/ can't remember	6	6	1	2	4	2	5	**	*	-	2	2	5
	1%	1%	*%	1%	*%	1%	1%	**	*%	-%	1%	*%	1%
SUMMARY													
DAILY	249	213	36	66	179	62	183	**	36	28	62	126	121
	24%	24%	23%	28%	23%	28%	23%	**	32%	25%	28%	21%	27%
WEEKLY	765	635	130	173	585	163	594	**	82	82	163	428	329
	73%	72%	83% a	73%	74%	74%	73%	**	73%	73%	74%	73%	75%
MONTHLY	985	832	152	222	753	208	766	**	104	105	208	563	409
	94%	94%	97%	93%	95%	94%	94%	**	92%	94%	94%	96%	93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1022	881	741	281	141	1022	961	629	606	200	981	41	139	180	703
Effective Weighted Sample	853	736	614	239	116	853	802	524	500	166	818	35	117	148	588
Total	1043	899	750	294	144	1043	979	640	612	204	999	44	146	176	721
At least daily	249	212	168	81	37	249	233	144	136	49	236	**	45	39	166
	24%	24%	22%	28%	26%	24%	24%	22%	22%	24%	24%	**	31%	22%	23%
At least weekly	516	434	365	150	81	516	483	323	308	99	493	**	75	85	356
	49%	48%	49%	51%	56%	49%	49%	50%	50%	49%	49%	**	51%	48%	49%
At least monthly	220	202	176	44	17	220	207	150	141	48	212	**	19	35	166
	21%	22%	23% cd	15%	12%	21%	21%	23%	23%	23%	21%	**	13%	20%	23%
Less often	52	44	36	16	8	52	49	22	25	8	51	**	5	16	31
	5%	5%	5%	6%	6%	5%	5%	3%	4%	4%	5%	**	4%	9%	4%
Don't know/ can't remember	6	6	5	2	-	6	6	2	1	-	6	**	2	2	3
	1%	1%	1%	1%	-%	1%	1%	*%	*%	-%	1%	**	1%	1%	*%
SUMMARY															
DAILY	249	212	168	81	37	249	233	144	136	49	236	**	45	39	166
	24%	24%	22%	28%	26%	24%	24%	22%	22%	24%	24%	**	31%	22%	23%
WEEKLY	765	647	533	232	118	765	716	467	444	148	729	**	120	124	521
	73%	72%	71%	79%	82%	73%	73%	73%	73%	73%	73%	**	82%	70%	72%
MONTHLY	985	849	709	275	136	985	923	616	585	196	941	**	139	159	687
	94%	94%	95%	94%	94%	94%	94%	96%	96%	96%	94%	**	95%	90%	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1303	719	582	143	179	269	242	470	420	386	266	231	810	185	174	134
Effective Weighted Sample	1061	590	470	123	147	215	204	384	355	316	209	187	774	178	163	123
Total	1286	715	569	126	206	221	253	481	432	420	225	209	1051	126	72	37
At least daily	581	361	219	52	86	92	113	238	174	185	105	118	475	56	35	16
	45%	50% b	39%	42%	42%	42%	45%	50%	40%	44%	47%	57% ab	45%	44%	49%	43%
At least weekly	547	294	253	48	82	105	110	202	200	193	91	62	447	57	27	16
	43%	41%	45%	39%	40%	48%	43%	42%	46% d	46% d	41%	30%	43%	45%	37%	44%
At least monthly	121	47	73	17	32	16	26	29	44	32	22	23	103	7	6	4
	9%	7%	13% a	13% e	16% e	7%	10%	6%	10%	8%	10%	11%	10%	6%	9%	10%
Less often	34	12	22	8	5	6	4	11	13	10	7	4	24	5	4	1
	3%	2%	4%	6%	3%	3%	1%	2%	3%	2%	3%	2%	2%	4%	5%	3%
Don't know/ can't remember	4	2	2	1	1	1	-	1	1	1	-	2	3	1	-	*
	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%	-%	1%	*%	1%	-%	1%
SUMMARY																
DAILY	581	361	219	52	86	92	113	238	174	185	105	118	475	56	35	16
	45%	50% b	39%	42%	42%	42%	45%	50%	40%	44%	47%	57% ab	45%	44%	49%	43%
WEEKLY	1128	654	473	101	167	197	223	440	374	378	196	180	922	113	62	32
	88%	91% b	83%	80%	81%	89%	88%	91% ab	86%	90%	87%	86%	88%	90%	86%	87%
MONTHLY	1249	701	546	117	200	214	249	469	418	409	218	203	1025	120	68	36
	97%	98%	96%	93%	97%	97%	99%	97%	97%	97%	97%	97%	97%	95%	95%	97%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1303	1107	196	449	837	405	880	131	214	197	405	855	427
Effective Weighted Sample	1061	908	158	362	684	328	718	107	174	159	328	695	349
Total	1286	1126	160	439	831	400	869	128	211	189	400	857	411
At least daily	581	510	71	200	375	184	390	57	98	88	184	368	204
	45%	45%	45%	46%	45%	46%	45%	45%	47%	46%	46%	43%	50%
At least weekly	547	483	64	171	368	157	382	50	80	80	157	378	166
	43%	43%	40%	39%	44%	39%	44%	39%	38%	43%	39%	44%	41%
At least monthly	121	99	21	55	64	50	68	18	26	17	50	84	32
	9%	9%	13%	13% b	8%	13%	8%	14%	12%	9%	13%	10%	8%
Less often	34	31	2	11	23	8	26	2	6	3	8	27	6
	3%	3%	1%	3%	3%	2%	3%	1%	3%	2%	2%	3%	1%
Don't know/ can't remember	4	3	1	2	2	1	3	1	-	-	1	1	3
	*%	*%	1%	*%	*%	*%	*%	1%	-%	-%	*%	*%	1%
SUMMARY													
DAILY	581	510	71	200	375	184	390	57	98	88	184	368	204
	45%	45%	45%	46%	45%	46%	45%	45%	47%	46%	46%	43%	50%
WEEKLY	1128	993	135	371	742	341	772	107	178	168	341	745	370
	88%	88%	85%	85%	89%	85%	89%	84%	85%	89%	85%	87%	90%
MONTHLY	1249	1092	157	426	806	391	841	125	205	185	391	829	402
	97%	97%	98%	97%	97%	98%	97%	98%	97%	98%	98%	97%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1303	1220	1109	194	83	1303	1181	778	804	236	1225	78	174	309	820
Effective Weighted Sample	1061	993	898	163	68	1061	965	633	655	195	1001	60	141	251	670
Total	1286	1205	1087	199	82	1286	1169	767	797	242	1210	77	174	300	813
At least daily	581	529	480	102	**	581	523	347	337	122	540	**	77	141	364
	45%	44%	44%	51%	**	45%	45%	45%	42%	51%	45%	**	44%	47%	45%
At least weekly	547	522	472	75	**	547	502	320	357	95	521	**	76	116	355
	43%	43%	43%	38%	**	43%	43%	42%	45%	39%	43%	**	44%	39%	44%
At least monthly	121	117	107	13	**	121	108	75	77	19	112	**	16	33	72
	9%	10%	10%	7%	**	9%	9%	10%	10%	8%	9%	**	9%	11%	9%
Less often	34	32	28	5	**	34	31	24	23	6	33	**	5	10	19
	3%	3%	3%	3%	**	3%	3%	3%	3%	2%	3%	**	3%	3%	2%
Don't know/ can't remember	4	4	*	4	**	4	4	*	2	-	4	**	-	1	3
	*%	*%	*%	2%	**	*%	*%	*%	*%	-%	*%	**	-%	*%	*%
				b											
SUMMARY															
DAILY	581	529	480	102	**	581	523	347	337	122	540	**	77	141	364
	45%	44%	44%	51%	**	45%	45%	45%	42%	51%	45%	**	44%	47%	45%
WEEKLY	1128	1051	951	177	**	1128	1025	668	694	217	1061	**	153	257	719
	88%	87%	88%	89%	**	88%	88%	87%	87%	90%	88%	**	88%	86%	88%
MONTHLY	1249	1169	1059	190	**	1249	1133	742	771	236	1173	**	169	289	791
	97%	97%	97%	96%	**	97%	97%	97%	97%	98%	97%	**	97%	96%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	117	73	44	15	25	27	8	42	44	35	24	14	43	8	63	3
Effective Weighted Sample	88	56	33	12	21	21	6	30	35	27	15	11	41	8	58	3
Total	88	59	29	10	26	17	6	30	38	26	16	9	54	6	28	1
At least daily	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	76	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	117	107	10	43	73	41	75	23	24	14	41	76	35
Effective Weighted Sample	88	81	9	35	54	34	56	18	19	12	34	59	27
Total	88	83	5	40	47	39	48	18	23	14	39	63	23
At least daily	19	19	**	**	**	**	**	**	**	**	**	**	**
	21%	23%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	36	34	**	**	**	**	**	**	**	**	**	**	**
	40%	41%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	21	19	**	**	**	**	**	**	**	**	**	**	**
	24%	23%	**	**	**	**	**	**	**	**	**	**	**
Less often	11	10	**	**	**	**	**	**	**	**	**	**	**
	12%	12%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	2	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	19	19	**	**	**	**	**	**	**	**	**	**	**
	21%	23%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	55	53	**	**	**	**	**	**	**	**	**	**	**
	62%	63%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	76	72	**	**	**	**	**	**	**	**	**	**	**
	86%	86%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	~b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted total	117	110	99	18	7	117	112	95	95	52	116	1	8	23	86
Effective Weighted Sample	88	84	75	13	5	88	85	73	73	40	88	1	6	18	65
Total	88	84	76	13	5	88	85	76	76	39	88	*	6	15	67
At least daily	19	18	**	**	**	19	19	**	**	**	19	**	**	**	**
	21%	21%	**	**	**	21%	22%	**	**	**	21%	**	**	**	**
At least weekly	36	35	**	**	**	36	33	**	**	**	36	**	**	**	**
	40%	42%	**	**	**	40%	39%	**	**	**	41%	**	**	**	**
At least monthly	21	19	**	**	**	21	21	**	**	**	21	**	**	**	**
	24%	23%	**	**	**	24%	25%	**	**	**	24%	**	**	**	**
Less often	11	10	**	**	**	11	10	**	**	**	11	**	**	**	**
	12%	12%	**	**	**	12%	12%	**	**	**	12%	**	**	**	**
Don't know/ can't remember	2	2	**	**	**	2	2	**	**	**	2	**	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	**	2%	**	**	**	**
SUMMARY															
DAILY	19	18	**	**	**	19	19	**	**	**	19	**	**	**	**
	21%	21%	**	**	**	21%	22%	**	**	**	21%	**	**	**	**
WEEKLY	55	53	**	**	**	55	51	**	**	**	55	**	**	**	**
	62%	63%	**	**	**	62%	61%	**	**	**	62%	**	**	**	**
MONTHLY	76	72	**	**	**	76	73	**	**	**	76	**	**	**	**
	86%	86%	**	**	**	86%	86%	**	**	**	86%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	1094	611	483	82	94	209	182	527	379	278	213	224	740	130	144	80
Effective Weighted Sample	915	510	405	74	75	177	151	443	324	236	173	191	706	126	134	75
Total	1118	622	496	77	98	188	195	559	397	328	184	209	946	90	60	21
At least daily	540	303	237	**	**	78	92	305	165	151	104	120	459	41	31	**
	48%	49%	48%	**	**	41%	47%	55% c	42%	46%	57% a	57% a	49%	46%	51%	**
At least weekly	428	241	186	**	**	85	86	186	180	122	61	64	365	37	16	**
	38%	39%	38%	**	**	45% e	44%	33%	45% cd	37%	33%	30%	39%	41%	27%	**
At least monthly	109	61	47	**	**	18	12	46	39	41	16	13	88	9	10	**
	10%	10%	10%	**	**	10%	6%	8%	10%	12%	9%	6%	9%	10%	16%	**
Less often	33	13	20	**	**	4	3	19	11	13	1	8	27	3	3	**
	3%	2%	4%	**	**	2%	1%	3%	3%	4%	*%	4%	3%	3%	5%	**
Don't know/ can't remember	8	3	5	**	**	4	2	2	3	-	1	4	7	1	1	**
	1%	*%	1%	**	**	2%	1%	*%	1%	-%	1%	2%	1%	1%	1%	**
SUMMARY																
DAILY	540	303	237	**	**	78	92	305	165	151	104	120	459	41	31	**
	48%	49%	48%	**	**	41%	47%	55% c	42%	46%	57% a	57% a	49%	46%	51%	**
WEEKLY	968	544	424	**	**	162	178	492	345	274	165	184	824	78	47	**
	87%	88%	85%	**	**	86%	91%	88%	87%	83%	90%	88%	87% c	86%	78%	**
MONTHLY	1077	606	471	**	**	180	190	538	384	314	182	197	912	87	57	**
	96%	97%	95%	**	**	96%	97%	96%	97%	96%	99%	94%	96%	96%	94%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	1094	934	160	302	779	274	805	91	135	147	274	665	412
Effective Weighted Sample	915	786	131	250	655	225	677	75	110	123	225	552	350
Total	1118	976	142	291	814	265	837	86	128	144	265	677	428
At least daily	540	465	75	132	401	125	407	**	64	66	125	312	219
	48%	48%	53%	46%	49%	47%	49%	**	50%	46%	47%	46%	51%
At least weekly	428	383	44	116	305	104	317	**	49	58	104	283	144
	38%	39%	31%	40%	37%	39%	38%	**	38%	40%	39%	42%	34%
At least monthly	109	90	19	33	75	30	79	**	13	14	30	68	40
	10%	9%	13%	11%	9%	11%	9%	**	10%	10%	11%	10%	9%
Less often	33	31	2	7	26	5	28	**	2	4	5	11	22
	3%	3%	2%	2%	3%	2%	3%	**	2%	3%	2%	2%	5% a
Don't know/ can't remember	8	7	1	2	6	2	6	**	1	2	2	4	2
	1%	1%	1%	1%	1%	1%	1%	**	*%	1%	1%	1%	1%
SUMMARY													
DAILY	540	465	75	132	401	125	407	**	64	66	125	312	219
	48%	48%	53%	46%	49%	47%	49%	**	50%	46%	47%	46%	51%
WEEKLY	968	848	120	249	706	228	725	**	113	124	228	594	364
	87%	87%	84%	86%	87%	86%	87%	**	88%	87%	86%	88%	85%
MONTHLY	1077	938	138	282	781	258	803	**	125	139	258	662	403
	96%	96%	98%	97%	96%	97%	96%	**	98%	96%	97%	98% b	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1094	995	860	234	99	1094	1094	696	779	233	1094	-	102	230	762
Effective Weighted Sample	915	832	717	198	83	915	915	565	642	191	915	-	83	202	630
Total	1118	1015	866	251	103	1118	1118	691	790	238	1118	-	99	245	774
At least daily	540	485	410	130	**	540	540	331	378	122	540	**	47	108	385
	48%	48%	47%	52%	**	48%	48%	48%	48%	51%	48%	**	48%	44%	50%
At least weekly	428	393	342	85	**	428	428	256	309	87	428	**	34	107	287
	38%	39%	40%	34%	**	38%	38%	37%	39%	37%	38%	**	34%	44%	37%
At least monthly	109	100	86	23	**	109	109	78	77	23	109	**	11	27	71
	10%	10%	10%	9%	**	10%	10%	11%	10%	10%	10%	**	11%	11%	9%
Less often	33	30	23	10	**	33	33	20	20	4	33	**	6	2	25
	3%	3%	3%	4%	**	3%	3%	3%	2%	2%	3%	**	6% b	1%	3%
Don't know/ can't remember	8	8	5	3	**	8	8	6	5	1	8	**	1	1	6
	1%	1%	1%	1%	**	1%	1%	1%	1%	*%	1%	**	1%	*%	1%
SUMMARY															
DAILY	540	485	410	130	**	540	540	331	378	122	540	**	47	108	385
	48%	48%	47%	52%	**	48%	48%	48%	48%	51%	48%	**	48%	44%	50%
WEEKLY	968	878	753	215	**	968	968	587	688	209	968	**	81	215	672
	87%	86%	87%	86%	**	87%	87%	85%	87%	88%	87%	**	82%	88%	87%
MONTHLY	1077	978	838	238	**	1077	1077	665	765	233	1077	**	91	242	743
	96%	96%	97%	95%	**	96%	96%	96%	97%	98%	96%	**	93%	99% a	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	271	180	91	28	35	60	29	119	116	72	44	39	191	24	35	21
Effective Weighted Sample	228	151	77	25	30	54	24	98	101	60	34	34	182	23	32	19
Total	281	190	91	26	43	56	32	125	124	83	36	37	243	17	15	6
At least daily	51	37	**	**	**	**	**	11	25	**	**	**	45	**	**	**
	18%	19%	**	**	**	**	**	9%	20%	**	**	**	18%	**	**	**
At least weekly	133	89	**	**	**	**	**	66	57	**	**	**	116	**	**	**
	47%	47%	**	**	**	**	**	53%	46%	**	**	**	48%	**	**	**
At least monthly	64	41	**	**	**	**	**	27	32	**	**	**	54	**	**	**
	23%	21%	**	**	**	**	**	21%	25%	**	**	**	22%	**	**	**
Less often	33	22	**	**	**	**	**	20	11	**	**	**	28	**	**	**
	12%	11%	**	**	**	**	**	16%	9%	**	**	**	12%	**	**	**
Don't know/ can't remember	1	1	**	**	**	**	**	1	-	**	**	**	1	**	**	**
	*%	1%	**	**	**	**	**	1%	-%	**	**	**	*%	**	**	**
SUMMARY																
DAILY	51	37	**	**	**	**	**	11	25	**	**	**	45	**	**	**
	18%	19%	**	**	**	**	**	9%	20%	**	**	**	18%	**	**	**
WEEKLY	183	126	**	**	**	**	**	77	82	**	**	**	160	**	**	**
	65%	66%	**	**	**	**	**	62%	66%	**	**	**	66%	**	**	**
MONTHLY	247	167	**	**	**	**	**	103	113	**	**	**	214	**	**	**
	88%	88%	**	**	**	**	**	83%	91%	**	**	**	88%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	271	246	25	98	169	91	175	33	51	46	91	179	87
Effective Weighted Sample	228	208	21	85	140	78	145	30	42	40	78	151	75
Total	281	260	21	105	171	99	177	37	51	50	99	189	90
At least daily	51	48	**	**	22	**	22	**	**	**	**	37	**
	18%	18%	**	**	13%	**	13%	**	**	**	**	19%	**
At least weekly	133	124	**	**	84	**	88	**	**	**	**	87	**
	47%	47%	**	**	49%	**	50%	**	**	**	**	46%	**
At least monthly	64	57	**	**	37	**	39	**	**	**	**	46	**
	23%	22%	**	**	22%	**	22%	**	**	**	**	24%	**
Less often	33	31	**	**	26	**	26	**	**	**	**	20	**
	12%	12%	**	**	15%	**	15%	**	**	**	**	10%	**
Don't know/ can't remember	1	1	**	**	1	**	1	**	**	**	**	-	**
	*%	*%	**	**	1%	**	1%	**	**	**	**	-%	**
SUMMARY													
DAILY	51	48	**	**	22	**	22	**	**	**	**	37	**
	18%	18%	**	**	13%	**	13%	**	**	**	**	19%	**
WEEKLY	183	171	**	**	106	**	110	**	**	**	**	124	**
	65%	66%	**	**	62%	**	63%	**	**	**	**	65%	**
MONTHLY	247	228	**	**	144	**	149	**	**	**	**	169	**
	88%	88%	**	**	84%	**	84%	**	**	**	**	90%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 21

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	271	249	223	48	22	271	271	199	223	88	271	-	25	68	178
Effective Weighted Sample	228	209	187	41	19	228	228	163	185	71	228	-	21	62	145
Total	281	257	230	52	24	281	281	202	231	85	281	-	24	76	181
At least daily	51	48	48	**	**	51	51	44	48	**	51	**	**	**	38
	18%	19%	21%	**	**	18%	18%	22%	21%	**	18%	**	**	**	21%
At least weekly	133	119	103	**	**	133	133	84	102	**	133	**	**	**	78
	47%	46%	45%	**	**	47%	47%	42%	44%	**	47%	**	**	**	43%
At least monthly	64	57	53	**	**	64	64	48	51	**	64	**	**	**	40
	23%	22%	23%	**	**	23%	23%	24%	22%	**	23%	**	**	**	22%
Less often	33	32	26	**	**	33	33	26	27	**	33	**	**	**	24
	12%	12%	11%	**	**	12%	12%	13%	12%	**	12%	**	**	**	13%
Don't know/ can't remember	1	1	-	**	**	1	1	-	1	**	1	**	**	**	1
	*%	*%	-%	**	**	*%	*%	-%	*%	**	*%	**	**	**	1%
SUMMARY															
DAILY	51	48	48	**	**	51	51	44	48	**	51	**	**	**	38
	18%	19%	21%	**	**	18%	18%	22%	21%	**	18%	**	**	**	21%
WEEKLY	183	167	151	**	**	183	183	128	151	**	183	**	**	**	115
	65%	65%	66%	**	**	65%	65%	64%	65%	**	65%	**	**	**	64%
MONTHLY	247	224	204	**	**	247	247	176	202	**	247	**	**	**	156
	88%	87%	89%	**	**	88%	88%	87%	88%	**	88%	**	**	**	86%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	83	55	28	10	14	13	11	35	21	20	25	17	37	41	2	3
Effective Weighted Sample	70	46	25	9	13	11	9	29	18	17	21	15	35	40	2	3
Total	77	51	26	9	18	12	9	30	21	21	19	15	47	28	1	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	83	74	9	28	54	27	54	14	17	15	27	50	32
Effective Weighted Sample	70	63	8	25	46	24	46	12	15	14	24	42	28
Total	77	69	8	30	46	30	46	15	18	16	30	47	29
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	83	73	60	23	10	83	83	64	56	31	83	-	6	14	63
Effective Weighted Sample	70	62	51	21	8	70	70	54	48	26	70	-	5	12	53
Total	77	69	59	18	8	77	77	61	54	32	77	-	5	12	59
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	213	123	90	24	33	39	28	89	64	56	48	45	68	132	6	7
Effective Weighted Sample	182	105	77	22	28	34	25	78	53	50	40	40	65	127	6	7
Total	181	106	75	19	36	30	21	75	57	52	35	37	86	91	2	2
At least daily	56	36	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	31%	34%	**	**	**	**	**	**	**	**	**	**	**	34%	**	**
At least weekly	76	44	**	**	**	**	**	**	**	**	**	**	**	40	**	**
	42%	42%	**	**	**	**	**	**	**	**	**	**	**	45%	**	**
At least monthly	27	15	**	**	**	**	**	**	**	**	**	**	**	12	**	**
	15%	14%	**	**	**	**	**	**	**	**	**	**	**	13%	**	**
Less often	15	6	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	8%	6%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**
Don't know/ can't remember	7	5	**	**	**	**	**	**	**	**	**	**	**	1	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**
SUMMARY																
DAILY	56	36	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	31%	34%	**	**	**	**	**	**	**	**	**	**	**	34%	**	**
WEEKLY	132	80	**	**	**	**	**	**	**	**	**	**	**	71	**	**
	73%	75%	**	**	**	**	**	**	**	**	**	**	**	79%	**	**
MONTHLY	159	95	**	**	**	**	**	**	**	**	**	**	**	83	**	**
	88%	90%	**	**	**	**	**	**	**	**	**	**	**	92%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	213	195	18	75	135	70	138	33	38	34	70	131	78
Effective Weighted Sample	182	167	16	64	117	60	120	28	31	30	60	111	69
Total	181	170	11	70	109	66	111	31	33	33	66	116	63
At least daily	56	52	**	**	32	**	32	**	**	**	**	40	**
	31%	31%	**	**	29%	**	29%	**	**	**	**	35%	**
At least weekly	76	72	**	**	49	**	49	**	**	**	**	44	**
	42%	42%	**	**	45%	**	44%	**	**	**	**	38%	**
At least monthly	27	25	**	**	13	**	14	**	**	**	**	19	**
	15%	15%	**	**	12%	**	13%	**	**	**	**	16%	**
Less often	15	13	**	**	10	**	11	**	**	**	**	9	**
	8%	8%	**	**	9%	**	10%	**	**	**	**	8%	**
Don't know/ can't remember	7	7	**	**	4	**	4	**	**	**	**	4	**
	4%	4%	**	**	4%	**	4%	**	**	**	**	3%	**
SUMMARY													
DAILY	56	52	**	**	32	**	32	**	**	**	**	40	**
	31%	31%	**	**	29%	**	29%	**	**	**	**	35%	**
WEEKLY	132	124	**	**	81	**	81	**	**	**	**	84	**
	73%	73%	**	**	75%	**	73%	**	**	**	**	73%	**
MONTHLY	159	149	**	**	94	**	95	**	**	**	**	103	**
	88%	88%	**	**	87%	**	86%	**	**	**	**	89%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 23

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	213	196	170	43	17	213	213	155	155	59	213	-	22	28	163
Effective Weighted Sample	182	167	143	39	15	182	182	132	132	51	182	-	20	25	139
Total	181	168	146	35	13	181	181	136	136	55	181	-	19	21	141
At least daily	56	51	48	**	**	56	56	45	43	**	56	**	**	**	44
	31%	30%	33%	**	**	31%	31%	34%	32%	**	31%	**	**	**	31%
At least weekly	76	71	62	**	**	76	76	52	51	**	76	**	**	**	63
	42%	42%	42%	**	**	42%	42%	39%	38%	**	42%	**	**	**	44%
At least monthly	27	25	21	**	**	27	27	24	24	**	27	**	**	**	19
	15%	15%	15%	**	**	15%	15%	17%	18%	**	15%	**	**	**	14%
Less often	15	15	12	**	**	15	15	11	11	**	15	**	**	**	10
	8%	9%	8%	**	**	8%	8%	8%	8%	**	8%	**	**	**	7%
Don't know/ can't remember	7	7	3	**	**	7	7	3	6	**	7	**	**	**	5
	4%	4%	2%	**	**	4%	4%	2%	4%	**	4%	**	**	**	4%
SUMMARY															
DAILY	56	51	48	**	**	56	56	45	43	**	56	**	**	**	44
	31%	30%	33%	**	**	31%	31%	34%	32%	**	31%	**	**	**	31%
WEEKLY	132	122	109	**	**	132	132	98	94	**	132	**	**	**	107
	73%	73%	75%	**	**	73%	73%	72%	69%	**	73%	**	**	**	76%
MONTHLY	159	147	130	**	**	159	159	121	118	**	159	**	**	**	126
	88%	87%	90%	**	**	88%	88%	89%	87%	**	88%	**	**	**	89%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	215	101	114	53	61	57	22	22	80	46	55	34	160	21	24	10
Effective Weighted Sample	186	86	100	47	53	49	21	18	71	38	46	31	153	20	22	9
Total	223	100	123	47	74	53	25	24	88	45	51	39	197	14	9	3
At least daily	93	50	43	**	**	**	**	**	**	**	**	**	82	**	**	**
	42%	50%	35%	**	**	**	**	**	**	**	**	**	42%	**	**	**
At least weekly	64	28	36	**	**	**	**	**	**	**	**	**	57	**	**	**
	29%	28%	29%	**	**	**	**	**	**	**	**	**	29%	**	**	**
At least monthly	33	9	23	**	**	**	**	**	**	**	**	**	30	**	**	**
	15%	9%	19%	**	**	**	**	**	**	**	**	**	15%	**	**	**
Less often	31	10	21	**	**	**	**	**	**	**	**	**	26	**	**	**
	14%	10%	17%	**	**	**	**	**	**	**	**	**	13%	**	**	**
Don't know/ can't remember	3	2	*	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	2%	*%	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	93	50	43	**	**	**	**	**	**	**	**	**	82	**	**	**
	42%	50%	35%	**	**	**	**	**	**	**	**	**	42%	**	**	**
WEEKLY	157	78	79	**	**	**	**	**	**	**	**	**	139	**	**	**
	70%	78%	64%	**	**	**	**	**	**	**	**	**	70%	**	**	**
MONTHLY	190	88	102	**	**	**	**	**	**	**	**	**	169	**	**	**
	85%	88%	83%	**	**	**	**	**	**	**	**	**	86%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted total	215	196	19	150	59	129	79	71	69	43	129	166	49
Effective Weighted Sample	186	171	15	129	52	110	70	60	58	37	110	141	45
Total	223	208	15	153	64	133	84	73	69	43	133	169	54
At least daily	93	83	**	76	**	70	**	**	**	**	70	75	**
	42%	40%	**	50%	**	53%	**	**	**	**	53%	44%	**
At least weekly	64	60	**	46	**	42	**	**	**	**	42	48	**
	29%	29%	**	30%	**	32%	**	**	**	**	32%	29%	**
At least monthly	33	33	**	18	**	14	**	**	**	**	14	21	**
	15%	16%	**	12%	**	10%	**	**	**	**	10%	13%	**
Less often	31	30	**	12	**	7	**	**	**	**	7	22	**
	14%	14%	**	8%	**	5%	**	**	**	**	5%	13%	**
Don't know/ can't remember	3	3	**	*	**	*	**	**	**	**	*	3	**
	1%	1%	**	*%	**	*%	**	**	**	**	*%	2%	**
SUMMARY													
DAILY	93	83	**	76	**	70	**	**	**	**	70	75	**
	42%	40%	**	50%	**	53%	**	**	**	**	53%	44%	**
WEEKLY	157	143	**	123	**	112	**	**	**	**	112	123	**
	70%	69%	**	80%	**	84%	**	**	**	**	84%	73%	**
MONTHLY	190	176	**	141	**	126	**	**	**	**	126	144	**
	85%	84%	**	92%	**	95%	**	**	**	**	95%	85%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 24

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	215	208	202	13	7	215	215	158	174	61	215	-	19	45	151
Effective Weighted Sample	186	179	174	12	6	186	186	137	151	52	186	-	16	39	131
Total	223	215	207	17	9	223	223	167	184	60	223	-	18	46	159
At least daily	93	90	86	**	**	93	93	76	78	**	93	**	**	**	68
	42%	42%	42%	**	**	42%	42%	45%	42%	**	42%	**	**	**	43%
At least weekly	64	63	62	**	**	64	64	45	54	**	64	**	**	**	48
	29%	29%	30%	**	**	29%	29%	27%	29%	**	29%	**	**	**	30%
At least monthly	33	31	29	**	**	33	33	24	25	**	33	**	**	**	19
	15%	14%	14%	**	**	15%	15%	15%	13%	**	15%	**	**	**	12%
Less often	31	29	28	**	**	31	31	19	26	**	31	**	**	**	21
	14%	14%	13%	**	**	14%	14%	12%	14%	**	14%	**	**	**	13%
Don't know/ can't remember	3	3	3	**	**	3	3	2	2	**	3	**	**	**	3
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	2%
SUMMARY															
DAILY	93	90	86	**	**	93	93	76	78	**	93	**	**	**	68
	42%	42%	42%	**	**	42%	42%	45%	42%	**	42%	**	**	**	43%
WEEKLY	157	152	147	**	**	157	157	120	131	**	157	**	**	**	116
	70%	71%	71%	**	**	70%	70%	72%	71%	**	70%	**	**	**	73%
MONTHLY	190	183	176	**	**	190	190	145	156	**	190	**	**	**	135
	85%	85%	85%	**	**	85%	85%	87%	85%	**	85%	**	**	**	85%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	286	107	179	37	80	96	33	40	86	63	78	59	189	36	38	23
Effective Weighted Sample	236	89	148	32	67	77	29	34	74	53	61	50	182	35	36	21
Total	280	103	177	32	90	80	37	41	88	70	66	56	237	23	14	6
At least daily	113	40	73	**	**	**	**	**	**	**	**	**	89	**	**	**
	40%	39%	41%	**	**	**	**	**	**	**	**	**	38%	**	**	**
At least weekly	103	42	61	**	**	**	**	**	**	**	**	**	91	**	**	**
	37%	41%	34%	**	**	**	**	**	**	**	**	**	39%	**	**	**
At least monthly	29	12	17	**	**	**	**	**	**	**	**	**	26	**	**	**
	10%	11%	10%	**	**	**	**	**	**	**	**	**	11%	**	**	**
Less often	26	7	19	**	**	**	**	**	**	**	**	**	23	**	**	**
	9%	7%	10%	**	**	**	**	**	**	**	**	**	10%	**	**	**
Don't know/ can't remember	9	2	7	**	**	**	**	**	**	**	**	**	8	**	**	**
	3%	2%	4%	**	**	**	**	**	**	**	**	**	3%	**	**	**
SUMMARY																
DAILY	113	40	73	**	**	**	**	**	**	**	**	**	89	**	**	**
	40%	39%	41%	**	**	**	**	**	**	**	**	**	38%	**	**	**
WEEKLY	216	82	134	**	**	**	**	**	**	**	**	**	181	**	**	**
	77%	80%	76%	**	**	**	**	**	**	**	**	**	76%	**	**	**
MONTHLY	245	94	151	**	**	**	**	**	**	**	**	**	206	**	**	**
	88%	91%	85%	**	**	**	**	**	**	**	**	**	87%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	a	b	~c	d	a	~b
Unweighted total	286	256	30	217	64	204	76	125	107	55	204	210	73
Effective Weighted Sample	236	213	24	176	56	164	66	100	85	45	164	170	64
Total	280	255	26	208	68	196	79	121	98	52	196	202	75
At least daily	113	99	**	101	**	98	**	67	47	**	98	80	**
	40%	39%	**	48%	**	50%	**	55%	48%	**	50%	40%	**
At least weekly	103	95	**	81	**	75	**	46	38	**	75	78	**
	37%	37%	**	39%	**	38%	**	38%	39%	**	38%	38%	**
At least monthly	29	27	**	14	**	14	**	6	9	**	14	20	**
	10%	11%	**	7%	**	7%	**	5%	9%	**	7%	10%	**
Less often	26	25	**	6	**	5	**	2	2	**	5	19	**
	9%	10%	**	3%	**	3%	**	2%	2%	**	3%	9%	**
Don't know/ can't remember	9	8	**	6	**	4	**	*	3	**	4	6	**
	3%	3%	**	3%	**	2%	**	*%	3%	**	2%	3%	**
SUMMARY													
DAILY	113	99	**	101	**	98	**	67	47	**	98	80	**
	40%	39%	**	48%	**	50%	**	55%	48%	**	50%	40%	**
WEEKLY	216	194	**	182	**	173	**	113	85	**	173	158	**
	77%	76%	**	87%	**	88%	**	93%	87%	**	88%	78%	**
MONTHLY	245	221	**	196	**	186	**	118	94	**	186	178	**
	88%	87%	**	94%	**	95%	**	98%	96%	**	95%	88%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	286	274	255	31	12	286	286	187	206	63	286	-	33	66	187
Effective Weighted Sample	236	226	209	27	10	236	236	155	170	52	236	-	27	55	154
Total	280	268	248	32	12	280	280	187	206	63	280	-	32	66	182
At least daily	113	108	102	**	**	113	113	69	75	**	113	**	**	**	73
	40%	40%	41%	**	**	40%	40%	37%	36%	**	40%	**	**	**	40%
At least weekly	103	99	91	**	**	103	103	66	79	**	103	**	**	**	66
	37%	37%	36%	**	**	37%	37%	36%	38%	**	37%	**	**	**	36%
At least monthly	29	27	23	**	**	29	29	25	25	**	29	**	**	**	18
	10%	10%	9%	**	**	10%	10%	13%	12%	**	10%	**	**	**	10%
Less often	26	26	24	**	**	26	26	17	20	**	26	**	**	**	17
	9%	10%	10%	**	**	9%	9%	9%	10%	**	9%	**	**	**	10%
Don't know/ can't remember	9	9	9	**	**	9	9	9	8	**	9	**	**	**	7
	3%	4%	3%	**	**	3%	3%	5%	4%	**	3%	**	**	**	4%
SUMMARY															
DAILY	113	108	102	**	**	113	113	69	75	**	113	**	**	**	73
	40%	40%	41%	**	**	40%	40%	37%	36%	**	40%	**	**	**	40%
WEEKLY	216	206	193	**	**	216	216	136	154	**	216	**	**	**	140
	77%	77%	78%	**	**	77%	77%	73%	75%	**	77%	**	**	**	76%
MONTHLY	245	233	216	**	**	245	245	161	179	**	245	**	**	**	158
	88%	87%	87%	**	**	88%	88%	86%	87%	**	88%	**	**	**	86%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	285	169	116	12	35	46	49	143	86	82	62	55	189	34	31	31
Effective Weighted Sample	235	137	98	11	27	38	42	117	73	70	48	46	181	33	29	28
Total	298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
At least daily	128	77	50	**	**	**	**	69	**	**	**	**	108	**	**	**
	43%	45%	41%	**	**	**	**	45%	**	**	**	**	43%	**	**	**
At least weekly	118	62	56	**	**	**	**	58	**	**	**	**	104	**	**	**
	40%	36%	45%	**	**	**	**	38%	**	**	**	**	41%	**	**	**
At least monthly	28	17	10	**	**	**	**	14	**	**	**	**	21	**	**	**
	9%	10%	8%	**	**	**	**	9%	**	**	**	**	8%	**	**	**
Less often	22	14	7	**	**	**	**	10	**	**	**	**	17	**	**	**
	7%	8%	6%	**	**	**	**	7%	**	**	**	**	7%	**	**	**
Don't know/ can't remember	3	3	-	**	**	**	**	3	**	**	**	**	2	**	**	**
	1%	2%	-%	**	**	**	**	2%	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	128	77	50	**	**	**	**	69	**	**	**	**	108	**	**	**
	43%	45%	41%	**	**	**	**	45%	**	**	**	**	43%	**	**	**
WEEKLY	246	139	107	**	**	**	**	127	**	**	**	**	212	**	**	**
	83%	80%	86%	**	**	**	**	83%	**	**	**	**	84%	**	**	**
MONTHLY	273	157	117	**	**	**	**	140	**	**	**	**	233	**	**	**
	92%	90%	94%	**	**	**	**	92%	**	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted total	285	255	30	81	201	79	203	29	31	45	79	171	112
Effective Weighted Sample	235	212	23	67	166	65	168	23	26	38	65	139	94
Total	298	272	26	84	212	81	214	29	32	48	81	179	116
At least daily	128	115	**	**	91	**	92	**	**	**	**	78	48
	43%	42%	**	**	43%	**	43%	**	**	**	**	44%	41%
At least weekly	118	111	**	**	84	**	85	**	**	**	**	70	49
	40%	41%	**	**	40%	**	40%	**	**	**	**	39%	42%
At least monthly	28	24	**	**	18	**	18	**	**	**	**	18	9
	9%	9%	**	**	9%	**	8%	**	**	**	**	10%	8%
Less often	22	21	**	**	16	**	16	**	**	**	**	13	9
	7%	8%	**	**	7%	**	7%	**	**	**	**	7%	7%
Don't know/ can't remember	3	2	**	**	3	**	3	**	**	**	**	*	2
	1%	1%	**	**	1%	**	1%	**	**	**	**	*%	2%
SUMMARY													
DAILY	128	115	**	**	91	**	92	**	**	**	**	78	48
	43%	42%	**	**	43%	**	43%	**	**	**	**	44%	41%
WEEKLY	246	225	**	**	175	**	177	**	**	**	**	148	96
	83%	83%	**	**	83%	**	83%	**	**	**	**	83%	83%
MONTHLY	273	249	**	**	193	**	196	**	**	**	**	165	106
	92%	92%	**	**	91%	**	91%	**	**	**	**	92%	91%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (previously ITV Hub), Channel 4 (previously All4), My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	285	259	225	60	26	285	262	187	196	72	267	18	63	54	168
Effective Weighted Sample	235	211	182	52	23	235	217	152	159	60	220	14	51	44	140
Total	298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
At least daily	128	113	103	**	**	128	115	75	79	**	115	**	**	**	62
	43%	42%	45%	**	**	43%	42%	40%	39%	**	42%	**	**	**	36%
At least weekly	118	102	88	**	**	118	109	80	81	**	110	**	**	**	76
	40%	38%	38%	**	**	40%	40%	42%	40%	**	40%	**	**	**	44%
At least monthly	28	28	20	**	**	28	25	20	24	**	28	**	**	**	16
	9%	10%	9%	**	**	9%	9%	11%	12%	**	10%	**	**	**	9%
Less often	22	22	19	**	**	22	22	13	15	**	22	**	**	**	15
	7%	8%	8%	**	**	7%	8%	7%	7%	**	8%	**	**	**	9%
Don't know/ can't remember	3	3	*	**	**	3	3	*	3	**	3	**	**	**	3
	1%	1%	*%	**	**	1%	1%	*%	1%	**	1%	**	**	**	2%
SUMMARY															
DAILY	128	113	103	**	**	128	115	75	79	**	115	**	**	**	62
	43%	42%	45%	**	**	43%	42%	40%	39%	**	42%	**	**	**	36%
WEEKLY	246	215	190	**	**	246	224	155	160	**	226	**	**	**	139
	83%	81%	83%	**	**	83%	82%	82%	79%	**	81%	**	**	**	80%
MONTHLY	273	243	211	**	**	273	249	175	184	**	253	**	**	**	155
	92%	91%	91%	**	**	92%	91%	93%	91%	**	91%	**	**	**	90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5T. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
ANY BBC TV CHANNELS	3342	1664	1676	282	464	514	568	1513	937	1012	592	800	2819	272	158	93
	76%	78%	74%	61%	62%	72%	77%	87%	83%	75%	76%	71%	76%	74%	76%	75%
		b				ab	ab	abcd	bcd							
ANY ITV CHANNELS	2801	1336	1464	174	342	402	480	1403	720	846	506	729	2340	245	134	83
	64%	63%	64%	38%	46%	56%	65%	81%	64%	63%	65%	64%	63%	66%	65%	68%
						ab	abc	abcd								
ANY CHANNEL 4 CHANNELS	2243	1125	1117	152	304	338	355	1093	624	665	416	539	1881	187	112	62
	51%	53%	49%	33%	41%	47%	48%	63%	55%	49%	53%	48%	51%	51%	54%	51%
						a	ab	abcd	d							
ANY CHANNEL 5 CHANNELS	1659	792	867	91	177	236	279	875	415	473	329	441	1385	148	90	36
	38%	37%	38%	20%	24%	33%	38%	50%	37%	35%	42%	39%	37%	40%	44%	29%
						ab	ab	abcd			b		d	d	ad	
ANY OTHER CHANNELS	1666	933	732	126	225	266	301	748	511	513	307	335	1367	159	99	40
	38%	44%	32%	27%	30%	37%	41%	43%	45%	38%	39%	30%	37%	43%	48%	33%
		b				a	ab	ab	bd	d	d			ad	ad	
NONE	635	282	349	126	202	129	84	94	106	216	104	208	520	67	26	21
	14%	13%	15%	27%	27%	18%	11%	5%	9%	16%	13%	18%	14%	18%	13%	17%
				cde	cde	de	e			a		ac				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5T. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
ANY BBC TV CHANNELS	3342	2881	461	928	2342	844	2419	306	416	391	844	1966	1330
	76%	75%	79%	72%	78% a	73%	77% a	72%	74%	73%	73%	76%	77%
ANY ITV CHANNELS	2801	2379	423	681	2074	629	2122	200	317	318	629	1579	1177
	64%	62%	73% a	53%	69% a	55%	68% a	47%	56% a	60% a	55%	61%	68% a
ANY CHANNEL 4 CHANNELS	2243	1911	332	577	1631	536	1670	181	252	267	536	1313	898
	51%	50%	57% a	45%	54% a	46%	53% a	42%	45%	50%	46%	51%	52%
ANY CHANNEL 5 CHANNELS	1659	1408	250	405	1225	373	1256	111	178	198	373	915	716
	38%	37%	43% a	31%	41% a	32%	40% a	26%	32%	37% a	32%	35%	41% a
ANY OTHER CHANNELS	1666	1440	226	482	1164	442	1203	143	220	225	442	1034	611
	38%	38%	39%	37%	39%	38%	38%	34%	39%	42%	38%	40% b	35%
NONE	635	569	66	234	378	195	415	81	96	83	195	362	253
	14%	15%	11%	18% b	13%	17% b	13%	19%	17%	16%	17%	14%	15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5T. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
ANY BBC TV CHANNELS	3342	2756	2335	1007	586	3342	3342	1992	1896	538	3342	-	275	720	2346
	76%	76%	74%	81%	77%	76%	90%	87%	86%	91%	85%	-%	41%	68%	88%
				abe			bcef	f	f	bcef	f			a	ab
ANY ITV CHANNELS	2801	2278	1897	905	523	2801	2639	1562	1432	389	2688	114	317	588	1896
	64%	63%	60%	73%	69%	64%	71%	68%	65%	66%	69%	24%	48%	55%	71%
				abe	ab	b	cf	f	f	f	f			a	ab
ANY CHANNEL 4 CHANNELS	2243	1896	1597	646	348	2243	2144	1340	1246	375	2178	65	245	441	1557
	51%	52%	51%	52%	46%	51%	58%	58%	57%	64%	56%	14%	37%	41%	58%
		d					f	f	f	cef	f				ab
ANY CHANNEL 5 CHANNELS	1659	1362	1124	535	296	1659	1566	955	868	254	1593	66	201	325	1133
	38%	37%	36%	43%	39%	38%	42%	42%	39%	43%	41%	14%	30%	30%	42%
				abe			f	f	f	f	f				ab
ANY OTHER CHANNELS	1666	1478	1298	368	188	1666	1519	983	982	305	1566	100	242	355	1069
	38%	41%	41%	30%	25%	38%	41%	43%	45%	52%	40%	21%	36%	33%	40%
		cd	cde			cd	f	f	ef	abcef	f				b
NONE	635	509	485	150	126	635	202	169	171	30	328	307	208	227	200
	14%	14%	15%	12%	16%	14%	5%	7%	8%	5%	8%	64%	31%	21%	7%
								a	a		a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC iPlayer	2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
	50%	50%	51%	46%	46%	49%	59% abce	50%	63% bcd	53% d	48% d	36%	51%	48%	55% d	45%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
	32%	29%	35% a	23%	37% a	30%	34% a	33% a	36% cd	35% d	30%	25%	33% b	20%	42% abd	27% b
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
	23%	22%	23%	21%	25%	24%	22%	22%	27% d	24% d	22%	17%	23%	23%	24%	24%
Sky On Demand or Sky Go	666	372	292	78	117	149	136	186	227	224	118	96	535	71	42	17
	15%	18% b	13%	17% e	16% e	21% e	18% e	11%	20% cd	17% d	15% d	9%	14%	19% a	20% a	14%
My5 (previously Demand 5)	615	282	334	45	84	95	99	292	179	183	119	135	506	59	31	19
	14%	13%	15%	10%	11%	13%	13%	17% ab	16%	14%	15%	12%	14%	16%	15%	15%
BBC TV programmes and content on YouTube	360	219	139	45	79	66	62	108	132	103	61	64	316	18	16	10
	8%	10% b	6%	10%	11% e	9%	8%	6%	12% bd	8%	8%	6%	9% b	5%	8%	8%
Discovery+	351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
	8%	10% b	6%	7% e	12% e	10% e	10% e	4%	13% bcd	6%	7%	5%	8%	8%	9%	8%
UKTV Play	252	153	99	18	43	49	29	112	88	62	51	51	212	21	15	4
	6%	7% b	4%	4%	6%	7%	4%	6%	8% bd	5%	7%	5%	6%	6%	7%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Virgin TV On Demand or Virgin Media Anywhere	224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
	5%	6% b	4%	4%	7%	7%	5%	4%	7% bd	5%	6% d	3%	5%	5%	3%	5%
STV Player/ STV Player VIP (Scotland)	215	105	109	23	48	42	35	66	71	70	37	38	108	103	1	2
	5%	5%	5%	5%	6%	6%	5%	4%	6% d	5%	5%	3%	3% c	28% acd	*%	2%
S4C Clic (Welsh language)	84	54	31	15	35	19	7	9	42	20	15	7	69	7	8	1
	2%	3% b	1%	3% de	5% de	3% e	1%	*%	4% bd	2%	2% d	1%	2%	2%	4% ad	1%
None of these	1403	661	739	125	206	193	180	699	187	405	251	561	1181	117	57	48
	32%	31%	33%	27%	28%	27%	25%	40% abcd	16%	30% a	32% a	49% abc	32%	32%	28%	39% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC iPlayer	2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
	50%	50%	54%	51%	51%	51%	50%	46%	54%	54%	51%	55% b	44%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	1230	182	434	963	389	1004	140	199	179	389	901	492
	32%	32%	31%	33%	32%	34%	32%	33%	35%	34%	34%	35% b	29%
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	881	120	321	667	296	690	109	145	140	296	656	334
	23%	23%	21%	25%	22%	26%	22%	26%	26%	26%	26%	25% b	19%
Sky On Demand or Sky Go	666	579	87	267	383	239	412	78	119	121	239	491	166
	15%	15%	15%	21% b	13%	21% b	13%	18%	21%	23%	21%	19% b	10%
My5 (previously Demand 5)	615	539	76	197	412	181	426	63	93	92	181	348	259
	14%	14%	13%	15%	14%	16%	14%	15%	16%	17%	16%	13%	15%
BBC TV programmes and content on YouTube	360	328	32	139	215	125	228	50	54	71	125	239	120
	8%	9%	5%	11% b	7%	11% b	7%	12%	10%	13%	11%	9%	7%
Discovery+	351	320	31	174	174	160	188	54	80	73	160	260	88
	8%	8%	5%	13% b	6%	14% b	6%	13%	14%	14%	14%	10% b	5%
UKTV Play	252	222	30	82	165	76	171	27	45	40	76	151	97
	6%	6%	5%	6%	6%	7%	5%	6%	8%	8%	7%	6%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Virgin TV On Demand or Virgin Media Anywhere	224	218	7	86	132	79	138	35	45	35	79	158	64
	5%	6%	1%	7%	4%	7%	4%	8%	8%	6%	7%	6%	4%
		b		b		b						b	
STV Player/ STV Player VIP (Scotland)	215	201	14	86	125	80	129	36	43	35	80	153	59
	5%	5%	2%	7%	4%	7%	4%	9%	8%	7%	7%	6%	3%
		b		b		b						b	
S4C Clic (Welsh language)	84	81	4	51	29	50	31	28	27	24	50	69	15
	2%	2%	1%	4%	1%	4%	1%	6%	5%	4%	4%	3%	1%
				b		b						b	
None of these	1403	1212	191	312	1049	273	1085	114	135	111	273	617	749
	32%	32%	33%	24%	35%	24%	35%	27%	24%	21%	24%	24%	43%
					a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC iPlayer	2215	2215	1835	380	-	2215	2215	1368	1452	480	2215	-	205	462	1548
	50%	61%	58%	31%	-%	50%	60%	60%	66%	82%	57%	-%	31%	43%	58%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	1413	1199	213	-	1413	1316	845	865	290	1355	58	178	266	969
	32%	39%	38%	17%	-%	32%	35%	37%	39%	49%	35%	12%	27%	25%	36%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	1001	866	135	-	1001	942	645	680	237	970	31	116	175	710
	23%	28%	27%	11%	-%	23%	25%	28%	31%	40%	25%	6%	17%	16%	27%
		cde	cde	d		cd	f	ef	aef	abcef	f				ab
Sky On Demand or Sky Go	666	666	615	51	-	666	606	403	446	155	625	40	94	142	430
	15%	18%	19%	4%	-%	15%	16%	18%	20%	26%	16%	8%	14%	13%	16%
		cde	cde	d		cd	f	f	aef	abcef	f				
My5 (previously Demand 5)	615	615	531	84	-	615	576	387	401	146	590	25	91	101	424
	14%	17%	17%	7%	-%	14%	16%	17%	18%	25%	15%	5%	14%	9%	16%
		cde	cde	d		cd	f	f	ef	abcef	f				b
BBC TV programmes and content on YouTube	360	360	321	39	-	360	360	235	275	109	360	-	52	71	238
	8%	10%	10%	3%	-%	8%	10%	10%	12%	19%	9%	-%	8%	7%	9%
		cd	cde	d		cd	f	f	aef	abcef	f				
Discovery+	351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
	8%	10%	11%	-%	-%	8%	9%	10%	11%	14%	8%	4%	6%	7%	9%
		cd	cde			cd	f	f	aef	aef	f				
UKTV Play	252	252	223	29	-	252	238	178	192	85	244	8	43	52	157
	6%	7%	7%	2%	-%	6%	6%	8%	9%	14%	6%	2%	6%	5%	6%
		cd	cd	d		cd	f	f	aef	abcef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Virgin TV On Demand or Virgin Media Anywhere	224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
	5%	6%	6%	2%	-%	5%	6%	7%	7%	11%	5%	2%	4%	5%	5%
		cd	cd	d		cd	f	f	f	abcef	f				
STV Player/ STV Player VIP (Scotland)	215	215	197	17	-	215	207	149	162	62	213	2	23	32	160
	5%	6%	6%	1%	-%	5%	6%	7%	7%	11%	5%	*%	4%	3%	6%
		cd	cd	d		cd	f	f	ef	abef	f				b
S4C Clic (Welsh language)	84	84	83	2	-	84	78	80	80	33	84	-	7	23	54
	2%	2%	3%	*%	-%	2%	2%	3%	4%	6%	2%	-%	1%	2%	2%
		cd	cd			cd	f	aef	aef	aef	f				
None of these	1403	640	640	763	763	1403	927	489	316	32	1045	358	274	413	717
	32%	18%	20%	61%	100%	32%	25%	21%	14%	5%	27%	74%	41%	39%	27%
				abe	abce	ab	bcd	cd	d		bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Netflix	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
	61%	58%	63% a	83% cde	80% de	74% e	68% e	38%	69% cd	65% d	61% d	48%	60%	62%	63%	66%
Amazon Prime Video	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
	41%	41%	42%	48% e	58% acde	48% e	43% e	29%	52% bcd	44% d	39% d	28%	41%	42%	49% a	43%
Disney+	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
	27%	24%	30% a	43% de	46% de	39% de	26% e	11%	32% d	28% d	29% d	20%	27%	29%	31%	30%
YouTube channels	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
	26%	29% b	24%	46% bcde	37% de	32% de	25% e	15%	30% d	26%	28%	23%	27%	26%	23%	30%
NOW	403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
	9%	10%	8%	15% de	15% de	12% e	8% e	5%	10% d	9%	11% d	7%	9%	9%	8%	8%
Apple TV+	340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
	8%	9% b	7%	12% e	13% de	10% e	8% e	3%	13% bcd	8% d	7% d	3%	8%	7%	6%	7%
Paramount+	335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
	8%	8%	7%	7%	10% e	10% e	10% e	5%	10% d	7%	8%	5%	7%	8%	9%	12% a
BritBox	113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
	3%	3%	2%	5% e	4% e	3%	3%	1%	5% bd	2%	2%	1%	3%	2%	2%	2%
Hayu	85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
	2%	1%	2%	3% e	4% e	3% e	2% e	*%	3% d	2%	2%	1%	2%	3%	1%	1%
Any other catch-up, on-demand or streaming services	69	29	40	2	7	11	14	35	11	12	15	31	59	6	4	1
	2%	1%	2%	*%	1%	2%	2%	2%	1%	1%	2%	3% ab	2%	2%	2%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
None/ no others	1072	524	548	27	51	81	126	786	170	283	196	423	908	90	49	25
	24%	25%	24%	6%	7%	11%	17%	45%	15%	21%	25%	37%	25%	24%	24%	21%
						ab	abc	abcd		a	a	abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Netflix	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
	61%	62% b	54%	77% b	54%	77% b	55%	78%	76%	77%	77%	72% b	44%
Amazon Prime Video	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
	41%	41%	42%	50% b	38%	51% b	38%	53%	54%	48%	51%	49% b	31%
Disney+	1199	1072	128	555	625	493	684	187	272	218	493	876	302
	27%	28% b	22%	43% b	21%	43% b	22%	44%	48%	41%	43%	34% b	17%
YouTube channels	1165	1058	107	475	664	416	718	168	202	181	416	786	366
	26%	28% b	18%	37% b	22%	36% b	23%	39%	36%	34%	36%	30% b	21%
NOW	403	354	49	176	217	167	225	76	79	67	167	293	99
	9%	9%	9%	14% b	7%	15% b	7%	18%	14%	13%	15%	11% b	6%
Apple TV+	340	311	29	171	163	154	176	65	80	71	154	276	63
	8%	8%	5%	13% b	5%	13% b	6%	15%	14%	13%	13%	11% b	4%
Paramount+	335	302	33	133	199	122	210	35	70	66	122	239	93
	8%	8%	6%	10% b	7%	11% b	7%	8%	12%	12%	11%	9% b	5%
BritBox	113	103	11	58	54	53	59	26	29	27	53	83	30
	3%	3%	2%	4% b	2%	5% b	2%	6%	5%	5%	5%	3% b	2%
Hayu	85	81	5	48	33	46	36	22	28	19	46	67	16
	2%	2%	1%	4% b	1%	4% b	1%	5%	5%	4%	4%	3% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Any other catch-up, on-demand or streaming services	69	63	6	22	46	20	48	1	11	14	20	27	41
	2%	2%	1%	2%	2%	2%	2%	*%	2%	3% a	2%	1%	2% a
None/ no others	1072	890	183	114	935	97	951	33	40	52	97	341	704
	24%	23%	31% a	9%	31% a	8%	30% a	8%	7%	10%	8%	13%	41% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 29

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Netflix	2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
	61%	74%	85%	-%	-%	61%	61%	63%	71%	74%	61%	62%	63%	63%	59%
		cde	acde			cd			abef	abef					
Amazon Prime Video	1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
	41%	50%	58%	-%	-%	41%	41%	46%	51%	61%	41%	41%	49%	36%	42%
		cde	acde			cd		ae	abef	abcef			bc		b
Disney+	1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
	27%	33%	38%	-%	-%	27%	27%	29%	33%	34%	27%	30%	29%	26%	27%
		cde	acde			cd			ae	ae					
YouTube channels	1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
	26%	30%	32%	13%	9%	26%	25%	27%	32%	34%	26%	30%	31%	30%	24%
		cde	cde	d		cd			abe	abe			c	c	
NOW	403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
	9%	11%	13%	-%	-%	9%	10%	11%	13%	16%	10%	6%	12%	9%	9%
		cde	cde			cd		f	aef	abef					
Apple TV+	340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
	8%	9%	11%	-%	-%	8%	8%	11%	12%	17%	8%	3%	7%	6%	9%
		cd	cde			cd	f	aef	aef	abcef	f				
Paramount+	335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
	8%	9%	11%	-%	-%	8%	8%	9%	9%	13%	8%	6%	10%	6%	8%
		cd	cde			cd				abef					
BritBox	113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
	3%	3%	4%	-%	-%	3%	3%	4%	4%	7%	3%	1%	1%	2%	3%
		cd	cd			cd	f	f	aef	abef	f				a
Hayu	85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
	2%	2%	3%	-%	-%	2%	2%	3%	3%	5%	2%	1%	2%	2%	2%
		cd	cd			cd			f	aef					
Any other catch-up, on-demand or streaming services	69	64	45	24	5	69	63	29	38	12	65	4	12	14	43
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
None/ no others	1072	381	6	1067	691	1072	927	506	267	47	969	103	124	228	721
	24%	10%	*%	86%	90%	24%	25%	22%	12%	8%	25%	21%	19%	21%	27%
		b		abe	abce	ab	cd	cd			cd	cd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Netflix	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
	61%	58%	63% a	83% cde	80% de	74% e	68% e	38%	69% cd	65% d	61% d	48%	60%	62%	63%	66%
BBC iPlayer	2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
	50%	50%	51%	46%	46%	49%	59% abce	50%	63% bcd	53% d	48% d	36%	51%	48%	55% d	45%
Amazon Prime Video	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
	41%	41%	42%	48% e	58% acde	48% e	43% e	29%	52% bcd	44% d	39% d	28%	41%	42%	49% a	43%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
	32%	29%	35% a	23%	37% a	30%	34% a	33% a	36% cd	35% d	30%	25%	33% b	20%	42% abd	27% b
Disney+	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
	27%	24%	30% a	43% de	46% de	39% de	26% e	11%	32% d	28% d	29% d	20%	27%	29%	31%	30%
YouTube channels	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
	26%	29% b	24%	46% bcde	37% de	32% de	25% e	15%	30% d	26%	28%	23%	27%	26%	23%	30%
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
	23%	22%	23%	21%	25%	24%	22%	22%	27% d	24% d	22%	17%	23%	23%	24%	24%
Sky On Demand or Sky Go	666	372	292	78	117	149	136	186	227	224	118	96	535	71	42	17
	15%	18% b	13%	17% e	16% e	21% e	18% e	11%	20% cd	17% d	15% d	9%	14%	19% a	20% a	14%
My5 (previously Demand 5)	615	282	334	45	84	95	99	292	179	183	119	135	506	59	31	19
	14%	13%	15%	10%	11%	13%	13%	17% ab	16%	14%	15%	12%	14%	16%	15%	15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NOW	403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
	9%	10%	8%	15% de	15% de	12% e	8% e	5%	10% d	9%	11% d	7%	9%	9%	8%	8%
BBC TV programmes and content on YouTube	360	219	139	45	79	66	62	108	132	103	61	64	316	18	16	10
	8%	10% b	6%	10%	11% e	9%	8%	6%	12% bd	8%	8%	6%	9% b	5%	8%	8%
Discovery+	351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
	8%	10% b	6%	7% e	12% e	10% e	10% e	4%	13% bcd	6%	7%	5%	8%	8%	9%	8%
Apple TV+	340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
	8%	9% b	7%	12% e	13% de	10% e	8% e	3%	13% bcd	8% d	7% d	3%	8%	7%	6%	7%
Paramount+	335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
	8%	8%	7%	7%	10% e	10% e	10% e	5%	10% d	7%	8%	5%	7%	8%	9%	12% a
UKTV Play	252	153	99	18	43	49	29	112	88	62	51	51	212	21	15	4
	6%	7% b	4%	4%	6%	7%	4%	6%	8% bd	5%	7%	5%	6%	6%	7%	3%
Virgin TV On Demand or Virgin Media Anywhere	224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
	5%	6% b	4%	4%	7%	7%	5%	4%	7% bd	5%	6% d	3%	5%	5%	3%	5%
STV Player/ STV Player VIP (Scotland)	215	105	109	23	48	42	35	66	71	70	37	38	108	103	1	2
	5%	5%	5%	5%	6%	6%	5%	4%	6% d	5%	5%	3%	3% c	28% acd	*%	2%
BritBox	113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
	3%	3%	2%	5% e	4% e	3%	3%	1%	5% bd	2%	2%	1%	3%	2%	2%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Hayu	85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
	2%	1%	2%	3% e	4% e	3% e	2% e	*%	3% d	2%	2%	1%	2%	3%	1%	1%
S4C Clic (Welsh language)	84	54	31	15	35	19	7	9	42	20	15	7	69	7	8	1
	2%	3% b	1%	3% de	5% de	3% e	1%	*%	4% bd	2%	2% d	1%	2%	2%	4% ad	1%
Any other catch-up, on-demand or streaming services	69	29	40	2	7	11	14	35	11	12	15	31	59	6	4	1
	2%	1%	2%	*%	1%	2%	2%	2%	1%	1%	2%	3% ab	2%	2%	2%	1%
None	691	337	354	18	37	52	67	517	89	169	115	318	583	56	33	19
	16%	16%	16%	4%	5%	7%	9% ab	30% abcd	8%	13% a	15% a	28% abc	16%	15%	16%	15%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of VoD services in the past 3 months (out of 20)	3.3	3.3	3.3	3.7 e	4.1 ade	3.8 e	3.5 e	2.5	4.1 bcd	3.4 d	3.3 d	2.4	3.3	3.4	3.6 a	3.2
Standard deviation	2.72	2.88	2.56	2.39	2.74	2.78	2.67	2.60	2.78	2.67	2.75	2.41	2.71	2.90	2.69	2.63
Standard error	.04	.06	.05	.10	.11	.10	.10	.06	.08	.08	.09	.07	.05	.12	.12	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Netflix	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
	61%	62% b	54%	77% b	54%	77% b	55%	78%	76%	77%	77%	72% b	44%
BBC iPlayer	2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
	50%	50%	54%	51%	51%	51%	50%	46%	54%	54%	51%	55% b	44%
Amazon Prime Video	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
	41%	41%	42%	50% b	38%	51% b	38%	53%	54%	48%	51%	49% b	31%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	1230	182	434	963	389	1004	140	199	179	389	901	492
	32%	32%	31%	33%	32%	34%	32%	33%	35%	34%	34%	35% b	29%
Disney+	1199	1072	128	555	625	493	684	187	272	218	493	876	302
	27%	28% b	22%	43% b	21%	43% b	22%	44%	48%	41%	43%	34% b	17%
YouTube channels	1165	1058	107	475	664	416	718	168	202	181	416	786	366
	26%	28% b	18%	37% b	22%	36% b	23%	39%	36%	34%	36%	30% b	21%
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	881	120	321	667	296	690	109	145	140	296	656	334
	23%	23%	21%	25%	22%	26%	22%	26%	26%	26%	26%	25% b	19%
Sky On Demand or Sky Go	666	579	87	267	383	239	412	78	119	121	239	491	166
	15%	15%	15%	21% b	13%	21% b	13%	18%	21%	23%	21%	19% b	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
My5 (previously Demand 5)	615	539	76	197	412	181	426	63	93	92	181	348	259
	14%	14%	13%	15%	14%	16%	14%	15%	16%	17%	16%	13%	15%
NOW	403	354	49	176	217	167	225	76	79	67	167	293	99
	9%	9%	9%	14% b	7%	15% b	7%	18%	14%	13%	15%	11% b	6%
BBC TV programmes and content on YouTube	360	328	32	139	215	125	228	50	54	71	125	239	120
	8%	9%	5%	11% b	7%	11% b	7%	12%	10%	13%	11%	9%	7%
Discovery+	351	320	31	174	174	160	188	54	80	73	160	260	88
	8%	8%	5%	13% b	6%	14% b	6%	13%	14%	14%	14%	10% b	5%
Apple TV+	340	311	29	171	163	154	176	65	80	71	154	276	63
	8%	8%	5%	13% b	5%	13% b	6%	15%	14%	13%	13%	11% b	4%
Paramount+	335	302	33	133	199	122	210	35	70	66	122	239	93
	8%	8%	6%	10% b	7%	11% b	7%	8%	12%	12%	11%	9% b	5%
UKTV Play	252	222	30	82	165	76	171	27	45	40	76	151	97
	6%	6%	5%	6%	6%	7%	5%	6%	8%	8%	7%	6%	6%
Virgin TV On Demand or Virgin Media Anywhere	224	218	7	86	132	79	138	35	45	35	79	158	64
	5%	6% b	1%	7% b	4%	7% b	4%	8%	8%	6%	7%	6% b	4%
STV Player/ STV Player VIP (Scotland)	215	201	14	86	125	80	129	36	43	35	80	153	59
	5%	5% b	2%	7% b	4%	7% b	4%	9%	8%	7%	7%	6% b	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BritBox	113	103	11	58	54	53	59	26	29	27	53	83	30
	3%	3%	2%	4% b	2%	5% b	2%	6%	5%	5%	5%	3% b	2%
Hayu	85	81	5	48	33	46	36	22	28	19	46	67	16
	2%	2%	1%	4% b	1%	4% b	1%	5%	5%	4%	4%	3% b	1%
S4C Clic (Welsh language)	84	81	4	51	29	50	31	28	27	24	50	69	15
	2%	2%	1%	4% b	1%	4% b	1%	6%	5%	4%	4%	3% b	1%
Any other catch-up, on-demand or streaming services	69	63	6	22	46	20	48	1	11	14	20	27	41
	2%	2%	1%	2%	2%	2%	2%	*%	2%	3% a	2%	1%	2% a
None	691	581	110	79	596	65	609	26	33	31	65	185	488
	16%	15%	19%	6%	20% a	6%	19% a	6%	6%	6%	6%	7%	28% a
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of VoD services in the past 3 months (out of 20)	3.3	3.3 b	3.0	4.1 b	3.0	4.2 b	3.0	4.2	4.4	4.2	4.2	3.8 b	2.6
Standard deviation	2.72	2.76	2.45	2.88	2.58	2.92	2.58	3.06	3.10	2.99	2.92	2.66	2.65
Standard error	.04	.05	.09	.08	.05	.09	.05	.15	.13	.13	.09	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Netflix	2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
	61%	74%	85%	-%	-%	61%	61%	63%	71%	74%	61%	62%	63%	63%	59%
		cde	acde			cd			abef	abef					
BBC iPlayer	2215	2215	1835	380	-	2215	2215	1368	1452	480	2215	-	205	462	1548
	50%	61%	58%	31%	-%	50%	60%	60%	66%	82%	57%	-%	31%	43%	58%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
Amazon Prime Video	1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
	41%	50%	58%	-%	-%	41%	41%	46%	51%	61%	41%	41%	49%	36%	42%
		cde	acde			cd		ae	abef	abcef			bc		b
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1413	1413	1199	213	-	1413	1316	845	865	290	1355	58	178	266	969
	32%	39%	38%	17%	-%	32%	35%	37%	39%	49%	35%	12%	27%	25%	36%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
Disney+	1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
	27%	33%	38%	-%	-%	27%	27%	29%	33%	34%	27%	30%	29%	26%	27%
		cde	acde			cd			ae	ae					
YouTube channels	1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
	26%	30%	32%	13%	9%	26%	25%	27%	32%	34%	26%	30%	31%	30%	24%
		cde	cde	d		cd			abe	abe			c	c	
Channel 4/ Channel 4+ (previously All4/ All4+)	1001	1001	866	135	-	1001	942	645	680	237	970	31	116	175	710
	23%	28%	27%	11%	-%	23%	25%	28%	31%	40%	25%	6%	17%	16%	27%
		cde	cde	d		cd	f	ef	aef	abcef	f				ab
Sky On Demand or Sky Go	666	666	615	51	-	666	606	403	446	155	625	40	94	142	430
	15%	18%	19%	4%	-%	15%	16%	18%	20%	26%	16%	8%	14%	13%	16%
		cde	cde	d		cd	f	f	aef	abcef	f				
My5 (previously Demand 5)	615	615	531	84	-	615	576	387	401	146	590	25	91	101	424
	14%	17%	17%	7%	-%	14%	16%	17%	18%	25%	15%	5%	14%	9%	16%
		cde	cde	d		cd	f	f	ef	abcef	f				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
NOW	403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
	9%	11%	13%	-%	-%	9%	10%	11%	13%	16%	10%	6%	12%	9%	9%
		cde	cde			cd		f	aef	abef					
BBC TV programmes and content on YouTube	360	360	321	39	-	360	360	235	275	109	360	-	52	71	238
	8%	10%	10%	3%	-%	8%	10%	10%	12%	19%	9%	-%	8%	7%	9%
		cd	cde	d		cd	f	f	aef	abcef	f				
Discovery+	351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
	8%	10%	11%	-%	-%	8%	9%	10%	11%	14%	8%	4%	6%	7%	9%
		cd	cde			cd	f	f	aef	aef	f				
Apple TV+	340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
	8%	9%	11%	-%	-%	8%	8%	11%	12%	17%	8%	3%	7%	6%	9%
		cd	cde			cd	f	aef	aef	abcef	f				
Paramount+	335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
	8%	9%	11%	-%	-%	8%	8%	9%	9%	13%	8%	6%	10%	6%	8%
		cd	cde			cd				abef					
UKTV Play	252	252	223	29	-	252	238	178	192	85	244	8	43	52	157
	6%	7%	7%	2%	-%	6%	6%	8%	9%	14%	6%	2%	6%	5%	6%
		cd	cd	d		cd	f	f	aef	abcef	f				
Virgin TV On Demand or Virgin Media Anywhere	224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
	5%	6%	6%	2%	-%	5%	6%	7%	7%	11%	5%	2%	4%	5%	5%
		cd	cd	d		cd	f	f	f	abcef	f				
STV Player/ STV Player VIP (Scotland)	215	215	197	17	-	215	207	149	162	62	213	2	23	32	160
	5%	6%	6%	1%	-%	5%	6%	7%	7%	11%	5%	*%	4%	3%	6%
		cd	cd	d		cd	f	f	ef	abef	f				b
BritBox	113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
	3%	3%	4%	-%	-%	3%	3%	4%	4%	7%	3%	1%	1%	2%	3%
		cd	cd			cd	f	f	aef	abef	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Hayu	85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
	2%	2%	3%	-%	-%	2%	2%	3%	3%	5%	2%	1%	2%	2%	2%
		cd	cd			cd			f	aef					
S4C Clic (Welsh language)	84	84	83	2	-	84	78	80	80	33	84	-	7	23	54
	2%	2%	3%	*%	-%	2%	2%	3%	4%	6%	2%	-%	1%	2%	2%
		cd	cd			cd	f	aef	aef	aef	f				
Any other catch-up, on-demand or streaming services	69	64	45	24	5	69	63	29	38	12	65	4	12	14	43
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%
None	691	-	-	691	691	691	563	313	103	4	602	89	85	161	445
	16%	-%	-%	56%	90%	16%	15%	14%	5%	1%	15%	18%	13%	15%	17%
				abe	abce	ab	cd	cd	d		cd	cd			
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of VoD services in the past 3 months (out of 20)	3.3	4.0	4.3	.8	*	3.3	3.5	3.8	4.2	5.3	3.5	1.9	3.1	2.9	3.5
		cde	acde	d		cd	f	aef	abef	abcef	f				ab
Standard deviation	2.72	2.49	2.51	1.26	.08	2.72	2.81	2.91	2.80	3.22	2.78	1.57	2.35	2.45	2.88
Standard error	.04	.04	.04	.04	*	.04	.05	.06	.06	.13	.04	.07	.09	.08	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2164	1031	1130	235	311	399	402	817	670	644	430	420	1446	256	268	194
Effective Weighted Sample	1796	858	935	203	251	330	341	688	575	533	347	354	1380	247	250	179
Total	2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
At least daily	476	225	250	49	101	77	74	175	135	127	101	113	409	34	24	9
	21%	21%	22%	23%	29% de	22%	17%	20%	19%	18%	27% ab	28% ab	22%	19%	21%	16%
At least weekly	1086	538	547	92	148	160	227	459	352	361	185	188	908	94	60	24
	49%	51%	48%	43%	43%	46%	52%	52% b	50%	50%	49%	46%	49%	54%	53%	43%
At least monthly	490	223	267	43	74	82	107	185	184	171	61	75	416	33	23	18
	22%	21%	23%	20%	21%	24%	25%	21%	26% cd	24% c	16%	18%	22%	19%	21%	33% abc
Less often	145	71	73	24	20	26	24	51	34	58	26	27	124	11	5	4
	7%	7%	6%	11% e	6%	7%	5%	6%	5%	8%	7%	7%	7%	6%	5%	8%
Don't know/ can't remember	18	6	13	4	2	4	2	6	3	6	5	5	14	3	*	*
	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%	2%	*%	1%
SUMMARY																
DAILY	476	225	250	49	101	77	74	175	135	127	101	113	409	34	24	9
	21%	21%	22%	23%	29% de	22%	17%	20%	19%	18%	27% ab	28% ab	22%	19%	21%	16%
WEEKLY	1561	763	797	141	249	236	301	634	487	488	286	301	1317	128	84	33
	70%	72%	69%	66%	72%	68%	69%	72%	69%	68%	76%	74%	70% d	73% d	74% d	59%
MONTHLY	2052	986	1064	184	323	319	408	819	671	658	346	376	1733	161	107	51
	93%	93%	93%	87%	94%	91%	94% a	93% a	95%	91%	92%	92%	93%	92%	95%	92%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2164	1815	349	669	1453	592	1526	204	307	289	592	1386	744
Effective Weighted Sample	1796	1512	289	547	1213	484	1273	163	253	238	484	1143	628
Total	2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
At least daily	476	406	70	188	280	174	291	70	94	68	174	310	158
	21%	21%	22%	29% b	18%	30% b	18%	36%	31%	24%	30%	22%	21%
At least weekly	1086	932	154	285	771	255	801	81	137	124	255	702	372
	49%	49%	49%	43%	51% a	43%	51% a	41%	45%	43%	43%	49%	49%
At least monthly	490	415	75	137	349	124	363	36	54	76	124	317	168
	22%	22%	24%	21%	23%	21%	23%	19%	18%	26%	21%	22%	22%
Less often	145	131	13	38	103	30	112	6	19	16	30	87	56
	7%	7%	4%	6%	7%	5%	7%	3%	6%	6%	5%	6%	7%
Don't know/ can't remember	18	15	3	9	10	6	12	3	2	2	6	6	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2% a
SUMMARY													
DAILY	476	406	70	188	280	174	291	70	94	68	174	310	158
	21%	21%	22%	29% b	18%	30% b	18%	36%	31%	24%	30%	22%	21%
WEEKLY	1561	1338	223	473	1051	429	1092	150	231	192	429	1012	530
	70%	70%	71%	72%	69%	73%	69%	77%	75%	67%	73%	71%	69%
MONTHLY	2052	1753	299	610	1400	552	1455	187	285	268	552	1329	699
	93%	92%	95%	93%	93%	94%	92%	96%	93%	94%	94%	93%	91%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2164	2164	1820	344	-	2164	2164	1346	1418	469	2164	-	203	447	1514
Effective Weighted Sample	1796	1796	1497	300	-	1796	1796	1109	1173	387	1796	-	166	372	1258
Total	2215	2215	1835	380	-	2215	2215	1368	1452	480	2215	-	205	462	1548
At least daily	476	476	409	67	**	476	476	314	333	157	476	**	27	75	374
	21%	21%	22%	18%	**	21%	21%	23%	23%	33% abce	21%	**	13%	16%	24% ab
At least weekly	1086	1086	895	190	**	1086	1086	672	710	251	1086	**	99	204	782
	49%	49%	49%	50%	**	49%	49%	49%	49%	52%	49%	**	48%	44%	51%
At least monthly	490	490	406	84	**	490	490	293	313	61	490	**	55	123	311
	22%	22%	22%	22%	**	22%	22% d	21% d	22% d	13%	22% d	**	27%	27% c	20%
Less often	145	145	111	34	**	145	145	83	91	11	145	**	22	53	70
	7%	7%	6%	9%	**	7%	7% d	6% d	6% d	2%	7% d	**	11% c	11% c	5%
Don't know/ can't remember	18	18	14	5	**	18	18	6	5	-	18	**	2	6	10
	1%	1%	1%	1%	**	1%	1%	*%	*%	-%	1%	**	1%	1%	1%
SUMMARY															
DAILY	476	476	409	67	**	476	476	314	333	157	476	**	27	75	374
	21%	21%	22%	18%	**	21%	21%	23%	23%	33% abce	21%	**	13%	16%	24% ab
WEEKLY	1561	1561	1304	257	**	1561	1561	986	1044	408	1561	**	126	279	1156
	70%	70%	71%	68%	**	70%	70%	72%	72%	85% abce	70%	**	61%	60%	75% ab
MONTHLY	2052	2052	1711	341	**	2052	2052	1279	1356	469	2052	**	181	403	1468
	93%	93%	93%	90%	**	93%	93%	93%	93%	98% abce	93%	**	89%	87%	95% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)?

Base : Those who have personally watched ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1362	591	769	122	232	246	235	527	390	411	270	291	928	106	205	123
Effective Weighted Sample	1121	488	631	107	191	200	194	440	331	341	213	245	885	102	192	116
Total	1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
At least daily	299	122	177	25	74	47	50	103	86	83	51	79	259	13	20	8
	21%	20%	23%	23%	27%	22%	20%	18%	21%	17%	22%	27% b	21%	17%	23%	24%
At least weekly	712	313	398	48	119	103	138	304	206	244	129	132	617	40	41	14
	50%	50%	51%	45%	43%	48%	56%	54%	50%	51%	54%	46%	51%	54%	47%	42%
At least monthly	299	138	160	28	58	53	43	117	93	120	39	48	253	19	18	9
	21%	22%	20%	26%	21%	25%	18%	21%	23%	25%	16%	17%	21%	25%	20%	27%
Less often	90	48	41	6	20	10	14	40	22	30	15	23	77	2	9	2
	6%	8%	5%	5%	7%	4%	6%	7%	5%	6%	6%	8%	6%	3%	10%	7%
Don't know/ can't remember	13	4	9	2	3	3	2	4	4	2	3	5	13	-	-	-
	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	2%	1%	-%	-%	-%
SUMMARY																
DAILY	299	122	177	25	74	47	50	103	86	83	51	79	259	13	20	8
	21%	20%	23%	23%	27%	22%	20%	18%	21%	17%	22%	27% b	21%	17%	23%	24%
WEEKLY	1011	436	575	73	193	150	187	407	292	328	180	211	876	52	60	22
	72%	70%	73%	67%	71%	69%	76%	72%	71%	68%	76%	74%	72%	72%	70%	66%
MONTHLY	1310	574	736	101	251	203	231	524	385	448	219	259	1129	71	78	32
	93%	92%	94%	93%	92%	94%	94%	92%	94%	93%	93%	90%	93%	97%	90%	93%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)?

Base : Those who have personally watched ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1362	1155	207	432	915	381	961	142	189	179	381	871	469
Effective Weighted Sample	1121	957	168	351	759	310	796	113	156	146	310	706	398
Total	1413	1230	182	434	963	389	1004	140	199	179	389	901	492
At least daily	299	263	37	117	177	107	184	36	56	53	107	194	101
	21%	21%	20%	27% b	18%	27% b	18%	25%	28%	29%	27%	21%	21%
At least weekly	712	613	98	207	499	187	517	74	88	82	187	448	251
	50%	50%	54%	48%	52%	48%	52%	53%	44%	46%	48%	50%	51%
At least monthly	299	261	38	85	211	76	220	23	45	36	76	193	103
	21%	21%	21%	20%	22%	20%	22%	17%	23%	20%	20%	21%	21%
Less often	90	80	9	23	66	17	72	7	9	7	17	60	30
	6%	7%	5%	5%	7%	4%	7%	5%	5%	4%	4%	7%	6%
Don't know/ can't remember	13	13	-	2	11	2	11	-	1	1	2	6	7
	1%	1%	-%	*%	1%	1%	1%	-%	1%	1%	1%	1%	1%
SUMMARY													
DAILY	299	263	37	117	177	107	184	36	56	53	107	194	101
	21%	21%	20%	27% b	18%	27% b	18%	25%	28%	29%	27%	21%	21%
WEEKLY	1011	876	135	324	676	294	701	110	143	135	294	642	353
	72%	71%	74%	75%	70%	76%	70%	78%	72%	75%	76%	71%	72%
MONTHLY	1310	1137	173	409	887	370	922	133	188	171	370	835	456
	93%	92%	95%	94%	92%	95%	92%	95%	95%	95%	95%	93%	93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)?

Base : Those who have personally watched ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1362	1362	1167	195	-	1362	1267	818	845	282	1306	56	177	256	929
Effective Weighted Sample	1121	1121	954	167	-	1121	1044	671	690	231	1076	45	144	207	770
Total	1413	1413	1199	213	-	1413	1316	845	865	290	1355	58	178	266	969
At least daily	299	299	268	31	**	299	277	190	195	78	285	**	30	51	219
	21%	21%	22%	15%	**	21%	21%	22%	23%	27%	21%	**	17%	19%	23%
At least weekly	712	712	604	107	**	712	669	416	407	131	683	**	96	124	492
	50%	50%	50%	50%	**	50%	51%	49%	47%	45%	50%	**	54%	47%	51%
At least monthly	299	299	246	53	**	299	281	179	194	62	291	**	31	72	196
	21%	21%	21%	25%	**	21%	21%	21%	22%	21%	21%	**	17%	27%	20%
Less often	90	90	71	18	**	90	75	56	62	16	83	**	22	18	49
	6%	6%	6%	9%	**	6%	6%	7%	7%	5%	6%	**	12% c	7%	5%
Don't know/ can't remember	13	13	10	3	**	13	13	5	8	3	13	**	-	-	13
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	-%	-%	1%
SUMMARY															
DAILY	299	299	268	31	**	299	277	190	195	78	285	**	30	51	219
	21%	21%	22%	15%	**	21%	21%	22%	23%	27%	21%	**	17%	19%	23%
WEEKLY	1011	1011	872	139	**	1011	947	605	602	210	968	**	126	175	710
	72%	72%	73%	65%	**	72%	72%	72%	70%	72%	71%	**	70%	66%	73%
MONTHLY	1310	1310	1118	192	**	1310	1228	784	795	271	1260	**	156	247	907
	93%	93%	93%	90%	**	93%	93%	93%	92%	94%	93%	**	88%	93%	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	245	116	128	29	44	54	46	72	77	74	51	43	85	149	3	8
Effective Weighted Sample	211	100	110	25	39	47	41	63	67	65	42	38	81	144	3	8
Total	215	105	109	23	48	42	35	66	71	70	37	38	108	103	1	2
At least daily	44	29	15	**	**	**	**	**	**	**	**	**	**	13	**	**
	21%	28%	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**
At least weekly	105	46	59	**	**	**	**	**	**	**	**	**	**	58	**	**
	49%	44%	54%	**	**	**	**	**	**	**	**	**	**	56%	**	**
At least monthly	47	21	26	**	**	**	**	**	**	**	**	**	**	23	**	**
	22%	20%	24%	**	**	**	**	**	**	**	**	**	**	23%	**	**
Less often	13	4	8	**	**	**	**	**	**	**	**	**	**	8	**	**
	6%	4%	7%	**	**	**	**	**	**	**	**	**	**	8%	**	**
Don't know/ can't remember	6	5	1	**	**	**	**	**	**	**	**	**	**	1	**	**
	3%	5%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**
SUMMARY																
DAILY	44	29	15	**	**	**	**	**	**	**	**	**	**	13	**	**
	21%	28%	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**
WEEKLY	149	75	74	**	**	**	**	**	**	**	**	**	**	71	**	**
	69%	71%	68%	**	**	**	**	**	**	**	**	**	**	69%	**	**
MONTHLY	196	96	100	**	**	**	**	**	**	**	**	**	**	95	**	**
	91%	91%	91%	**	**	**	**	**	**	**	**	**	**	91%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	245	227	18	92	149	85	153	37	47	37	85	171	71
Effective Weighted Sample	211	195	16	79	128	73	132	33	38	33	73	148	60
Total	215	201	14	86	125	80	129	36	43	35	80	153	59
At least daily	44	41	**	**	17	**	17	**	**	**	**	33	**
	21%	21%	**	**	14%	**	13%	**	**	**	**	22%	**
At least weekly	105	99	**	**	68	**	71	**	**	**	**	78	**
	49%	49%	**	**	55%	**	55%	**	**	**	**	51%	**
At least monthly	47	45	**	**	26	**	28	**	**	**	**	28	**
	22%	23%	**	**	21%	**	22%	**	**	**	**	18%	**
Less often	13	10	**	**	8	**	8	**	**	**	**	10	**
	6%	5%	**	**	7%	**	7%	**	**	**	**	7%	**
Don't know/ can't remember	6	5	**	**	5	**	5	**	**	**	**	3	**
	3%	2%	**	**	4%	**	4%	**	**	**	**	2%	**
SUMMARY													
DAILY	44	41	**	**	17	**	17	**	**	**	**	33	**
	21%	21%	**	**	14%	**	13%	**	**	**	**	22%	**
WEEKLY	149	141	**	**	85	**	88	**	**	**	**	111	**
	69%	70%	**	**	68%	**	68%	**	**	**	**	73%	**
MONTHLY	196	186	**	**	112	**	116	**	**	**	**	139	**
	91%	92%	**	**	89%	**	90%	**	**	**	**	91%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	245	245	224	21	-	245	235	164	181	63	242	3	29	39	177
Effective Weighted Sample	211	211	191	20	-	211	202	142	155	55	208	3	25	33	152
Total	215	215	197	17	-	215	207	149	162	62	213	2	23	32	160
At least daily	44	44	43	**	**	44	44	35	38	**	44	**	**	**	38
	21%	21%	22%	**	**	21%	21%	23%	24%	**	21%	**	**	**	24%
At least weekly	105	105	97	**	**	105	98	67	74	**	103	**	**	**	73
	49%	49%	49%	**	**	49%	47%	45%	46%	**	48%	**	**	**	45%
At least monthly	47	47	41	**	**	47	46	32	33	**	47	**	**	**	35
	22%	22%	21%	**	**	22%	22%	22%	20%	**	22%	**	**	**	22%
Less often	13	13	11	**	**	13	13	10	11	**	13	**	**	**	9
	6%	6%	6%	**	**	6%	6%	7%	7%	**	6%	**	**	**	6%
Don't know/ can't remember	6	6	5	**	**	6	6	5	6	**	6	**	**	**	6
	3%	3%	3%	**	**	3%	3%	3%	4%	**	3%	**	**	**	4%
SUMMARY															
DAILY	44	44	43	**	**	44	44	35	38	**	44	**	**	**	38
	21%	21%	22%	**	**	21%	21%	23%	24%	**	21%	**	**	**	24%
WEEKLY	149	149	140	**	**	149	142	102	112	**	147	**	**	**	111
	69%	69%	71%	**	**	69%	69%	68%	69%	**	69%	**	**	**	69%
MONTHLY	196	196	181	**	**	196	188	134	145	**	194	**	**	**	145
	91%	91%	92%	**	**	91%	91%	90%	90%	**	91%	**	**	**	91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	58	32	19	30	25	7	9	39	22	22	7	57	10	20	3
Effective Weighted Sample	75	49	26	17	27	20	6	7	35	18	17	6	55	10	18	3
Total	84	54	31	15	35	19	7	9	42	20	15	7	69	7	8	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	90	86	4	49	38	47	40	28	26	22	47	73	17
Effective Weighted Sample	75	72	3	44	29	42	30	24	23	20	42	61	14
Total	84	81	4	51	29	50	31	28	27	24	50	69	15
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	90	90	87	3	-	90	83	80	82	34	90	-	8	24	58
Effective Weighted Sample	75	75	73	3	-	75	69	69	70	29	75	-	7	19	49
Total	84	84	83	2	-	84	78	80	80	33	84	-	7	23	54
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using Channel 4/ Channel 4+ (previously All4/ All4+)?

Base : Those who have personally watched Channel 4/ Channel 4+ (previously All4/ All4+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	989	459	528	103	174	194	156	362	297	293	196	203	642	127	116	104
Effective Weighted Sample	812	376	435	94	137	158	131	298	247	240	160	171	612	123	109	97
Total	1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
At least daily	179	93	85	21	33	32	30	63	51	48	36	43	151	13	10	5
	18%	20%	16%	21%	18%	19%	18%	17%	17%	15%	21%	22%	18%	15%	20%	17%
At least weekly	493	232	261	43	92	84	87	187	149	159	89	95	414	41	23	15
	49%	50%	49%	43%	49%	49%	53%	50%	48%	49%	52%	49%	50%	48%	46%	50%
At least monthly	253	110	143	22	53	48	35	95	90	89	33	41	209	22	14	8
	25%	24%	27%	22%	28%	28%	21%	25%	29%	28%	19%	21%	25%	26%	27%	28%
Less often	70	31	38	12	9	7	12	31	19	26	13	12	56	9	3	1
	7%	7%	7%	12%	5%	4%	7%	8%	6%	8%	8%	6%	7%	11%	7%	5%
Don't know/ can't remember	6	2	4	2	2	1	-	1	1	1	1	3	5	1	-	-
	1%	*%	1%	2%	1%	1%	-%	*%	*%	*%	*%	2%	1%	1%	-%	-%
SUMMARY																
DAILY	179	93	85	21	33	32	30	63	51	48	36	43	151	13	10	5
	18%	20%	16%	21%	18%	19%	18%	17%	17%	15%	21%	22%	18%	15%	20%	17%
WEEKLY	672	325	347	63	126	116	117	250	201	208	125	138	565	54	33	20
	67%	70%	65%	64%	66%	68%	71%	66%	65%	64%	73%	71%	68%	63%	66%	67%
MONTHLY	925	436	489	85	179	164	152	345	291	297	158	179	774	76	47	28
	92%	93%	92%	86%	94%	96%	93%	92%	94%	92%	92%	92%	93%	88%	93%	95%
						a										

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using Channel 4/ Channel 4+ (previously All4/ All4+)?

Base : Those who have personally watched Channel 4/ Channel 4+ (previously All4/ All4+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	989	852	137	321	656	293	682	108	143	140	293	640	333
Effective Weighted Sample	812	702	113	261	541	237	563	88	115	113	237	525	277
Total	1001	881	120	321	667	296	690	109	145	140	296	656	334
At least daily	179	160	19	72	104	67	108	32	28	35	67	110	67
	18%	18%	16%	22%	16%	23%	16%	30%	19%	25%	23%	17%	20%
At least weekly	493	426	67	153	335	142	346	53	70	62	142	330	157
	49%	48%	56%	48%	50%	48%	50%	48%	48%	44%	48%	50%	47%
At least monthly	253	229	24	81	167	75	173	23	41	37	75	168	83
	25%	26%	20%	25%	25%	25%	25%	21%	28%	26%	25%	26%	25%
Less often	70	60	10	11	58	9	60	1	6	5	9	43	27
	7%	7%	8%	4%	9% a	3%	9% a	1%	4%	3%	3%	7%	8%
Don't know/ can't remember	6	6	-	3	3	2	4	-	-	2	2	5	1
	1%	1%	-%	1%	*%	1%	1%	-%	-%	1%	1%	1%	*%
SUMMARY													
DAILY	179	160	19	72	104	67	108	32	28	35	67	110	67
	18%	18%	16%	22%	16%	23%	16%	30%	19%	25%	23%	17%	20%
WEEKLY	672	586	86	225	439	209	454	85	98	96	209	440	224
	67%	66%	72%	70%	66%	71%	66%	78%	67%	69%	71%	67%	67%
MONTHLY	925	815	110	307	606	285	626	108	139	133	285	608	307
	92%	92%	92%	96%	91%	96% b	91%	99%	96%	95%	96%	93%	92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using Channel 4/ Channel 4+ (previously All4/ All4+)?

Base : Those who have personally watched Channel 4/ Channel 4+ (previously All4/ All4+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	989	989	865	124	-	989	925	647	676	239	955	34	128	170	691
Effective Weighted Sample	812	812	707	105	-	812	763	528	553	191	786	26	103	138	573
Total	1001	1001	866	135	-	1001	942	645	680	237	970	31	116	175	710
At least daily	179	179	158	21	**	179	170	123	129	63	174	**	19	25	135
	18%	18%	18%	15%	**	18%	18%	19%	19%	26% ae	18%	**	16%	14%	19%
At least weekly	493	493	439	54	**	493	468	331	328	118	478	**	53	92	348
	49%	49%	51%	40%	**	49%	50%	51%	48%	50%	49%	**	46%	53%	49%
At least monthly	253	253	213	39	**	253	236	154	179	46	246	**	30	45	178
	25%	25%	25%	29%	**	25%	25%	24%	26%	20%	25%	**	26%	26%	25%
Less often	70	70	54	16	**	70	61	35	41	10	65	**	14	13	43
	7%	7%	6%	12%	**	7%	6%	5%	6%	4%	7%	**	12%	7%	6%
Don't know/ can't remember	6	6	2	4	**	6	6	3	4	-	6	**	-	-	6
	1%	1%	*%	3% b	**	1%	1%	*%	1%	-%	1%	**	-%	-%	1%
SUMMARY															
DAILY	179	179	158	21	**	179	170	123	129	63	174	**	19	25	135
	18%	18%	18%	15%	**	18%	18%	19%	19%	26% ae	18%	**	16%	14%	19%
WEEKLY	672	672	597	75	**	672	638	453	456	181	652	**	72	117	483
	67%	67%	69% c	56%	**	67%	68%	70%	67%	76%	67%	**	62%	67%	68%
MONTHLY	925	925	811	114	**	925	875	607	635	227	898	**	102	162	661
	92%	92% c	94% c	85%	**	92% c	93%	94%	93%	96%	93%	**	88%	93%	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	622	286	336	52	76	110	100	284	173	171	139	139	395	87	75	65
Effective Weighted Sample	512	234	279	47	64	90	83	233	147	140	110	118	378	84	70	61
Total	615	282	334	45	84	95	99	292	179	183	119	135	506	59	31	19
At least daily	90	49	41	**	**	18	9	36	23	21	20	27	75	**	**	**
	15%	17%	12%	**	**	18%	9%	12%	13%	11%	17%	20%	15%	**	**	**
At least weekly	287	124	162	**	**	43	46	139	84	80	61	61	245	**	**	**
	47%	44%	49%	**	**	45%	47%	48%	47%	44%	51%	45%	48%	**	**	**
At least monthly	173	80	94	**	**	25	34	81	44	61	31	36	135	**	**	**
	28%	28%	28%	**	**	27%	34%	28%	25%	33%	26%	27%	27%	**	**	**
Less often	60	27	33	**	**	9	10	32	28	18	4	10	47	**	**	**
	10%	9%	10%	**	**	10%	10%	11%	15% c	10%	4%	7%	9%	**	**	**
Don't know/ can't remember	5	2	3	**	**	1	-	4	-	2	3	-	4	**	**	**
	1%	1%	1%	**	**	1%	-%	1%	-%	1%	2%	-%	1%	**	**	**
SUMMARY																
DAILY	90	49	41	**	**	18	9	36	23	21	20	27	75	**	**	**
	15%	17%	12%	**	**	18%	9%	12%	13%	11%	17%	20%	15%	**	**	**
WEEKLY	377	173	204	**	**	60	56	175	107	101	80	88	320	**	**	**
	61%	61%	61%	**	**	63%	56%	60%	60%	55%	68%	66%	63%	**	**	**
MONTHLY	550	253	297	**	**	86	89	256	151	162	111	125	455	**	**	**
	89%	90%	89%	**	**	90%	90%	88%	85%	89%	94%	93%	90%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	622	530	92	199	418	184	432	67	92	91	184	356	254
Effective Weighted Sample	512	441	72	165	343	152	354	54	79	75	152	293	211
Total	615	539	76	197	412	181	426	63	93	92	181	348	259
At least daily	90	83	**	39	50	37	52	**	**	**	37	44	46
	15%	15%	**	20%	12%	20%	12%	**	**	**	20%	13%	18%
At least weekly	287	243	**	93	191	86	198	**	**	**	86	169	113
	47%	45%	**	47%	46%	48%	46%	**	**	**	48%	49%	44%
At least monthly	173	151	**	48	124	43	128	**	**	**	43	96	75
	28%	28%	**	24%	30%	24%	30%	**	**	**	24%	28%	29%
Less often	60	56	**	16	43	15	44	**	**	**	15	39	21
	10%	10%	**	8%	10%	8%	10%	**	**	**	8%	11%	8%
Don't know/ can't remember	5	5	**	1	5	1	5	**	**	**	1	1	5
	1%	1%	**	*%	1%	*%	1%	**	**	**	*%	*%	2%
SUMMARY													
DAILY	90	83	**	39	50	37	52	**	**	**	37	44	46
	15%	15%	**	20%	12%	20%	12%	**	**	**	20%	13%	18%
WEEKLY	377	327	**	133	240	123	250	**	**	**	123	213	159
	61%	61%	**	67%	58%	68%	59%	**	**	**	68%	61%	61%
MONTHLY	550	478	**	180	364	166	378	**	**	**	166	309	233
	89%	89%	**	92%	88%	91%	89%	**	**	**	91%	89%	90%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	622	622	544	78	-	622	577	395	416	149	593	29	97	100	425
Effective Weighted Sample	512	512	446	67	-	512	477	324	340	121	490	22	77	81	354
Total	615	615	531	84	-	615	576	387	401	146	590	25	91	101	424
At least daily	90	90	85	**	**	90	83	62	59	33	86	**	**	8	65
	15%	15%	16%	**	**	15%	14%	16%	15%	23%	15%	**	**	8%	15%
At least weekly	287	287	245	**	**	287	265	181	184	69	271	**	**	44	204
	47%	47%	46%	**	**	47%	46%	47%	46%	47%	46%	**	**	44%	48%
At least monthly	173	173	149	**	**	173	167	109	111	33	170	**	**	34	118
	28%	28%	28%	**	**	28%	29%	28%	28%	22%	29%	**	**	34%	28%
Less often	60	60	49	**	**	60	56	32	45	10	58	**	**	10	36
	10%	10%	9%	**	**	10%	10%	8%	11%	7%	10%	**	**	10%	9%
Don't know/ can't remember	5	5	3	**	**	5	5	3	3	1	5	**	**	4	1
	1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	**	**	4%	*%
														c	
SUMMARY															
DAILY	90	90	85	**	**	90	83	62	59	33	86	**	**	8	65
	15%	15%	16%	**	**	15%	14%	16%	15%	23%	15%	**	**	8%	15%
WEEKLY	377	377	330	**	**	377	348	242	243	102	357	**	**	52	269
	61%	61%	62%	**	**	61%	60%	63%	61%	70%	61%	**	**	52%	63%
MONTHLY	550	550	479	**	**	550	515	352	354	135	528	**	**	86	387
	89%	89%	90%	**	**	89%	89%	91%	88%	92%	89%	**	**	86%	91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total	684	386	297	88	109	172	129	186	232	210	136	106	420	104	97	63
Effective Weighted Sample	562	316	245	78	87	141	108	153	196	174	108	87	402	100	91	59
Total	666	372	292	78	117	149	136	186	227	224	118	96	535	71	42	17
At least daily	202	119	83	**	43	56	44	37	66	61	38	37	171	17	**	**
	30%	32%	29%	**	37% e	37% e	32%	20%	29%	27%	32%	38%	32%	23%	**	**
At least weekly	338	193	144	**	54	73	77	102	109	126	61	42	264	41	**	**
	51%	52%	49%	**	46%	49%	57%	55%	48%	56%	52%	44%	49%	57%	**	**
At least monthly	95	44	50	**	13	18	10	38	43	26	14	13	75	11	**	**
	14%	12%	17%	**	11%	12%	7%	20% d	19%	11%	12%	13%	14%	15%	**	**
Less often	26	12	14	**	5	2	4	8	6	9	6	5	22	2	**	**
	4%	3%	5%	**	5%	1%	3%	4%	3%	4%	5%	5%	4%	3%	**	**
Don't know/ can't remember	5	3	-	**	1	-	1	2	3	2	-	-	4	1	**	**
	1%	1%	-%	**	1%	-%	1%	1%	1%	1%	-%	-%	1%	1%	**	**
SUMMARY																
DAILY	202	119	83	**	43	56	44	37	66	61	38	37	171	17	**	**
	30%	32%	29%	**	37% e	37% e	32%	20%	29%	27%	32%	38%	32%	23%	**	**
WEEKLY	540	312	228	**	97	129	121	139	176	187	98	79	435	58	**	**
	81%	84%	78%	**	83%	87%	89% e	75%	77%	84%	84%	82%	81%	81%	**	**
MONTHLY	635	357	278	**	111	147	130	176	218	213	112	92	510	69	**	**
	95%	96%	95%	**	95%	99%	96%	95%	96%	95%	95%	95%	95%	96%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	684	579	105	276	394	248	422	85	126	119	248	502	170
Effective Weighted Sample	562	477	88	227	324	203	347	69	102	100	203	411	142
Total	666	579	87	267	383	239	412	78	119	121	239	491	166
At least daily	202	186	16	99	96	94	102	**	42	51	94	156	45
	30%	32%	19%	37%	25%	39%	25%	**	36%	42%	39%	32%	27%
				b		b							
At least weekly	338	285	52	127	205	115	218	**	61	59	115	259	74
	51%	49%	60%	48%	53%	48%	53%	**	51%	49%	48%	53%	44%
At least monthly	95	78	16	32	61	25	69	**	14	9	25	54	39
	14%	14%	19%	12%	16%	10%	17%	**	12%	7%	10%	11%	23%
													a
Less often	26	26	*	7	18	5	20	**	2	2	5	20	6
	4%	4%	*%	3%	5%	2%	5%	**	1%	2%	2%	4%	4%
Don't know/ can't remember	5	3	1	1	2	-	3	**	-	-	-	2	3
	1%	1%	1%	*%	1%	-%	1%	**	-%	-%	-%	*%	2%
SUMMARY													
DAILY	202	186	16	99	96	94	102	**	42	51	94	156	45
	30%	32%	19%	37%	25%	39%	25%	**	36%	42%	39%	32%	27%
				b		b							
WEEKLY	540	471	69	227	301	209	319	**	103	110	209	414	118
	81%	81%	79%	85%	79%	87%	78%	**	87%	91%	87%	84%	71%
						b						b	
MONTHLY	635	550	85	259	363	234	388	**	117	119	234	469	157
	95%	95%	98%	97%	95%	98%	94%	**	99%	98%	98%	96%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	684	684	630	54	-	684	621	424	461	157	644	40	98	141	445
Effective Weighted Sample	562	562	517	46	-	562	510	343	376	129	528	34	80	117	365
Total	666	666	615	51	-	666	606	403	446	155	625	40	94	142	430
At least daily	202	202	193	**	**	202	179	126	137	58	188	**	**	42	137
	30%	30%	31%	**	**	30%	30%	31%	31%	37%	30%	**	**	30%	32%
At least weekly	338	338	306	**	**	338	311	192	218	75	318	**	**	76	214
	51%	51%	50%	**	**	51%	51%	48%	49%	48%	51%	**	**	53%	50%
At least monthly	95	95	88	**	**	95	87	64	68	15	91	**	**	21	59
	14%	14%	14%	**	**	14%	14%	16%	15%	9%	15%	**	**	15%	14%
Less often	26	26	23	**	**	26	25	18	20	6	25	**	**	3	17
	4%	4%	4%	**	**	4%	4%	4%	5%	4%	4%	**	**	2%	4%
Don't know/ can't remember	5	5	4	**	**	5	3	3	3	2	3	**	**	-	3
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	-%	1%
SUMMARY															
DAILY	202	202	193	**	**	202	179	126	137	58	188	**	**	42	137
	30%	30%	31%	**	**	30%	30%	31%	31%	37%	30%	**	**	30%	32%
WEEKLY	540	540	499	**	**	540	490	318	355	133	506	**	**	118	350
	81%	81%	81%	**	**	81%	81%	79%	80%	86%	81%	**	**	83%	82%
MONTHLY	635	635	587	**	**	635	578	382	423	148	597	**	**	139	409
	95%	95%	96%	**	**	95%	95%	95%	95%	95%	95%	**	**	98%	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	253	151	102	20	37	56	31	109	83	61	57	52	170	31	36	16
Effective Weighted Sample	214	128	86	18	32	48	25	93	73	49	47	45	163	30	33	15
Total	252	153	99	18	43	49	29	112	88	62	51	51	212	21	15	4
At least daily	59	42	16	**	**	**	**	26	**	**	**	**	50	**	**	**
	23%	28%	17%	**	**	**	**	23%	**	**	**	**	24%	**	**	**
At least weekly	94	58	36	**	**	**	**	39	**	**	**	**	79	**	**	**
	37%	38%	37%	**	**	**	**	35%	**	**	**	**	37%	**	**	**
At least monthly	73	37	36	**	**	**	**	37	**	**	**	**	63	**	**	**
	29%	24%	37%	**	**	**	**	33%	**	**	**	**	30%	**	**	**
Less often	23	15	9	**	**	**	**	10	**	**	**	**	19	**	**	**
	9%	10%	9%	**	**	**	**	9%	**	**	**	**	9%	**	**	**
Don't know/ can't remember	2	1	1	**	**	**	**	-	**	**	**	**	1	**	**	**
	1%	1%	1%	**	**	**	**	-%	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	59	42	16	**	**	**	**	26	**	**	**	**	50	**	**	**
	23%	28%	17%	**	**	**	**	23%	**	**	**	**	24%	**	**	**
WEEKLY	153	100	53	**	**	**	**	65	**	**	**	**	129	**	**	**
	61%	66%	53%	**	**	**	**	58%	**	**	**	**	61%	**	**	**
MONTHLY	226	137	89	**	**	**	**	102	**	**	**	**	192	**	**	**
	90%	90%	90%	**	**	**	**	91%	**	**	**	**	91%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	253	219	34	84	166	77	173	29	45	41	77	153	95
Effective Weighted Sample	214	186	28	72	140	66	145	23	38	36	66	129	81
Total	252	222	30	82	165	76	171	27	45	40	76	151	97
At least daily	59	51	**	**	28	**	30	**	**	**	**	41	**
	23%	23%	**	**	17%	**	17%	**	**	**	**	27%	**
At least weekly	94	84	**	**	65	**	67	**	**	**	**	54	**
	37%	38%	**	**	39%	**	39%	**	**	**	**	36%	**
At least monthly	73	66	**	**	53	**	55	**	**	**	**	44	**
	29%	30%	**	**	32%	**	32%	**	**	**	**	29%	**
Less often	23	20	**	**	16	**	16	**	**	**	**	10	**
	9%	9%	**	**	10%	**	10%	**	**	**	**	6%	**
Don't know/ can't remember	2	2	**	**	2	**	2	**	**	**	**	2	**
	1%	1%	**	**	1%	**	1%	**	**	**	**	2%	**
SUMMARY													
DAILY	59	51	**	**	28	**	30	**	**	**	**	41	**
	23%	23%	**	**	17%	**	17%	**	**	**	**	27%	**
WEEKLY	153	134	**	**	93	**	97	**	**	**	**	95	**
	61%	60%	**	**	56%	**	57%	**	**	**	**	63%	**
MONTHLY	226	200	**	**	146	**	152	**	**	**	**	140	**
	90%	90%	**	**	89%	**	89%	**	**	**	**	92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	253	253	225	28	-	253	238	178	197	84	245	8	42	53	158
Effective Weighted Sample	214	214	189	25	-	214	202	151	166	72	208	6	37	44	132
Total	252	252	223	29	-	252	238	178	192	85	244	8	43	52	157
At least daily	59	59	58	**	**	59	56	43	42	**	56	**	**	**	37
	23%	23%	26%	**	**	23%	24%	24%	22%	**	23%	**	**	**	23%
At least weekly	94	94	85	**	**	94	89	64	68	**	91	**	**	**	59
	37%	37%	38%	**	**	37%	37%	36%	35%	**	37%	**	**	**	37%
At least monthly	73	73	63	**	**	73	69	54	60	**	71	**	**	**	47
	29%	29%	28%	**	**	29%	29%	30%	31%	**	29%	**	**	**	30%
Less often	23	23	16	**	**	23	21	15	20	**	23	**	**	**	12
	9%	9%	7%	**	**	9%	9%	9%	10%	**	10%	**	**	**	8%
Don't know/ can't remember	2	2	1	**	**	2	2	1	2	**	2	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	2%
SUMMARY															
DAILY	59	59	58	**	**	59	56	43	42	**	56	**	**	**	37
	23%	23%	26%	**	**	23%	24%	24%	22%	**	23%	**	**	**	23%
WEEKLY	153	153	142	**	**	153	145	107	110	**	147	**	**	**	95
	61%	61%	64%	**	**	61%	61%	60%	57%	**	60%	**	**	**	61%
MONTHLY	226	226	205	**	**	226	214	161	170	**	218	**	**	**	142
	90%	90%	92%	**	**	90%	90%	91%	88%	**	89%	**	**	**	91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	353	206	146	38	81	82	67	85	133	88	65	67	233	42	44	34
Effective Weighted Sample	292	174	118	34	68	72	58	63	118	70	51	56	223	41	42	31
Total	351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
At least daily	94	62	32	**	**	**	**	**	38	**	**	**	74	**	**	**
	27%	30%	23%	**	**	**	**	**	25%	**	**	**	25%	**	**	**
At least weekly	151	95	56	**	**	**	**	**	66	**	**	**	129	**	**	**
	43%	46%	39%	**	**	**	**	**	44%	**	**	**	44%	**	**	**
At least monthly	77	39	37	**	**	**	**	**	33	**	**	**	68	**	**	**
	22%	19%	26%	**	**	**	**	**	22%	**	**	**	23%	**	**	**
Less often	24	10	13	**	**	**	**	**	10	**	**	**	20	**	**	**
	7%	5%	9%	**	**	**	**	**	7%	**	**	**	7%	**	**	**
Don't know/ can't remember	5	2	4	**	**	**	**	**	3	**	**	**	4	**	**	**
	1%	1%	3%	**	**	**	**	**	2%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	94	62	32	**	**	**	**	**	38	**	**	**	74	**	**	**
	27%	30%	23%	**	**	**	**	**	25%	**	**	**	25%	**	**	**
WEEKLY	245	157	88	**	**	**	**	**	104	**	**	**	203	**	**	**
	70%	75%	62%	**	**	**	**	**	69%	**	**	**	69%	**	**	**
MONTHLY	322	197	125	**	**	**	**	**	137	**	**	**	271	**	**	**
	92%	94%	88%	**	**	**	**	**	91%	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	353	314	39	169	180	155	194	52	79	72	155	258	89
Effective Weighted Sample	292	261	33	144	145	133	157	44	68	62	133	214	74
Total	351	320	31	174	174	160	188	54	80	73	160	260	88
At least daily	94	88	**	62	32	61	34	**	**	**	61	72	**
	27%	27%	**	36% b	18%	38% b	18%	**	**	**	38%	28%	**
At least weekly	151	138	**	73	77	65	85	**	**	**	65	117	**
	43%	43%	**	42%	44%	40%	45%	**	**	**	40%	45%	**
At least monthly	77	68	**	25	51	23	52	**	**	**	23	51	**
	22%	21%	**	14%	29% a	14%	28% a	**	**	**	14%	20%	**
Less often	24	21	**	11	13	9	15	**	**	**	9	17	**
	7%	6%	**	6%	7%	5%	8%	**	**	**	5%	6%	**
Don't know/ can't remember	5	5	**	3	2	3	2	**	**	**	3	3	**
	1%	2%	**	2%	1%	2%	1%	**	**	**	2%	1%	**
SUMMARY													
DAILY	94	88	**	62	32	61	34	**	**	**	61	72	**
	27%	27%	**	36% b	18%	38% b	18%	**	**	**	38%	28%	**
WEEKLY	245	226	**	135	108	125	118	**	**	**	125	189	**
	70%	71%	**	78% b	62%	78% b	63%	**	**	**	78%	73%	**
MONTHLY	322	294	**	160	159	148	171	**	**	**	148	240	**
	92%	92%	**	92%	91%	93%	91%	**	**	**	93%	92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	353	353	353	-	-	353	326	233	248	74	334	19	46	74	233
Effective Weighted Sample	292	292	292	-	-	292	270	194	207	63	277	16	34	65	193
Total	351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
At least daily	94	94	94	**	**	94	86	68	70	**	86	**	**	**	71
	27%	27%	27%	**	**	27%	27%	29%	28%	**	26%	**	**	**	31%
At least weekly	151	151	151	**	**	151	140	97	105	**	144	**	**	**	94
	43%	43%	43%	**	**	43%	43%	41%	42%	**	43%	**	**	**	41%
At least monthly	77	77	77	**	**	77	73	54	59	**	75	**	**	**	50
	22%	22%	22%	**	**	22%	22%	23%	24%	**	23%	**	**	**	22%
Less often	24	24	24	**	**	24	22	14	13	**	23	**	**	**	14
	7%	7%	7%	**	**	7%	7%	6%	5%	**	7%	**	**	**	6%
Don't know/ can't remember	5	5	5	**	**	5	3	2	2	**	3	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	94	94	94	**	**	94	86	68	70	**	86	**	**	**	71
	27%	27%	27%	**	**	27%	27%	29%	28%	**	26%	**	**	**	31%
WEEKLY	245	245	245	**	**	245	226	165	175	**	230	**	**	**	164
	70%	70%	70%	**	**	70%	70%	70%	70%	**	70%	**	**	**	71%
MONTHLY	322	322	322	**	**	322	299	218	234	**	305	**	**	**	215
	92%	92%	92%	**	**	92%	92%	93%	94%	**	92%	**	**	**	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV On Demand or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	217	126	91	23	42	47	37	68	74	56	52	35	149	27	18	23
Effective Weighted Sample	182	107	75	19	36	42	30	57	63	47	44	30	144	26	17	22
Total	224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
At least daily	81	48	**	**	**	**	**	**	**	**	**	**	65	**	**	**
	36%	36%	**	**	**	**	**	**	**	**	**	**	34%	**	**	**
At least weekly	90	54	**	**	**	**	**	**	**	**	**	**	81	**	**	**
	40%	41%	**	**	**	**	**	**	**	**	**	**	42%	**	**	**
At least monthly	35	21	**	**	**	**	**	**	**	**	**	**	32	**	**	**
	16%	16%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
Less often	16	9	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
Don't know/ can't remember	2	*	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	*%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	81	48	**	**	**	**	**	**	**	**	**	**	65	**	**	**
	36%	36%	**	**	**	**	**	**	**	**	**	**	34%	**	**	**
WEEKLY	171	102	**	**	**	**	**	**	**	**	**	**	146	**	**	**
	76%	77%	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
MONTHLY	207	123	**	**	**	**	**	**	**	**	**	**	178	**	**	**
	92%	93%	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV On Demand or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	217	211	6	83	129	75	136	34	44	32	75	148	66
Effective Weighted Sample	182	176	6	71	107	64	112	29	37	29	64	126	54
Total	224	218	7	86	132	79	138	35	45	35	79	158	64
At least daily	81	79	**	**	39	**	41	**	**	**	**	56	**
	36%	36%	**	**	30%	**	30%	**	**	**	**	35%	**
At least weekly	90	86	**	**	58	**	59	**	**	**	**	61	**
	40%	39%	**	**	44%	**	42%	**	**	**	**	38%	**
At least monthly	35	35	**	**	25	**	28	**	**	**	**	28	**
	16%	16%	**	**	19%	**	20%	**	**	**	**	18%	**
Less often	16	16	**	**	10	**	10	**	**	**	**	12	**
	7%	7%	**	**	7%	**	7%	**	**	**	**	8%	**
Don't know/ can't remember	2	2	**	**	1	**	1	**	**	**	**	2	**
	1%	1%	**	**	*%	**	*%	**	**	**	**	1%	**
SUMMARY													
DAILY	81	79	**	**	39	**	41	**	**	**	**	56	**
	36%	36%	**	**	30%	**	30%	**	**	**	**	35%	**
WEEKLY	171	165	**	**	97	**	100	**	**	**	**	116	**
	76%	76%	**	**	74%	**	72%	**	**	**	**	74%	**
MONTHLY	207	200	**	**	122	**	127	**	**	**	**	145	**
	92%	92%	**	**	92%	**	92%	**	**	**	**	92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV On Demand or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	217	217	192	25	-	217	201	152	154	59	206	11	26	45	146
Effective Weighted Sample	182	182	159	23	-	182	168	129	127	51	173	9	22	39	121
Total	224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
At least daily	81	81	75	**	**	81	79	57	57	**	79	**	**	**	53
	36%	36%	38%	**	**	36%	38%	36%	36%	**	37%	**	**	**	36%
At least weekly	90	90	77	**	**	90	82	63	62	**	84	**	**	**	58
	40%	40%	40%	**	**	40%	40%	39%	39%	**	39%	**	**	**	40%
At least monthly	35	35	26	**	**	35	30	27	28	**	32	**	**	**	26
	16%	16%	14%	**	**	16%	14%	17%	17%	**	15%	**	**	**	18%
Less often	16	16	14	**	**	16	15	10	10	**	15	**	**	**	9
	7%	7%	7%	**	**	7%	7%	6%	6%	**	7%	**	**	**	6%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	*
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
SUMMARY															
DAILY	81	81	75	**	**	81	79	57	57	**	79	**	**	**	53
	36%	36%	38%	**	**	36%	38%	36%	36%	**	37%	**	**	**	36%
WEEKLY	171	171	152	**	**	171	161	120	119	**	164	**	**	**	111
	76%	76%	78%	**	**	76%	77%	75%	75%	**	77%	**	**	**	76%
MONTHLY	207	207	178	**	**	207	191	148	147	**	196	**	**	**	137
	92%	92%	92%	**	**	92%	92%	92%	93%	**	92%	**	**	**	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	351	215	134	48	71	73	51	108	124	87	71	69	251	27	38	35
Effective Weighted Sample	294	177	115	43	59	63	45	87	106	74	58	59	239	26	35	32
Total	360	219	139	45	79	66	62	108	132	103	61	64	316	18	16	10
At least daily	135	82	52	**	**	**	**	38	51	**	**	**	120	**	**	**
	38%	37%	38%	**	**	**	**	35%	39%	**	**	**	38%	**	**	**
At least weekly	131	81	50	**	**	**	**	37	46	**	**	**	116	**	**	**
	36%	37%	36%	**	**	**	**	34%	35%	**	**	**	37%	**	**	**
At least monthly	56	35	20	**	**	**	**	19	18	**	**	**	49	**	**	**
	15%	16%	15%	**	**	**	**	17%	14%	**	**	**	16%	**	**	**
Less often	36	21	14	**	**	**	**	14	15	**	**	**	28	**	**	**
	10%	9%	10%	**	**	**	**	13%	11%	**	**	**	9%	**	**	**
Don't know/ can't remember	2	-	2	**	**	**	**	1	*	**	**	**	2	**	**	**
	1%	-%	2%	**	**	**	**	1%	*%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	135	82	52	**	**	**	**	38	51	**	**	**	120	**	**	**
	38%	37%	38%	**	**	**	**	35%	39%	**	**	**	38%	**	**	**
WEEKLY	266	163	102	**	**	**	**	75	98	**	**	**	237	**	**	**
	74%	74%	74%	**	**	**	**	69%	74%	**	**	**	75%	**	**	**
MONTHLY	322	199	123	**	**	**	**	94	116	**	**	**	286	**	**	**
	89%	91%	88%	**	**	**	**	86%	88%	**	**	**	90%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	351	310	41	135	211	120	224	47	53	68	120	232	117
Effective Weighted Sample	294	262	34	117	172	103	184	41	47	59	103	193	100
Total	360	328	32	139	215	125	228	50	54	71	125	239	120
At least daily	135	119	**	62	70	58	74	**	**	**	58	94	42
	38%	36%	**	45%	33%	46%	33%	**	**	**	46%	39%	35%
At least weekly	131	125	**	51	76	46	81	**	**	**	46	95	36
	36%	38%	**	37%	35%	37%	35%	**	**	**	37%	40%	30%
At least monthly	56	50	**	15	40	12	44	**	**	**	12	32	24
	15%	15%	**	11%	19%	10%	19%	**	**	**	10%	13%	20%
Less often	36	34	**	8	27	8	28	**	**	**	8	18	18
	10%	10%	**	6%	13%	6%	12%	**	**	**	6%	7%	15%
Don't know/ can't remember	2	1	**	1	1	1	1	**	**	**	1	1	1
	1%	*%	**	1%	1%	1%	*%	**	**	**	1%	1%	1%
SUMMARY													
DAILY	135	119	**	62	70	58	74	**	**	**	58	94	42
	38%	36%	**	45%	33%	46%	33%	**	**	**	46%	39%	35%
WEEKLY	266	244	**	114	147	104	155	**	**	**	104	188	78
	74%	74%	**	82%	68%	83%	68%	**	**	**	83%	79%	65%
				b		b						b	
MONTHLY	322	294	**	129	187	116	199	**	**	**	116	220	101
	89%	90%	**	93%	87%	93%	87%	**	**	**	93%	92%	84%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	351	351	316	35	-	351	351	235	267	107	351	-	45	70	236
Effective Weighted Sample	294	294	266	28	-	294	294	193	223	87	294	-	40	60	194
Total	360	360	321	39	-	360	360	235	275	109	360	-	52	71	238
At least daily	135	135	120	**	**	135	135	84	99	47	135	**	**	**	90
	38%	38%	37%	**	**	38%	38%	36%	36%	43%	38%	**	**	**	38%
At least weekly	131	131	118	**	**	131	131	95	109	33	131	**	**	**	91
	36%	36%	37%	**	**	36%	36%	41%	40%	30%	36%	**	**	**	38%
At least monthly	56	56	52	**	**	56	56	36	44	18	56	**	**	**	38
	15%	15%	16%	**	**	15%	15%	15%	16%	17%	15%	**	**	**	16%
Less often	36	36	30	**	**	36	36	17	21	11	36	**	**	**	18
	10%	10%	9%	**	**	10%	10%	7%	8%	10%	10%	**	**	**	8%
Don't know/ can't remember	2	2	*	**	**	2	2	2	1	*	2	**	**	**	1
	1%	1%	*%	**	**	1%	1%	1%	*%	*%	1%	**	**	**	1%
SUMMARY															
DAILY	135	135	120	**	**	135	135	84	99	47	135	**	**	**	90
	38%	38%	37%	**	**	38%	38%	36%	36%	43%	38%	**	**	**	38%
WEEKLY	266	266	238	**	**	266	266	180	209	80	266	**	**	**	180
	74%	74%	74%	**	**	74%	74%	77%	76%	73%	74%	**	**	**	76%
MONTHLY	322	322	290	**	**	322	322	215	252	98	322	**	**	**	218
	89%	89%	90%	**	**	89%	89%	92%	92%	90%	89%	**	**	**	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2718	1251	1460	439	530	619	485	645	761	812	564	581	1754	346	319	299
Effective Weighted Sample	2220	1027	1187	377	432	504	401	534	644	660	446	486	1671	333	298	282
Total	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
At least daily	1184	516	664	179	315	257	191	241	317	367	219	281	988	108	61	28
	44%	42%	46%	47% e	53% de	48% de	38%	36%	41%	42%	46%	52% ab	44% d	47% d	46% d	34%
At least weekly	1203	581	619	162	221	238	251	331	379	421	203	200	1019	88	59	37
	45%	47%	43%	42%	37%	45%	50% b	49% b	49% d	48% d	43%	37%	46%	38%	45%	46%
At least monthly	227	101	124	29	43	31	46	78	60	71	43	53	177	27	9	13
	8%	8%	9%	8%	7%	6%	9%	12% c	8%	8%	9%	10%	8%	12%	7%	16% ac
Less often	56	27	29	10	12	3	12	19	16	19	12	9	44	7	2	3
	2%	2%	2%	3% c	2%	1%	2%	3% c	2%	2%	2%	2%	2%	3%	2%	4%
Don't know/ can't remember	9	6	4	1	5	3	1	-	5	2	-	2	9	1	-	-
	*%	*%	*%	*%	1%	1%	*%	-%	1%	*%	-%	*%	*%	*%	-%	-%
SUMMARY																
DAILY	1184	516	664	179	315	257	191	241	317	367	219	281	988	108	61	28
	44%	42%	46%	47% e	53% de	48% de	38%	36%	41%	42%	46%	52% ab	44% d	47% d	46% d	34%
WEEKLY	2387	1098	1283	341	536	495	443	572	696	788	422	481	2007	196	120	65
	89%	89%	89%	89%	90%	93% de	88%	86%	90%	90%	89%	88%	90% d	85%	91% d	80%
MONTHLY	2614	1199	1408	371	578	525	489	651	756	859	465	534	2184	223	129	78
	98%	97%	98%	97%	97%	99%	97%	97%	97%	98%	98%	98%	98%	97%	98%	96%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2718	2349	369	1046	1604	919	1725	346	444	431	919	1886	786
Effective Weighted Sample	2220	1928	298	840	1322	739	1418	275	361	346	739	1532	654
Total	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
At least daily	1184	1048	135	503	643	450	693	172	232	200	450	824	338
	44%	44%	43%	50% b	40%	51% b	40%	52%	54%	49%	51%	44%	44%
At least weekly	1203	1067	136	398	776	358	815	119	176	179	358	877	315
	45%	45%	44%	40%	48% a	40%	47% a	36%	41%	43%	40%	47%	41%
At least monthly	227	192	35	72	152	62	163	29	17	29	62	136	89
	8%	8%	11%	7%	9%	7%	9%	9%	4%	7%	7%	7%	12% a
Less often	56	50	5	17	38	9	44	6	2	4	9	31	23
	2%	2%	2%	2%	2%	1%	3%	2%	*%	1%	1%	2%	3%
Don't know/ can't remember	9	9	-	7	2	7	2	5	2	1	7	6	3
	*%	*%	-%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%
SUMMARY													
DAILY	1184	1048	135	503	643	450	693	172	232	200	450	824	338
	44%	44%	43%	50% b	40%	51% b	40%	52%	54%	49%	51%	44%	44%
WEEKLY	2387	2115	271	901	1419	808	1508	292	409	379	808	1702	653
	89%	89%	87%	90%	88%	91%	88%	88%	95% a	92%	91%	91% b	85%
MONTHLY	2614	2307	306	973	1572	870	1671	321	426	408	870	1838	742
	98%	97%	98%	98%	98%	98%	97%	97%	99%	99%	98%	98%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2718	2718	2718	-	-	2718	2270	1457	1543	426	2399	319	432	681	1605
Effective Weighted Sample	2220	2220	2220	-	-	2220	1870	1195	1283	355	1971	250	345	554	1321
Total	2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
At least daily	1184	1184	1184	**	**	1184	951	627	671	190	1019	164	204	317	662
	44%	44%	44%	**	**	44%	42%	43%	43%	44%	43%	55% abcde	49%	47%	42%
At least weekly	1203	1203	1203	**	**	1203	1059	649	734	203	1095	108	160	278	765
	45%	45%	45%	**	**	45%	47% f	45% f	47% f	47% f	46% f	36%	38%	41%	48% ab
At least monthly	227	227	227	**	**	227	194	125	122	30	206	21	38	54	135
	8%	8%	8%	**	**	8%	9%	9%	8%	7%	9%	7%	9%	8%	9%
Less often	56	56	56	**	**	56	48	35	26	9	50	6	14	18	24
	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%
Don't know/ can't remember	9	9	9	**	**	9	9	9	7	4	9	1	3	3	3
	*%	*%	*%	**	**	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%
SUMMARY															
DAILY	1184	1184	1184	**	**	1184	951	627	671	190	1019	164	204	317	662
	44%	44%	44%	**	**	44%	42%	43%	43%	44%	43%	55% abcde	49%	47%	42%
WEEKLY	2387	2387	2387	**	**	2387	2010	1275	1404	393	2114	272	365	595	1427
	89%	89%	89%	**	**	89%	89%	88%	90%	90%	89%	91%	87%	89%	90%
MONTHLY	2614	2614	2614	**	**	2614	2204	1401	1527	423	2320	294	402	649	1563
	98%	98%	98%	**	**	98%	98%	97%	98%	97%	98%	98%	96%	97%	98% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1843	879	959	253	375	415	310	490	580	542	376	345	1168	228	252	195
Effective Weighted Sample	1488	713	771	218	306	330	254	401	483	439	293	286	1109	220	237	183
Total	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
At least daily	487	238	248	55	131	105	69	127	147	144	84	113	402	44	29	12
	27%	27%	26%	25%	30%	30%	22%	25%	25%	24%	27%	35% ab	27%	29%	28%	22%
At least weekly	926	459	466	108	218	177	176	247	316	319	150	141	779	72	50	26
	51%	53%	49%	48%	51%	51%	56%	48%	53%	53%	48%	44%	51%	47%	49%	48%
At least monthly	330	138	191	50	65	55	54	106	106	111	61	52	269	29	20	13
	18%	16%	20%	23%	15%	16%	17%	21%	18%	19%	20%	16%	18%	19%	19%	24%
Less often	71	28	42	8	16	7	13	27	24	20	15	12	57	7	4	3
	4%	3%	4%	4%	4%	2%	4%	5%	4%	3%	5%	4%	4%	5%	4%	6%
Don't know/ can't remember	8	5	4	1	1	2	2	3	1	4	1	3	7	1	-	-
	*%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	-%	-%
SUMMARY																
DAILY	487	238	248	55	131	105	69	127	147	144	84	113	402	44	29	12
	27%	27%	26%	25%	30%	30%	22%	25%	25%	24%	27%	35% ab	27%	29%	28%	22%
WEEKLY	1413	697	713	163	350	282	244	374	463	462	233	254	1181	116	79	37
	78%	80%	75%	73%	81%	81%	78%	73%	78%	77%	75%	79%	78%	75%	77%	70%
MONTHLY	1743	835	905	213	414	337	298	480	569	574	294	306	1449	145	99	50
	96%	96%	95%	96%	96%	97%	95%	94%	96%	96%	95%	95%	96%	94%	96%	94%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1843	1551	292	683	1123	614	1188	242	312	274	614	1279	533
Effective Weighted Sample	1488	1261	233	539	919	484	970	188	249	216	484	1025	442
Total	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
At least daily	487	424	63	201	276	184	292	81	97	82	184	342	134
	27%	27%	26%	31% b	24%	31% b	24%	35%	32%	32%	31%	27%	25%
At least weekly	926	806	120	309	594	281	620	101	144	123	281	665	251
	51%	51%	49%	48%	52%	48%	52%	45%	48%	48%	48%	52%	47%
At least monthly	330	280	51	112	216	98	230	38	48	43	98	218	112
	18%	18%	21%	17%	19%	17%	19%	17%	16%	17%	17%	17%	21%
Less often	71	62	9	23	48	20	50	5	13	10	20	41	29
	4%	4%	4%	3%	4%	3%	4%	2%	4%	4%	3%	3%	6%
Don't know/ can't remember	8	6	3	3	6	3	6	2	1	1	3	3	4
	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%
SUMMARY													
DAILY	487	424	63	201	276	184	292	81	97	82	184	342	134
	27%	27%	26%	31% b	24%	31% b	24%	35%	32%	32%	31%	27%	25%
WEEKLY	1413	1230	183	510	869	465	912	182	241	205	465	1008	386
	78%	78%	75%	79%	76%	79%	76%	80%	80%	79%	79%	79% b	73%
MONTHLY	1743	1510	234	622	1086	563	1142	220	290	247	563	1226	498
	96%	96%	95%	96%	95%	96%	95%	97%	96%	96%	96%	97%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1843	1843	1843	-	-	1843	1542	1068	1119	348	1636	207	333	387	1123
Effective Weighted Sample	1488	1488	1488	-	-	1488	1254	866	907	284	1328	161	264	308	917
Total	1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
At least daily	487	487	487	**	**	487	396	283	292	118	419	68	115	98	275
	27%	27%	27%	**	**	27%	26%	27%	26%	33%	26%	35%	36% bc	25%	25%
At least weekly	926	926	926	**	**	926	775	532	560	160	829	97	146	192	588
	51%	51%	51%	**	**	51%	50%	50%	50%	45%	51%	49%	45%	50%	53%
At least monthly	330	330	330	**	**	330	301	209	215	72	311	20	47	72	211
	18%	18%	18%	**	**	18%	20% f	20% f	19% f	20% f	19% f	10%	15%	19%	19%
Less often	71	71	71	**	**	71	59	31	42	7	62	9	13	19	40
	4%	4%	4%	**	**	4%	4%	3%	4%	2%	4%	5%	4%	5%	4%
Don't know/ can't remember	8	8	8	**	**	8	6	3	4	1	6	2	3	3	3
	*%	*%	*%	**	**	*%	*%	*%	*%	*%	*%	1%	1%	1%	*%
SUMMARY															
DAILY	487	487	487	**	**	487	396	283	292	118	419	68	115	98	275
	27%	27%	27%	**	**	27%	26%	27%	26%	33%	26%	35%	36% bc	25%	25%
WEEKLY	1413	1413	1413	**	**	1413	1171	814	852	278	1247	166	260	290	863
	78%	78%	78%	**	**	78%	76%	77%	77%	78%	77%	84%	81%	76%	77%
MONTHLY	1743	1743	1743	**	**	1743	1472	1023	1066	350	1558	185	307	362	1074
	96%	96%	96%	**	**	96%	96%	97%	96%	98%	96%	94%	95%	94%	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	403	203	199	78	99	94	61	71	119	105	96	83	273	54	41	35
Effective Weighted Sample	336	172	163	68	82	80	49	62	99	87	82	71	260	52	39	33
Total	403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
At least daily	127	70	57	**	**	**	**	**	30	34	**	**	111	**	**	**
	32%	33%	30%	**	**	**	**	**	26%	29%	**	**	33%	**	**	**
At least weekly	174	96	78	**	**	**	**	**	56	53	**	**	143	**	**	**
	43%	45%	41%	**	**	**	**	**	47%	45%	**	**	42%	**	**	**
At least monthly	68	30	39	**	**	**	**	**	24	21	**	**	57	**	**	**
	17%	14%	20%	**	**	**	**	**	21%	18%	**	**	17%	**	**	**
Less often	27	13	13	**	**	**	**	**	4	8	**	**	24	**	**	**
	7%	6%	7%	**	**	**	**	**	3%	7%	**	**	7%	**	**	**
Don't know/ can't remember	7	2	5	**	**	**	**	**	4	1	**	**	7	**	**	**
	2%	1%	3%	**	**	**	**	**	3%	1%	**	**	2%	**	**	**
SUMMARY																
DAILY	127	70	57	**	**	**	**	**	30	34	**	**	111	**	**	**
	32%	33%	30%	**	**	**	**	**	26%	29%	**	**	33%	**	**	**
WEEKLY	301	166	135	**	**	**	**	**	86	87	**	**	254	**	**	**
	75%	79%	71%	**	**	**	**	**	73%	74%	**	**	74%	**	**	**
MONTHLY	369	196	174	**	**	**	**	**	110	109	**	**	311	**	**	**
	92%	93%	91%	**	**	**	**	**	93%	92%	**	**	91%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	403	354	49	173	221	164	229	73	79	71	164	296	96
Effective Weighted Sample	336	295	41	143	185	135	192	62	64	57	135	246	81
Total	403	354	49	176	217	167	225	76	79	67	167	293	99
At least daily	127	108	**	63	62	60	65	**	**	**	60	88	**
	32%	31%	**	36%	29%	36%	29%	**	**	**	36%	30%	**
At least weekly	174	152	**	75	95	71	98	**	**	**	71	124	**
	43%	43%	**	42%	44%	43%	44%	**	**	**	43%	42%	**
At least monthly	68	63	**	28	37	27	38	**	**	**	27	60	**
	17%	18%	**	16%	17%	16%	17%	**	**	**	16%	20%	**
Less often	27	24	**	6	20	6	20	**	**	**	6	18	**
	7%	7%	**	4%	9%	4%	9%	**	**	**	4%	6%	**
Don't know/ can't remember	7	7	**	4	2	3	3	**	**	**	3	4	**
	2%	2%	**	2%	1%	2%	2%	**	**	**	2%	1%	**
SUMMARY													
DAILY	127	108	**	63	62	60	65	**	**	**	60	88	**
	32%	31%	**	36%	29%	36%	29%	**	**	**	36%	30%	**
WEEKLY	301	260	**	138	157	131	163	**	**	**	131	212	**
	75%	73%	**	78%	72%	78%	73%	**	**	**	78%	72%	**
MONTHLY	369	322	**	166	194	158	202	**	**	**	158	272	**
	92%	91%	**	94%	90%	95%	89%	**	**	**	95%	93%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	403	403	403	-	-	403	356	256	286	96	376	27	81	93	229
Effective Weighted Sample	336	336	336	-	-	336	297	212	237	80	313	24	67	78	191
Total	403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
At least daily	127	127	127	**	**	127	109	81	83	**	113	**	**	**	80
	32%	32%	32%	**	**	32%	31%	32%	29%	**	30%	**	**	**	35%
At least weekly	174	174	174	**	**	174	156	106	133	**	165	**	**	**	97
	43%	43%	43%	**	**	43%	44%	41%	47%	**	44%	**	**	**	42%
At least monthly	68	68	68	**	**	68	59	44	49	**	64	**	**	**	33
	17%	17%	17%	**	**	17%	17%	17%	17%	**	17%	**	**	**	15%
Less often	27	27	27	**	**	27	27	20	14	**	27	**	**	**	16
	7%	7%	7%	**	**	7%	7%	8%	5%	**	7%	**	**	**	7%
Don't know/ can't remember	7	7	7	**	**	7	6	5	2	**	6	**	**	**	2
	2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	**	1%
SUMMARY															
DAILY	127	127	127	**	**	127	109	81	83	**	113	**	**	**	80
	32%	32%	32%	**	**	32%	31%	32%	29%	**	30%	**	**	**	35%
WEEKLY	301	301	301	**	**	301	265	187	216	**	278	**	**	**	177
	75%	75%	75%	**	**	75%	74%	73%	77%	**	74%	**	**	**	77%
MONTHLY	369	369	369	**	**	369	324	231	264	**	342	**	**	**	210
	92%	92%	92%	**	**	92%	91%	90%	94%	**	91%	**	**	**	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7O. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1233	532	694	231	310	319	187	186	362	357	264	250	782	159	158	134
Effective Weighted Sample	998	434	558	198	250	259	155	149	305	284	209	207	741	153	149	125
Total	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
At least daily	356	163	191	66	106	99	51	34	92	105	81	77	290	36	24	6
	30%	32%	28%	33% e	31% e	36% e	26%	18%	25%	28%	36% a	34%	29% d	34% d	37% d	16%
At least weekly	571	251	316	82	171	125	96	96	177	187	110	98	472	50	30	19
	48%	49%	47%	41%	50%	45%	50%	52%	48%	49%	48%	43%	48%	48%	46%	52%
At least monthly	213	74	138	36	56	39	36	46	80	65	26	42	178	18	8	9
	18%	14%	20%	18%	16%	14%	19%	25% c	22% c	17%	11%	19%	18%	17%	12%	26% c
Less often	52	24	28	10	11	13	7	10	16	18	10	8	45	1	3	2
	4%	5%	4%	5%	3%	5%	4%	6%	4%	5%	4%	3%	5%	1%	4%	6%
Don't know/ can't remember	7	2	4	4	-	2	2	-	3	3	-	2	7	-	-	*
	1%	*%	1%	2%	-%	1%	1%	-%	1%	1%	-%	1%	1%	-%	-%	1%
SUMMARY																
DAILY	356	163	191	66	106	99	51	34	92	105	81	77	290	36	24	6
	30%	32%	28%	33% e	31% e	36% e	26%	18%	25%	28%	36% a	34%	29% d	34% d	37% d	16%
WEEKLY	927	415	507	148	278	224	147	130	270	292	191	175	763	86	54	25
	77%	81%	75%	75%	81%	81%	76%	70%	73%	77%	84% a	77%	77%	82% d	83% d	68%
MONTHLY	1140	489	645	184	334	264	183	176	350	356	217	217	940	104	62	34
	95%	95%	95%	93%	97%	95%	95%	94%	95%	94%	96%	96%	95%	99%	96%	94%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7O. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1233	1083	150	591	620	519	689	201	280	234	519	884	319
Effective Weighted Sample	998	878	123	474	507	418	561	159	227	191	418	715	260
Total	1199	1072	128	555	625	493	684	187	272	218	493	876	302
At least daily	356	319	37	204	146	185	163	80	92	89	185	260	90
	30%	30%	29%	37% b	23%	38% b	24%	43%	34%	41%	38%	30%	30%
At least weekly	571	504	68	230	336	206	358	73	122	82	206	433	128
	48%	47%	53%	41%	54% a	42%	52% a	39%	45%	38%	42%	49%	43%
At least monthly	213	193	20	94	116	81	130	25	46	35	81	144	64
	18%	18%	15%	17%	19%	16%	19%	13%	17%	16%	16%	16%	21%
Less often	52	49	3	23	26	18	30	8	12	10	18	34	18
	4%	5%	2%	4%	4%	4%	4%	4%	5%	5%	4%	4%	6%
Don't know/ can't remember	7	7	*	4	1	2	3	1	*	1	2	5	1
	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%
SUMMARY													
DAILY	356	319	37	204	146	185	163	80	92	89	185	260	90
	30%	30%	29%	37% b	23%	38% b	24%	43%	34%	41%	38%	30%	30%
WEEKLY	927	823	105	434	482	391	521	153	214	172	391	693	219
	77%	77%	82%	78%	77%	79%	76%	82%	79%	79%	79%	79%	72%
MONTHLY	1140	1016	125	528	598	472	651	178	259	207	472	837	283
	95%	95%	98%	95%	96%	96%	95%	95%	95%	95%	96%	96%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7O. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1233	1233	1233	-	-	1233	1011	683	736	203	1081	152	206	282	745
Effective Weighted Sample	998	998	998	-	-	998	822	558	603	166	878	120	163	224	611
Total	1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
At least daily	356	356	356	**	**	356	282	193	204	68	299	57	66	86	204
	30%	30%	30%	**	**	30%	28%	29%	28%	34%	28%	39%	34%	31%	28%
At least weekly	571	571	571	**	**	571	481	320	356	89	512	59	90	126	355
	48%	48%	48%	**	**	48%	49%	48%	50%	44%	49%	40%	46%	46%	49%
At least monthly	213	213	213	**	**	213	179	117	128	34	189	24	33	47	132
	18%	18%	18%	**	**	18%	18%	18%	18%	17%	18%	16%	17%	17%	18%
Less often	52	52	52	**	**	52	42	30	25	8	46	6	5	16	32
	4%	4%	4%	**	**	4%	4%	5%	4%	4%	4%	4%	2%	6%	4%
Don't know/ can't remember	7	7	7	**	**	7	6	6	6	1	7	-	2	1	4
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	-%	1%	*%	1%
SUMMARY															
DAILY	356	356	356	**	**	356	282	193	204	68	299	57	66	86	204
	30%	30%	30%	**	**	30%	28%	29%	28%	34%	28%	39%	34%	31%	28%
WEEKLY	927	927	927	**	**	927	763	513	559	157	811	116	156	212	559
	77%	77%	77%	**	**	77%	77%	77%	78%	78%	77%	80%	80%	77%	77%
MONTHLY	1140	1140	1140	**	**	1140	942	630	687	191	1001	140	189	259	692
	95%	95%	95%	**	**	95%	95%	95%	96%	96%	95%	96%	97%	94%	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	334	183	148	64	90	82	49	49	138	92	66	38	233	40	32	29
Effective Weighted Sample	282	158	122	55	76	71	43	41	119	77	55	33	222	39	30	28
Total	340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
At least daily	82	58	24	**	**	**	**	**	36	**	**	**	70	**	**	**
	24%	31% b	16%	**	**	**	**	**	25%	**	**	**	24%	**	**	**
At least weekly	146	83	62	**	**	**	**	**	66	**	**	**	129	**	**	**
	43%	44%	42%	**	**	**	**	**	45%	**	**	**	44%	**	**	**
At least monthly	80	32	47	**	**	**	**	**	32	**	**	**	67	**	**	**
	24%	17%	32% a	**	**	**	**	**	22%	**	**	**	23%	**	**	**
Less often	27	15	12	**	**	**	**	**	10	**	**	**	22	**	**	**
	8%	8%	8%	**	**	**	**	**	7%	**	**	**	8%	**	**	**
Don't know/ can't remember	4	1	3	**	**	**	**	**	2	**	**	**	3	**	**	**
	1%	*%	2%	**	**	**	**	**	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	82	58	24	**	**	**	**	**	36	**	**	**	70	**	**	**
	24%	31% b	16%	**	**	**	**	**	25%	**	**	**	24%	**	**	**
WEEKLY	228	141	86	**	**	**	**	**	102	**	**	**	199	**	**	**
	67%	75% b	58%	**	**	**	**	**	70%	**	**	**	68%	**	**	**
MONTHLY	309	173	133	**	**	**	**	**	134	**	**	**	266	**	**	**
	91%	92%	90%	**	**	**	**	**	92%	**	**	**	91%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	334	301	33	171	156	151	172	61	79	74	151	266	66
Effective Weighted Sample	282	254	29	144	132	128	145	54	67	62	128	226	55
Total	340	311	29	171	163	154	176	65	80	71	154	276	63
At least daily	82	78	**	48	34	42	39	**	**	**	42	69	**
	24%	25%	**	28%	21%	27%	22%	**	**	**	27%	25%	**
At least weekly	146	128	**	77	65	74	68	**	**	**	74	117	**
	43%	41%	**	45%	40%	48%	39%	**	**	**	48%	42%	**
At least monthly	80	75	**	29	48	25	51	**	**	**	25	64	**
	24%	24%	**	17%	29%	16%	29%	**	**	**	16%	23%	**
Less often	27	26	**	13	15	11	15	**	**	**	11	21	**
	8%	8%	**	8%	9%	7%	9%	**	**	**	7%	8%	**
Don't know/ can't remember	4	4	**	3	1	2	2	**	**	**	2	4	**
	1%	1%	**	2%	1%	1%	1%	**	**	**	1%	1%	**
SUMMARY													
DAILY	82	78	**	48	34	42	39	**	**	**	42	69	**
	24%	25%	**	28%	21%	27%	22%	**	**	**	27%	25%	**
WEEKLY	228	206	**	125	99	116	107	**	**	**	116	186	**
	67%	66%	**	74%	61%	75%	61%	**	**	**	75%	68%	**
MONTHLY	309	282	**	155	147	141	159	**	**	**	141	251	**
	91%	91%	**	91%	90%	92%	90%	**	**	**	92%	91%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	334	334	334	-	-	334	301	256	262	98	320	14	45	66	223
Effective Weighted Sample	282	282	282	-	-	282	253	219	222	83	270	12	37	55	189
Total	340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
At least daily	82	82	82	**	**	82	77	72	72	**	81	**	**	**	60
	24%	24%	24%	**	**	24%	25%	28%	27%	**	25%	**	**	**	26%
At least weekly	146	146	146	**	**	146	130	114	118	**	140	**	**	**	98
	43%	43%	43%	**	**	43%	43%	44%	44%	**	43%	**	**	**	43%
At least monthly	80	80	80	**	**	80	71	57	59	**	78	**	**	**	60
	24%	24%	24%	**	**	24%	23%	22%	22%	**	24%	**	**	**	26%
Less often	27	27	27	**	**	27	24	15	17	**	25	**	**	**	12
	8%	8%	8%	**	**	8%	8%	6%	6%	**	8%	**	**	**	5%
Don't know/ can't remember	4	4	4	**	**	4	4	4	3	**	4	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
SUMMARY															
DAILY	82	82	82	**	**	82	77	72	72	**	81	**	**	**	60
	24%	24%	24%	**	**	24%	25%	28%	27%	**	25%	**	**	**	26%
WEEKLY	228	228	228	**	**	228	207	185	189	**	220	**	**	**	158
	67%	67%	67%	**	**	67%	68%	71%	71%	**	67%	**	**	**	68%
MONTHLY	309	309	309	**	**	309	278	242	248	**	298	**	**	**	218
	91%	91%	91%	**	**	91%	91%	93%	93%	**	91%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	109	61	48	24	26	21	19	19	47	25	20	17	79	14	7	9
Effective Weighted Sample	94	52	41	21	23	18	16	17	42	21	17	15	76	14	7	9
Total	113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
At least daily	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	109	96	13	57	50	51	56	25	29	26	51	78	30
Effective Weighted Sample	94	83	11	50	42	46	47	23	25	24	46	68	25
Total	113	103	11	58	54	53	59	26	29	27	53	83	30
At least daily	31	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	46	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	30	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	31	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	77	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	107	**	**	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted total	109	109	109	-	-	109	101	82	88	39	104	5	7	23	79
Effective Weighted Sample	94	94	94	-	-	94	88	72	77	33	90	4	7	19	68
Total	113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
At least daily	31	31	31	**	**	31	28	**	**	**	30	**	**	**	**
	27%	27%	27%	**	**	27%	26%	**	**	**	27%	**	**	**	**
At least weekly	46	46	46	**	**	46	45	**	**	**	46	**	**	**	**
	41%	41%	41%	**	**	41%	42%	**	**	**	41%	**	**	**	**
At least monthly	30	30	30	**	**	30	28	**	**	**	28	**	**	**	**
	26%	26%	26%	**	**	26%	26%	**	**	**	25%	**	**	**	**
Less often	5	5	5	**	**	5	5	**	**	**	5	**	**	**	**
	5%	5%	5%	**	**	5%	5%	**	**	**	5%	**	**	**	**
Don't know/ can't remember	1	1	1	**	**	1	1	**	**	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	1%	**	**	**	1%	**	**	**	**
SUMMARY															
DAILY	31	31	31	**	**	31	28	**	**	**	30	**	**	**	**
	27%	27%	27%	**	**	27%	26%	**	**	**	27%	**	**	**	**
WEEKLY	77	77	77	**	**	77	73	**	**	**	76	**	**	**	**
	68%	68%	68%	**	**	68%	68%	**	**	**	69%	**	**	**	**
MONTHLY	107	107	107	**	**	107	101	**	**	**	104	**	**	**	**
	94%	94%	94%	**	**	94%	94%	**	**	**	94%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	85	34	51	18	28	20	14	5	32	22	19	12	58	15	6	6
Effective Weighted Sample	72	28	44	17	25	17	12	4	28	19	15	11	55	15	6	6
Total	85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	85	79	6	47	34	44	37	21	26	20	44	67	16
Effective Weighted Sample	72	67	5	41	28	38	31	18	22	18	38	56	14
Total	85	81	5	48	33	46	36	22	28	19	46	67	16
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	85	85	85	-	-	85	75	64	68	26	82	3	10	21	54
Effective Weighted Sample	72	72	72	-	-	72	63	56	58	23	70	2	9	17	46
Total	85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1188	640	543	252	251	261	179	245	323	327	264	274	785	144	120	139
Effective Weighted Sample	974	524	446	215	203	217	147	208	273	267	209	234	748	138	114	131
Total	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
At least daily	680	393	283	149	169	146	104	111	185	207	131	157	571	56	28	25
	58%	63% b	53%	70% de	61% e	64% e	57% e	42%	55%	58%	60%	61%	58%	58%	60%	66%
At least weekly	335	161	175	48	73	55	59	102	103	104	63	66	283	27	16	9
	29%	26%	33%	22%	26%	24%	32%	39% abc	31%	29%	29%	26%	29%	28%	34%	24%
At least monthly	103	45	58	11	26	16	15	34	33	33	16	20	90	7	3	3
	9%	7%	11%	5%	9%	7%	8%	13% a	10%	9%	7%	8%	9%	8%	5%	8%
Less often	39	22	17	5	10	6	6	12	12	11	8	8	33	5	*	*
	3%	3%	3%	2%	4%	3%	3%	5%	4%	3%	4%	3%	3%	5%	1%	1%
Don't know/ can't remember	8	5	3	-	1	4	-	3	3	1	-	4	7	1	-	*
	1%	1%	1%	-%	*%	2%	-%	1%	1%	*%	-%	2%	1%	1%	-%	1%
SUMMARY																
DAILY	680	393	283	149	169	146	104	111	185	207	131	157	571	56	28	25
	58%	63% b	53%	70% de	61% e	64% e	57% e	42%	55%	58%	60%	61%	58%	58%	60%	66%
WEEKLY	1015	554	457	196	241	201	163	213	288	310	193	224	854	84	44	33
	87%	89%	85%	93% e	87%	88%	89%	81%	86%	87%	89%	87%	87%	87%	94%	90%
MONTHLY	1118	599	515	207	268	217	178	247	321	343	209	244	944	91	47	36
	96%	96%	96%	98%	96%	95%	97%	94%	96%	97%	96%	95%	96%	94%	99%	98%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1188	1054	134	499	662	425	730	173	209	183	425	802	370
Effective Weighted Sample	974	872	105	408	545	350	597	141	173	154	350	649	313
Total	1165	1058	107	475	664	416	718	168	202	181	416	786	366
At least daily	680	622	58	295	373	251	412	108	117	117	251	459	212
	58%	59%	54%	62%	56%	60%	57%	64%	58%	65%	60%	58%	58%
At least weekly	335	301	34	126	200	113	213	37	58	51	113	224	108
	29%	28%	32%	27%	30%	27%	30%	22%	29%	28%	27%	28%	30%
At least monthly	103	93	10	38	60	37	61	18	18	6	37	75	28
	9%	9%	9%	8%	9%	9%	8%	11%	9%	3%	9%	9%	8%
Less often	39	34	5	13	24	12	25	5	8	6	12	26	12
	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	3%	3%	3%
Don't know/ can't remember	8	8	-	2	6	2	6	-	1	1	2	3	5
	1%	1%	-%	*%	1%	*%	1%	-%	1%	1%	*%	*%	1%
SUMMARY													
DAILY	680	622	58	295	373	251	412	108	117	117	251	459	212
	58%	59%	54%	62%	56%	60%	57%	64%	58%	65%	60%	58%	58%
WEEKLY	1015	923	92	421	574	365	625	145	175	168	365	683	320
	87%	87%	86%	89%	86%	88%	87%	86%	87%	93%	88%	87%	88%
MONTHLY	1118	1016	102	459	634	402	686	163	193	173	402	757	348
	96%	96%	96%	97%	95%	97%	96%	97%	96%	96%	97%	96%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1188	1123	1038	150	65	1188	952	641	700	192	1033	155	215	316	657
Effective Weighted Sample	974	917	844	130	57	974	786	523	582	161	850	124	173	263	538
Total	1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
At least daily	680	639	589	90	**	680	538	339	404	108	588	92	134	188	357
	58%	58%	59%	56%	**	58%	57%	54%	57%	54%	57%	65%	66%	59%	55%
At least weekly	335	315	285	50	**	335	279	205	214	63	300	36	52	88	195
	29%	29%	28%	31%	**	29%	30%	33%	30%	32%	29%	25%	26%	28%	30%
At least monthly	103	100	95	8	**	103	88	59	58	21	92	11	11	27	65
	9%	9%	9%	5%	**	9%	9%	9%	8%	11%	9%	8%	5%	8%	10%
Less often	39	36	28	11	**	39	35	20	22	4	37	3	5	13	21
	3%	3%	3%	7%	**	3%	4%	3%	3%	2%	4%	2%	3%	4%	3%
Don't know/ can't remember	8	7	5	3	**	8	6	6	5	3	7	1	1	1	6
	1%	1%	1%	2%	**	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
SUMMARY															
DAILY	680	639	589	90	**	680	538	339	404	108	588	92	134	188	357
	58%	58%	59%	56%	**	58%	57%	54%	57%	54%	57%	65%	66%	59%	55%
WEEKLY	1015	954	875	140	**	1015	817	544	619	171	887	128	186	277	552
	87%	87%	87%	87%	**	87%	86%	86%	88%	86%	87%	90%	92%	87%	86%
MONTHLY	1118	1054	969	148	**	1118	905	604	677	192	979	139	197	304	617
	96%	96%	97%	91%	**	96%	96%	96%	96%	97%	96%	97%	97%	96%	96%
			c												

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7T. How often in the past 3 months have you watched programmes or films using Paramount+?

Base : Those who have personally watched Paramount+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	356	180	175	43	67	88	69	89	114	94	79	69	208	47	50	51
Effective Weighted Sample	279	142	137	34	53	69	55	72	92	75	61	54	198	45	47	48
Total	335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
At least daily	76	53	24	**	**	**	**	**	28	**	**	**	56	**	**	**
	23%	30% b	15%	**	**	**	**	**	25%	**	**	**	21%	**	**	**
At least weekly	138	69	69	**	**	**	**	**	44	**	**	**	115	**	**	**
	41%	40%	43%	**	**	**	**	**	39%	**	**	**	43%	**	**	**
At least monthly	84	37	47	**	**	**	**	**	24	**	**	**	71	**	**	**
	25%	21%	29%	**	**	**	**	**	21%	**	**	**	26%	**	**	**
Less often	35	13	21	**	**	**	**	**	16	**	**	**	28	**	**	**
	10%	8%	13%	**	**	**	**	**	14%	**	**	**	10%	**	**	**
Don't know/ can't remember	2	1	1	**	**	**	**	**	1	**	**	**	-	**	**	**
	*%	*%	1%	**	**	**	**	**	1%	**	**	**	-%	**	**	**
SUMMARY																
DAILY	76	53	24	**	**	**	**	**	28	**	**	**	56	**	**	**
	23%	30% b	15%	**	**	**	**	**	25%	**	**	**	21%	**	**	**
WEEKLY	214	122	92	**	**	**	**	**	72	**	**	**	171	**	**	**
	64%	70%	57%	**	**	**	**	**	64%	**	**	**	64%	**	**	**
MONTHLY	298	159	139	**	**	**	**	**	96	**	**	**	242	**	**	**
	89%	92%	87%	**	**	**	**	**	85%	**	**	**	90%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7T. How often in the past 3 months have you watched programmes or films using Paramount+?

Base : Those who have personally watched Paramount+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	356	313	43	146	207	129	223	38	74	70	129	254	99
Effective Weighted Sample	279	247	34	112	165	102	175	28	59	57	102	197	80
Total	335	302	33	133	199	122	210	35	70	66	122	239	93
At least daily	76	74	**	41	35	38	37	**	**	**	38	58	**
	23%	24%	**	31%	17%	31%	18%	**	**	**	31%	24%	**
At least weekly	138	116	**	51	87	45	93	**	**	**	45	93	**
	41%	39%	**	38%	44%	37%	44%	**	**	**	37%	39%	**
At least monthly	84	77	**	27	55	26	57	**	**	**	26	60	**
	25%	25%	**	21%	28%	21%	27%	**	**	**	21%	25%	**
Less often	35	34	**	13	21	13	22	**	**	**	13	29	**
	10%	11%	**	10%	11%	11%	10%	**	**	**	11%	12%	**
Don't know/ can't remember	2	1	**	1	1	*	1	**	**	**	*	*	**
	*%	*%	**	1%	*%	*%	1%	**	**	**	*%	*%	**
SUMMARY													
DAILY	76	74	**	41	35	38	37	**	**	**	38	58	**
	23%	24%	**	31%	17%	31%	18%	**	**	**	31%	24%	**
WEEKLY	214	190	**	92	121	83	130	**	**	**	83	150	**
	64%	63%	**	69%	61%	68%	62%	**	**	**	68%	63%	**
MONTHLY	298	267	**	119	177	109	187	**	**	**	109	210	**
	89%	88%	**	89%	89%	89%	89%	**	**	**	89%	88%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7T. How often in the past 3 months have you watched programmes or films using Paramount+?

Base : Those who have personally watched Paramount+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	356	356	356	-	-	356	309	211	219	79	322	34	63	73	220
Effective Weighted Sample	279	279	279	-	-	279	247	166	171	65	255	24	49	55	176
Total	335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
At least daily	76	76	76	**	**	76	64	56	52	**	66	**	**	**	51
	23%	23%	23%	**	**	23%	21%	28%	25%	**	22%	**	**	**	25%
At least weekly	138	138	138	**	**	138	126	77	83	**	130	**	**	**	80
	41%	41%	41%	**	**	41%	42%	39%	40%	**	42%	**	**	**	39%
At least monthly	84	84	84	**	**	84	77	40	49	**	78	**	**	**	50
	25%	25%	25%	**	**	25%	26%	20%	24%	**	25%	**	**	**	25%
Less often	35	35	35	**	**	35	30	23	23	**	30	**	**	**	21
	10%	10%	10%	**	**	10%	10%	12%	11%	**	10%	**	**	**	10%
Don't know/ can't remember	2	2	2	**	**	2	2	1	1	**	2	**	**	**	2
	*%	*%	*%	**	**	*%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	76	76	76	**	**	76	64	56	52	**	66	**	**	**	51
	23%	23%	23%	**	**	23%	21%	28%	25%	**	22%	**	**	**	25%
WEEKLY	214	214	214	**	**	214	190	132	135	**	196	**	**	**	131
	64%	64%	64%	**	**	64%	64%	67%	65%	**	64%	**	**	**	64%
MONTHLY	298	298	298	**	**	298	268	173	184	**	273	**	**	**	181
	89%	89%	89%	**	**	89%	90%	88%	88%	**	90%	**	**	**	89%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Netflix	2387	1098	1283	341	536	495	443	572	696	788	422	481	2007	196	120	65
	54%	52%	57% a	74% de	72% de	69% de	60% e	33%	61% cd	58% d	54% d	42%	54%	53%	58%	53%
BBC iPlayer	1561	763	797	141	249	236	301	634	487	488	286	301	1317	128	84	33
	35%	36%	35%	30%	33%	33%	41% abc	36%	43% bcd	36% d	36% d	27%	36% d	35% d	40% d	27%
Amazon Prime Video	1413	697	713	163	350	282	244	374	463	462	233	254	1181	116	79	37
	32%	33%	31%	35% e	47% acde	39% e	33% e	22%	41% bcd	34% d	30% d	22%	32%	31%	38% a	30%
YouTube channels	1015	554	457	196	241	201	163	213	288	310	193	224	854	84	44	33
	23%	26% b	20%	42% bcde	32% de	28% e	22% e	12%	25% d	23%	25%	20%	23%	23%	21%	27%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1011	436	575	73	193	150	187	407	292	328	180	211	876	52	60	22
	23%	21%	25% a	16%	26% a	21%	26% a	23% a	26% d	24% d	23%	19%	24% b	14%	29% abd	18%
Disney+	927	415	507	148	278	224	147	130	270	292	191	175	763	86	54	25
	21%	20%	22%	32% de	37% de	31% de	20% e	7%	24% d	22% d	24% d	15%	21%	23%	26% a	20%
Channel 4/ Channel 4+ (previously All4/ All4+)	672	325	347	63	126	116	117	250	201	208	125	138	565	54	33	20
	15%	15%	15%	14%	17%	16%	16%	14%	18% d	15%	16%	12%	15%	15%	16%	16%
Sky On Demand or Sky Go	540	312	228	54	97	129	121	139	176	187	98	79	435	58	35	13
	12%	15% b	10%	12%	13% e	18% ae	16% e	8%	16% d	14% d	13% d	7%	12%	16%	17% ad	10%
My5 (previously Demand 5)	377	173	204	26	61	60	56	175	107	101	80	88	320	33	15	9
	9%	8%	9%	6%	8%	8%	8%	10% a	9%	7%	10%	8%	9%	9%	7%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NOW	301	166	135	46	83	62	45	66	86	87	62	66	254	29	12	7
	7%	8%	6%	10% e	11% de	9% e	6%	4%	8%	6%	8%	6%	7%	8%	6%	6%
BBC TV programmes and content on YouTube	266	163	102	31	61	51	48	75	98	66	51	52	237	11	11	7
	6%	8% b	5%	7%	8% e	7% e	7%	4%	9% bd	5%	6%	5%	6% b	3%	5%	6%
Discovery+	245	157	88	22	68	56	51	49	104	55	39	48	203	22	14	7
	6%	7% b	4%	5%	9% ae	8% e	7% e	3%	9% bcd	4%	5%	4%	5%	6%	7%	6%
Apple TV+	228	141	86	35	64	60	34	36	102	68	36	23	199	14	10	5
	5%	7% b	4%	8% e	9% de	8% de	5% e	2%	9% bcd	5% d	5% d	2%	5%	4%	5%	4%
Paramount+	214	122	92	24	46	42	45	57	72	56	41	45	171	22	13	8
	5%	6%	4%	5%	6% e	6% e	6% e	3%	6%	4%	5%	4%	5%	6%	6%	7%
Virgin TV On Demand or Virgin Media Anywhere	171	102	70	15	35	41	25	56	62	43	39	27	146	16	5	4
	4%	5% b	3%	3%	5%	6% e	3%	3%	6% d	3%	5% d	2%	4%	4%	3%	3%
UKTV Play	153	100	53	13	27	30	18	65	53	41	32	28	129	13	8	3
	3%	5% b	2%	3%	4%	4%	2%	4%	5% d	3%	4%	2%	3%	3%	4%	3%
STV Player/ STV Player VIP (Scotland)	149	75	74	14	37	31	23	43	44	50	29	25	75	71	1	1
	3%	4%	3%	3%	5% e	4%	3%	2%	4%	4%	4%	2%	2%	19% acd	*%	1%
BritBox	77	48	29	15	21	15	11	15	35	19	16	7	67	6	3	2
	2%	2%	1%	3% e	3% e	2%	2%	1%	3% d	1%	2% d	1%	2%	2%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
S4C Clic (Welsh language)	62	40	22	10	27	14	6	6	31	15	10	6	51	3	6	1
	1%	2%	1%	2%	4%	2%	1%	*%	3%	1%	1%	*%	1%	1%	3%	1%
				e	de	e			bd						ad	
Hayu	56	25	32	12	21	13	9	2	22	16	13	6	46	7	2	1
	1%	1%	1%	2%	3%	2%	1%	*%	2%	1%	2%	1%	1%	2%	1%	1%
				e	e	e	e		d							
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	2.5	2.4	2.7	3.2	2.9	2.6	1.8	3.0	2.5	2.5	1.8	2.4	2.5	2.7	2.2
				e	ade	e	e		bcd	d	d				d	
Standard deviation	2.40	2.64	2.16	2.13	2.52	2.50	2.42	2.19	2.56	2.33	2.51	2.07	2.39	2.54	2.35	2.39
Standard error	.04	.06	.05	.09	.10	.09	.09	.05	.08	.07	.08	.06	.04	.11	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Netflix	2387	2115	271	901	1419	808	1508	292	409	379	808	1702	653
	54%	55% b	47%	69% b	47%	70% b	48%	68%	73%	71%	70%	66% b	38%
BBC iPlayer	1561	1338	223	473	1051	429	1092	150	231	192	429	1012	530
	35%	35%	38%	36%	35%	37%	35%	35%	41%	36%	37%	39% b	31%
Amazon Prime Video	1413	1230	183	510	869	465	912	182	241	205	465	1008	386
	32%	32%	32%	39% b	29%	40% b	29%	43%	43%	38%	40%	39% b	22%
YouTube channels	1015	923	92	421	574	365	625	145	175	168	365	683	320
	23%	24% b	16%	32% b	19%	32% b	20%	34%	31%	31%	32%	26% b	19%
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1011	876	135	324	676	294	701	110	143	135	294	642	353
	23%	23%	23%	25%	23%	25%	22%	26%	25%	25%	25%	25% b	20%
Disney+	927	823	105	434	482	391	521	153	214	172	391	693	219
	21%	22%	18%	33% b	16%	34% b	17%	36%	38%	32%	34%	27% b	13%
Channel 4/ Channel 4+ (previously All4/ All4+)	672	586	86	225	439	209	454	85	98	96	209	440	224
	15%	15%	15%	17%	15%	18% b	15%	20%	17%	18%	18%	17% b	13%
Sky On Demand or Sky Go	540	471	69	227	301	209	319	65	103	110	209	414	118
	12%	12%	12%	17% b	10%	18% b	10%	15%	18%	21%	18%	16% b	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
My5 (previously Demand 5)	377	327	50	133	240	123	250	41	62	63	123	213	159
	9%	9%	9%	10%	8%	11%	8%	10%	11%	12%	11%	8%	9%
NOW	301	260	42	138	157	131	163	61	63	50	131	212	82
	7%	7%	7%	11% b	5%	11% b	5%	14%	11%	9%	11%	8% b	5%
BBC TV programmes and content on YouTube	266	244	22	114	147	104	155	43	51	59	104	188	78
	6%	6%	4%	9% b	5%	9% b	5%	10%	9%	11%	9%	7% b	5%
Discovery+	245	226	19	135	108	125	118	47	59	56	125	189	54
	6%	6%	3%	10% b	4%	11% b	4%	11%	10%	10%	11%	7% b	3%
Apple TV+	228	206	22	125	99	116	107	49	65	52	116	186	41
	5%	5%	4%	10% b	3%	10% b	3%	12%	12%	10%	10%	7% b	2%
Paramount+	214	190	24	92	121	83	130	27	45	42	83	150	62
	5%	5%	4%	7% b	4%	7% b	4%	6%	8%	8%	7%	6% b	4%
Virgin TV On Demand or Virgin Media Anywhere	171	165	7	69	97	65	100	27	40	30	65	116	53
	4%	4% b	1%	5% b	3%	6% b	3%	6%	7%	6%	6%	4%	3%
UKTV Play	153	134	19	56	93	52	97	21	27	25	52	95	56
	3%	4%	3%	4%	3%	4%	3%	5%	5%	5%	4%	4%	3%
STV Player/ STV Player VIP (Scotland)	149	141	8	60	85	57	88	27	33	27	57	111	36
	3%	4% b	1%	5% b	3%	5% b	3%	6%	6%	5%	5%	4% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BritBox	77	71	7	43	34	38	38	21	23	20	38	58	19
	2%	2%	1%	3% b	1%	3% b	1%	5%	4%	4%	3%	2%	1%
S4C Clic (Welsh language)	62	60	2	38	21	38	21	24	19	19	38	51	11
	1%	2%	*%	3% b	1%	3% b	1%	6%	3%	4%	3%	2% b	1%
Hayu	56	53	3	34	21	33	22	15	20	14	33	48	8
	1%	1%	1%	3% b	1%	3% b	1%	4%	3%	3%	3%	2% b	*%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	2.5	2.2	3.2 b	2.2	3.3 b	2.2	3.4	3.5	3.3	3.3	2.9 b	1.8
Standard deviation	2.40	2.43	2.17	2.70	2.20	2.74	2.20	2.99	2.89	2.86	2.74	2.44	2.21
Standard error	.04	.04	.08	.07	.04	.08	.04	.14	.12	.12	.08	.05	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 52

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Netflix	2387	2387	2387	-	-	2387	2010	1275	1404	393	2114	272	365	595	1427
	54%	66%	76%	-%	-%	54%	54%	56%	64%	67%	54%	57%	55%	56%	53%
		cde	acde			cd			abef	abef					
BBC iPlayer	1561	1561	1304	257	-	1561	1561	986	1044	408	1561	-	126	279	1156
	35%	43%	41%	21%	-%	35%	42%	43%	47%	69%	40%	-%	19%	26%	43%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
Amazon Prime Video	1413	1413	1413	-	-	1413	1171	814	852	278	1247	166	260	290	863
	32%	39%	45%	-%	-%	32%	32%	36%	39%	47%	32%	34%	39%	27%	32%
		cde	acde			cd		ae	ae	abcef			bc		b
YouTube channels	1015	954	875	140	61	1015	817	544	619	171	887	128	186	277	552
	23%	26%	28%	11%	8%	23%	22%	24%	28%	29%	23%	27%	28%	26%	21%
		cde	cde			cd			abe	ae			c	c	
ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)	1011	1011	872	139	-	1011	947	605	602	210	968	43	126	175	710
	23%	28%	28%	11%	-%	23%	26%	26%	27%	36%	25%	9%	19%	16%	27%
		cde	cde	d		cd	f	f	f	abcef	f				ab
Disney+	927	927	927	-	-	927	763	513	559	157	811	116	156	212	559
	21%	25%	29%	-%	-%	21%	21%	22%	25%	27%	21%	24%	24%	20%	21%
		cde	acde			cd			ae	ae					
Channel 4/ Channel 4+ (previously All4/ All4+)	672	672	597	75	-	672	638	453	456	181	652	20	72	117	483
	15%	18%	19%	6%	-%	15%	17%	20%	21%	31%	17%	4%	11%	11%	18%
		cde	cde	d		cd	f	ef	aef	abcef	f				ab
Sky On Demand or Sky Go	540	540	499	41	-	540	490	318	355	133	506	34	72	118	350
	12%	15%	16%	3%	-%	12%	13%	14%	16%	23%	13%	7%	11%	11%	13%
		cde	cde	d		cd	f	f	aef	abcef	f				
My5 (previously Demand 5)	377	377	330	47	-	377	348	242	243	102	357	19	56	52	269
	9%	10%	10%	4%	-%	9%	9%	11%	11%	17%	9%	4%	8%	5%	10%
		cd	cd	d		cd	f	f	f	abcef	f		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
NOW	301	301	301	-	-	301	265	187	216	78	278	23	62	62	177
	7%	8%	10%	-%	-%	7%	7%	8%	10%	13%	7%	5%	9%	6%	7%
		cd	cde			cd			aef	abef					
BBC TV programmes and content on YouTube	266	266	238	28	-	266	266	180	209	80	266	-	34	52	180
	6%	7%	8%	2%	-%	6%	7%	8%	9%	14%	7%	-%	5%	5%	7%
		cd	cd	d		cd	f	f	aef	abcef	f				
Discovery+	245	245	245	-	-	245	226	165	175	66	230	15	30	51	164
	6%	7%	8%	-%	-%	6%	6%	7%	8%	11%	6%	3%	5%	5%	6%
		cd	cde			cd		f	ef	abef					
Apple TV+	228	228	228	-	-	228	207	185	189	79	220	8	25	45	158
	5%	6%	7%	-%	-%	5%	6%	8%	9%	13%	6%	2%	4%	4%	6%
		cd	cde			cd	f	aef	aef	abcef	f				
Paramount+	214	214	214	-	-	214	190	132	135	54	196	19	43	40	131
	5%	6%	7%	-%	-%	5%	5%	6%	6%	9%	5%	4%	7%	4%	5%
		cd	cde			cd				abef					
Virgin TV On Demand or Virgin Media Anywhere	171	171	152	19	-	171	161	120	119	50	164	8	23	37	111
	4%	5%	5%	2%	-%	4%	4%	5%	5%	9%	4%	2%	4%	3%	4%
		cd	cd	d		cd	f	f	f	abef					
UKTV Play	153	153	142	11	-	153	145	107	110	56	147	6	31	26	95
	3%	4%	5%	1%	-%	3%	4%	5%	5%	10%	4%	1%	5%	2%	4%
		cd	cd			cd	f	f	f	abcef	f				
STV Player/ STV Player VIP (Scotland)	149	149	140	9	-	149	142	102	112	42	147	2	14	24	111
	3%	4%	4%	1%	-%	3%	4%	4%	5%	7%	4%	*%	2%	2%	4%
		cd	cd			cd	f	f	f	aef	f				
BritBox	77	77	77	-	-	77	73	65	65	35	76	1	3	18	57
	2%	2%	2%	-%	-%	2%	2%	3%	3%	6%	2%	*%	*%	2%	2%
		cd	cd			cd		f	f	abcef					a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7T. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
S4C Clic (Welsh language)	62	62	61	2	-	62	61	59	59	27	62	-	4	17	41
	1%	2%	2%	*%	-%	1%	2%	3%	3%	5%	2%	-%	1%	2%	2%
		cd	cd			cd	f	f	ef	aef					
Hayu	56	56	56	-	-	56	48	41	44	26	53	3	7	10	40
	1%	2%	2%	-%	-%	1%	1%	2%	2%	4%	1%	1%	1%	1%	1%
		cd	cd			cd				abcef					
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.5	3.0	3.2	.5	-	2.5	2.6	2.9	3.2	4.2	2.6	1.6	2.3	2.1	2.7
		ce	ace			c	f	aef	abef	abcef	f				ab
Standard deviation	2.40	2.33	2.36	.96	-	2.40	2.50	2.67	2.63	3.25	2.47	1.44	2.04	2.09	2.57
Standard error	.04	.04	.04	.03	-	.04	.04	.06	.06	.14	.04	.06	.08	.06	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 1	868	418	449	146	241	183	124	175	278	242	188	160	739	57	45	28
	20%	20%	20%	31% de	32% de	25% de	17% e	10%	25% bd	18%	24% bd	14%	20%	15%	22%	23% b
BBC Radio 2	813	407	406	61	98	91	132	432	263	246	129	175	682	73	45	14
	18%	19%	18%	13%	13%	13%	18% c	25% abcd	23% bcd	18%	16%	15%	18% d	20% d	22% d	11%
BBC Radio 4	583	322	261	49	83	82	83	287	261	167	74	81	528	24	24	8
	13%	15% b	11%	11%	11%	11%	11%	16% abcd	23% bcd	12% d	9%	7%	14% bd	6%	12% bd	6%
BBC Radio 5 live	357	258	99	24	53	37	68	174	138	106	48	64	303	24	16	13
	8%	12% b	4%	5%	7%	5%	9% c	10% ac	12% bcd	8%	6%	6%	8%	7%	8%	11%
BBC Radio 5 sports extra	225	180	45	20	44	33	42	86	95	55	36	39	189	21	9	7
	5%	8% b	2%	4%	6%	5%	6%	5%	8% bcd	4%	5%	3%	5%	6%	4%	6%
BBC radio for your region (ENGLAND)	222	122	100	13	26	29	35	119	74	74	28	46	222	-	-	-
	5%	6%	4%	3%	4%	4%	5%	7% abc	7% c	6%	4%	4%	6% bcd	-%	-%	-%
BBC Radio 3	199	118	81	39	70	29	17	44	92	42	44	22	177	14	5	3
	5%	6% b	4%	9% cde	9% cde	4%	2%	3%	8% bd	3%	6% d	2%	5%	4%	3%	3%
BBC 6 Music	177	114	63	21	53	42	27	34	89	47	28	14	156	12	6	3
	4%	5% b	3%	4% e	7% de	6% e	4%	2%	8% bcd	3% d	4% d	1%	4%	3%	3%	2%
BBC Radio 1Xtra	139	83	57	31	59	31	10	8	56	45	22	16	123	7	7	2
	3%	4%	2%	7% de	8% cde	4% de	1%	*%	5% d	3% d	3%	1%	3%	2%	3%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC World Service	134	80	54	14	25	23	19	53	58	37	22	17	115	7	9	3
	3%	4%	2%	3%	3%	3%	3%	3%	5% bd	3%	3%	2%	3%	2%	4%	2%
BBC Radio 4 Extra	117	65	52	16	32	19	13	37	43	35	25	15	107	7	3	1
	3%	3%	2%	4%	4% e	3%	2%	2%	4% d	3%	3% d	1%	3% d	2%	2%	1%
BBC Asian Network	116	73	43	21	36	27	17	14	48	29	25	14	109	5	1	1
	3%	3% b	2%	5% e	5% e	4% e	2% e	1%	4% bd	2%	3% d	1%	3% cd	1%	*%	*%
BBC Radio Scotland (SCOTLAND)	53	34	18	2	8	9	8	26	16	14	13	10	-	53	-	-
	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	-%	14% acd	-%	-%
BBC Radio Ulster (NORTHERN IRELAND)	39	23	16	-	3	4	5	28	10	13	5	12	-	-	-	39
	1%	1%	1%	-%	*%	1%	1%	2% a	1%	1%	1%	1%	-%	-%	-%	32% abc
BBC Radio Wales (WALES)	24	13	10	2	4	3	2	12	6	6	6	5	-	-	24	-
	1%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	-%	-%	11% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	2	-	1	1	1	2	1	3	*	1	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4	1	3	1	1	1	-	2	2	1	1	1	-	-	4	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	2% abd	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio nan Gàidheal (SCOTLAND)	3	2	1	1	-	1	2	-	1	2	-	*	-	3	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	-%	1% a	-%	-%
Any other BBC radio station	71	45	27	4	3	7	13	45	16	25	14	15	66	1	*	4
	2%	2%	1%	1%	*%	1%	2%	3% b	1%	2%	2%	1%	2% bc	*%	*%	4% bc
None of these	2107	911	1190	209	336	370	391	801	389	652	385	681	1774	192	90	51
	48%	43%	52% a	45%	45%	52%	53% abe	46%	34%	48% a	49% a	60% abc	48%	52% cd	43%	42%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 1	868	782	86	363	487	326	522	119	180	140	326	649	209
	20%	20% b	15%	28% b	16%	28% b	17%	28%	32%	26%	28%	25% b	12%
BBC Radio 2	813	676	137	219	584	196	604	69	94	92	196	472	332
	18%	18%	24% a	17%	20%	17%	19%	16%	17%	17%	17%	18%	19%
BBC Radio 4	583	499	84	156	419	141	434	50	65	75	141	331	247
	13%	13%	15%	12%	14%	12%	14%	12%	12%	14%	12%	13%	14%
BBC Radio 5 live	357	315	42	108	242	102	248	32	53	57	102	223	131
	8%	8%	7%	8%	8%	9%	8%	8%	9%	11%	9%	9%	8%
BBC Radio 5 sports extra	225	196	30	80	140	76	143	27	37	37	76	164	61
	5%	5%	5%	6%	5%	7%	5%	6%	7%	7%	7%	6% b	4%
BBC radio for your region (ENGLAND)	222	195	27	66	155	64	157	21	27	43	64	118	103
	5%	5%	5%	5%	5%	6%	5%	5%	5%	8%	6%	5%	6%
BBC Radio 3	199	188	11	95	93	82	105	35	42	38	82	144	55
	5%	5% b	2%	7% b	3%	7% b	3%	8%	8%	7%	7%	6% b	3%
BBC 6 Music	177	159	18	93	80	87	83	40	42	31	87	144	32
	4%	4%	3%	7% b	3%	8% b	3%	9%	8%	6%	8%	6% b	2%
BBC Radio 1Xtra	139	129	10	73	63	68	69	33	27	27	68	109	29
	3%	3%	2%	6% b	2%	6% b	2%	8%	5%	5%	6%	4% b	2%
BBC World Service	134	119	14	56	74	51	80	19	22	25	51	92	41
	3%	3%	2%	4% b	2%	4% b	3%	4%	4%	5%	4%	4%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 4 Extra	117	104	14	54	60	48	64	26	17	23	48	82	35
	3%	3%	2%	4% b	2%	4% b	2%	6%	3%	4%	4%	3%	2%
BBC Asian Network	116	114	2	66	50	61	55	29	31	30	61	87	28
	3%	3% b	*%	5% b	2%	5% b	2%	7%	5%	6%	5%	3% b	2%
BBC Radio Scotland (SCOTLAND)	53	49	3	10	42	9	43	4	6	2	9	31	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	39	24	15	7	32	7	32	2	3	3	7	20	19
	1%	1%	3% a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
BBC Radio Wales (WALES)	24	19	4	3	20	3	20	2	2	1	3	14	9
	1%	1%	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	1%
BBC Radio Foyle (NORTHERN IRELAND)	5	4	1	1	4	1	4	*	1	*	1	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4	3	1	1	3	1	3	1	*	-	1	3	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
BBC Radio nan Gàidheal (SCOTLAND)	3	3	-	2	2	1	2	1	1	-	1	3	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Any other BBC radio station	71	59	12	11	59	8	62	3	3	4	8	30	40
	2%	2%	2%	1%	2%	1%	2% a	1%	1%	1%	1%	1%	2% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
None of these	2107	1847	260	577	1465	508	1532	194	231	238	508	1156	900
	48%	48%	45%	45%	49%	44%	49% a	45%	41%	45%	44%	45%	52% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 54

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 1	868	803	748	120	65	868	811	868	633	222	868	-	44	176	649
	20%	22%	24%	10%	9%	20%	22%	38%	29%	38%	22%	-%	7%	17%	24%
		cd	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 2	813	704	607	206	109	813	774	813	515	219	813	-	73	153	587
	18%	19%	19%	17%	14%	18%	21%	35%	23%	37%	21%	-%	11%	14%	22%
		d	d				f	acef	f	acef	f				ab
BBC Radio 4	583	468	387	197	115	583	554	583	416	187	583	-	33	86	464
	13%	13%	12%	16%	15%	13%	15%	25%	19%	32%	15%	-%	5%	8%	17%
				b			f	acef	aef	abcef	f				ab
BBC Radio 5 live	357	324	274	83	33	357	342	357	285	136	357	-	26	64	267
	8%	9%	9%	7%	4%	8%	9%	16%	13%	23%	9%	-%	4%	6%	10%
		d	d			d	f	aef	aef	abcef	f				ab
BBC Radio 5 sports extra	225	208	184	41	18	225	223	225	203	94	225	-	14	44	168
	5%	6%	6%	3%	2%	5%	6%	10%	9%	16%	6%	-%	2%	4%	6%
		cd	cd			d	f	aef	aef	abcef	f				a
BBC radio for your region (ENGLAND)	222	186	159	63	37	222	218	222	149	75	222	-	24	40	158
	5%	5%	5%	5%	5%	5%	6%	10%	7%	13%	6%	-%	4%	4%	6%
							f	acef	f	acef	f				
BBC Radio 3	199	193	184	16	6	199	192	199	166	72	199	-	15	46	138
	5%	5%	6%	1%	1%	5%	5%	9%	8%	12%	5%	-%	2%	4%	5%
		cd	cd			cd	f	aef	aef	acef	f				a
BBC 6 Music	177	173	167	10	4	177	164	177	153	89	177	-	10	33	134
	4%	5%	5%	1%	*%	4%	4%	8%	7%	15%	5%	-%	2%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f				a
BBC Radio 1Xtra	139	138	134	5	1	139	129	139	118	51	139	-	11	35	93
	3%	4%	4%	*%	*%	3%	3%	6%	5%	9%	4%	-%	2%	3%	3%
		cd	cd			cd	f	aef	aef	acef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 54

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC World Service	134	119	104	30	14	134	131	134	111	54	134	-	3	27	104
	3%	3%	3%	2%	2%	3%	4% f	6% aef	5% aef	9% abcef	3% f	-%	*%	3% a	4% a
BBC Radio 4 Extra	117	112	98	19	6	117	110	117	103	50	117	-	6	22	89
	3%	3% cd	3% cd	2%	1%	3% d	3% f	5% aef	5% aef	9% abcef	3% f	-%	1%	2%	3% a
BBC Asian Network	116	105	102	14	11	116	106	116	100	40	116	-	7	24	85
	3%	3% c	3% c	1%	1%	3% c	3% f	5% aef	5% aef	7% aef	3% f	-%	1%	2%	3% a
BBC Radio Scotland (SCOTLAND)	53	45	35	18	8	53	50	53	33	16	53	-	4	9	41
	1%	1%	1%	1%	1%	1%	1%	2% f	2%	3% f	1%	-%	1%	1%	2%
BBC Radio Ulster (NORTHERN IRELAND)	39	27	23	17	12	39	38	39	22	7	39	-	4	4	32
	1%	1%	1%	1%	2%	1%	1%	2% f	1%	1%	1%	-%	1%	*%	1%
BBC Radio Wales (WALES)	24	20	19	5	3	24	22	24	19	7	24	-	*	3	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	-%	*%	*%	1%
BBC Radio Foyle (NORTHERN IRELAND)	5	5	4	1	*	5	5	5	4	3	5	-	1	1	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4	4	3	1	-	4	4	4	3	4	4	-	-	1	4
	*%	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
BBC Radio nan Gàidheal (SCOTLAND)	3	3	3	-	-	3	3	3	3	2	3	-	-	-	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 54

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Any other BBC radio station	71	65	51	21	6	71	66	71	33	17	71	-	12	12	47
	2%	2%	2%	2%	1%	2%	2%	3%	1%	3%	2%	-%	2%	1%	2%
							f	acef		f	f				
None of these	2107	1672	1440	668	435	2107	1566	-	683	51	1626	482	484	618	1005
	48%	46%	46%	54%	57%	48%	42%	-%	31%	9%	41%	100%	73%	58%	38%
				abe	abe		bcd		bd	b	bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Any Heart radio station	760	324	436	79	144	137	160	241	221	242	148	150	664	50	37	10
	17%	15%	19% a	17%	19% e	19% e	22% e	14%	20% d	18% d	19% d	13%	18% d	14% d	18% d	8%
Any Capital radio station	621	276	344	106	173	142	103	96	184	192	139	105	532	55	27	7
	14%	13%	15%	23% de	23% de	20% de	14% e	6%	16% d	14% d	18% d	9%	14% d	15% d	13% d	5%
Classic FM	574	307	265	82	112	74	74	231	229	164	88	92	503	42	19	10
	13%	14%	12%	18% cd	15%	10%	10%	13%	20% bcd	12% d	11%	8%	14% d	11%	9%	8%
talkSPORT or talkSPORT2	486	379	107	54	101	97	94	139	197	126	83	79	423	32	18	13
	11%	18% b	5%	12%	14% e	14% e	13% e	8%	17% bcd	9%	11% d	7%	11%	9%	9%	11%
Any Smooth Radio station	460	199	260	32	70	74	76	207	112	154	84	109	394	44	16	5
	10%	9%	11%	7%	9%	10%	10%	12% a	10%	11%	11%	10%	11% d	12% d	8%	4%
Any Kiss radio station	332	124	207	67	116	86	43	19	110	99	69	54	273	27	24	7
	8%	6%	9% a	14% de	15% de	12% de	6% e	1%	10% d	7%	9% d	5%	7%	7%	12% ad	6%
Any Absolute Radio station	330	187	143	34	64	74	70	87	105	104	62	58	264	44	13	10
	7%	9% b	6%	7%	9% e	10% e	10% e	5%	9% d	8%	8%	5%	7%	12% ac	6%	8%
Any Magic radio station	229	104	124	17	55	37	40	80	72	68	38	50	189	18	12	9
	5%	5%	5%	4%	7%	5%	5%	5%	6%	5%	5%	4%	5%	5%	6%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Virgin Radio	177	113	64	21	43	29	34	49	92	40	29	16	155	9	8	4
	4%	5% b	3%	5%	6% e	4%	5%	3%	8% bcd	3%	4% d	1%	4%	2%	4%	3%
talkRADIO	169	124	46	23	46	36	22	42	76	37	33	24	148	15	4	3
	4%	6% b	2%	5% e	6% e	5% e	3%	2%	7% bd	3%	4%	2%	4%	4%	2%	3%
Any LBC radio station	143	79	64	13	21	18	22	68	52	45	24	22	127	9	5	2
	3%	4%	3%	3%	3%	3%	3%	4%	5% d	3%	3%	2%	3%	2%	3%	2%
GB News Radio	108	77	30	9	40	10	15	34	47	29	19	12	96	5	5	1
	2%	4% b	1%	2%	5% acde	1%	2%	2%	4% d	2%	2%	1%	3%	1%	3%	1%
Times Radio	88	55	34	16	30	17	9	17	51	17	13	8	76	9	3	1
	2%	3%	1%	3% e	4% de	2%	1%	1%	4% bcd	1%	2%	1%	2%	2%	1%	1%
Any other radio station that includes ads	262	129	133	9	19	31	52	151	52	85	49	75	185	39	13	25
	6%	6%	6%	2%	3%	4%	7% ab	9% abc	5%	6%	6%	7%	5%	11% a	6%	20% abc
Any 'community radio' station – which serves a specific small local area or a specific group of people	116	58	58	14	14	13	21	54	25	36	21	33	86	15	5	10
	3%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%	4%	2%	8% abc
None	1820	853	963	161	263	281	280	836	347	589	311	574	1525	148	92	56
	41%	40%	42%	35%	35%	39%	38%	48% abcd	31%	44% a	40% a	51% abc	41%	40%	45%	45%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Any Heart radio station	760	671	90	281	470	254	496	76	133	134	254	536	213
	17%	18%	15%	22% b	16%	22% b	16%	18%	24%	25%	22%	21% b	12%
Any Capital radio station	621	580	41	298	315	276	335	111	140	124	276	472	143
	14%	15% b	7%	23% b	11%	24% b	11%	26%	25%	23%	24%	18% b	8%
Classic FM	574	512	62	197	365	183	378	78	96	85	183	375	196
	13%	13%	11%	15%	12%	16% b	12%	18%	17%	16%	16%	14% b	11%
talkSPORT or talkSPORT2	486	440	46	202	276	183	294	66	97	83	183	359	120
	11%	12%	8%	16% b	9%	16% b	9%	16%	17%	16%	16%	14% b	7%
Any Smooth Radio station	460	402	58	144	306	140	310	45	71	71	140	289	164
	10%	11%	10%	11%	10%	12%	10%	11%	13%	13%	12%	11%	10%
Any Kiss radio station	332	306	26	184	142	167	159	71	91	71	167	267	60
	8%	8% b	4%	14% b	5%	14% b	5%	17%	16%	13%	14%	10% b	3%
Any Absolute Radio station	330	303	27	141	183	129	194	41	64	63	129	270	59
	7%	8% b	5%	11% b	6%	11% b	6%	10%	11%	12%	11%	10% b	3%
Any Magic radio station	229	208	21	90	134	86	138	30	45	38	86	154	71
	5%	5%	4%	7% b	4%	7% b	4%	7%	8%	7%	7%	6%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Virgin Radio	177	156	21	76	97	70	103	20	35	41	70	140	36
	4%	4%	4%	6% b	3%	6% b	3%	5%	6%	8%	6%	5% b	2%
talkRADIO	169	156	13	87	76	77	82	33	41	42	77	132	35
	4%	4%	2%	7% b	3%	7% b	3%	8%	7%	8%	7%	5% b	2%
Any LBC radio station	143	132	11	37	104	37	104	15	12	18	37	106	36
	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	4% b	2%
GB News Radio	108	98	9	43	61	42	63	16	14	22	42	85	22
	2%	3%	2%	3%	2%	4% b	2%	4%	3%	4%	4%	3% b	1%
Times Radio	88	84	4	55	32	51	36	20	26	23	51	68	20
	2%	2%	1%	4% b	1%	4% b	1%	5%	5%	4%	4%	3% b	1%
Any other radio station that includes ads	262	210	52	55	205	52	209	22	16	30	52	131	123
	6%	6%	9% a	4%	7% a	4%	7%	5%	3%	6%	4%	5%	7% a
Any 'community radio' station – which serves a specific small local area or a specific group of people	116	103	13	32	82	27	86	12	9	14	27	56	55
	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%
None	1820	1542	279	416	1347	353	1408	132	162	169	353	879	902
	41%	40%	48% a	32%	45% a	31%	45% a	31%	29%	32%	31%	34%	52% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Any Heart radio station	760	719	659	101	41	760	666	476	461	128	698	62	107	160	494
	17%	20%	21%	8%	5%	17%	18%	21%	21%	22%	18%	13%	16%	15%	18%
		cde	cde			cd		ef	ef	f					
Any Capital radio station	621	589	569	52	32	621	539	429	429	104	573	48	71	160	391
	14%	16%	18%	4%	4%	14%	15%	19%	19%	18%	15%	10%	11%	15%	15%
		cd	cde			cd		aef	aef	f	f				
Classic FM	574	509	465	109	64	574	536	467	406	141	555	19	60	120	393
	13%	14%	15%	9%	8%	13%	14%	20%	18%	24%	14%	4%	9%	11%	15%
		cd	cd			cd	f	aef	aef	acef	f				a
talkSPORT or talkSPORT2	486	457	416	70	29	486	458	405	384	164	469	17	51	82	353
	11%	13%	13%	6%	4%	11%	12%	18%	17%	28%	12%	4%	8%	8%	13%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Any Smooth Radio station	460	415	368	91	44	460	419	292	265	75	434	26	73	94	293
	10%	11%	12%	7%	6%	10%	11%	13%	12%	13%	11%	5%	11%	9%	11%
		cd	cd			cd	f	f	f	f	f				
Any Kiss radio station	332	321	307	24	10	332	292	239	235	64	311	20	33	83	215
	8%	9%	10%	2%	1%	8%	8%	10%	11%	11%	8%	4%	5%	8%	8%
		cd	cde			cd	f	aef	aef	f	f				
Any Absolute Radio station	330	316	303	27	14	330	294	242	239	95	315	14	51	57	222
	7%	9%	10%	2%	2%	7%	8%	11%	11%	16%	8%	3%	8%	5%	8%
		cd	cde			cd	f	aef	aef	abcef	f				b
Any Magic radio station	229	217	187	42	12	229	209	156	158	47	220	9	23	48	158
	5%	6%	6%	3%	2%	5%	6%	7%	7%	8%	6%	2%	4%	4%	6%
		cd	cd			d	f	f	f	f	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Virgin Radio	177	173	161	16	4	177	167	150	152	71	172	5	19	31	127
	4%	5%	5%	1%	1%	4%	5%	7%	7%	12%	4%	1%	3%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f				
talkRADIO	169	163	152	17	6	169	156	152	138	65	162	7	26	38	105
	4%	4%	5%	1%	1%	4%	4%	7%	6%	11%	4%	1%	4%	4%	4%
		cd	cd			cd	f	aef	aef	abcef	f				
Any LBC radio station	143	128	113	30	15	143	131	105	100	40	139	4	26	37	80
	3%	4%	4%	2%	2%	3%	4%	5%	5%	7%	4%	1%	4%	3%	3%
							f	f	f	aef	f				
GB News Radio	108	105	101	6	2	108	93	89	83	38	98	10	22	25	60
	2%	3%	3%	1%	*%	2%	3%	4%	4%	6%	2%	2%	3%	2%	2%
		cd	cd			cd		ae	e	aef					
Times Radio	88	88	82	6	-	88	86	85	84	43	88	-	11	15	62
	2%	2%	3%	*%	-%	2%	2%	4%	4%	7%	2%	-%	2%	1%	2%
		cd	cd			cd	f	aef	aef	abcef	f				
Any other radio station that includes ads	262	226	180	82	36	262	232	126	119	35	240	23	58	64	140
	6%	6%	6%	7%	5%	6%	6%	5%	5%	6%	6%	5%	9%	6%	5%
													c		
Any 'community radio' station – which serves a specific small local area or a specific group of people	116	101	85	31	15	116	94	58	62	15	99	17	20	26	69
	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%
None	1820	1310	1090	731	510	1820	1441	629	627	148	1532	288	289	503	1029
	41%	36%	35%	59%	67%	41%	39%	27%	28%	25%	39%	60%	44%	47%	38%
				abe	abce	ab	bcd				bcd	abcde		c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 1	868	418	449	146	241	183	124	175	278	242	188	160	739	57	45	28
	20%	20%	20%	31% de	32% de	25% de	17% e	10%	25% bd	18%	24% bd	14%	20%	15%	22%	23% b
BBC Radio 2	813	407	406	61	98	91	132	432	263	246	129	175	682	73	45	14
	18%	19%	18%	13%	13%	13%	18% c	25% abcd	23% bcd	18%	16%	15%	18% d	20% d	22% d	11%
Any Heart radio station	760	324	436	79	144	137	160	241	221	242	148	150	664	50	37	10
	17%	15%	19% a	17%	19% e	19% e	22% e	14%	20% d	18% d	19% d	13%	18% d	14% d	18% d	8%
Any Capital radio station	621	276	344	106	173	142	103	96	184	192	139	105	532	55	27	7
	14%	13%	15%	23% de	23% de	20% de	14% e	6%	16% d	14% d	18% d	9%	14% d	15% d	13% d	5%
BBC Radio 4	583	322	261	49	83	82	83	287	261	167	74	81	528	24	24	8
	13%	15% b	11%	11%	11%	11%	11%	16% abcd	23% bcd	12% d	9%	7%	14% bd	6%	12% bd	6%
Classic FM	574	307	265	82	112	74	74	231	229	164	88	92	503	42	19	10
	13%	14%	12%	18% cd	15%	10%	10%	13%	20% bcd	12% d	11%	8%	14% d	11%	9%	8%
talkSPORT or talkSPORT2	486	379	107	54	101	97	94	139	197	126	83	79	423	32	18	13
	11%	18% b	5%	12%	14% e	14% e	13% e	8%	17% bcd	9%	11% d	7%	11%	9%	9%	11%
Any Smooth Radio station	460	199	260	32	70	74	76	207	112	154	84	109	394	44	16	5
	10%	9%	11%	7%	9%	10%	10%	12% a	10%	11%	11%	10%	11% d	12% d	8%	4%
BBC Radio 5 live	357	258	99	24	53	37	68	174	138	106	48	64	303	24	16	13
	8%	12% b	4%	5%	7%	5%	9% c	10% ac	12% bcd	8%	6%	6%	8%	7%	8%	11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Any Kiss radio station	332	124	207	67	116	86	43	19	110	99	69	54	273	27	24	7
	8%	6%	9% a	14% de	15% de	12% de	6% e	1%	10% d	7%	9% d	5%	7%	7%	12% ad	6%
Any Absolute Radio station	330	187	143	34	64	74	70	87	105	104	62	58	264	44	13	10
	7%	9% b	6%	7%	9% e	10% e	10% e	5%	9% d	8%	8%	5%	7%	12% ac	6%	8%
Any Magic radio station	229	104	124	17	55	37	40	80	72	68	38	50	189	18	12	9
	5%	5%	5%	4%	7%	5%	5%	5%	6%	5%	5%	4%	5%	5%	6%	7%
BBC Radio 5 sports extra	225	180	45	20	44	33	42	86	95	55	36	39	189	21	9	7
	5%	8% b	2%	4%	6%	5%	6%	5%	8% bcd	4%	5%	3%	5%	6%	4%	6%
BBC radio for your region (ENGLAND)	222	122	100	13	26	29	35	119	74	74	28	46	222	-	-	-
	5%	6%	4%	3%	4%	4%	5%	7% abc	7% c	6%	4%	4%	6% bcd	-%	-%	-%
BBC Radio 3	199	118	81	39	70	29	17	44	92	42	44	22	177	14	5	3
	5%	6% b	4%	9% cde	9% cde	4%	2%	3%	8% bd	3%	6% d	2%	5%	4%	3%	3%
BBC 6 Music	177	114	63	21	53	42	27	34	89	47	28	14	156	12	6	3
	4%	5% b	3%	4% e	7% de	6% e	4%	2%	8% bcd	3% d	4% d	1%	4%	3%	3%	2%
Virgin Radio	177	113	64	21	43	29	34	49	92	40	29	16	155	9	8	4
	4%	5% b	3%	5%	6% e	4%	5%	3%	8% bcd	3%	4% d	1%	4%	2%	4%	3%
talkRADIO	169	124	46	23	46	36	22	42	76	37	33	24	148	15	4	3
	4%	6% b	2%	5% e	6% e	5% e	3%	2%	7% bd	3%	4%	2%	4%	4%	2%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Any LBC radio station	143	79	64	13	21	18	22	68	52	45	24	22	127	9	5	2
	3%	4%	3%	3%	3%	3%	3%	4%	5% d	3%	3%	2%	3%	2%	3%	2%
BBC Radio 1Xtra	139	83	57	31	59	31	10	8	56	45	22	16	123	7	7	2
	3%	4%	2%	7% de	8% cde	4% de	1%	*%	5% d	3% d	3%	1%	3%	2%	3%	2%
BBC World Service	134	80	54	14	25	23	19	53	58	37	22	17	115	7	9	3
	3%	4%	2%	3%	3%	3%	3%	3%	5% bd	3%	3%	2%	3%	2%	4%	2%
BBC Radio 4 Extra	117	65	52	16	32	19	13	37	43	35	25	15	107	7	3	1
	3%	3%	2%	4%	4% e	3%	2%	2%	4% d	3%	3% d	1%	3% d	2%	2%	1%
BBC Asian Network	116	73	43	21	36	27	17	14	48	29	25	14	109	5	1	1
	3%	3% b	2%	5% e	5% e	4% e	2% e	1%	4% bd	2%	3% d	1%	3% cd	1%	*%	*%
GB News Radio	108	77	30	9	40	10	15	34	47	29	19	12	96	5	5	1
	2%	4% b	1%	2%	5% acde	1%	2%	2%	4% d	2%	2%	1%	3%	1%	3%	1%
Times Radio	88	55	34	16	30	17	9	17	51	17	13	8	76	9	3	1
	2%	3%	1%	3% e	4% de	2%	1%	1%	4% bcd	1%	2%	1%	2%	2%	1%	1%
Any other BBC radio station	71	45	27	4	3	7	13	45	16	25	14	15	66	1	*	4
	2%	2%	1%	1%	*%	1%	2%	3% b	1%	2%	2%	1%	2% bc	*%	*%	4% bc
BBC Radio Scotland (SCOTLAND)	53	34	18	2	8	9	8	26	16	14	13	10	-	53	-	-
	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	-%	14% acd	-%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio Ulster (NORTHERN IRELAND)	39	23	16	-	3	4	5	28	10	13	5	12	-	-	-	39
	1%	1%	1%	-%	*%	1%	1%	2% a	1%	1%	1%	1%	-%	-%	-%	32% abc
BBC Radio Wales (WALES)	24	13	10	2	4	3	2	12	6	6	6	5	-	-	24	-
	1%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	-%	-%	11% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	2	-	1	1	1	2	1	3	*	1	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4	1	3	1	1	1	-	2	2	1	1	1	-	-	4	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	2% abd	-%
BBC Radio nan Gàidheal (SCOTLAND)	3	2	1	1	-	1	2	-	1	2	-	*	-	3	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	-%	1% a	-%	-%
Any other radio station that includes ads	262	129	133	9	19	31	52	151	52	85	49	75	185	39	13	25
	6%	6%	6%	2%	3%	4%	7% ab	9% abc	5%	6%	6%	7%	5%	11% a	6%	20% abc
Any 'community radio' station – which serves a specific small local area or a specific group of people	116	58	58	14	14	13	21	54	25	36	21	33	86	15	5	10
	3%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%	4%	2%	8% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
ANY BBC RADIO	2293	1210	1081	254	412	347	344	937	744	699	399	452	1927	177	117	72
	52%	57%	48%	55%	55%	48%	47%	54%	66%	52%	51%	40%	52%	48%	57%	58%
		b		d	d			d	bcd	d	d				b	b
ANY BBC LOCAL RADIO	343	196	147	18	41	46	51	187	108	108	53	74	222	53	27	41
	8%	9%	6%	4%	6%	6%	7%	11%	10%	8%	7%	7%	6%	14%	13%	33%
		b						abcd						a	a	abc
ANY COMMERCIAL RADIO	2521	1240	1277	298	479	429	444	871	776	743	465	538	2133	214	113	62
	57%	58%	56%	65%	64%	60%	60%	50%	68%	55%	59%	47%	58%	58%	55%	50%
				e	e	e	e		bcd	d	d		d			
None	1191	538	649	132	201	217	192	450	186	381	211	413	1013	105	48	25
	27%	25%	29%	29%	27%	30%	26%	26%	16%	28%	27%	36%	27%	28%	23%	20%
										a	a	abc	d	d		
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of radio stations in the past 3 months (out of 34)	2.0	2.3	1.8	2.3	2.5	2.1	2.0	1.8	2.8	1.9	2.0	1.4	2.1	1.9	2.0	2.0
		b		e	cde	e			bcd	d	d					
Standard deviation	2.42	2.72	2.07	2.63	2.99	2.60	2.43	1.93	2.76	2.42	2.51	1.68	2.41	2.65	2.19	2.30
Standard error	.04	.06	.04	.11	.12	.09	.09	.05	.08	.07	.08	.05	.04	.11	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 1	868	782	86	363	487	326	522	119	180	140	326	649	209
	20%	20% b	15%	28% b	16%	28% b	17%	28%	32%	26%	28%	25% b	12%
BBC Radio 2	813	676	137	219	584	196	604	69	94	92	196	472	332
	18%	18%	24% a	17%	20%	17%	19%	16%	17%	17%	17%	18%	19%
Any Heart radio station	760	671	90	281	470	254	496	76	133	134	254	536	213
	17%	18%	15%	22% b	16%	22% b	16%	18%	24%	25%	22%	21% b	12%
Any Capital radio station	621	580	41	298	315	276	335	111	140	124	276	472	143
	14%	15% b	7%	23% b	11%	24% b	11%	26%	25%	23%	24%	18% b	8%
BBC Radio 4	583	499	84	156	419	141	434	50	65	75	141	331	247
	13%	13%	15%	12%	14%	12%	14%	12%	12%	14%	12%	13%	14%
Classic FM	574	512	62	197	365	183	378	78	96	85	183	375	196
	13%	13%	11%	15%	12%	16% b	12%	18%	17%	16%	16%	14% b	11%
talkSPORT or talkSPORT2	486	440	46	202	276	183	294	66	97	83	183	359	120
	11%	12%	8%	16% b	9%	16% b	9%	16%	17%	16%	16%	14% b	7%
Any Smooth Radio station	460	402	58	144	306	140	310	45	71	71	140	289	164
	10%	11%	10%	11%	10%	12%	10%	11%	13%	13%	12%	11%	10%
BBC Radio 5 live	357	315	42	108	242	102	248	32	53	57	102	223	131
	8%	8%	7%	8%	8%	9%	8%	8%	9%	11%	9%	9%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Any Kiss radio station	332	306	26	184	142	167	159	71	91	71	167	267	60
	8%	8% b	4%	14% b	5%	14% b	5%	17%	16%	13%	14%	10% b	3%
Any Absolute Radio station	330	303	27	141	183	129	194	41	64	63	129	270	59
	7%	8% b	5%	11% b	6%	11% b	6%	10%	11%	12%	11%	10% b	3%
Any Magic radio station	229	208	21	90	134	86	138	30	45	38	86	154	71
	5%	5%	4%	7% b	4%	7% b	4%	7%	8%	7%	7%	6%	4%
BBC Radio 5 sports extra	225	196	30	80	140	76	143	27	37	37	76	164	61
	5%	5%	5%	6%	5%	7%	5%	6%	7%	7%	7%	6% b	4%
BBC radio for your region (ENGLAND)	222	195	27	66	155	64	157	21	27	43	64	118	103
	5%	5%	5%	5%	5%	6%	5%	5%	5%	8%	6%	5%	6%
BBC Radio 3	199	188	11	95	93	82	105	35	42	38	82	144	55
	5%	5% b	2%	7% b	3%	7% b	3%	8%	8%	7%	7%	6% b	3%
BBC 6 Music	177	159	18	93	80	87	83	40	42	31	87	144	32
	4%	4%	3%	7% b	3%	8% b	3%	9%	8%	6%	8%	6% b	2%
Virgin Radio	177	156	21	76	97	70	103	20	35	41	70	140	36
	4%	4%	4%	6% b	3%	6% b	3%	5%	6%	8%	6%	5% b	2%
talkRADIO	169	156	13	87	76	77	82	33	41	42	77	132	35
	4%	4%	2%	7% b	3%	7% b	3%	8%	7%	8%	7%	5% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Any LBC radio station	143	132	11	37	104	37	104	15	12	18	37	106	36
	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	4% b	2%
BBC Radio 1Xtra	139	129	10	73	63	68	69	33	27	27	68	109	29
	3%	3%	2%	6% b	2%	6% b	2%	8%	5%	5%	6%	4% b	2%
BBC World Service	134	119	14	56	74	51	80	19	22	25	51	92	41
	3%	3%	2%	4% b	2%	4% b	3%	4%	4%	5%	4%	4%	2%
BBC Radio 4 Extra	117	104	14	54	60	48	64	26	17	23	48	82	35
	3%	3%	2%	4% b	2%	4% b	2%	6%	3%	4%	4%	3%	2%
BBC Asian Network	116	114	2	66	50	61	55	29	31	30	61	87	28
	3%	3% b	*%	5% b	2%	5% b	2%	7%	5%	6%	5%	3% b	2%
GB News Radio	108	98	9	43	61	42	63	16	14	22	42	85	22
	2%	3%	2%	3%	2%	4% b	2%	4%	3%	4%	4%	3% b	1%
Times Radio	88	84	4	55	32	51	36	20	26	23	51	68	20
	2%	2%	1%	4% b	1%	4% b	1%	5%	5%	4%	4%	3% b	1%
Any other BBC radio station	71	59	12	11	59	8	62	3	3	4	8	30	40
	2%	2%	2%	1%	2%	1%	2% a	1%	1%	1%	1%	1%	2% a
BBC Radio Scotland (SCOTLAND)	53	49	3	10	42	9	43	4	6	2	9	31	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio Ulster (NORTHERN IRELAND)	39	24	15	7	32	7	32	2	3	3	7	20	19
	1%	1%	3% a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
BBC Radio Wales (WALES)	24	19	4	3	20	3	20	2	2	1	3	14	9
	1%	1%	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	1%
BBC Radio Foyle (NORTHERN IRELAND)	5	4	1	1	4	1	4	*	1	*	1	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4	3	1	1	3	1	3	1	*	-	1	3	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
BBC Radio nan Gàidheal (SCOTLAND)	3	3	-	2	2	1	2	1	1	-	1	3	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Any other radio station that includes ads	262	210	52	55	205	52	209	22	16	30	52	131	123
	6%	6%	9% a	4%	7% a	4%	7%	5%	3%	6%	4%	5%	7% a
Any 'community radio' station – which serves a specific small local area or a specific group of people	116	103	13	32	82	27	86	12	9	14	27	56	55
	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%
ANY BBC RADIO	2293	1972	321	719	1530	646	1595	233	332	294	646	1440	827
	52%	52%	55%	55%	51%	56% b	51%	55%	59%	55%	56%	55% b	48%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
ANY BBC LOCAL RADIO	343	292	51	88	252	84	256	30	39	50	84	185	154
	8%	8%	9%	7%	8%	7%	8%	7%	7%	9%	7%	7%	9%
ANY COMMERCIAL RADIO	2521	2226	295	868	1603	790	1673	289	398	358	790	1693	792
	57%	58% b	51%	67% b	54%	68% b	53%	68%	71%	67%	68%	65% b	46%
None	1191	1045	146	308	839	258	886	106	113	114	258	602	557
	27%	27%	25%	24%	28% a	22%	28% a	25%	20%	21%	22%	23%	32% a
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of radio stations in the past 3 months (out of 34)	2.0	2.1 b	1.7	2.6 b	1.8	2.7 b	1.8	2.7	2.7	2.8	2.7	2.4 b	1.6
Standard deviation	2.42	2.50	1.76	2.94	2.12	3.01	2.13	3.28	3.01	3.15	3.01	2.63	2.01
Standard error	.04	.04	.07	.08	.04	.09	.04	.16	.13	.13	.09	.05	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 1	868	803	748	120	65	868	811	868	633	222	868	-	44	176	649
	20%	22%	24%	10%	9%	20%	22%	38%	29%	38%	22%	-%	7%	17%	24%
		cd	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 2	813	704	607	206	109	813	774	813	515	219	813	-	73	153	587
	18%	19%	19%	17%	14%	18%	21%	35%	23%	37%	21%	-%	11%	14%	22%
		d	d				f	acef	f	acef	f				ab
Any Heart radio station	760	719	659	101	41	760	666	476	461	128	698	62	107	160	494
	17%	20%	21%	8%	5%	17%	18%	21%	21%	22%	18%	13%	16%	15%	18%
		cde	cde			cd		ef	ef	f					
Any Capital radio station	621	589	569	52	32	621	539	429	429	104	573	48	71	160	391
	14%	16%	18%	4%	4%	14%	15%	19%	19%	18%	15%	10%	11%	15%	15%
		cd	cde			cd		aef	aef	f	f				
BBC Radio 4	583	468	387	197	115	583	554	583	416	187	583	-	33	86	464
	13%	13%	12%	16%	15%	13%	15%	25%	19%	32%	15%	-%	5%	8%	17%
				b			f	acef	aef	abcef	f				ab
Classic FM	574	509	465	109	64	574	536	467	406	141	555	19	60	120	393
	13%	14%	15%	9%	8%	13%	14%	20%	18%	24%	14%	4%	9%	11%	15%
		cd	cd			cd	f	aef	aef	acef	f				a
talkSPORT or talkSPORT2	486	457	416	70	29	486	458	405	384	164	469	17	51	82	353
	11%	13%	13%	6%	4%	11%	12%	18%	17%	28%	12%	4%	8%	8%	13%
		cd	cde			cd	f	aef	aef	abcef	f				ab
Any Smooth Radio station	460	415	368	91	44	460	419	292	265	75	434	26	73	94	293
	10%	11%	12%	7%	6%	10%	11%	13%	12%	13%	11%	5%	11%	9%	11%
		cd	cd			cd	f	f	f	f	f				
BBC Radio 5 live	357	324	274	83	33	357	342	357	285	136	357	-	26	64	267
	8%	9%	9%	7%	4%	8%	9%	16%	13%	23%	9%	-%	4%	6%	10%
		d	d			d	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Any Kiss radio station	332	321	307	24	10	332	292	239	235	64	311	20	33	83	215
	8%	9%	10%	2%	1%	8%	8%	10%	11%	11%	8%	4%	5%	8%	8%
		cd	cde			cd	f	aef	aef	f	f				
Any Absolute Radio station	330	316	303	27	14	330	294	242	239	95	315	14	51	57	222
	7%	9%	10%	2%	2%	7%	8%	11%	11%	16%	8%	3%	8%	5%	8%
		cd	cde			cd	f	aef	aef	abcef	f				b
Any Magic radio station	229	217	187	42	12	229	209	156	158	47	220	9	23	48	158
	5%	6%	6%	3%	2%	5%	6%	7%	7%	8%	6%	2%	4%	4%	6%
		cd	cd			d	f	f	f	f	f				
BBC Radio 5 sports extra	225	208	184	41	18	225	223	225	203	94	225	-	14	44	168
	5%	6%	6%	3%	2%	5%	6%	10%	9%	16%	6%	-%	2%	4%	6%
		cd	cd			d	f	aef	aef	abcef	f				a
BBC radio for your region (ENGLAND)	222	186	159	63	37	222	218	222	149	75	222	-	24	40	158
	5%	5%	5%	5%	5%	5%	6%	10%	7%	13%	6%	-%	4%	4%	6%
							f	acef	f	acef	f				
BBC Radio 3	199	193	184	16	6	199	192	199	166	72	199	-	15	46	138
	5%	5%	6%	1%	1%	5%	5%	9%	8%	12%	5%	-%	2%	4%	5%
		cd	cd			cd	f	aef	aef	acef	f				a
BBC 6 Music	177	173	167	10	4	177	164	177	153	89	177	-	10	33	134
	4%	5%	5%	1%	*%	4%	4%	8%	7%	15%	5%	-%	2%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f				a
Virgin Radio	177	173	161	16	4	177	167	150	152	71	172	5	19	31	127
	4%	5%	5%	1%	1%	4%	5%	7%	7%	12%	4%	1%	3%	3%	5%
		cd	cd			cd	f	aef	aef	abcef	f				
talkRADIO	169	163	152	17	6	169	156	152	138	65	162	7	26	38	105
	4%	4%	5%	1%	1%	4%	4%	7%	6%	11%	4%	1%	4%	4%	4%
		cd	cd			cd	f	aef	aef	abcef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Any LBC radio station	143	128	113	30	15	143	131	105	100	40	139	4	26	37	80
	3%	4%	4%	2%	2%	3%	4% f	5% f	5% f	7% aef	4% f	1%	4%	3%	3%
BBC Radio 1Xtra	139	138	134	5	1	139	129	139	118	51	139	-	11	35	93
	3%	4% cd	4% cd	*%	*%	3% cd	3% f	6% aef	5% aef	9% acef	4% f	-%	2%	3%	3%
BBC World Service	134	119	104	30	14	134	131	134	111	54	134	-	3	27	104
	3%	3%	3%	2%	2%	3%	4% f	6% aef	5% aef	9% abcef	3% f	-%	*%	3% a	4% a
BBC Radio 4 Extra	117	112	98	19	6	117	110	117	103	50	117	-	6	22	89
	3%	3% cd	3% cd	2%	1%	3% d	3% f	5% aef	5% aef	9% abcef	3% f	-%	1%	2%	3% a
BBC Asian Network	116	105	102	14	11	116	106	116	100	40	116	-	7	24	85
	3%	3% c	3% c	1%	1%	3% c	3% f	5% aef	5% aef	7% aef	3% f	-%	1%	2%	3% a
GB News Radio	108	105	101	6	2	108	93	89	83	38	98	10	22	25	60
	2%	3% cd	3% cd	1%	*%	2% cd	3%	4% ae	4% e	6% aef	2%	2%	3%	2%	2%
Times Radio	88	88	82	6	-	88	86	85	84	43	88	-	11	15	62
	2%	2% cd	3% cd	*%	-%	2% cd	2% f	4% aef	4% aef	7% abcef	2% f	-%	2%	1%	2%
Any other BBC radio station	71	65	51	21	6	71	66	71	33	17	71	-	12	12	47
	2%	2%	2%	2%	1%	2%	2% f	3% acef	1%	3% f	2% f	-%	2%	1%	2%
BBC Radio Scotland (SCOTLAND)	53	45	35	18	8	53	50	53	33	16	53	-	4	9	41
	1%	1%	1%	1%	1%	1%	1%	2% f	2%	3% f	1%	-%	1%	1%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio Ulster (NORTHERN IRELAND)	39 1%	27 1%	23 1%	17 1%	12 2%	39 1%	38 1%	39 2% f	22 1%	7 1%	39 1%	- -%	4 1%	4 *%	32 1%
BBC Radio Wales (WALES)	24 1%	20 1%	19 1%	5 *%	3 *%	24 1%	22 1%	24 1%	19 1%	7 1%	24 1%	- -%	* *%	3 *%	20 1%
BBC Radio Foyle (NORTHERN IRELAND)	5 *%	5 *%	4 *%	1 *%	* *%	5 *%	5 *%	5 *%	4 *%	3 1%	5 *%	- -%	1 *%	1 *%	4 *%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	4 *%	3 *%	1 *%	- -%	4 *%	4 *%	4 *%	3 *%	4 1%	4 *%	- -%	- -%	1 *%	4 *%
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	3 *%	2 *%	3 *%	- -%	- -%	- -%	3 *%
Any other radio station that includes ads	262 6%	226 6%	180 6%	82 7%	36 5%	262 6%	232 6%	126 5%	119 5%	35 6%	240 6%	23 5%	58 9% c	64 6%	140 5%
Any 'community radio' station – which serves a specific small local area or a specific group of people	116 3%	101 3%	85 3%	31 2%	15 2%	116 3%	94 3%	58 3%	62 3%	15 3%	99 3%	17 3%	20 3%	26 2%	69 3%
ANY BBC RADIO	2293 52%	1965 54% cd	1716 54% cd	577 46%	328 43%	2293 52% cd	2145 58% f	2293 100% acdef	1518 69% aef	537 91% acef	2293 59% f	- -%	180 27%	447 42% a	1667 62% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 56

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
ANY BBC LOCAL RADIO	343	283	240	104	60	343	333	343	226	110	343	-	33	56	254
	8%	8%	8%	8%	8%	8%	9%	15%	10%	19%	9%	-%	5%	5%	10%
							f	acef	f	acef	f				ab
ANY COMMERCIAL RADIO	2521	2280	2025	496	241	2521	2224	1643	1552	434	2340	181	361	550	1610
	57%	63%	64%	40%	32%	57%	60%	72%	70%	74%	60%	38%	54%	52%	60%
		cde	cde	d		cd	f	aef	aef	aef	f				b
None	1191	875	752	439	316	1191	869	-	360	26	903	288	247	400	544
	27%	24%	24%	35%	41%	27%	23%	-%	16%	4%	23%	60%	37%	38%	20%
				abe	abe	ab	bcd		bd	b	bcd	abcde	c	c	
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of radio stations in the past 3 months (out of 34)	2.0	2.3	2.4	1.3	1.0	2.0	2.2	3.3	2.9	4.2	2.2	.6	1.4	1.7	2.3
		cde	cde	d		cd	f	acef	aef	abcef	f			a	ab
Standard deviation	2.42	2.56	2.66	1.37	1.18	2.42	2.52	2.65	2.90	3.80	2.49	.86	1.77	2.31	2.55
Standard error	.04	.04	.05	.04	.04	.04	.04	.06	.06	.16	.04	.04	.07	.07	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	~b	c	d
Unweighted total	894	440	453	163	220	224	121	166	273	227	227	167	591	89	114	100
Effective Weighted Sample	725	358	367	144	176	180	99	139	230	183	177	140	560	85	108	94
Total	868	418	449	146	241	183	124	175	278	242	188	160	739	57	45	28
At least daily	368	184	184	45	103	78	53	90	122	95	84	68	316	**	22	11
	42%	44%	41%	31%	43%	43%	42%	51% a	44%	39%	45%	42%	43%	**	49%	38%
At least weekly	359	180	179	65	96	79	55	63	110	105	79	65	301	**	17	11
	41%	43%	40%	45%	40%	43%	44%	36%	39%	43%	42%	41%	41%	**	37%	39%
At least monthly	98	41	57	21	31	18	15	12	33	29	18	19	85	**	5	5
	11%	10%	13%	14%	13%	10%	12%	7%	12%	12%	9%	12%	11%	**	11%	16%
Less often	35	7	27	12	9	4	*	10	11	14	4	6	28	**	1	2
	4%	2%	6% a	9% cd	4%	2%	*%	6%	4%	6%	2%	4%	4%	**	3%	7%
Don't know/ can't remember	8	7	1	2	2	3	1	-	3	-	3	2	8	**	-	-
	1%	2%	*%	1%	1%	2%	1%	-%	1%	-%	2%	1%	1%	**	-%	-%
SUMMARY																
DAILY	368	184	184	45	103	78	53	90	122	95	84	68	316	**	22	11
	42%	44%	41%	31%	43%	43%	42%	51% a	44%	39%	45%	42%	43%	**	49%	38%
WEEKLY	727	364	364	110	199	157	108	153	231	200	163	133	618	**	38	21
	84%	87%	81%	76%	83%	86%	87%	87%	83%	82%	87%	83%	84%	**	86%	77%
MONTHLY	826	405	420	131	230	176	123	165	265	228	181	152	702	**	43	26
	95%	97%	94%	90%	96%	96%	99% a	94%	95%	94%	96%	95%	95%	**	97%	93%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	894	777	117	387	489	349	524	129	184	161	349	667	214
Effective Weighted Sample	725	636	96	308	403	275	433	102	148	126	275	537	178
Total	868	782	86	363	487	326	522	119	180	140	326	649	209
At least daily	368	327	42	160	203	147	215	51	83	67	147	275	91
	42%	42%	48%	44%	42%	45%	41%	43%	46%	48%	45%	42%	43%
At least weekly	359	327	32	143	209	128	221	44	71	55	128	274	80
	41%	42%	37%	39%	43%	39%	42%	37%	39%	39%	39%	42%	38%
At least monthly	98	91	8	51	43	43	51	19	23	17	43	73	23
	11%	12%	9%	14%	9%	13%	10%	16%	13%	12%	13%	11%	11%
Less often	35	30	5	8	27	5	30	5	2	*	5	23	12
	4%	4%	5%	2%	6%	2%	6%	4%	1%	*%	2%	4%	6%
							a						
Don't know/ can't remember	8	8	-	2	5	2	5	1	1	1	2	5	3
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
SUMMARY													
DAILY	368	327	42	160	203	147	215	51	83	67	147	275	91
	42%	42%	48%	44%	42%	45%	41%	43%	46%	48%	45%	42%	43%
WEEKLY	727	653	74	303	412	276	436	95	154	122	276	549	171
	84%	84%	86%	83%	85%	85%	84%	79%	86%	87%	85%	85%	82%
MONTHLY	826	744	82	354	455	319	487	113	177	139	319	622	194
	95%	95%	95%	97%	93%	98%	93%	95%	98%	99%	98%	96%	93%
						b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	894	836	783	111	58	894	831	894	648	216	894	-	54	187	653
Effective Weighted Sample	725	675	630	96	51	725	677	725	532	183	725	-	39	151	535
Total	868	803	748	120	65	868	811	868	633	222	868	-	44	176	649
At least daily	368	328	306	62	**	368	343	368	265	120	368	**	**	75	278
	42%	41%	41%	52%	**	42%	42%	42%	42%	54% abce	42%	**	**	43%	43%
At least weekly	359	340	315	43	**	359	335	359	263	82	359	**	**	69	273
	41%	42%	42%	36%	**	41%	41%	41%	41%	37%	41%	**	**	39%	42%
At least monthly	98	96	90	8	**	98	92	98	74	15	98	**	**	18	71
	11%	12%	12%	7%	**	11%	11%	11%	12%	7%	11%	**	**	10%	11%
Less often	35	31	30	5	**	35	33	35	26	3	35	**	**	11	22
	4%	4%	4%	4%	**	4%	4%	4%	4%	1%	4%	**	**	6%	3%
Don't know/ can't remember	8	8	7	1	**	8	8	8	6	2	8	**	**	3	5
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	**	2%	1%
SUMMARY															
DAILY	368	328	306	62	**	368	343	368	265	120	368	**	**	75	278
	42%	41%	41%	52%	**	42%	42%	42%	42%	54% abce	42%	**	**	43%	43%
WEEKLY	727	668	622	106	**	727	678	727	528	202	727	**	**	144	550
	84%	83%	83%	88%	**	84%	84%	84%	83%	91%	84%	**	**	82%	85%
MONTHLY	826	764	712	114	**	826	771	826	601	217	826	**	**	162	622
	95%	95%	95%	95%	**	95%	95%	95%	95%	98%	95%	**	**	92%	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	798	406	392	72	85	107	119	415	251	216	156	175	535	106	110	47
Effective Weighted Sample	670	338	333	61	74	88	102	350	215	179	128	156	510	102	105	43
Total	813	407	406	61	98	91	132	432	263	246	129	175	682	73	45	14
At least daily	374	190	183	**	**	55	59	219	97	122	58	97	311	35	23	**
	46%	47%	45%	**	**	60%	45%	51%	37%	50%	45%	55% a	46%	47%	51%	**
At least weekly	325	170	155	**	**	25	62	164	122	88	57	58	271	30	17	**
	40%	42%	38%	**	**	28%	47% c	38%	46% d	36%	44%	33%	40%	41%	39%	**
At least monthly	78	33	45	**	**	8	7	31	32	23	11	12	67	6	3	**
	10%	8%	11%	**	**	9%	5%	7%	12%	9%	9%	7%	10%	8%	7%	**
Less often	29	9	20	**	**	1	2	16	11	12	2	5	24	3	2	**
	4%	2%	5%	**	**	1%	2%	4%	4%	5%	2%	3%	4%	4%	4%	**
Don't know/ can't remember	8	4	4	**	**	2	1	1	2	1	1	4	8	-	-	**
	1%	1%	1%	**	**	2%	1%	*%	1%	1%	1%	2%	1%	-%	-%	**
SUMMARY																
DAILY	374	190	183	**	**	55	59	219	97	122	58	97	311	35	23	**
	46%	47%	45%	**	**	60%	45%	51%	37%	50%	45%	55% a	46%	47%	51%	**
WEEKLY	698	360	338	**	**	80	121	383	219	210	114	155	582	65	40	**
	86%	89%	83%	**	**	88%	92%	89%	83%	85%	89%	88%	85%	88%	89%	**
MONTHLY	776	393	383	**	**	88	128	414	251	232	125	167	649	70	43	**
	95%	97%	94%	**	**	97%	97%	96%	95%	95%	97%	95%	95%	96%	96%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	798	650	148	220	568	196	588	66	98	92	196	470	316
Effective Weighted Sample	670	548	124	184	479	164	495	57	83	76	164	390	272
Total	813	676	137	219	584	196	604	69	94	92	196	472	332
At least daily	374	303	71	89	281	82	286	**	**	**	82	208	162
	46%	45%	52%	40%	48%	42%	47%	**	**	**	42%	44%	49%
At least weekly	325	270	55	88	232	79	239	**	**	**	79	196	124
	40%	40%	40%	40%	40%	40%	40%	**	**	**	40%	42%	37%
At least monthly	78	71	7	31	47	27	50	**	**	**	27	55	21
	10%	11%	5%	14%	8%	14%	8%	**	**	**	14%	12%	6%
Less often	29	26	3	8	21	3	25	**	**	**	3	9	20
	4%	4%	2%	4%	4%	2%	4%	**	**	**	2%	2%	6% a
Don't know/ can't remember	8	7	1	4	4	4	4	**	**	**	4	3	5
	1%	1%	1%	2%	1%	2%	1%	**	**	**	2%	1%	1%
SUMMARY													
DAILY	374	303	71	89	281	82	286	**	**	**	82	208	162
	46%	45%	52%	40%	48%	42%	47%	**	**	**	42%	44%	49%
WEEKLY	698	573	126	176	513	161	525	**	**	**	161	404	286
	86%	85%	92%	80%	88%	82%	87%	**	**	**	82%	86%	86%
MONTHLY	776	644	132	207	559	189	576	**	**	**	189	460	307
	95%	95%	97%	94%	96%	96%	95%	**	**	**	96%	97% b	92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	798	696	606	192	102	798	759	798	513	216	798	-	71	151	576
Effective Weighted Sample	670	580	501	169	91	670	637	670	424	180	670	-	61	126	483
Total	813	704	607	206	109	813	774	813	515	219	813	-	73	153	587
At least daily	374	301	264	110	73	374	352	374	207	112	374	**	**	61	284
	46%	43%	43%	53%	66% abe	46%	45%	46%	40%	51%	46%	**	**	40%	48%
At least weekly	325	297	251	74	28	325	312	325	222	84	325	**	**	68	229
	40%	42% d	41% d	36%	26%	40% d	40%	40%	43%	38%	40%	**	**	44%	39%
At least monthly	78	70	64	14	8	78	76	78	61	14	78	**	**	17	49
	10%	10%	11%	7%	7%	10%	10%	10%	12%	6%	10%	**	**	11%	8%
Less often	29	28	21	8	1	29	25	29	20	7	29	**	**	5	18
	4%	4%	3%	4%	1%	4%	3%	4%	4%	3%	4%	**	**	3%	3%
Don't know/ can't remember	8	8	7	1	-	8	8	8	5	2	8	**	**	2	6
	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	**	**	1%	1%
SUMMARY															
DAILY	374	301	264	110	73	374	352	374	207	112	374	**	**	61	284
	46%	43%	43%	53%	66% abe	46%	45%	46%	40%	51%	46%	**	**	40%	48%
WEEKLY	698	598	515	183	101	698	664	698	429	196	698	**	**	129	514
	86%	85%	85%	89%	92%	86%	86%	86%	83%	89%	86%	**	**	84%	87%
MONTHLY	776	668	579	197	109	776	740	776	490	210	776	**	**	145	563
	95%	95%	95%	96%	99%	95%	96%	95%	95%	96%	95%	**	**	95%	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	188	108	80	43	58	33	16	38	80	38	46	24	144	19	13	12
Effective Weighted Sample	165	94	71	39	52	29	14	34	71	33	41	21	137	18	12	11
Total	199	118	81	39	70	29	17	44	92	42	44	22	177	14	5	3
At least daily	67	42	**	**	**	**	**	**	**	**	**	**	61	**	**	**
	34%	36%	**	**	**	**	**	**	**	**	**	**	35%	**	**	**
At least weekly	87	53	**	**	**	**	**	**	**	**	**	**	76	**	**	**
	44%	45%	**	**	**	**	**	**	**	**	**	**	43%	**	**	**
At least monthly	34	14	**	**	**	**	**	**	**	**	**	**	30	**	**	**
	17%	12%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
Less often	9	7	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	6%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know/ can't remember	3	1	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	67	42	**	**	**	**	**	**	**	**	**	**	61	**	**	**
	34%	36%	**	**	**	**	**	**	**	**	**	**	35%	**	**	**
WEEKLY	154	95	**	**	**	**	**	**	**	**	**	**	137	**	**	**
	77%	81%	**	**	**	**	**	**	**	**	**	**	77%	**	**	**
MONTHLY	187	109	**	**	**	**	**	**	**	**	**	**	167	**	**	**
	94%	93%	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	188	174	14	92	88	78	101	31	40	38	78	136	52
Effective Weighted Sample	165	154	11	82	75	69	87	29	36	34	69	119	46
Total	199	188	11	95	93	82	105	35	42	38	82	144	55
At least daily	67	62	**	**	**	**	33	**	**	**	**	47	**
	34%	33%	**	**	**	**	32%	**	**	**	**	33%	**
At least weekly	87	82	**	**	**	**	47	**	**	**	**	63	**
	44%	44%	**	**	**	**	45%	**	**	**	**	44%	**
At least monthly	34	33	**	**	**	**	18	**	**	**	**	27	**
	17%	18%	**	**	**	**	17%	**	**	**	**	19%	**
Less often	9	8	**	**	**	**	6	**	**	**	**	5	**
	4%	4%	**	**	**	**	6%	**	**	**	**	4%	**
Don't know/ can't remember	3	3	**	**	**	**	1	**	**	**	**	1	**
	1%	2%	**	**	**	**	1%	**	**	**	**	1%	**
SUMMARY													
DAILY	67	62	**	**	**	**	33	**	**	**	**	47	**
	34%	33%	**	**	**	**	32%	**	**	**	**	33%	**
WEEKLY	154	144	**	**	**	**	80	**	**	**	**	111	**
	77%	77%	**	**	**	**	76%	**	**	**	**	77%	**
MONTHLY	187	177	**	**	**	**	98	**	**	**	**	138	**
	94%	94%	**	**	**	**	93%	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	188	182	174	14	6	188	178	188	155	67	188	-	15	42	131
Effective Weighted Sample	165	159	152	12	5	165	157	165	136	58	165	-	14	38	113
Total	199	193	184	16	6	199	192	199	166	72	199	-	15	46	138
At least daily	67	66	59	**	**	67	67	67	59	**	67	**	**	**	53
	34%	34%	32%	**	**	34%	35%	34%	35%	**	34%	**	**	**	39%
At least weekly	87	83	81	**	**	87	80	87	72	**	87	**	**	**	54
	44%	43%	44%	**	**	44%	42%	44%	43%	**	44%	**	**	**	39%
At least monthly	34	32	31	**	**	34	33	34	26	**	34	**	**	**	24
	17%	17%	17%	**	**	17%	17%	17%	16%	**	17%	**	**	**	17%
Less often	9	9	9	**	**	9	9	9	8	**	9	**	**	**	6
	4%	5%	5%	**	**	4%	5%	4%	5%	**	4%	**	**	**	4%
Don't know/ can't remember	3	3	3	**	**	3	3	3	1	**	3	**	**	**	1
	1%	2%	2%	**	**	1%	2%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	67	66	59	**	**	67	67	67	59	**	67	**	**	**	53
	34%	34%	32%	**	**	34%	35%	34%	35%	**	34%	**	**	**	39%
WEEKLY	154	149	141	**	**	154	147	154	131	**	154	**	**	**	108
	77%	77%	77%	**	**	77%	77%	77%	79%	**	77%	**	**	**	78%
MONTHLY	187	181	172	**	**	187	180	187	157	**	187	**	**	**	132
	94%	94%	94%	**	**	94%	94%	94%	94%	**	94%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	519	294	225	47	63	86	67	256	230	131	79	79	408	34	50	27
Effective Weighted Sample	456	256	200	43	56	75	62	222	203	116	70	71	390	33	47	25
Total	583	322	261	49	83	82	83	287	261	167	74	81	528	24	24	8
At least daily	313	168	145	**	**	**	**	177	147	91	**	**	288	**	**	**
	54%	52%	56%	**	**	**	**	62%	56%	54%	**	**	55%	**	**	**
At least weekly	207	118	88	**	**	**	**	94	80	60	**	**	188	**	**	**
	35%	37%	34%	**	**	**	**	33%	31%	36%	**	**	36%	**	**	**
At least monthly	46	26	20	**	**	**	**	12	24	13	**	**	37	**	**	**
	8%	8%	8%	**	**	**	**	4%	9%	8%	**	**	7%	**	**	**
Less often	15	7	7	**	**	**	**	4	10	2	**	**	12	**	**	**
	2%	2%	3%	**	**	**	**	1%	4%	1%	**	**	2%	**	**	**
Don't know/ can't remember	2	2	-	**	**	**	**	-	-	2	**	**	2	**	**	**
	*%	1%	-%	**	**	**	**	-%	-%	1%	**	**	*%	**	**	**
SUMMARY																
DAILY	313	168	145	**	**	**	**	177	147	91	**	**	288	**	**	**
	54%	52%	56%	**	**	**	**	62%	56%	54%	**	**	55%	**	**	**
WEEKLY	520	287	233	**	**	**	**	271	226	151	**	**	476	**	**	**
	89%	89%	89%	**	**	**	**	94%	87%	90%	**	**	90%	**	**	**
MONTHLY	566	313	253	**	**	**	**	283	251	163	**	**	513	**	**	**
	97%	97%	97%	**	**	**	**	99%	96%	98%	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	519	438	81	142	370	129	383	46	63	67	129	290	221
Effective Weighted Sample	456	386	70	126	324	113	337	41	54	60	113	256	194
Total	583	499	84	156	419	141	434	50	65	75	141	331	247
At least daily	313	254	**	78	233	72	239	**	**	**	72	167	146
	54%	51%	**	50%	56%	51%	55%	**	**	**	51%	50%	59%
At least weekly	207	186	**	50	152	45	157	**	**	**	45	116	87
	35%	37%	**	32%	36%	32%	36%	**	**	**	32%	35%	35%
At least monthly	46	44	**	21	24	17	28	**	**	**	17	36	10
	8%	9%	**	13% b	6%	12%	6%	**	**	**	12%	11% b	4%
Less often	15	12	**	7	8	7	8	**	**	**	7	12	2
	2%	2%	**	4%	2%	5%	2%	**	**	**	5%	3%	1%
Don't know/ can't remember	2	2	**	-	2	-	2	**	**	**	-	1	2
	*%	*%	**	-%	1%	-%	1%	**	**	**	-%	*%	1%
SUMMARY													
DAILY	313	254	**	78	233	72	239	**	**	**	72	167	146
	54%	51%	**	50%	56%	51%	55%	**	**	**	51%	50%	59%
WEEKLY	520	440	**	128	385	118	396	**	**	**	118	283	233
	89%	88%	**	82%	92% a	83%	91%	**	**	**	83%	85%	94% a
MONTHLY	566	484	**	149	409	135	424	**	**	**	135	319	243
	97%	97%	**	96%	98%	95%	98%	**	**	**	95%	96%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	519	421	351	168	98	519	495	519	369	166	519	-	33	71	415
Effective Weighted Sample	456	368	305	151	88	456	434	456	325	145	456	-	28	65	363
Total	583	468	387	197	115	583	554	583	416	187	583	-	33	86	464
At least daily	313	234	182	131	**	313	303	313	216	102	313	**	**	**	251
	54%	50%	47%	67% abe	**	54%	55%	54%	52%	55%	54%	**	**	**	54%
At least weekly	207	178	153	54	**	207	195	207	151	72	207	**	**	**	174
	35%	38%	40%	28%	**	35%	35%	35%	36%	38%	35%	**	**	**	37%
At least monthly	46	41	37	9	**	46	40	46	35	7	46	**	**	**	28
	8%	9%	10%	5%	**	8%	7%	8%	8%	4%	8%	**	**	**	6%
Less often	15	13	13	2	**	15	15	15	12	5	15	**	**	**	11
	2%	3%	3%	1%	**	2%	3%	2%	3%	3%	2%	**	**	**	2%
Don't know/ can't remember	2	2	2	-	**	2	2	2	2	2	2	**	**	**	1
	*%	1%	1%	-%	**	*%	*%	*%	*%	1%	*%	**	**	**	*%
SUMMARY															
DAILY	313	234	182	131	**	313	303	313	216	102	313	**	**	**	251
	54%	50%	47%	67% abe	**	54%	55%	54%	52%	55%	54%	**	**	**	54%
WEEKLY	520	412	335	185	**	520	498	520	367	174	520	**	**	**	425
	89%	88%	87%	94%	**	89%	90%	89%	88%	93%	89%	**	**	**	91%
MONTHLY	566	453	372	195	**	566	537	566	402	181	566	**	**	**	453
	97%	97%	96%	99%	**	97%	97%	97%	97%	97%	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	352	252	100	27	51	48	62	164	130	94	60	68	231	34	39	48
Effective Weighted Sample	286	203	83	25	41	38	51	134	109	77	47	56	221	33	36	44
Total	357	258	99	24	53	37	68	174	138	106	48	64	303	24	16	13
At least daily	113	78	35	**	**	**	**	64	41	**	**	**	95	**	**	**
	32%	30%	36%	**	**	**	**	37%	30%	**	**	**	31%	**	**	**
At least weekly	172	129	42	**	**	**	**	82	60	**	**	**	143	**	**	**
	48%	50%	43%	**	**	**	**	47%	44%	**	**	**	47%	**	**	**
At least monthly	57	40	17	**	**	**	**	22	29	**	**	**	52	**	**	**
	16%	16%	17%	**	**	**	**	13%	21%	**	**	**	17%	**	**	**
Less often	12	8	4	**	**	**	**	6	7	**	**	**	10	**	**	**
	3%	3%	4%	**	**	**	**	3%	5%	**	**	**	3%	**	**	**
Don't know/ can't remember	4	3	1	**	**	**	**	1	1	**	**	**	4	**	**	**
	1%	1%	1%	**	**	**	**	1%	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	113	78	35	**	**	**	**	64	41	**	**	**	95	**	**	**
	32%	30%	36%	**	**	**	**	37%	30%	**	**	**	31%	**	**	**
WEEKLY	284	207	77	**	**	**	**	145	101	**	**	**	238	**	**	**
	80%	80%	78%	**	**	**	**	83%	74%	**	**	**	78%	**	**	**
MONTHLY	341	247	94	**	**	**	**	168	130	**	**	**	289	**	**	**
	96%	96%	95%	**	**	**	**	96%	94%	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	352	305	47	111	236	104	242	32	51	58	104	224	121
Effective Weighted Sample	286	249	37	91	191	85	196	28	43	47	85	180	102
Total	357	315	42	108	242	102	248	32	53	57	102	223	131
At least daily	113	98	**	31	78	26	82	**	**	**	26	62	48
	32%	31%	**	28%	32%	26%	33%	**	**	**	26%	28%	37%
At least weekly	172	157	**	48	124	48	124	**	**	**	48	116	55
	48%	50%	**	44%	51%	47%	50%	**	**	**	47%	52%	42%
At least monthly	57	46	**	24	31	23	32	**	**	**	23	35	22
	16%	15%	**	22%	13%	22%	13%	**	**	**	22%	16%	17%
Less often	12	10	**	5	6	5	6	**	**	**	5	9	3
	3%	3%	**	5%	3%	5%	3%	**	**	**	5%	4%	2%
Don't know/ can't remember	4	4	**	-	4	-	4	**	**	**	-	1	3
	1%	1%	**	-%	1%	-%	1%	**	**	**	-%	*%	2%
SUMMARY													
DAILY	113	98	**	31	78	26	82	**	**	**	26	62	48
	32%	31%	**	28%	32%	26%	33%	**	**	**	26%	28%	37%
WEEKLY	284	255	**	79	202	74	206	**	**	**	74	178	104
	80%	81%	**	73%	83%	73%	83%	**	**	**	73%	80%	79%
MONTHLY	341	301	**	102	232	96	238	**	**	**	96	213	125
	96%	96%	**	95%	96%	95%	96%	**	**	**	95%	96%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	352	318	275	77	34	352	338	352	280	135	352	-	27	64	261
Effective Weighted Sample	286	260	225	62	26	286	274	286	226	109	286	-	21	54	211
Total	357	324	274	83	33	357	342	357	285	136	357	-	26	64	267
At least daily	113	100	80	**	**	113	106	113	87	46	113	**	**	**	89
	32%	31%	29%	**	**	32%	31%	32%	31%	34%	32%	**	**	**	34%
At least weekly	172	159	137	**	**	172	167	172	142	71	172	**	**	**	133
	48%	49%	50%	**	**	48%	49%	48%	50%	52%	48%	**	**	**	50%
At least monthly	57	50	45	**	**	57	54	57	43	16	57	**	**	**	35
	16%	15%	16%	**	**	16%	16%	16%	15%	12%	16%	**	**	**	13%
Less often	12	12	10	**	**	12	12	12	12	2	12	**	**	**	8
	3%	4%	3%	**	**	3%	3%	3%	4%	1%	3%	**	**	**	3%
Don't know/ can't remember	4	4	3	**	**	4	4	4	2	2	4	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	*%
SUMMARY															
DAILY	113	100	80	**	**	113	106	113	87	46	113	**	**	**	89
	32%	31%	29%	**	**	32%	31%	32%	31%	34%	32%	**	**	**	34%
WEEKLY	284	259	217	**	**	284	273	284	229	116	284	**	**	**	222
	80%	80%	79%	**	**	80%	80%	80%	80%	86%	80%	**	**	**	83%
MONTHLY	341	309	262	**	**	341	327	341	272	132	341	**	**	**	257
	96%	95%	96%	**	**	96%	95%	96%	95%	97%	96%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	165	103	62	23	43	45	23	31	79	39	33	14	120	20	15	10
Effective Weighted Sample	140	89	50	21	37	39	21	25	69	33	26	13	114	19	14	10
Total	177	114	63	21	53	42	27	34	89	47	28	14	156	12	6	3
At least daily	80	50	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	45%	44%	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
At least weekly	69	47	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	39%	41%	**	**	**	**	**	**	**	**	**	**	40%	**	**	**
At least monthly	17	13	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	9%	11%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
Less often	8	3	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	2%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don't know/ can't remember	3	2	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	80	50	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	45%	44%	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
WEEKLY	149	96	**	**	**	**	**	**	**	**	**	**	133	**	**	**
	84%	85%	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
MONTHLY	166	109	**	**	**	**	**	**	**	**	**	**	146	**	**	**
	94%	96%	**	**	**	**	**	**	**	**	**	**	93%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	165	150	15	87	74	81	78	35	43	30	81	131	31
Effective Weighted Sample	140	127	13	74	62	69	65	30	35	26	69	112	26
Total	177	159	18	93	80	87	83	40	42	31	87	144	32
At least daily	80	73	**	**	**	**	**	**	**	**	**	67	**
	45%	46%	**	**	**	**	**	**	**	**	**	47%	**
At least weekly	69	62	**	**	**	**	**	**	**	**	**	55	**
	39%	39%	**	**	**	**	**	**	**	**	**	38%	**
At least monthly	17	15	**	**	**	**	**	**	**	**	**	15	**
	9%	10%	**	**	**	**	**	**	**	**	**	10%	**
Less often	8	7	**	**	**	**	**	**	**	**	**	6	**
	5%	4%	**	**	**	**	**	**	**	**	**	4%	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	2	**
	2%	2%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	80	73	**	**	**	**	**	**	**	**	**	67	**
	45%	46%	**	**	**	**	**	**	**	**	**	47%	**
WEEKLY	149	134	**	**	**	**	**	**	**	**	**	123	**
	84%	84%	**	**	**	**	**	**	**	**	**	85%	**
MONTHLY	166	149	**	**	**	**	**	**	**	**	**	137	**
	94%	94%	**	**	**	**	**	**	**	**	**	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	165	161	156	9	4	165	153	165	146	81	165	-	11	28	126
Effective Weighted Sample	140	136	132	8	3	140	129	140	123	68	140	-	10	25	105
Total	177	173	167	10	4	177	164	177	153	89	177	-	10	33	134
At least daily	80	79	75	**	**	80	76	80	64	**	80	**	**	**	67
	45%	46%	45%	**	**	45%	46%	45%	42%	**	45%	**	**	**	50%
At least weekly	69	66	64	**	**	69	65	69	62	**	69	**	**	**	52
	39%	38%	38%	**	**	39%	40%	39%	40%	**	39%	**	**	**	39%
At least monthly	17	17	17	**	**	17	12	17	15	**	17	**	**	**	12
	9%	10%	10%	**	**	9%	8%	9%	10%	**	9%	**	**	**	9%
Less often	8	8	8	**	**	8	8	8	8	**	8	**	**	**	3
	5%	5%	5%	**	**	5%	5%	5%	5%	**	5%	**	**	**	2%
Don't know/ can't remember	3	3	3	**	**	3	3	3	3	**	3	**	**	**	-
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	-%
SUMMARY															
DAILY	80	79	75	**	**	80	76	80	64	**	80	**	**	**	67
	45%	46%	45%	**	**	45%	46%	45%	42%	**	45%	**	**	**	50%
WEEKLY	149	146	139	**	**	149	141	149	126	**	149	**	**	**	119
	84%	84%	83%	**	**	84%	86%	84%	83%	**	84%	**	**	**	89%
MONTHLY	166	162	155	**	**	166	153	166	142	**	166	**	**	**	131
	94%	94%	93%	**	**	94%	93%	94%	93%	**	94%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	100	62	38	21	27	26	14	12	42	21	24	13	88	8	2	2
Effective Weighted Sample	92	58	35	19	25	25	13	11	39	20	23	12	84	8	2	2
Total	116	73	43	21	36	27	17	14	48	29	25	14	109	5	1	1
At least daily	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	100	98	2	58	42	53	47	24	28	27	53	75	25
Effective Weighted Sample	92	91	2	54	38	50	43	23	26	25	50	69	23
Total	116	114	2	66	50	61	55	29	31	30	61	87	28
At least daily	41	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	47	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	15	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**
Less often	10	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	41	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	88	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	103	**	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	~d	e	~f	~a	~b	~c
Unweighted total	100	91	89	11	9	100	92	100	87	34	100	-	6	21	73
Effective Weighted Sample	92	84	82	11	9	92	85	92	80	32	92	-	6	19	68
Total	116	105	102	14	11	116	106	116	100	40	116	-	7	24	85
At least daily	41	**	**	**	**	41	**	41	**	**	41	**	**	**	**
	35%	**	**	**	**	35%	**	35%	**	**	35%	**	**	**	**
At least weekly	47	**	**	**	**	47	**	47	**	**	47	**	**	**	**
	41%	**	**	**	**	41%	**	41%	**	**	41%	**	**	**	**
At least monthly	15	**	**	**	**	15	**	15	**	**	15	**	**	**	**
	13%	**	**	**	**	13%	**	13%	**	**	13%	**	**	**	**
Less often	10	**	**	**	**	10	**	10	**	**	10	**	**	**	**
	9%	**	**	**	**	9%	**	9%	**	**	9%	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	3	**	3	**	**	3	**	**	**	**
	3%	**	**	**	**	3%	**	3%	**	**	3%	**	**	**	**
SUMMARY															
DAILY	41	**	**	**	**	41	**	41	**	**	41	**	**	**	**
	35%	**	**	**	**	35%	**	35%	**	**	35%	**	**	**	**
WEEKLY	88	**	**	**	**	88	**	88	**	**	88	**	**	**	**
	76%	**	**	**	**	76%	**	76%	**	**	76%	**	**	**	**
MONTHLY	103	**	**	**	**	103	**	103	**	**	103	**	**	**	**
	89%	**	**	**	**	89%	**	89%	**	**	89%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	139	85	54	36	50	37	9	7	52	41	29	17	102	11	18	8
Effective Weighted Sample	118	71	47	33	43	31	8	6	46	35	23	15	97	10	17	8
Total	139	83	57	31	59	31	10	8	56	45	22	16	123	7	7	2
At least daily	41	**	**	**	**	**	**	**	**	**	**	**	34	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	27%	**	**	**
At least weekly	63	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	46%	**	**	**
At least monthly	27	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	41	**	**	**	**	**	**	**	**	**	**	**	34	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	27%	**	**	**
WEEKLY	104	**	**	**	**	**	**	**	**	**	**	**	91	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	74%	**	**	**
MONTHLY	132	**	**	**	**	**	**	**	**	**	**	**	117	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	139	126	13	73	63	66	70	31	31	28	66	109	29
Effective Weighted Sample	118	107	11	62	53	56	59	26	25	24	56	91	25
Total	139	129	10	73	63	68	69	33	27	27	68	109	29
At least daily	41	37	**	**	**	**	**	**	**	**	**	34	**
	29%	29%	**	**	**	**	**	**	**	**	**	31%	**
At least weekly	63	58	**	**	**	**	**	**	**	**	**	49	**
	45%	45%	**	**	**	**	**	**	**	**	**	45%	**
At least monthly	27	26	**	**	**	**	**	**	**	**	**	21	**
	20%	20%	**	**	**	**	**	**	**	**	**	20%	**
Less often	5	5	**	**	**	**	**	**	**	**	**	4	**
	3%	4%	**	**	**	**	**	**	**	**	**	3%	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	1	**
	2%	2%	**	**	**	**	**	**	**	**	**	1%	**
SUMMARY													
DAILY	41	37	**	**	**	**	**	**	**	**	**	34	**
	29%	29%	**	**	**	**	**	**	**	**	**	31%	**
WEEKLY	104	95	**	**	**	**	**	**	**	**	**	83	**
	75%	74%	**	**	**	**	**	**	**	**	**	76%	**
MONTHLY	132	122	**	**	**	**	**	**	**	**	**	104	**
	95%	94%	**	**	**	**	**	**	**	**	**	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total	139	137	134	5	2	139	128	139	117	48	139	-	12	34	93
Effective Weighted Sample	118	116	114	4	2	118	109	118	101	43	118	-	10	27	80
Total	139	138	134	5	1	139	129	139	118	51	139	-	11	35	93
At least daily	41	40	38	**	**	41	39	41	35	**	41	**	**	**	**
	29%	29%	28%	**	**	29%	30%	29%	30%	**	29%	**	**	**	**
At least weekly	63	63	63	**	**	63	56	63	52	**	63	**	**	**	**
	45%	46%	47%	**	**	45%	43%	45%	44%	**	45%	**	**	**	**
At least monthly	27	27	26	**	**	27	27	27	24	**	27	**	**	**	**
	20%	20%	19%	**	**	20%	21%	20%	20%	**	20%	**	**	**	**
Less often	5	5	5	**	**	5	5	5	4	**	5	**	**	**	**
	3%	3%	3%	**	**	3%	4%	3%	3%	**	3%	**	**	**	**
Don't know/ can't remember	3	3	3	**	**	3	3	3	3	**	3	**	**	**	**
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	**
SUMMARY															
DAILY	41	40	38	**	**	41	39	41	35	**	41	**	**	**	**
	29%	29%	28%	**	**	29%	30%	29%	30%	**	29%	**	**	**	**
WEEKLY	104	103	101	**	**	104	95	104	87	**	104	**	**	**	**
	75%	75%	75%	**	**	75%	73%	75%	74%	**	75%	**	**	**	**
MONTHLY	132	131	127	**	**	132	122	132	111	**	132	**	**	**	**
	95%	94%	94%	**	**	95%	94%	95%	94%	**	95%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9l. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	106	56	50	17	28	19	11	31	39	29	25	13	86	9	8	3
Effective Weighted Sample	95	51	45	16	24	18	10	28	35	26	22	12	82	9	8	3
Total	117	65	52	16	32	19	13	37	43	35	25	15	107	7	3	1
At least daily	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9l. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	106	94	12	50	52	44	57	23	17	22	44	74	31
Effective Weighted Sample	95	84	11	46	46	41	50	21	15	20	41	67	27
Total	117	104	14	54	60	48	64	26	17	23	48	82	35
At least daily	46	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	49	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	15	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	46	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	95	**	**	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	109	**	**	**	**	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	~b	~c	~d	e	~a	b	~c	~d	e	~f	~a	~b	~c
Unweighted total	106	102	90	16	4	106	99	106	94	47	106	-	5	18	83
Effective Weighted Sample	95	92	81	14	4	95	89	95	85	42	95	-	5	17	73
Total	117	112	98	19	6	117	110	117	103	50	117	-	6	22	89
At least daily	46	44	**	**	**	46	**	46	**	**	46	**	**	**	**
	39%	39%	**	**	**	39%	**	39%	**	**	39%	**	**	**	**
At least weekly	49	45	**	**	**	49	**	49	**	**	49	**	**	**	**
	42%	41%	**	**	**	42%	**	42%	**	**	42%	**	**	**	**
At least monthly	15	15	**	**	**	15	**	15	**	**	15	**	**	**	**
	12%	13%	**	**	**	12%	**	12%	**	**	12%	**	**	**	**
Less often	5	5	**	**	**	5	**	5	**	**	5	**	**	**	**
	5%	5%	**	**	**	5%	**	5%	**	**	5%	**	**	**	**
Don't know/ can't remember	2	2	**	**	**	2	**	2	**	**	2	**	**	**	**
	2%	2%	**	**	**	2%	**	2%	**	**	2%	**	**	**	**
SUMMARY															
DAILY	46	44	**	**	**	46	**	46	**	**	46	**	**	**	**
	39%	39%	**	**	**	39%	**	39%	**	**	39%	**	**	**	**
WEEKLY	95	89	**	**	**	95	**	95	**	**	95	**	**	**	**
	81%	80%	**	**	**	81%	**	81%	**	**	81%	**	**	**	**
MONTHLY	109	104	**	**	**	109	**	109	**	**	109	**	**	**	**
	93%	93%	**	**	**	93%	**	93%	**	**	93%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 sports extra?

Base : Those who have personally listened to BBC Radio 5 sports extra in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	219	174	44	23	36	43	37	80	86	52	41	40	144	32	21	22
Effective Weighted Sample	183	144	38	21	32	35	32	67	75	41	34	35	139	31	20	20
Total	225	180	45	20	44	33	42	86	95	55	36	39	189	21	9	7
At least daily	44	34	**	**	**	**	**	**	**	**	**	**	36	**	**	**
	19%	19%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
At least weekly	132	110	**	**	**	**	**	**	**	**	**	**	112	**	**	**
	58%	61%	**	**	**	**	**	**	**	**	**	**	59%	**	**	**
At least monthly	42	30	**	**	**	**	**	**	**	**	**	**	35	**	**	**
	18%	16%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
Less often	6	5	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Don't know/ can't remember	2	2	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	44	34	**	**	**	**	**	**	**	**	**	**	36	**	**	**
	19%	19%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
WEEKLY	175	144	**	**	**	**	**	**	**	**	**	**	148	**	**	**
	78%	80%	**	**	**	**	**	**	**	**	**	**	78%	**	**	**
MONTHLY	217	173	**	**	**	**	**	**	**	**	**	**	183	**	**	**
	96%	96%	**	**	**	**	**	**	**	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 sports extra?

Base : Those who have personally listened to BBC Radio 5 sports extra in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	219	186	33	80	133	75	136	26	39	38	75	162	57
Effective Weighted Sample	183	158	26	66	112	62	115	22	32	30	62	134	49
Total	225	196	30	80	140	76	143	27	37	37	76	164	61
At least daily	44	40	**	**	19	**	21	**	**	**	**	34	**
	19%	21%	**	**	14%	**	15%	**	**	**	**	21%	**
At least weekly	132	118	**	**	85	**	86	**	**	**	**	97	**
	58%	60%	**	**	60%	**	60%	**	**	**	**	59%	**
At least monthly	42	32	**	**	29	**	29	**	**	**	**	30	**
	18%	16%	**	**	20%	**	20%	**	**	**	**	18%	**
Less often	6	3	**	**	5	**	5	**	**	**	**	3	**
	3%	2%	**	**	4%	**	4%	**	**	**	**	2%	**
Don't know/ can't remember	2	2	**	**	2	**	2	**	**	**	**	-	**
	1%	1%	**	**	2%	**	2%	**	**	**	**	-%	**
SUMMARY													
DAILY	44	40	**	**	19	**	21	**	**	**	**	34	**
	19%	21%	**	**	14%	**	15%	**	**	**	**	21%	**
WEEKLY	175	158	**	**	104	**	107	**	**	**	**	131	**
	78%	81%	**	**	74%	**	75%	**	**	**	**	80%	**
MONTHLY	217	190	**	**	133	**	135	**	**	**	**	161	**
	96%	97%	**	**	95%	**	95%	**	**	**	**	98%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 sports extra?

Base : Those who have personally listened to BBC Radio 5 sports extra in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	219	203	181	38	16	219	216	219	195	87	219	-	15	38	166
Effective Weighted Sample	183	169	151	33	14	183	181	183	163	73	183	-	12	34	137
Total	225	208	184	41	18	225	223	225	203	94	225	-	14	44	168
At least daily	44	40	37	**	**	44	44	44	38	**	44	**	**	**	40
	19%	19%	20%	**	**	19%	20%	19%	19%	**	19%	**	**	**	24%
At least weekly	132	119	108	**	**	132	130	132	120	**	132	**	**	**	95
	58%	57%	58%	**	**	58%	58%	58%	59%	**	58%	**	**	**	56%
At least monthly	42	40	31	**	**	42	42	42	38	**	42	**	**	**	31
	18%	19%	17%	**	**	18%	19%	18%	19%	**	18%	**	**	**	18%
Less often	6	6	6	**	**	6	5	6	5	**	6	**	**	**	1
	3%	3%	3%	**	**	3%	2%	3%	2%	**	3%	**	**	**	1%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
SUMMARY															
DAILY	44	40	37	**	**	44	44	44	38	**	44	**	**	**	40
	19%	19%	20%	**	**	19%	20%	19%	19%	**	19%	**	**	**	24%
WEEKLY	175	160	145	**	**	175	174	175	158	**	175	**	**	**	135
	78%	77%	79%	**	**	78%	78%	78%	78%	**	78%	**	**	**	80%
MONTHLY	217	199	176	**	**	217	216	217	196	**	217	**	**	**	165
	96%	96%	95%	**	**	96%	97%	96%	96%	**	96%	**	**	**	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	133	80	53	15	21	26	15	56	53	33	27	20	91	10	22	10
Effective Weighted Sample	110	67	43	14	18	23	14	43	45	28	23	17	87	10	20	9
Total	134	80	54	14	25	23	19	53	58	37	22	17	115	7	9	3
At least daily	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	113	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	132	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	133	117	16	56	74	49	81	19	21	24	49	85	44
Effective Weighted Sample	110	98	12	48	60	43	65	17	19	21	43	73	35
Total	134	119	14	56	74	51	80	19	22	25	51	92	41
At least daily	48	42	**	**	**	**	**	**	**	**	**	**	**
	36%	35%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	65	60	**	**	**	**	**	**	**	**	**	**	**
	48%	50%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	19	16	**	**	**	**	**	**	**	**	**	**	**
	14%	13%	**	**	**	**	**	**	**	**	**	**	**
Less often	*	-	**	**	**	**	**	**	**	**	**	**	**
	*%	-%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	1	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	48	42	**	**	**	**	**	**	**	**	**	**	**
	36%	35%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	113	102	**	**	**	**	**	**	**	**	**	**	**
	84%	86%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	132	118	**	**	**	**	**	**	**	**	**	**	**
	99%	99%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	133	116	103	30	17	133	130	133	107	52	133	-	5	23	105
Effective Weighted Sample	110	97	85	25	14	110	108	110	90	43	110	-	4	20	87
Total	134	119	104	30	14	134	131	134	111	54	134	-	3	27	104
At least daily	48	45	35	**	**	48	48	48	41	**	48	**	**	**	41
	36%	38%	34%	**	**	36%	37%	36%	37%	**	36%	**	**	**	39%
At least weekly	65	55	50	**	**	65	61	65	54	**	65	**	**	**	48
	48%	46%	49%	**	**	48%	47%	48%	49%	**	48%	**	**	**	46%
At least monthly	19	17	16	**	**	19	19	19	16	**	19	**	**	**	14
	14%	14%	16%	**	**	14%	15%	14%	14%	**	14%	**	**	**	14%
Less often	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
Don't know/ can't remember	1	1	1	**	**	1	1	1	*	**	1	**	**	**	*
	1%	1%	1%	**	**	1%	1%	1%	*%	**	1%	**	**	**	*%
SUMMARY															
DAILY	48	45	35	**	**	48	48	48	41	**	48	**	**	**	41
	36%	38%	34%	**	**	36%	37%	36%	37%	**	36%	**	**	**	39%
WEEKLY	113	100	86	**	**	113	110	113	95	**	113	**	**	**	88
	84%	84%	83%	**	**	84%	84%	84%	85%	**	84%	**	**	**	85%
MONTHLY	132	118	102	**	**	132	129	132	111	**	132	**	**	**	103
	99%	99%	98%	**	**	99%	99%	99%	99%	**	99%	**	**	**	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	168	93	75	11	18	26	25	88	56	50	25	37	168	-	-	-
Effective Weighted Sample	160	88	72	11	18	25	24	83	53	48	24	35	160	-	-	-
Total	222	122	100	13	26	29	35	119	74	74	28	46	222	-	-	-
At least daily	106	**	**	**	**	**	**	**	**	**	**	**	106	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
At least weekly	78	**	**	**	**	**	**	**	**	**	**	**	78	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	35%	**	**	**
At least monthly	26	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
Less often	10	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	106	**	**	**	**	**	**	**	**	**	**	**	106	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
WEEKLY	184	**	**	**	**	**	**	**	**	**	**	**	184	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
MONTHLY	210	**	**	**	**	**	**	**	**	**	**	**	210	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	~a	~b
Unweighted total	168	146	22	52	115	50	117	16	22	34	50	87	80
Effective Weighted Sample	160	139	21	50	109	48	111	15	21	32	48	83	76
Total	222	195	27	66	155	64	157	21	27	43	64	118	103
At least daily	106	93	**	**	76	**	77	**	**	**	**	**	**
	48%	48%	**	**	49%	**	49%	**	**	**	**	**	**
At least weekly	78	69	**	**	53	**	53	**	**	**	**	**	**
	35%	35%	**	**	35%	**	34%	**	**	**	**	**	**
At least monthly	26	23	**	**	19	**	20	**	**	**	**	**	**
	12%	12%	**	**	12%	**	13%	**	**	**	**	**	**
Less often	10	7	**	**	5	**	5	**	**	**	**	**	**
	5%	4%	**	**	3%	**	3%	**	**	**	**	**	**
Don't know/ can't remember	2	2	**	**	2	**	2	**	**	**	**	**	**
	1%	1%	**	**	1%	**	1%	**	**	**	**	**	**
SUMMARY													
DAILY	106	93	**	**	76	**	77	**	**	**	**	**	**
	48%	48%	**	**	49%	**	49%	**	**	**	**	**	**
WEEKLY	184	162	**	**	130	**	131	**	**	**	**	**	**
	83%	83%	**	**	84%	**	83%	**	**	**	**	**	**
MONTHLY	210	185	**	**	148	**	151	**	**	**	**	**	**
	94%	95%	**	**	96%	**	96%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	168	141	122	46	27	168	165	168	112	55	168	-	19	29	120
Effective Weighted Sample	160	134	117	43	25	160	157	160	107	52	160	-	19	27	114
Total	222	186	159	63	37	222	218	222	149	75	222	-	24	40	158
At least daily	106	79	69	**	**	106	102	106	62	**	106	**	**	**	77
	48%	43%	43%	**	**	48%	47%	48%	42%	**	48%	**	**	**	49%
At least weekly	78	69	57	**	**	78	78	78	56	**	78	**	**	**	57
	35%	37%	36%	**	**	35%	36%	35%	37%	**	35%	**	**	**	36%
At least monthly	26	26	23	**	**	26	26	26	22	**	26	**	**	**	17
	12%	14%	15%	**	**	12%	12%	12%	15%	**	12%	**	**	**	10%
Less often	10	9	8	**	**	10	10	10	8	**	10	**	**	**	8
	5%	5%	5%	**	**	5%	5%	5%	5%	**	5%	**	**	**	5%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
SUMMARY															
DAILY	106	79	69	**	**	106	102	106	62	**	106	**	**	**	77
	48%	43%	43%	**	**	48%	47%	48%	42%	**	48%	**	**	**	49%
WEEKLY	184	148	126	**	**	184	180	184	118	**	184	**	**	**	134
	83%	80%	79%	**	**	83%	82%	83%	79%	**	83%	**	**	**	85%
MONTHLY	210	174	149	**	**	210	206	210	140	**	210	**	**	**	151
	94%	94%	94%	**	**	94%	94%	94%	94%	**	94%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	77	51	26	4	10	17	12	34	23	17	22	15	-	77	-	-
Effective Weighted Sample	74	49	25	4	10	17	12	33	22	17	21	15	-	74	-	-
Total	53	34	18	2	8	9	8	26	16	14	13	10	-	53	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	77	72	5	17	59	14	61	6	10	4	14	48	28
Effective Weighted Sample	74	69	5	17	57	14	59	6	10	4	14	46	27
Total	53	49	3	10	42	9	43	4	6	2	9	31	21
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	77	66	53	24	11	77	73	77	49	23	77	-	5	13	59
Effective Weighted Sample	74	63	51	23	11	74	70	74	47	22	74	-	5	12	57
Total	53	45	35	18	8	53	50	53	33	16	53	-	4	9	41
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	5	3	2	1	-	2	2	-	2	2	-	1	-	5	-	-
Effective Weighted Sample	5	3	2	1	-	2	2	-	2	2	-	1	-	5	-	-
Total	3	2	1	1	-	1	2	-	1	2	-	*	-	3	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	5	5	-	3	2	2	3	1	2	-	2	4	1
Effective Weighted Sample	5	5	-	3	2	2	3	1	2	-	2	4	1
Total	3	3	-	2	2	1	2	1	1	-	1	3	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	5	5	5	-	-	5	5	5	5	3	5	-	-	-	5
Effective Weighted Sample	5	5	5	-	-	5	5	5	5	3	5	-	-	-	5
Total	3	3	3	-	-	3	3	3	3	2	3	-	-	-	3
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	56	33	23	6	10	6	5	29	13	12	19	12	-	-	56	-
Effective Weighted Sample	53	31	22	6	9	6	5	27	13	12	19	12	-	-	53	-
Total	24	13	10	2	4	3	2	12	6	6	6	5	-	-	24	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	56	47	9	8	47	7	48	6	4	2	7	31	22
Effective Weighted Sample	53	44	9	8	44	7	45	6	4	2	7	29	21
Total	24	19	4	3	20	3	20	2	2	1	3	14	9
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	56	47	44	12	9	56	52	56	44	18	56	-	1	8	47
Effective Weighted Sample	53	44	41	12	9	53	49	53	41	17	53	-	1	8	44
Total	24	20	19	5	3	24	22	24	19	7	24	-	*	3	20
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	8	2	6	2	2	1	-	3	3	1	2	2	-	-	8	-
Effective Weighted Sample	7	2	5	2	2	1	-	3	3	1	2	2	-	-	7	-
Total	4	1	3	1	1	1	-	2	2	1	1	1	-	-	4	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	8	7	1	2	6	2	6	2	1	-	2	6	2
Effective Weighted Sample	7	6	1	2	5	2	5	2	1	-	2	6	2
Total	4	3	1	1	3	1	3	1	*	-	1	3	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	8	8	7	1	-	8	8	8	6	7	8	-	-	1	7
Effective Weighted Sample	7	7	6	1	-	7	7	7	6	6	7	-	-	1	6
Total	4	4	3	1	-	4	4	4	3	4	4	-	-	1	4
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	d
Unweighted total	129	75	54	-	9	17	16	87	34	39	19	37	-	-	-	129
Effective Weighted Sample	117	67	50	-	9	16	16	77	30	36	18	33	-	-	-	117
Total	39	23	16	-	3	4	5	28	10	13	5	12	-	-	-	39
At least daily	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68%
At least weekly	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%
At least monthly	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7%
Less often	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%
Don't know/ can't remember	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	*
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%
SUMMARY																
DAILY	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68%
WEEKLY	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36
	90%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90%
MONTHLY	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38
	97%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	97%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	b	~a	b	~a	~b	~c	~d	~a	~b
Unweighted total	129	90	39	25	103	24	104	9	12	12	24	69	57
Effective Weighted Sample	117	84	36	24	92	23	93	9	12	11	23	64	50
Total	39	24	15	7	32	7	32	2	3	3	7	20	19
At least daily	27	**	**	**	23	**	24	**	**	**	**	**	**
	68%	**	**	**	73%	**	74%	**	**	**	**	**	**
At least weekly	9	**	**	**	5	**	5	**	**	**	**	**	**
	22%	**	**	**	17%	**	17%	**	**	**	**	**	**
At least monthly	3	**	**	**	2	**	2	**	**	**	**	**	**
	7%	**	**	**	6%	**	6%	**	**	**	**	**	**
Less often	1	**	**	**	1	**	1	**	**	**	**	**	**
	2%	**	**	**	3%	**	3%	**	**	**	**	**	**
Don't know/ can't remember	*	**	**	**	*	**	*	**	**	**	**	**	**
	1%	**	**	**	1%	**	1%	**	**	**	**	**	**
SUMMARY													
DAILY	27	**	**	**	23	**	24	**	**	**	**	**	**
	68%	**	**	**	73%	**	74%	**	**	**	**	**	**
WEEKLY	36	**	**	**	29	**	29	**	**	**	**	**	**
	90%	**	**	**	90%	**	90%	**	**	**	**	**	**
MONTHLY	38	**	**	**	31	**	31	**	**	**	**	**	**
	97%	**	**	**	96%	**	96%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	e	a	b	~c	~d	e	~f	~a	~b	c
Unweighted total	129	91	80	49	38	129	123	129	72	25	129	-	17	12	100
Effective Weighted Sample	117	82	74	44	35	117	111	117	65	23	117	-	16	11	90
Total	39	27	23	17	12	39	38	39	22	7	39	-	4	4	32
At least daily	27	**	**	**	**	27	26	27	**	**	27	**	**	**	22
	68%	**	**	**	**	68%	68%	68%	**	**	68%	**	**	**	69%
At least weekly	9	**	**	**	**	9	9	9	**	**	9	**	**	**	7
	22%	**	**	**	**	22%	23%	22%	**	**	22%	**	**	**	22%
At least monthly	3	**	**	**	**	3	2	3	**	**	3	**	**	**	2
	7%	**	**	**	**	7%	6%	7%	**	**	7%	**	**	**	6%
Less often	1	**	**	**	**	1	1	1	**	**	1	**	**	**	1
	2%	**	**	**	**	2%	2%	2%	**	**	2%	**	**	**	3%
Don't know/ can't remember	*	**	**	**	**	*	*	*	**	**	*	**	**	**	*
	1%	**	**	**	**	1%	1%	1%	**	**	1%	**	**	**	1%
SUMMARY															
DAILY	27	**	**	**	**	27	26	27	**	**	27	**	**	**	22
	68%	**	**	**	**	68%	68%	68%	**	**	68%	**	**	**	69%
WEEKLY	36	**	**	**	**	36	34	36	**	**	36	**	**	**	29
	90%	**	**	**	**	90%	91%	90%	**	**	90%	**	**	**	91%
MONTHLY	38	**	**	**	**	38	37	38	**	**	38	**	**	**	30
	97%	**	**	**	**	97%	97%	97%	**	**	97%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	18	11	7	-	4	5	2	7	5	8	1	4	-	-	-	18
Effective Weighted Sample	16	10	7	-	4	5	2	6	5	8	1	4	-	-	-	16
Total	5	3	2	-	1	1	1	2	1	3	*	1	-	-	-	5
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	18	15	3	4	14	3	15	1	3	1	3	14	4
Effective Weighted Sample	16	14	3	4	13	3	14	1	3	1	3	13	4
Total	5	4	1	1	4	1	4	*	1	*	1	4	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	18	17	15	3	1	18	18	18	14	10	18	-	3	3	12
Effective Weighted Sample	16	15	14	3	1	16	16	16	13	9	16	-	3	3	11
Total	5	5	4	1	*	5	5	5	4	3	5	-	1	1	4
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	471	372	99	58	89	110	79	135	182	111	94	84	331	49	45	46
Effective Weighted Sample	397	310	87	53	75	95	70	110	159	93	78	70	318	47	42	42
Total	486	379	107	54	101	97	94	139	197	126	83	79	423	32	18	13
At least daily	156	140	**	**	**	46	**	33	68	30	**	**	137	**	**	**
	32%	37%	**	**	**	47% e	**	23%	35%	24%	**	**	32%	**	**	**
At least weekly	238	177	**	**	**	44	**	76	86	65	**	**	202	**	**	**
	49%	47%	**	**	**	46%	**	55%	44%	52%	**	**	48%	**	**	**
At least monthly	72	49	**	**	**	5	**	26	32	25	**	**	65	**	**	**
	15%	13%	**	**	**	5%	**	19% c	16%	20%	**	**	15%	**	**	**
Less often	16	9	**	**	**	1	**	3	10	5	**	**	14	**	**	**
	3%	2%	**	**	**	1%	**	2%	5%	4%	**	**	3%	**	**	**
Don't know/ can't remember	5	5	**	**	**	1	**	2	2	2	**	**	5	**	**	**
	1%	1%	**	**	**	1%	**	1%	1%	1%	**	**	1%	**	**	**
SUMMARY																
DAILY	156	140	**	**	**	46	**	33	68	30	**	**	137	**	**	**
	32%	37%	**	**	**	47% e	**	23%	35%	24%	**	**	32%	**	**	**
WEEKLY	394	317	**	**	**	90	**	109	154	95	**	**	339	**	**	**
	81%	83%	**	**	**	93% e	**	78%	78%	76%	**	**	80%	**	**	**
MONTHLY	465	365	**	**	**	95	**	135	186	120	**	**	404	**	**	**
	96%	96%	**	**	**	98%	**	97%	94%	95%	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	471	420	51	198	266	178	285	67	97	80	178	342	121
Effective Weighted Sample	397	355	42	169	221	152	238	57	83	68	152	289	101
Total	486	440	46	202	276	183	294	66	97	83	183	359	120
At least daily	156	143	**	79	75	73	80	**	**	**	73	121	31
	32%	32%	**	39%	27%	40%	27%	**	**	**	40%	34%	26%
At least weekly	238	215	**	87	147	79	156	**	**	**	79	174	61
	49%	49%	**	43%	53%	43%	53%	**	**	**	43%	48%	51%
At least monthly	72	63	**	29	40	27	42	**	**	**	27	49	22
	15%	14%	**	14%	15%	15%	14%	**	**	**	15%	14%	18%
Less often	16	14	**	6	10	4	11	**	**	**	4	14	2
	3%	3%	**	3%	3%	2%	4%	**	**	**	2%	4%	1%
Don't know/ can't remember	5	5	**	1	4	1	4	**	**	**	1	1	4
	1%	1%	**	*%	1%	1%	1%	**	**	**	1%	*%	3%
													a
SUMMARY													
DAILY	156	143	**	79	75	73	80	**	**	**	73	121	31
	32%	32%	**	39%	27%	40%	27%	**	**	**	40%	34%	26%
WEEKLY	394	358	**	166	222	152	236	**	**	**	152	295	93
	81%	81%	**	82%	81%	83%	81%	**	**	**	83%	82%	77%
MONTHLY	465	421	**	195	262	179	279	**	**	**	179	344	115
	96%	96%	**	96%	95%	97%	95%	**	**	**	97%	96%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	471	439	402	69	32	471	445	395	372	155	456	15	48	75	348
Effective Weighted Sample	397	371	339	58	25	397	373	332	311	131	383	14	38	64	295
Total	486	457	416	70	29	486	458	405	384	164	469	17	51	82	353
At least daily	156	143	136	**	**	156	143	135	126	62	149	**	**	**	117
	32%	31%	33%	**	**	32%	31%	33%	33%	38%	32%	**	**	**	33%
At least weekly	238	223	200	**	**	238	226	194	182	77	228	**	**	**	165
	49%	49%	48%	**	**	49%	49%	48%	47%	47%	49%	**	**	**	47%
At least monthly	72	70	63	**	**	72	70	60	59	16	72	**	**	**	57
	15%	15%	15%	**	**	15%	15%	15%	15%	9%	15%	**	**	**	16%
Less often	16	16	13	**	**	16	15	12	14	6	15	**	**	**	12
	3%	3%	3%	**	**	3%	3%	3%	4%	4%	3%	**	**	**	3%
Don't know/ can't remember	5	5	4	**	**	5	5	4	3	3	5	**	**	**	3
	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	**	**	1%
SUMMARY															
DAILY	156	143	136	**	**	156	143	135	126	62	149	**	**	**	117
	32%	31%	33%	**	**	32%	31%	33%	33%	38%	32%	**	**	**	33%
WEEKLY	394	367	336	**	**	394	369	329	308	139	377	**	**	**	281
	81%	80%	81%	**	**	81%	81%	81%	80%	85%	80%	**	**	**	80%
MONTHLY	465	436	399	**	**	465	438	389	367	155	449	**	**	**	338
	96%	95%	96%	**	**	96%	96%	96%	96%	94%	96%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	166	119	47	25	42	38	24	37	72	35	34	25	124	21	9	12
Effective Weighted Sample	146	104	42	23	37	35	21	32	65	29	30	22	119	20	9	12
Total	169	124	46	23	46	36	22	42	76	37	33	24	148	15	4	3
At least daily	55	41	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	32%	33%	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
At least weekly	74	55	**	**	**	**	**	**	**	**	**	**	65	**	**	**
	44%	44%	**	**	**	**	**	**	**	**	**	**	44%	**	**	**
At least monthly	27	19	**	**	**	**	**	**	**	**	**	**	24	**	**	**
	16%	15%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
Less often	8	6	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don't know/ can't remember	5	3	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	2%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
SUMMARY																
DAILY	55	41	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	32%	33%	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
WEEKLY	128	96	**	**	**	**	**	**	**	**	**	**	111	**	**	**
	76%	78%	**	**	**	**	**	**	**	**	**	**	75%	**	**	**
MONTHLY	156	115	**	**	**	**	**	**	**	**	**	**	135	**	**	**
	92%	93%	**	**	**	**	**	**	**	**	**	**	92%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	166	152	14	88	72	78	78	30	43	44	78	129	35
Effective Weighted Sample	146	134	12	77	63	69	68	28	38	38	69	112	32
Total	169	156	13	87	76	77	82	33	41	42	77	132	35
At least daily	55	50	**	**	**	**	**	**	**	**	**	41	**
	32%	32%	**	**	**	**	**	**	**	**	**	31%	**
At least weekly	74	66	**	**	**	**	**	**	**	**	**	59	**
	44%	42%	**	**	**	**	**	**	**	**	**	44%	**
At least monthly	27	27	**	**	**	**	**	**	**	**	**	23	**
	16%	17%	**	**	**	**	**	**	**	**	**	17%	**
Less often	8	8	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	5%	**
Don't know/ can't remember	5	5	**	**	**	**	**	**	**	**	**	4	**
	3%	3%	**	**	**	**	**	**	**	**	**	3%	**
SUMMARY													
DAILY	55	50	**	**	**	**	**	**	**	**	**	41	**
	32%	32%	**	**	**	**	**	**	**	**	**	31%	**
WEEKLY	128	116	**	**	**	**	**	**	**	**	**	99	**
	76%	74%	**	**	**	**	**	**	**	**	**	75%	**
MONTHLY	156	142	**	**	**	**	**	**	**	**	**	122	**
	92%	91%	**	**	**	**	**	**	**	**	**	92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	166	160	150	16	6	166	153	149	137	64	160	6	23	37	106
Effective Weighted Sample	146	140	131	14	5	146	134	132	121	56	141	5	20	34	93
Total	169	163	152	17	6	169	156	152	138	65	162	7	26	38	105
At least daily	55	52	49	**	**	55	49	46	44	**	50	**	**	**	35
	32%	32%	32%	**	**	32%	31%	30%	32%	**	31%	**	**	**	34%
At least weekly	74	70	63	**	**	74	70	67	57	**	72	**	**	**	49
	44%	43%	42%	**	**	44%	45%	44%	41%	**	44%	**	**	**	47%
At least monthly	27	27	27	**	**	27	24	26	25	**	27	**	**	**	17
	16%	17%	18%	**	**	16%	15%	17%	18%	**	17%	**	**	**	16%
Less often	8	8	7	**	**	8	8	8	7	**	8	**	**	**	2
	5%	5%	5%	**	**	5%	5%	6%	5%	**	5%	**	**	**	2%
Don't know/ can't remember	5	5	5	**	**	5	5	5	5	**	5	**	**	**	2
	3%	3%	3%	**	**	3%	3%	3%	4%	**	3%	**	**	**	1%
SUMMARY															
DAILY	55	52	49	**	**	55	49	46	44	**	50	**	**	**	35
	32%	32%	32%	**	**	32%	31%	30%	32%	**	31%	**	**	**	34%
WEEKLY	128	122	113	**	**	128	118	113	101	**	122	**	**	**	84
	76%	75%	74%	**	**	76%	76%	74%	73%	**	75%	**	**	**	80%
MONTHLY	156	149	140	**	**	156	142	139	126	**	149	**	**	**	101
	92%	92%	92%	**	**	92%	91%	91%	91%	**	92%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted total	543	293	248	91	95	83	64	210	211	137	100	95	397	59	49	38
Effective Weighted Sample	465	250	213	79	83	72	56	180	184	118	84	84	379	57	46	36
Total	574	307	265	82	112	74	74	231	229	164	88	92	503	42	19	10
At least daily	217	124	93	**	**	**	**	91	99	54	32	**	194	**	**	**
	38%	40%	35%	**	**	**	**	39%	43%	33%	36%	**	39%	**	**	**
At least weekly	247	133	114	**	**	**	**	98	85	82	37	**	214	**	**	**
	43%	43%	43%	**	**	**	**	42%	37%	50%	41%	**	43%	**	**	**
At least monthly	72	35	36	**	**	**	**	31	28	18	15	**	60	**	**	**
	13%	11%	14%	**	**	**	**	14%	12%	11%	17%	**	12%	**	**	**
Less often	35	12	22	**	**	**	**	11	14	11	5	**	32	**	**	**
	6%	4%	8%	**	**	**	**	5%	6%	7%	6%	**	6%	**	**	**
Don't know/ can't remember	3	2	1	**	**	**	**	-	3	-	-	**	2	**	**	**
	*%	1%	*%	**	**	**	**	-%	1%	-%	-%	**	*%	**	**	**
SUMMARY																
DAILY	217	124	93	**	**	**	**	91	99	54	32	**	194	**	**	**
	38%	40%	35%	**	**	**	**	39%	43%	33%	36%	**	39%	**	**	**
WEEKLY	464	257	206	**	**	**	**	189	184	136	68	**	409	**	**	**
	81%	84%	78%	**	**	**	**	82%	80%	83%	77%	**	81%	**	**	**
MONTHLY	536	293	242	**	**	**	**	220	212	153	84	**	469	**	**	**
	93%	95%	91%	**	**	**	**	95%	93%	93%	94%	**	93%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	543	476	67	189	342	174	357	72	93	84	174	354	186
Effective Weighted Sample	465	409	57	161	295	148	307	63	79	69	148	300	163
Total	574	512	62	197	365	183	378	78	96	85	183	375	196
At least daily	217	197	**	85	130	81	134	**	**	**	81	136	80
	38%	38%	**	43%	36%	44%	35%	**	**	**	44%	36%	41%
At least weekly	247	218	**	71	170	66	175	**	**	**	66	162	84
	43%	43%	**	36%	47%	36%	46%	**	**	**	36%	43%	43%
At least monthly	72	67	**	25	43	22	46	**	**	**	22	51	20
	13%	13%	**	13%	12%	12%	12%	**	**	**	12%	14%	10%
Less often	35	28	**	13	22	11	23	**	**	**	11	24	12
	6%	5%	**	6%	6%	6%	6%	**	**	**	6%	6%	6%
Don't know/ can't remember	3	2	**	3	-	2	1	**	**	**	2	2	1
	*%	*%	**	1%	-%	1%	*%	**	**	**	1%	*%	*%
SUMMARY													
DAILY	217	197	**	85	130	81	134	**	**	**	81	136	80
	38%	38%	**	43%	36%	44%	35%	**	**	**	44%	36%	41%
WEEKLY	464	415	**	156	300	148	308	**	**	**	148	299	164
	81%	81%	**	79%	82%	81%	82%	**	**	**	81%	80%	84%
MONTHLY	536	482	**	181	343	170	354	**	**	**	170	350	183
	93%	94%	**	92%	94%	93%	94%	**	**	**	93%	93%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	543	485	445	98	58	543	507	444	384	137	526	17	57	111	375
Effective Weighted Sample	465	413	378	87	52	465	435	377	328	115	451	14	49	95	321
Total	574	509	465	109	64	574	536	467	406	141	555	19	60	120	393
At least daily	217	192	177	**	**	217	206	165	149	62	211	**	**	42	154
	38%	38%	38%	**	**	38%	38%	35%	37%	44%	38%	**	**	35%	39%
At least weekly	247	218	197	**	**	247	227	204	171	57	237	**	**	57	164
	43%	43%	42%	**	**	43%	42%	44%	42%	41%	43%	**	**	47%	42%
At least monthly	72	64	58	**	**	72	69	67	56	16	71	**	**	9	54
	13%	13%	13%	**	**	13%	13%	14%	14%	11%	13%	**	**	8%	14%
Less often	35	33	31	**	**	35	32	28	29	4	33	**	**	12	20
	6%	6%	7%	**	**	6%	6%	6%	7%	3%	6%	**	**	10%	5%
Don't know/ can't remember	3	2	2	**	**	3	3	3	2	2	3	**	**	*	1
	*%	*%	*%	**	**	*%	*%	1%	1%	2%	*%	**	**	*%	*%
SUMMARY															
DAILY	217	192	177	**	**	217	206	165	149	62	211	**	**	42	154
	38%	38%	38%	**	**	38%	38%	35%	37%	44%	38%	**	**	35%	39%
WEEKLY	464	410	373	**	**	464	433	370	320	119	448	**	**	99	319
	81%	81%	80%	**	**	81%	81%	79%	79%	84%	81%	**	**	82%	81%
MONTHLY	536	474	432	**	**	536	501	437	375	135	519	**	**	108	373
	93%	93%	93%	**	**	93%	94%	93%	92%	96%	94%	**	**	89%	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	339	191	148	41	61	82	68	87	108	94	77	60	206	64	33	36
Effective Weighted Sample	277	157	120	35	49	68	58	70	89	77	60	54	197	62	31	35
Total	330	187	143	34	64	74	70	87	105	104	62	58	264	44	13	10
At least daily	127	77	50	**	**	**	**	**	36	**	**	**	98	**	**	**
	39%	41%	35%	**	**	**	**	**	34%	**	**	**	37%	**	**	**
At least weekly	137	79	59	**	**	**	**	**	46	**	**	**	113	**	**	**
	42%	42%	41%	**	**	**	**	**	44%	**	**	**	43%	**	**	**
At least monthly	49	23	26	**	**	**	**	**	18	**	**	**	39	**	**	**
	15%	12%	18%	**	**	**	**	**	17%	**	**	**	15%	**	**	**
Less often	12	6	6	**	**	**	**	**	3	**	**	**	10	**	**	**
	4%	3%	4%	**	**	**	**	**	3%	**	**	**	4%	**	**	**
Don't know/ can't remember	4	1	3	**	**	**	**	**	2	**	**	**	4	**	**	**
	1%	1%	2%	**	**	**	**	**	1%	**	**	**	2%	**	**	**
SUMMARY																
DAILY	127	77	50	**	**	**	**	**	36	**	**	**	98	**	**	**
	39%	41%	35%	**	**	**	**	**	34%	**	**	**	37%	**	**	**
WEEKLY	265	156	108	**	**	**	**	**	82	**	**	**	211	**	**	**
	80%	84%	76%	**	**	**	**	**	78%	**	**	**	80%	**	**	**
MONTHLY	314	179	135	**	**	**	**	**	100	**	**	**	250	**	**	**
	95%	96%	94%	**	**	**	**	**	95%	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	339	308	31	147	186	133	198	44	64	64	133	271	66
Effective Weighted Sample	277	251	26	121	151	109	161	37	53	53	109	222	54
Total	330	303	27	141	183	129	194	41	64	63	129	270	59
At least daily	127	113	**	48	77	45	79	**	**	**	45	98	**
	39%	37%	**	34%	42%	35%	41%	**	**	**	35%	36%	**
At least weekly	137	129	**	63	73	58	78	**	**	**	58	122	**
	42%	42%	**	45%	40%	45%	40%	**	**	**	45%	45%	**
At least monthly	49	45	**	21	26	18	28	**	**	**	18	39	**
	15%	15%	**	15%	14%	14%	15%	**	**	**	14%	15%	**
Less often	12	12	**	5	7	3	8	**	**	**	3	9	**
	4%	4%	**	4%	4%	3%	4%	**	**	**	3%	3%	**
Don't know/ can't remember	4	4	**	4	-	4	-	**	**	**	4	2	**
	1%	1%	**	3%	-%	3%	-%	**	**	**	3%	1%	**
SUMMARY													
DAILY	127	113	**	48	77	45	79	**	**	**	45	98	**
	39%	37%	**	34%	42%	35%	41%	**	**	**	35%	36%	**
WEEKLY	265	242	**	111	150	103	157	**	**	**	103	220	**
	80%	80%	**	79%	82%	80%	81%	**	**	**	80%	82%	**
MONTHLY	314	287	**	132	176	121	185	**	**	**	121	259	**
	95%	95%	**	93%	96%	94%	96%	**	**	**	94%	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	339	328	314	25	11	339	300	248	246	92	322	17	54	60	225
Effective Weighted Sample	277	267	255	22	10	277	245	201	199	76	264	13	44	47	186
Total	330	316	303	27	14	330	294	242	239	95	315	14	51	57	222
At least daily	127	121	112	**	**	127	113	79	83	**	121	**	**	**	82
	39%	38%	37%	**	**	39%	39%	32%	35%	**	38%	**	**	**	37%
At least weekly	137	133	129	**	**	137	125	111	105	**	134	**	**	**	99
	42%	42%	43%	**	**	42%	43%	46%	44%	**	42%	**	**	**	45%
At least monthly	49	46	46	**	**	49	42	40	39	**	46	**	**	**	32
	15%	15%	15%	**	**	15%	14%	17%	16%	**	15%	**	**	**	14%
Less often	12	12	11	**	**	12	9	9	8	**	11	**	**	**	6
	4%	4%	4%	**	**	4%	3%	4%	3%	**	3%	**	**	**	3%
Don't know/ can't remember	4	4	4	**	**	4	4	4	4	**	4	**	**	**	3
	1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	1%
SUMMARY															
DAILY	127	121	112	**	**	127	113	79	83	**	121	**	**	**	82
	39%	38%	37%	**	**	39%	39%	32%	35%	**	38%	**	**	**	37%
WEEKLY	265	254	241	**	**	265	238	190	188	**	254	**	**	**	181
	80%	80%	80%	**	**	80%	81%	78%	79%	**	81%	**	**	**	82%
MONTHLY	314	300	288	**	**	314	280	230	227	**	301	**	**	**	213
	95%	95%	95%	**	**	95%	95%	95%	95%	**	95%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted total	601	267	333	117	151	149	90	94	171	173	155	102	426	82	71	22
Effective Weighted Sample	518	231	285	106	128	130	80	81	151	148	129	92	408	79	67	20
Total	621	276	344	106	173	142	103	96	184	192	139	105	532	55	27	7
At least daily	282	136	145	40	76	72	**	**	77	95	63	48	246	**	**	**
	45%	49%	42%	38%	44%	51%	**	**	42%	49%	45%	46%	46%	**	**	**
At least weekly	249	105	144	43	72	58	**	**	82	77	54	36	211	**	**	**
	40%	38%	42%	40%	42%	41%	**	**	45%	40%	39%	35%	40%	**	**	**
At least monthly	65	29	36	18	17	6	**	**	20	13	17	15	55	**	**	**
	10%	10%	10%	17% c	10%	5%	**	**	11%	7%	12%	14%	10%	**	**	**
Less often	23	5	18	6	8	5	**	**	5	6	5	5	18	**	**	**
	4%	2%	5%	5%	5%	3%	**	**	3%	3%	4%	5%	3%	**	**	**
Don't know/ can't remember	2	1	1	-	-	1	**	**	-	1	-	1	2	**	**	**
	*%	*%	*%	-%	-%	1%	**	**	-%	1%	-%	1%	*%	**	**	**
SUMMARY																
DAILY	282	136	145	40	76	72	**	**	77	95	63	48	246	**	**	**
	45%	49%	42%	38%	44%	51%	**	**	42%	49%	45%	46%	46%	**	**	**
WEEKLY	532	241	290	83	148	130	**	**	159	172	116	84	457	**	**	**
	86%	87%	84%	78%	86%	92% a	**	**	86%	89%	84%	80%	86%	**	**	**
MONTHLY	597	270	326	100	165	137	**	**	179	185	134	99	512	**	**	**
	96%	98%	95%	95%	95%	96%	**	**	97%	96%	96%	94%	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total	601	549	52	283	310	258	333	102	129	121	258	445	148
Effective Weighted Sample	518	476	44	245	266	224	286	88	111	106	224	382	130
Total	621	580	41	298	315	276	335	111	140	124	276	472	143
At least daily	282	270	**	137	142	131	147	53	70	53	131	225	55
	45%	47%	**	46%	45%	47%	44%	48%	50%	43%	47%	48%	39%
At least weekly	249	229	**	120	129	110	137	39	58	56	110	189	58
	40%	39%	**	40%	41%	40%	41%	35%	41%	45%	40%	40%	41%
At least monthly	65	59	**	28	35	25	38	12	9	12	25	42	22
	10%	10%	**	9%	11%	9%	11%	11%	7%	9%	9%	9%	15%
Less often	23	20	**	13	9	9	13	7	3	2	9	15	7
	4%	3%	**	4%	3%	3%	4%	6%	2%	2%	3%	3%	5%
Don't know/ can't remember	2	2	**	1	-	1	-	-	-	1	1	1	1
	*%	*%	**	*%	-%	*%	-%	-%	-%	1%	*%	*%	1%
SUMMARY													
DAILY	282	270	**	137	142	131	147	53	70	53	131	225	55
	45%	47%	**	46%	45%	47%	44%	48%	50%	43%	47%	48%	39%
WEEKLY	532	499	**	257	270	242	284	92	128	109	242	414	113
	86%	86%	**	86%	86%	87%	85%	83%	91%	88%	87%	88%	79%
MONTHLY	597	558	**	285	305	266	322	104	137	121	266	456	135
	96%	96%	**	96%	97%	96%	96%	94%	98%	98%	96%	97%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	b	c
Unweighted total	601	570	551	50	31	601	526	415	410	97	558	43	70	148	383
Effective Weighted Sample	518	489	473	45	28	518	452	358	356	83	479	39	60	127	331
Total	621	589	569	52	32	621	539	429	429	104	573	48	71	160	391
At least daily	282	261	250	**	**	282	247	195	195	**	263	**	**	89	171
	45%	44%	44%	**	**	45%	46%	46%	45%	**	46%	**	**	56%	44%
At least weekly	249	242	235	**	**	249	211	173	173	**	227	**	**	51	167
	40%	41%	41%	**	**	40%	39%	40%	40%	**	40%	**	**	32%	43%
At least monthly	65	62	62	**	**	65	58	42	46	**	60	**	**	14	41
	10%	11%	11%	**	**	10%	11%	10%	11%	**	11%	**	**	9%	10%
Less often	23	21	20	**	**	23	22	16	14	**	22	**	**	4	13
	4%	4%	4%	**	**	4%	4%	4%	3%	**	4%	**	**	3%	3%
Don't know/ can't remember	2	2	2	**	**	2	2	2	1	**	2	**	**	1	-
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	*%	-%
SUMMARY															
DAILY	282	261	250	**	**	282	247	195	195	**	263	**	**	89	171
	45%	44%	44%	**	**	45%	46%	46%	45%	**	46%	**	**	56%	44%
WEEKLY	532	503	485	**	**	532	458	369	368	**	489	**	**	140	337
	86%	85%	85%	**	**	86%	85%	86%	86%	**	85%	**	**	88%	86%
MONTHLY	597	565	547	**	**	597	516	411	414	**	550	**	**	154	378
	96%	96%	96%	**	**	96%	96%	96%	96%	**	96%	**	**	97%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	717	303	413	87	120	151	143	216	204	203	165	145	516	74	93	34
Effective Weighted Sample	607	257	348	76	101	127	127	183	177	172	135	127	490	72	87	32
Total	760	324	436	79	144	137	160	241	221	242	148	150	664	50	37	10
At least daily	315	155	161	**	62	65	68	96	70	105	71	69	277	**	**	**
	41%	48% b	37%	**	43%	48%	42%	40%	32%	43%	48% a	46%	42%	**	**	**
At least weekly	325	121	203	**	57	52	77	110	95	104	63	62	283	**	**	**
	43%	37%	47%	**	40%	38%	48%	46%	43%	43%	43%	41%	43%	**	**	**
At least monthly	97	35	62	**	19	16	15	26	45	27	9	15	82	**	**	**
	13%	11%	14%	**	13%	12%	10%	11%	21% c	11%	6%	10%	12%	**	**	**
Less often	21	13	8	**	6	2	-	9	8	5	4	4	20	**	**	**
	3%	4%	2%	**	4%	2%	-%	4%	4%	2%	3%	3%	3%	**	**	**
Don't know/ can't remember	2	-	2	**	-	1	-	-	2	-	-	-	2	**	**	**
	*%	-%	*%	**	-%	1%	-%	-%	1%	-%	-%	-%	*%	**	**	**
SUMMARY																
DAILY	315	155	161	**	62	65	68	96	70	105	71	69	277	**	**	**
	41%	48% b	37%	**	43%	48%	42%	40%	32%	43%	48% a	46%	42%	**	**	**
WEEKLY	640	276	363	**	119	117	144	207	166	209	134	131	560	**	**	**
	84%	85%	83%	**	83%	86%	90%	86%	75%	87% a	91% a	87% a	84%	**	**	**
MONTHLY	738	310	426	**	138	133	160	232	211	237	144	146	642	**	**	**
	97%	96%	98%	**	96%	97%	100%	96%	95%	98%	97%	97%	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	717	611	106	270	437	240	466	68	130	126	240	495	205
Effective Weighted Sample	607	522	88	231	369	206	392	59	110	109	206	420	175
Total	760	671	90	281	470	254	496	76	133	134	254	536	213
At least daily	315	275	40	117	196	112	201	**	61	60	112	224	87
	41%	41%	45%	42%	42%	44%	41%	**	46%	45%	44%	42%	41%
At least weekly	325	288	37	114	206	101	219	**	47	59	101	228	91
	43%	43%	41%	41%	44%	40%	44%	**	35%	44%	40%	43%	43%
At least monthly	97	86	11	40	55	34	60	**	20	12	34	72	23
	13%	13%	12%	14%	12%	14%	12%	**	15%	9%	14%	14%	11%
Less often	21	20	1	9	12	7	14	**	6	3	7	11	10
	3%	3%	1%	3%	2%	3%	3%	**	4%	2%	3%	2%	5%
Don't know/ can't remember	2	1	1	1	1	-	2	**	-	-	-	-	2
	*%	*%	1%	*%	*%	-%	*%	**	-%	-%	-%	-%	1%
SUMMARY													
DAILY	315	275	40	117	196	112	201	**	61	60	112	224	87
	41%	41%	45%	42%	42%	44%	41%	**	46%	45%	44%	42%	41%
WEEKLY	640	563	77	231	402	213	420	**	107	119	213	453	178
	84%	84%	86%	82%	85%	84%	85%	**	81%	89%	84%	84%	83%
MONTHLY	738	649	88	270	457	247	480	**	127	131	247	525	201
	97%	97%	98%	96%	97%	97%	97%	**	96%	98%	97%	98%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	717	680	632	85	37	717	631	450	435	116	661	56	100	151	466
Effective Weighted Sample	607	574	531	76	33	607	536	383	371	99	562	46	81	127	398
Total	760	719	659	101	41	760	666	476	461	128	698	62	107	160	494
At least daily	315	293	263	**	**	315	275	177	181	51	283	**	45	67	203
	41%	41%	40%	**	**	41%	41%	37%	39%	40%	41%	**	42%	42%	41%
At least weekly	325	308	286	**	**	325	284	206	195	54	301	**	46	65	214
	43%	43%	43%	**	**	43%	43%	43%	42%	42%	43%	**	43%	41%	43%
At least monthly	97	96	92	**	**	97	87	76	68	16	92	**	12	20	65
	13%	13%	14%	**	**	13%	13%	16%	15%	13%	13%	**	12%	12%	13%
Less often	21	21	18	**	**	21	19	16	17	7	20	**	3	7	11
	3%	3%	3%	**	**	3%	3%	3%	4%	5%	3%	**	3%	5%	2%
Don't know/ can't remember	2	2	1	**	**	2	2	1	1	-	2	**	-	1	1
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	-%	*%	*%
SUMMARY															
DAILY	315	293	263	**	**	315	275	177	181	51	283	**	45	67	203
	41%	41%	40%	**	**	41%	41%	37%	39%	40%	41%	**	42%	42%	41%
WEEKLY	640	601	548	**	**	640	558	383	375	105	584	**	91	132	417
	84%	84%	83%	**	**	84%	84%	80%	81%	82%	84%	**	85%	83%	84%
MONTHLY	738	696	641	**	**	738	646	459	443	121	676	**	103	152	482
	97%	97%	97%	**	**	97%	97%	96%	96%	95%	97%	**	97%	95%	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted total	429	179	249	35	65	76	71	182	109	119	97	104	304	63	41	21
Effective Weighted Sample	369	155	214	31	53	67	60	160	93	107	80	94	292	61	39	20
Total	460	199	260	32	70	74	76	207	112	154	84	109	394	44	16	5
At least daily	177	87	90	**	**	**	**	86	41	57	**	47	154	**	**	**
	39%	44%	35%	**	**	**	**	42%	36%	37%	**	43%	39%	**	**	**
At least weekly	219	96	122	**	**	**	**	100	53	80	**	49	186	**	**	**
	48%	48%	47%	**	**	**	**	48%	47%	52%	**	45%	47%	**	**	**
At least monthly	50	12	38	**	**	**	**	19	16	13	**	11	44	**	**	**
	11%	6%	15%	**	**	**	**	9%	14%	9%	**	10%	11%	**	**	**
Less often	9	4	6	**	**	**	**	3	2	4	**	2	6	**	**	**
	2%	2%	2%	**	**	**	**	1%	1%	3%	**	2%	2%	**	**	**
Don't know/ can't remember	4	-	4	**	**	**	**	-	1	-	**	2	4	**	**	**
	1%	-%	2%	**	**	**	**	-%	1%	-%	**	2%	1%	**	**	**
SUMMARY																
DAILY	177	87	90	**	**	**	**	86	41	57	**	47	154	**	**	**
	39%	44%	35%	**	**	**	**	42%	36%	37%	**	43%	39%	**	**	**
WEEKLY	396	183	212	**	**	**	**	186	93	136	**	95	340	**	**	**
	86%	92%	82%	**	**	**	**	90%	84%	88%	**	87%	86%	**	**	**
		b														
MONTHLY	446	195	250	**	**	**	**	204	109	150	**	106	383	**	**	**
	97%	98%	96%	**	**	**	**	99%	97%	97%	**	97%	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	429	369	60	134	285	127	292	43	65	64	127	270	153
Effective Weighted Sample	369	318	52	117	243	113	248	38	56	57	113	230	134
Total	460	402	58	144	306	140	310	45	71	71	140	289	164
At least daily	177	150	**	51	125	49	126	**	**	**	49	113	63
	39%	37%	**	35%	41%	35%	41%	**	**	**	35%	39%	38%
At least weekly	219	190	**	70	143	67	145	**	**	**	67	135	79
	48%	47%	**	48%	47%	48%	47%	**	**	**	48%	47%	48%
At least monthly	50	48	**	16	33	16	33	**	**	**	16	34	16
	11%	12%	**	11%	11%	12%	11%	**	**	**	12%	12%	10%
Less often	9	9	**	4	5	4	5	**	**	**	4	5	4
	2%	2%	**	2%	1%	3%	1%	**	**	**	3%	2%	3%
Don't know/ can't remember	4	4	**	4	-	3	1	**	**	**	3	2	2
	1%	1%	**	3%	-%	2%	*%	**	**	**	2%	1%	1%
				b									
SUMMARY													
DAILY	177	150	**	51	125	49	126	**	**	**	49	113	63
	39%	37%	**	35%	41%	35%	41%	**	**	**	35%	39%	38%
WEEKLY	396	340	**	120	268	117	271	**	**	**	117	248	142
	86%	85%	**	83%	88%	84%	87%	**	**	**	84%	86%	86%
MONTHLY	446	388	**	137	301	133	305	**	**	**	133	282	158
	97%	97%	**	95%	99%	95%	98%	**	**	**	95%	97%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	429	391	351	78	38	429	390	277	247	69	406	23	68	88	273
Effective Weighted Sample	369	335	299	70	35	369	338	237	212	59	350	19	58	75	235
Total	460	415	368	91	44	460	419	292	265	75	434	26	73	94	293
At least daily	177	152	130	**	**	177	159	98	92	**	160	**	**	**	99
	39%	37%	35%	**	**	39%	38%	33%	35%	**	37%	**	**	**	34%
At least weekly	219	200	177	**	**	219	201	151	126	**	210	**	**	**	153
	48%	48%	48%	**	**	48%	48%	52%	47%	**	48%	**	**	**	52%
At least monthly	50	50	49	**	**	50	47	35	39	**	50	**	**	**	35
	11%	12%	13%	**	**	11%	11%	12%	15%	**	12%	**	**	**	12%
Less often	9	9	8	**	**	9	7	6	5	**	9	**	**	**	3
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	1%
Don't know/ can't remember	4	4	3	**	**	4	4	3	3	**	4	**	**	**	2
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	177	152	130	**	**	177	159	98	92	**	160	**	**	**	99
	39%	37%	35%	**	**	39%	38%	33%	35%	**	37%	**	**	**	34%
WEEKLY	396	352	308	**	**	396	361	248	218	**	370	**	**	**	252
	86%	85%	84%	**	**	86%	86%	85%	82%	**	85%	**	**	**	86%
MONTHLY	446	402	357	**	**	446	408	283	257	**	420	**	**	**	288
	97%	97%	97%	**	**	97%	97%	97%	97%	**	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	352	135	217	78	114	97	39	24	105	97	88	62	223	40	62	27
Effective Weighted Sample	288	110	177	68	91	80	34	18	90	80	67	53	212	39	59	25
Total	332	124	207	67	116	86	43	19	110	99	69	54	273	27	24	7
At least daily	111	44	67	**	45	**	**	**	31	**	**	**	90	**	**	**
	33%	35%	33%	**	38%	**	**	**	28%	**	**	**	33%	**	**	**
At least weekly	147	54	93	**	53	**	**	**	41	**	**	**	122	**	**	**
	44%	43%	45%	**	46%	**	**	**	37%	**	**	**	44%	**	**	**
At least monthly	57	22	35	**	15	**	**	**	29	**	**	**	47	**	**	**
	17%	18%	17%	**	13%	**	**	**	27%	**	**	**	17%	**	**	**
Less often	15	5	11	**	3	**	**	**	9	**	**	**	13	**	**	**
	5%	4%	5%	**	3%	**	**	**	8%	**	**	**	5%	**	**	**
Don't know/ can't remember	2	-	2	**	-	**	**	**	1	**	**	**	2	**	**	**
	*%	-%	1%	**	-%	**	**	**	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	111	44	67	**	45	**	**	**	31	**	**	**	90	**	**	**
	33%	35%	33%	**	38%	**	**	**	28%	**	**	**	33%	**	**	**
WEEKLY	258	97	160	**	97	**	**	**	71	**	**	**	211	**	**	**
	78%	78%	77%	**	84%	**	**	**	65%	**	**	**	77%	**	**	**
MONTHLY	315	119	195	**	113	**	**	**	101	**	**	**	258	**	**	**
	95%	96%	94%	**	97%	**	**	**	91%	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	352	315	37	193	151	175	169	75	94	77	175	278	69
Effective Weighted Sample	288	260	30	159	123	143	139	61	78	63	143	226	57
Total	332	306	26	184	142	167	159	71	91	71	167	267	60
At least daily	111	105	**	64	45	61	48	**	**	**	61	90	**
	33%	34%	**	35%	32%	37%	30%	**	**	**	37%	34%	**
At least weekly	147	134	**	78	68	71	74	**	**	**	71	122	**
	44%	44%	**	42%	48%	42%	47%	**	**	**	42%	46%	**
At least monthly	57	53	**	32	23	29	26	**	**	**	29	42	**
	17%	17%	**	17%	16%	17%	16%	**	**	**	17%	16%	**
Less often	15	14	**	8	6	5	9	**	**	**	5	12	**
	5%	4%	**	4%	4%	3%	6%	**	**	**	3%	5%	**
Don't know/ can't remember	2	1	**	2	-	1	1	**	**	**	1	1	**
	*%	*%	**	1%	-%	1%	*%	**	**	**	1%	*%	**
SUMMARY													
DAILY	111	105	**	64	45	61	48	**	**	**	61	90	**
	33%	34%	**	35%	32%	37%	30%	**	**	**	37%	34%	**
WEEKLY	258	239	**	142	113	132	123	**	**	**	132	212	**
	78%	78%	**	77%	79%	79%	77%	**	**	**	79%	79%	**
MONTHLY	315	292	**	174	136	161	149	**	**	**	161	254	**
	95%	95%	**	95%	96%	96%	94%	**	**	**	96%	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	352	339	324	28	13	352	307	250	245	62	331	21	36	90	226
Effective Weighted Sample	288	277	265	23	11	288	252	202	202	52	270	18	29	73	186
Total	332	321	307	24	10	332	292	239	235	64	311	20	33	83	215
At least daily	111	106	102	**	**	111	93	73	69	**	101	**	**	**	70
	33%	33%	33%	**	**	33%	32%	31%	29%	**	32%	**	**	**	32%
At least weekly	147	143	137	**	**	147	134	109	108	**	143	**	**	**	97
	44%	44%	45%	**	**	44%	46%	45%	46%	**	46%	**	**	**	45%
At least monthly	57	55	53	**	**	57	50	44	44	**	52	**	**	**	36
	17%	17%	17%	**	**	17%	17%	18%	19%	**	17%	**	**	**	17%
Less often	15	15	15	**	**	15	13	13	13	**	14	**	**	**	11
	5%	5%	5%	**	**	5%	5%	5%	5%	**	4%	**	**	**	5%
Don't know/ can't remember	2	2	-	**	**	2	2	1	1	**	2	**	**	**	1
	*%	1%	-%	**	**	*%	1%	*%	*%	**	1%	**	**	**	*%
SUMMARY															
DAILY	111	106	102	**	**	111	93	73	69	**	101	**	**	**	70
	33%	33%	33%	**	**	33%	32%	31%	29%	**	32%	**	**	**	32%
WEEKLY	258	249	239	**	**	258	227	181	177	**	244	**	**	**	167
	78%	77%	78%	**	**	78%	78%	76%	75%	**	78%	**	**	**	78%
MONTHLY	315	304	292	**	**	315	277	225	222	**	296	**	**	**	204
	95%	95%	95%	**	**	95%	95%	94%	94%	**	95%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	236	109	126	23	48	48	36	81	67	67	48	54	147	27	30	32
Effective Weighted Sample	191	86	104	20	41	38	32	65	58	53	36	45	141	26	28	29
Total	229	104	124	17	55	37	40	80	72	68	38	50	189	18	12	9
At least daily	81	43	37	**	**	**	**	**	**	**	**	**	65	**	**	**
	35%	42%	30%	**	**	**	**	**	**	**	**	**	34%	**	**	**
At least weekly	110	47	64	**	**	**	**	**	**	**	**	**	92	**	**	**
	48%	45%	51%	**	**	**	**	**	**	**	**	**	49%	**	**	**
At least monthly	31	13	18	**	**	**	**	**	**	**	**	**	27	**	**	**
	14%	12%	15%	**	**	**	**	**	**	**	**	**	14%	**	**	**
Less often	7	1	5	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	1%	4%	**	**	**	**	**	**	**	**	**	3%	**	**	**
SUMMARY																
DAILY	81	43	37	**	**	**	**	**	**	**	**	**	65	**	**	**
	35%	42%	30%	**	**	**	**	**	**	**	**	**	34%	**	**	**
WEEKLY	191	90	101	**	**	**	**	**	**	**	**	**	157	**	**	**
	84%	87%	81%	**	**	**	**	**	**	**	**	**	83%	**	**	**
MONTHLY	222	103	119	**	**	**	**	**	**	**	**	**	184	**	**	**
	97%	99%	96%	**	**	**	**	**	**	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	236	209	27	93	139	88	144	34	47	38	88	157	75
Effective Weighted Sample	191	171	21	75	112	72	115	25	39	33	72	126	62
Total	229	208	21	90	134	86	138	30	45	38	86	154	71
At least daily	81	75	**	**	49	**	51	**	**	**	**	56	**
	35%	36%	**	**	36%	**	37%	**	**	**	**	36%	**
At least weekly	110	100	**	**	63	**	64	**	**	**	**	74	**
	48%	48%	**	**	47%	**	46%	**	**	**	**	48%	**
At least monthly	31	27	**	**	17	**	18	**	**	**	**	21	**
	14%	13%	**	**	13%	**	13%	**	**	**	**	14%	**
Less often	7	5	**	**	5	**	5	**	**	**	**	3	**
	3%	3%	**	**	4%	**	4%	**	**	**	**	2%	**
SUMMARY													
DAILY	81	75	**	**	49	**	51	**	**	**	**	56	**
	35%	36%	**	**	36%	**	37%	**	**	**	**	36%	**
WEEKLY	191	175	**	**	112	**	114	**	**	**	**	130	**
	84%	84%	**	**	83%	**	83%	**	**	**	**	84%	**
MONTHLY	222	202	**	**	129	**	133	**	**	**	**	151	**
	97%	97%	**	**	96%	**	96%	**	**	**	**	98%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	236	221	193	43	15	236	218	158	165	47	229	7	25	51	160
Effective Weighted Sample	191	180	156	35	11	191	176	128	132	39	184	7	20	38	132
Total	229	217	187	42	12	229	209	156	158	47	220	9	23	48	158
At least daily	81	79	68	**	**	81	73	46	57	**	76	**	**	**	60
	35%	36%	36%	**	**	35%	35%	30%	36%	**	35%	**	**	**	38%
At least weekly	110	106	91	**	**	110	99	81	77	**	108	**	**	**	74
	48%	49%	49%	**	**	48%	48%	52%	49%	**	49%	**	**	**	47%
At least monthly	31	25	24	**	**	31	29	25	22	**	29	**	**	**	20
	14%	12%	13%	**	**	14%	14%	16%	14%	**	13%	**	**	**	13%
Less often	7	7	3	**	**	7	7	4	2	**	7	**	**	**	4
	3%	3%	2%	**	**	3%	3%	2%	1%	**	3%	**	**	**	2%
SUMMARY															
DAILY	81	79	68	**	**	81	73	46	57	**	76	**	**	**	60
	35%	36%	36%	**	**	35%	35%	30%	36%	**	35%	**	**	**	38%
WEEKLY	191	185	160	**	**	191	173	127	134	**	184	**	**	**	134
	84%	85%	85%	**	**	84%	83%	82%	85%	**	84%	**	**	**	85%
MONTHLY	222	210	184	**	**	222	202	152	155	**	213	**	**	**	154
	97%	97%	98%	**	**	97%	97%	98%	99%	**	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	172	106	66	24	35	35	33	45	86	34	35	17	121	14	22	15
Effective Weighted Sample	143	88	55	21	31	29	27	38	72	29	28	15	116	14	21	14
Total	177	113	64	21	43	29	34	49	92	40	29	16	155	9	8	4
At least daily	56	37	**	**	**	**	**	**	**	**	**	**	49	**	**	**
	32%	32%	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
At least weekly	84	57	**	**	**	**	**	**	**	**	**	**	74	**	**	**
	48%	51%	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
At least monthly	26	15	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	14%	14%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
Less often	8	2	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	2%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know/ can't remember	2	1	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	56	37	**	**	**	**	**	**	**	**	**	**	49	**	**	**
	32%	32%	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
WEEKLY	141	94	**	**	**	**	**	**	**	**	**	**	123	**	**	**
	79%	83%	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
MONTHLY	166	109	**	**	**	**	**	**	**	**	**	**	146	**	**	**
	94%	97%	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	172	145	27	75	93	68	100	17	34	41	68	136	35
Effective Weighted Sample	143	123	20	62	77	57	83	16	30	33	57	112	30
Total	177	156	21	76	97	70	103	20	35	41	70	140	36
At least daily	56	47	**	**	**	**	27	**	**	**	**	44	**
	32%	30%	**	**	**	**	26%	**	**	**	**	31%	**
At least weekly	84	78	**	**	**	**	50	**	**	**	**	69	**
	48%	50%	**	**	**	**	49%	**	**	**	**	49%	**
At least monthly	26	20	**	**	**	**	19	**	**	**	**	23	**
	14%	13%	**	**	**	**	18%	**	**	**	**	16%	**
Less often	8	8	**	**	**	**	6	**	**	**	**	3	**
	5%	5%	**	**	**	**	6%	**	**	**	**	2%	**
Don't know/ can't remember	2	2	**	**	**	**	1	**	**	**	**	1	**
	1%	1%	**	**	**	**	1%	**	**	**	**	1%	**
SUMMARY													
DAILY	56	47	**	**	**	**	27	**	**	**	**	44	**
	32%	30%	**	**	**	**	26%	**	**	**	**	31%	**
WEEKLY	141	125	**	**	**	**	77	**	**	**	**	113	**
	79%	80%	**	**	**	**	75%	**	**	**	**	81%	**
MONTHLY	166	145	**	**	**	**	96	**	**	**	**	136	**
	94%	93%	**	**	**	**	93%	**	**	**	**	97%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	172	167	155	17	5	172	162	145	147	66	166	6	17	31	124
Effective Weighted Sample	143	139	129	14	4	143	135	121	123	56	139	4	15	25	103
Total	177	173	161	16	4	177	167	150	152	71	172	5	19	31	127
At least daily	56	53	51	**	**	56	49	43	42	**	52	**	**	**	39
	32%	30%	31%	**	**	32%	29%	29%	27%	**	30%	**	**	**	30%
At least weekly	84	84	76	**	**	84	84	74	76	**	84	**	**	**	62
	48%	49%	47%	**	**	48%	50%	49%	50%	**	49%	**	**	**	49%
At least monthly	26	26	24	**	**	26	24	24	26	**	26	**	**	**	17
	14%	15%	15%	**	**	14%	15%	16%	17%	**	15%	**	**	**	14%
Less often	8	8	8	**	**	8	8	6	7	**	8	**	**	**	7
	5%	5%	5%	**	**	5%	5%	4%	5%	**	5%	**	**	**	5%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	2
	1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	2%
SUMMARY															
DAILY	56	53	51	**	**	56	49	43	42	**	52	**	**	**	39
	32%	30%	31%	**	**	32%	29%	29%	27%	**	30%	**	**	**	30%
WEEKLY	141	137	126	**	**	141	133	117	117	**	135	**	**	**	100
	79%	79%	79%	**	**	79%	79%	78%	77%	**	79%	**	**	**	79%
MONTHLY	166	162	150	**	**	166	157	141	143	**	161	**	**	**	118
	94%	94%	93%	**	**	94%	94%	94%	94%	**	94%	**	**	**	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	132	74	58	13	17	20	20	62	48	39	24	21	99	12	14	7
Effective Weighted Sample	115	63	52	13	14	17	17	55	42	33	21	20	95	12	13	6
Total	143	79	64	13	21	18	22	68	52	45	24	22	127	9	5	2
At least daily	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	131	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	138	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	132	120	12	34	96	34	96	14	12	17	34	94	34
Effective Weighted Sample	115	105	10	30	83	30	83	12	10	15	30	83	30
Total	143	132	11	37	104	37	104	15	12	18	37	106	36
At least daily	73	64	**	**	**	**	**	**	**	**	**	**	**
	51%	48%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	58	57	**	**	**	**	**	**	**	**	**	**	**
	40%	43%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	7	7	**	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	**
Less often	3	2	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	73	64	**	**	**	**	**	**	**	**	**	**	**
	51%	48%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	131	121	**	**	**	**	**	**	**	**	**	**	**
	91%	91%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	138	127	**	**	**	**	**	**	**	**	**	**	**
	96%	96%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	~c	~d	e	~f	~a	~b	~c
Unweighted total	132	119	106	26	13	132	122	103	95	42	129	3	23	33	76
Effective Weighted Sample	115	103	91	24	12	115	105	88	82	34	112	3	20	30	66
Total	143	128	113	30	15	143	131	105	100	40	139	4	26	37	80
At least daily	73	67	56	**	**	73	65	55	**	**	69	**	**	**	**
	51%	53%	50%	**	**	51%	50%	52%	**	**	49%	**	**	**	**
At least weekly	58	50	46	**	**	58	55	42	**	**	58	**	**	**	**
	40%	39%	41%	**	**	40%	42%	40%	**	**	41%	**	**	**	**
At least monthly	7	6	6	**	**	7	6	4	**	**	7	**	**	**	**
	5%	4%	5%	**	**	5%	5%	4%	**	**	5%	**	**	**	**
Less often	3	3	3	**	**	3	2	2	**	**	3	**	**	**	**
	2%	2%	3%	**	**	2%	1%	2%	**	**	2%	**	**	**	**
Don't know/ can't remember	3	3	2	**	**	3	3	3	**	**	3	**	**	**	**
	2%	2%	1%	**	**	2%	2%	2%	**	**	2%	**	**	**	**
SUMMARY															
DAILY	73	67	56	**	**	73	65	55	**	**	69	**	**	**	**
	51%	53%	50%	**	**	51%	50%	52%	**	**	49%	**	**	**	**
WEEKLY	131	117	103	**	**	131	120	96	**	**	126	**	**	**	**
	91%	91%	91%	**	**	91%	92%	91%	**	**	91%	**	**	**	**
MONTHLY	138	123	108	**	**	138	127	101	**	**	134	**	**	**	**
	96%	96%	96%	**	**	96%	97%	95%	**	**	96%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	86	53	33	16	27	18	9	16	48	15	16	7	63	12	7	4
Effective Weighted Sample	75	46	30	15	24	16	8	13	43	13	13	7	60	12	7	4
Total	88	55	34	16	30	17	9	17	51	17	13	8	76	9	3	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	86	81	5	51	33	47	37	17	24	23	47	66	20
Effective Weighted Sample	75	71	4	47	28	43	32	16	22	21	43	58	17
Total	88	84	4	55	32	51	36	20	26	23	51	68	20
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	86	86	80	6	-	86	84	82	82	43	86	-	13	13	60
Effective Weighted Sample	75	75	70	6	-	75	73	72	72	36	75	-	10	12	54
Total	88	88	82	6	-	88	86	85	84	43	88	-	11	15	62
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	97	68	29	10	32	12	13	30	41	24	20	12	72	7	14	4
Effective Weighted Sample	83	59	24	9	28	11	12	25	35	21	17	11	69	7	13	4
Total	108	77	30	9	40	10	15	34	47	29	19	12	96	5	5	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	97	89	8	39	55	38	56	14	15	21	38	73	24
Effective Weighted Sample	83	76	7	34	46	33	47	13	13	18	33	63	20
Total	108	98	9	43	61	42	63	16	14	22	42	85	22
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	97	95	91	6	2	97	87	81	78	35	91	6	20	24	53
Effective Weighted Sample	83	81	77	6	2	83	74	70	66	30	77	6	16	20	47
Total	108	105	101	6	2	108	93	89	83	38	98	10	22	25	60
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 1	727	364	364	110	199	157	108	153	231	200	163	133	618	50	38	21
	17%	17%	16%	24% de	27% de	22% de	15% e	9%	20% bd	15%	21% bd	12%	17%	14%	19%	17%
BBC Radio 2	698	360	338	39	76	80	121	383	219	210	114	155	582	65	40	12
	16%	17%	15%	8%	10%	11%	17% abc	22% abcd	19% d	16%	15%	14%	16% d	18% d	19% d	10%
Any Heart radio station	640	276	363	53	119	117	144	207	166	209	134	131	560	42	32	7
	15%	13%	16%	12%	16%	16% e	20% ae	12%	15%	16%	17% d	12%	15% d	11% d	15% d	6%
Any Capital radio station	532	241	290	83	148	130	94	77	159	172	116	84	457	48	23	5
	12%	11%	13%	18% e	20% de	18% de	13% e	4%	14% d	13% d	15% d	7%	12% d	13% d	11% d	4%
BBC Radio 4	520	287	233	34	68	73	75	271	226	151	70	73	476	16	23	5
	12%	14% b	10%	7%	9%	10%	10%	16% abcd	20% bcd	11% d	9%	6%	13% bd	4%	11% bd	4%
Classic FM	464	257	206	56	90	63	66	189	184	136	68	75	409	31	16	8
	11%	12% b	9%	12%	12%	9%	9%	11%	16% bcd	10% d	9%	7%	11% d	8%	8%	7%
Any Smooth radio station	396	183	212	28	54	61	67	186	93	136	71	95	340	38	14	4
	9%	9%	9%	6%	7%	9%	9%	11% a	8%	10%	9%	8%	9% d	10% d	7%	4%
talkSPORT or talkSPORT2	394	317	77	41	71	90	82	109	154	95	78	66	339	27	16	12
	9%	15% b	3%	9%	10%	13% e	11% e	6%	14% bd	7%	10% d	6%	9%	7%	8%	10%
BBC Radio 5 live	284	207	77	17	36	31	55	145	101	87	43	53	238	23	13	11
	6%	10% b	3%	4%	5%	4%	7% a	8% abc	9% cd	6%	6%	5%	6%	6%	6%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Any Absolute Radio station	265 6%	156 7% b	108 5%	29 6%	44 6%	64 9% e	61 8% e	66 4%	82 7% d	87 6%	48 6%	47 4%	211 6%	38 10% ac	9 4%	7 6%
Any Kiss radio station	258 6%	97 5%	160 7% a	47 10% de	97 13% de	68 9% de	35 5% e	10 1%	71 6%	84 6%	58 7% d	44 4%	211 6%	21 6%	20 10% ad	5 4%
Any Magic radio station	191 4%	90 4%	101 4%	12 3%	46 6% a	33 5%	34 5%	66 4%	59 5%	57 4%	35 4%	40 4%	157 4%	16 4%	9 4%	8 7%
BBC radio for your region (ENGLAND)	184 4%	103 5%	81 4%	10 2%	20 3%	25 3%	26 4%	103 6% ab	64 6%	56 4%	25 3%	40 3%	184 5% bcd	- -%	- -%	- -%
BBC Radio 5 sports extra	175 4%	144 7% b	32 1%	18 4%	35 5%	24 3%	37 5%	61 4%	72 6% bd	40 3%	31 4%	33 3%	148 4%	15 4%	6 3%	6 5%
BBC Radio 3	154 3%	95 4% b	58 3%	27 6% de	56 8% cde	25 3% d	8 1%	37 2%	75 7% bd	27 2%	37 5% bd	15 1%	137 4%	11 3%	3 2%	3 2%
BBC 6 Music	149 3%	96 5% b	53 2%	15 3%	47 6% de	35 5% e	21 3%	31 2%	73 6% bcd	40 3% d	22 3%	13 1%	133 4%	10 3%	4 2%	2 1%
Virgin Radio	141 3%	94 4% b	47 2%	13 3%	33 4%	24 3%	30 4%	41 2%	74 7% bcd	32 2% d	24 3% d	10 1%	123 3%	8 2%	7 4%	3 2%
Any LBC radio station	131 3%	70 3%	60 3%	12 3%	20 3%	16 2%	20 3%	63 4%	48 4% d	42 3%	21 3%	20 2%	116 3%	8 2%	5 2%	2 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
talkRADIO	128	96	32	17	27	31	15	38	57	28	27	17	111	12	3	2
	3%	5% b	1%	4%	4%	4% e	2%	2%	5% bd	2%	3%	2%	3%	3%	1%	2%
BBC World Service	113	72	41	12	19	20	16	47	47	31	21	14	99	5	7	2
	3%	3% b	2%	3%	2%	3%	2%	3%	4% d	2%	3%	1%	3%	1%	3%	1%
BBC Radio 1Xtra	104	60	44	26	41	27	4	6	40	33	20	11	91	6	6	1
	2%	3%	2%	6% de	6% de	4% de	*%	*%	4% d	2%	3%	1%	2%	2%	3%	1%
BBC Radio 4 Extra	95	57	38	13	23	17	10	32	34	28	24	8	87	5	3	*
	2%	3%	2%	3%	3%	2%	1%	2%	3% d	2% d	3% d	1%	2% d	1%	1%	*%
GB News Radio	91	63	28	8	32	9	11	32	41	24	15	12	82	4	4	1
	2%	3% b	1%	2%	4% cde	1%	1%	2%	4% d	2%	2%	1%	2%	1%	2%	1%
BBC Asian Network	88	54	33	15	25	24	12	12	35	25	20	8	82	5	1	1
	2%	3%	1%	3% e	3% e	3% e	2%	1%	3% d	2%	3% d	1%	2% c	1%	*%	*%
Times Radio	69	48	21	11	24	14	7	14	40	14	10	5	59	7	2	1
	2%	2% b	1%	2%	3% de	2%	1%	1%	4% bcd	1%	1%	*%	2%	2%	1%	1%
BBC Radio Scotland (SCOTLAND)	46	31	15	1	7	9	6	23	13	12	11	9	-	46	-	-
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	-%	12% acd	-%	-%
BBC Radio Ulster (NORTHERN IRELAND)	36	22	14	-	2	3	4	26	9	11	4	12	-	-	-	36
	1%	1%	1%	-%	*%	*%	1%	2% a	1%	1%	*%	1%	-%	-%	-%	29% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio Wales (WALES)	20	11	9	2	3	2	2	10	6	5	5	4	-	-	20	-
	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	-%	-%	10% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	2	-	1	1	1	2	1	2	*	1	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3	1	3	1	1	1	-	1	2	1	1	*	-	-	3	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	2% abd	-%
BBC Radio nan Gàidheal (SCOTLAND)	3	2	1	1	-	1	2	-	1	2	-	*	-	3	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	-%	1% a	-%	-%
ANY BBC RADIO	1995	1074	921	200	343	310	304	837	649	596	358	391	1672	154	108	61
	45%	51% b	41%	43%	46%	43%	41%	48% d	57% bcd	44% d	46% d	35%	45%	42%	52% ab	49%
ANY COMMERCIAL RADIO	2073	1058	1013	239	397	365	379	693	634	623	398	418	1779	158	98	37
	47%	50% b	45%	52% e	53% e	51% e	52% e	40%	56% bd	46% d	51% d	37%	48% d	43% d	47% d	30%
ANY BBC LOCAL RADIO	290	168	122	15	32	40	39	163	95	85	45	65	184	46	23	37
	7%	8% b	5%	3%	4%	6%	5%	9% abcd	8%	6%	6%	6%	5%	13% a	11% a	30% abc
None	1578	696	876	186	266	266	249	610	284	490	268	536	1319	148	61	50
	36%	33%	39% a	40%	35%	37%	34%	35%	25%	36% a	34% a	47% abc	36% c	40% c	29%	41% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 1	727	653	74	303	412	276	436	95	154	122	276	549	171
	17%	17%	13%	23% b	14%	24% b	14%	22%	27%	23%	24%	21% b	10%
BBC Radio 2	698	573	126	176	513	161	525	58	72	77	161	404	286
	16%	15%	22% a	14%	17% a	14%	17%	14%	13%	15%	14%	16%	17%
Any Heart radio station	640	563	77	231	402	213	420	61	107	119	213	453	178
	15%	15%	13%	18% b	13%	18% b	13%	14%	19%	22% a	18%	17% b	10%
Any Capital radio station	532	499	33	257	270	242	284	92	128	109	242	414	113
	12%	13% b	6%	20% b	9%	21% b	9%	22%	23%	21%	21%	16% b	7%
BBC Radio 4	520	440	80	128	385	118	396	37	56	65	118	283	233
	12%	12%	14%	10%	13%	10%	13%	9%	10%	12%	10%	11%	13%
Classic FM	464	415	49	156	300	148	308	57	78	79	148	299	164
	11%	11%	8%	12%	10%	13%	10%	13%	14%	15%	13%	12%	9%
Any Smooth radio station	396	340	56	120	268	117	271	31	59	61	117	248	142
	9%	9%	10%	9%	9%	10%	9%	7%	10%	11%	10%	10%	8%
talkSPORT or talkSPORT2	394	358	36	166	222	152	236	53	83	68	152	295	93
	9%	9%	6%	13% b	7%	13% b	8%	12%	15%	13%	13%	11% b	5%
BBC Radio 5 live	284	255	29	79	202	74	206	21	38	43	74	178	104
	6%	7%	5%	6%	7%	6%	7%	5%	7%	8%	6%	7%	6%
Any Absolute Radio station	265	242	23	111	150	103	157	33	54	48	103	220	44
	6%	6%	4%	9% b	5%	9% b	5%	8%	10%	9%	9%	8% b	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Any Kiss radio station	258	239	19	142	113	132	123	60	71	57	132	212	42
	6%	6% b	3%	11% b	4%	11% b	4%	14%	13%	11%	11%	8% b	2%
Any Magic radio station	191	175	16	77	112	75	114	24	40	33	75	130	58
	4%	5%	3%	6% b	4%	6% b	4%	6%	7%	6%	6%	5%	3%
BBC radio for your region (ENGLAND)	184	162	22	53	130	52	131	14	26	34	52	92	91
	4%	4%	4%	4%	4%	5%	4%	3%	5%	6%	5%	4%	5%
BBC Radio 5 sports extra	175	158	17	68	104	65	107	21	33	34	65	131	45
	4%	4%	3%	5%	3%	6% b	3%	5%	6%	6%	6%	5% b	3%
BBC Radio 3	154	144	10	75	73	68	80	31	33	34	68	111	43
	3%	4%	2%	6% b	2%	6% b	3%	7%	6%	6%	6%	4% b	2%
BBC 6 Music	149	134	15	77	69	74	70	35	31	25	74	123	27
	3%	4%	3%	6% b	2%	6% b	2%	8%	6%	5%	6%	5% b	2%
Virgin Radio	141	125	16	62	76	61	77	16	31	38	61	113	28
	3%	3%	3%	5% b	3%	5% b	2%	4%	5%	7%	5%	4% b	2%
Any LBC radio station	131	121	10	34	94	34	94	14	12	15	34	99	30
	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	4% b	2%
talkRADIO	128	116	13	61	62	57	66	22	32	31	57	99	27
	3%	3%	2%	5% b	2%	5% b	2%	5%	6%	6%	5%	4% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC World Service	113	102	11	45	65	41	69	14	20	18	41	77	34
	3%	3%	2%	3%	2%	4%	2%	3%	4%	3%	4%	3%	2%
BBC Radio 1Xtra	104	95	9	54	48	49	53	24	16	20	49	83	21
	2%	2%	2%	4% b	2%	4% b	2%	6%	3%	4%	4%	3% b	1%
BBC Radio 4 Extra	95	85	10	43	50	39	54	20	14	21	39	71	24
	2%	2%	2%	3% b	2%	3% b	2%	5%	2%	4%	3%	3% b	1%
GB News Radio	91	83	8	36	52	35	53	13	14	18	35	72	19
	2%	2%	1%	3%	2%	3%	2%	3%	2%	3%	3%	3% b	1%
BBC Asian Network	88	86	2	46	41	43	45	20	25	22	43	70	18
	2%	2% b	*%	4% b	1%	4% b	1%	5%	4%	4%	4%	3% b	1%
Times Radio	69	65	4	44	24	41	27	14	21	19	41	58	11
	2%	2%	1%	3% b	1%	4% b	1%	3%	4%	4%	4%	2% b	1%
BBC Radio Scotland (SCOTLAND)	46	43	3	8	37	7	37	3	5	2	7	27	18
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	36	22	13	6	29	6	29	2	3	3	6	18	17
	1%	1%	2% a	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%
BBC Radio Wales (WALES)	20	16	4	2	18	2	18	2	1	-	2	12	8
	*%	*%	1%	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	1	1	4	*	4	*	*	*	*	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3 *%	3 *%	- -%	1 *%	2 *%	1 *%	2 *%	1 *%	* *%	- -%	1 *%	3 *%	1 *%
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	- -%	2 *%	2 *%	1 *%	2 *%	1 *%	1 *%	- -%	1 *%	3 *%	1 *%
ANY BBC RADIO	1995 45%	1711 45%	284 49%	609 47%	1352 45%	558 48%	1398 45%	191 45%	286 51%	260 49%	558 48%	1260 49% b	714 41%
ANY COMMERCIAL RADIO	2073 47%	1840 48% b	233 40%	732 56% b	1304 44%	681 59% b	1354 43%	234 55%	354 63%	315 59%	681 59%	1446 56% b	602 35%
ANY BBC LOCAL RADIO	290 7%	248 6%	42 7%	71 5%	216 7%	68 6%	219 7%	22 5%	36 6%	39 7%	68 6%	151 6%	135 8%
None	1578 36%	1379 36%	198 34%	413 32%	1106 37% a	341 30%	1173 37% a	151 35% b	146 26%	150 28%	341 30%	783 30%	752 44% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 1	727	668	622	106	59	727	678	727	528	202	727	-	33	144	550
	17%	18%	20%	8%	8%	17%	18%	32%	24%	34%	19%	-%	5%	14%	21%
		cd	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 2	698	598	515	183	101	698	664	698	429	196	698	-	56	129	514
	16%	16%	16%	15%	13%	16%	18%	30%	20%	33%	18%	-%	8%	12%	19%
							f	acef	f	acef	f				ab
Any Heart radio station	640	601	548	92	40	640	558	383	375	105	584	56	91	132	417
	15%	17%	17%	7%	5%	15%	15%	17%	17%	18%	15%	12%	14%	12%	16%
		cd	cde			cd			f						
Any Capital radio station	532	503	485	47	29	532	458	369	368	93	489	42	54	140	337
	12%	14%	15%	4%	4%	12%	12%	16%	17%	16%	12%	9%	8%	13%	13%
		cd	cde			cd		aef	aef	f				a	a
BBC Radio 4	520	412	335	185	108	520	498	520	367	174	520	-	25	70	425
	12%	11%	11%	15%	14%	12%	13%	23%	17%	30%	13%	-%	4%	7%	16%
				abe			f	acef	aef	abcef	f				ab
Classic FM	464	410	373	90	54	464	433	370	320	119	448	16	46	99	319
	11%	11%	12%	7%	7%	11%	12%	16%	15%	20%	11%	3%	7%	9%	12%
		cd	cd			cd	f	aef	aef	acef	f				a
Any Smooth radio station	396	352	308	88	44	396	361	248	218	70	370	26	61	83	252
	9%	10%	10%	7%	6%	9%	10%	11%	10%	12%	9%	5%	9%	8%	9%
		d	d			d	f	f	f	f	f				
talkSPORT or talkSPORT2	394	367	336	58	27	394	369	329	308	139	377	17	43	70	281
	9%	10%	11%	5%	4%	9%	10%	14%	14%	24%	10%	3%	6%	7%	11%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 5 live	284	259	217	67	26	284	273	284	229	116	284	-	18	45	222
	6%	7%	7%	5%	3%	6%	7%	12%	10%	20%	7%	-%	3%	4%	8%
		d	d			d	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Any Absolute Radio station	265	254	241	23	11	265	238	190	188	81	254	11	37	47	181
	6%	7%	8%	2%	1%	6%	6%	8%	9%	14%	6%	2%	6%	4%	7%
		cd	cd			cd	f	f	aef	abcef	f				
Any Kiss radio station	258	249	239	19	9	258	227	181	177	52	244	14	27	64	167
	6%	7%	8%	2%	1%	6%	6%	8%	8%	9%	6%	3%	4%	6%	6%
		cd	cde			cd	f	f	af	f	f				
Any Magic radio station	191	185	160	31	6	191	173	127	134	42	184	7	19	38	134
	4%	5%	5%	3%	1%	4%	5%	6%	6%	7%	5%	2%	3%	4%	5%
		cd	cd			cd	f	f	f	f	f				
BBC radio for your region (ENGLAND)	184	148	126	58	36	184	180	184	118	57	184	-	18	32	134
	4%	4%	4%	5%	5%	4%	5%	8%	5%	10%	5%	-%	3%	3%	5%
							f	acef	f	acef	f				
BBC Radio 5 sports extra	175	160	145	31	16	175	174	175	158	72	175	-	8	33	135
	4%	4%	5%	2%	2%	4%	5%	8%	7%	12%	4%	-%	1%	3%	5%
		cd	cd				f	aef	aef	abcef	f				a
BBC Radio 3	154	149	141	13	5	154	147	154	131	58	154	-	9	36	108
	3%	4%	4%	1%	1%	3%	4%	7%	6%	10%	4%	-%	1%	3%	4%
		cd	cd			cd	f	aef	aef	acef	f				a
BBC 6 Music	149	146	139	10	4	149	141	149	126	79	149	-	3	27	119
	3%	4%	4%	1%	*%	3%	4%	7%	6%	13%	4%	-%	*%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
Virgin Radio	141	137	126	14	4	141	133	117	117	59	135	5	16	24	100
	3%	4%	4%	1%	1%	3%	4%	5%	5%	10%	3%	1%	2%	2%	4%
		cd	cd			cd	f	aef	aef	abcef					
Any LBC radio station	131	117	103	28	13	131	120	96	90	35	126	4	23	31	77
	3%	3%	3%	2%	2%	3%	3%	4%	4%	6%	3%	1%	3%	3%	3%
							f	f	f	aef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
talkRADIO	128	122	113	15	6	128	118	113	101	54	122	7	21	24	84
	3%	3% cd	4% cd	1%	1%	3% cd	3%	5% aef	5% ef	9% abcef	3%	1%	3%	2%	3%
BBC World Service	113	100	86	27	12	113	110	113	95	48	113	-	3	22	88
	3%	3%	3%	2%	2%	3%	3% f	5% aef	4% ef	8% abcef	3% f	-%	*%	2%	3% a
BBC Radio 1Xtra	104	103	101	3	1	104	95	104	87	40	104	-	8	25	72
	2%	3% cd	3% cd	*%	*%	2% cd	3% f	5% aef	4% af	7% acef	3% f	-%	1%	2%	3%
BBC Radio 4 Extra	95	89	78	17	6	95	90	95	82	43	95	-	5	14	76
	2%	2% d	2% d	1%	1%	2%	2% f	4% aef	4% aef	7% abcef	2% f	-%	1%	1%	3% a
GB News Radio	91	89	86	5	2	91	77	73	69	29	82	10	21	21	49
	2%	2% cd	3% cd	*%	*%	2% cd	2%	3%	3%	5% ae	2%	2%	3%	2%	2%
BBC Asian Network	88	76	73	14	11	88	80	88	74	25	88	-	4	15	68
	2%	2%	2%	1%	1%	2%	2% f	4% aef	3% f	4% aef	2% f	-%	1%	1%	3% a
Times Radio	69	69	64	5	-	69	67	66	66	38	69	-	8	7	54
	2%	2% cd	2% cd	*%	-%	2% cd	2% f	3% ef	3% aef	6% abcef	2% f	-%	1%	1%	2% b
BBC Radio Scotland (SCOTLAND)	46	39	31	14	6	46	43	46	29	16	46	-	4	6	36
	1%	1%	1%	1%	1%	1%	1%	2% f	1%	3% aef	1%	-%	1%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	36	23	20	16	12	36	34	36	19	7	36	-	4	3	29
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	-%	1%	*%	1%
BBC Radio Wales (WALES)	20	17	16	5	3	20	19	20	16	6	20	-	*	2	17
	*%	*%	*%	*%	*%	*%	1%	1%	1%	1%	1%	-%	*%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio Foyle (NORTHERN IRELAND)	5	4	4	1	*	5	5	5	4	3	5	-	1	*	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3	3	3	-	-	3	3	3	2	3	3	-	-	1	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
BBC Radio nan Gàidheal (SCOTLAND)	3	3	3	-	-	3	3	3	3	2	3	-	-	-	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%
ANY BBC RADIO	1995	1690	1477	517	305	1995	1871	1995	1323	497	1995	-	138	376	1480
	45%	46%	47%	42%	40%	45%	50%	87%	60%	84%	51%	-%	21%	35%	55%
		cd	cd				f	acef	aef	acef	f			a	ab
ANY COMMERCIAL RADIO	2073	1875	1670	403	198	2073	1826	1377	1289	372	1922	151	277	456	1340
	47%	52%	53%	32%	26%	47%	49%	60%	59%	63%	49%	31%	42%	43%	50%
		cde	cde	d		cd	f	aef	aef	aef	f				ab
ANY BBC LOCAL RADIO	290	232	197	93	58	290	281	290	184	89	290	-	26	44	220
	7%	6%	6%	7%	8%	7%	8%	13%	8%	15%	7%	-%	4%	4%	8%
							f	acef	f	acef	f				ab
None	1578	1205	1036	542	373	1578	1192	166	541	59	1247	331	337	485	756
	36%	33%	33%	44%	49%	36%	32%	7%	25%	10%	32%	69%	51%	46%	28%
				abe	abe		bcd		bd		bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 90

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC News site/ app	1443	810	632	139	265	280	280	479	553	460	215	215	1235	103	68	37
	33%	38%	28%	30%	35%	39%	38%	28%	49%	34%	27%	19%	33%	28%	33%	30%
		b			e	ae	ae		bcd	cd	d					
BBC Weather site/ app	1089	551	536	128	169	217	208	367	387	375	171	156	931	70	63	25
	25%	26%	24%	28%	23%	30%	28%	21%	34%	28%	22%	14%	25%	19%	30%	21%
				e		be	e		bcd	cd	d		b		bd	
BBC Sport site/ app	727	539	188	88	150	130	121	237	276	231	109	112	613	57	36	21
	17%	25%	8%	19%	20%	18%	16%	14%	24%	17%	14%	10%	17%	15%	18%	17%
		b		e	e	e			bcd	d						
BBC Homepage site (www.bbc.co.uk)	320	190	130	36	47	51	54	132	134	97	49	40	270	24	18	8
	7%	9%	6%	8%	6%	7%	7%	8%	12%	7%	6%	4%	7%	6%	9%	6%
		b							bcd	d	d					
BBC Bitesize site/ app	213	115	98	50	82	39	24	18	103	35	42	33	186	14	8	4
	5%	5%	4%	11%	11%	5%	3%	1%	9%	3%	5%	3%	5%	4%	4%	4%
				cde	cde	e	e		bcd		bd					
A BBC CBeebies site/ app	170	88	82	24	76	40	16	14	72	34	34	30	152	8	7	3
	4%	4%	4%	5%	10%	6%	2%	1%	6%	3%	4%	3%	4%	2%	3%	2%
				de	acde	de	e		bd							
BBC Newsround site	152	74	76	30	50	33	22	17	65	35	34	18	137	8	3	4
	3%	4%	3%	6%	7%	5%	3%	1%	6%	3%	4%	2%	4%	2%	1%	3%
				de	de	e	e		bd		d					
Any other BBC site or app	29	11	17	4	1	2	9	12	8	9	2	9	24	2	2	*
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%
None of these	2199	955	1239	178	312	309	332	1068	334	656	434	775	1819	212	103	64
	50%	45%	55%	39%	42%	43%	45%	61%	29%	49%	55%	68%	49%	57%	50%	52%
			a					abcd		a	ab	abc		a		
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	1.1 b	.8	1.1 e	1.1 e	1.1 e	1.0 e	.7	1.4 bcd	.9 d	.8 d	.5	1.0 b	.8	1.0 b	.8
Standard deviation	1.19	1.31	1.05	1.17	1.28	1.24	1.18	1.12	1.29	1.16	1.18	.96	1.19	1.17	1.26	1.12
Standard error	.02	.03	.02	.05	.05	.04	.04	.03	.04	.03	.04	.03	.02	.05	.06	.05

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC News site/ app	1443	1257	187	484	939	451	972	149	230	223	451	1026	409
	33%	33%	32%	37% b	31%	39% b	31%	35%	41%	42%	39%	40% b	24%
BBC Weather site/ app	1089	946	142	361	716	328	748	106	159	175	328	752	326
	25%	25%	25%	28%	24%	28% b	24%	25%	28%	33%	28%	29% b	19%
BBC Sport site/ app	727	644	83	260	455	233	478	89	120	101	233	512	210
	17%	17%	14%	20% b	15%	20% b	15%	21%	21%	19%	20%	20% b	12%
BBC Homepage site (www.bbc.co.uk)	320	285	35	98	196	89	204	29	40	43	89	207	109
	7%	7%	6%	8%	7%	8%	7%	7%	7%	8%	8%	8%	6%
BBC Bitesize site/ app	213	199	14	137	69	119	86	52	64	46	119	166	46
	5%	5% b	2%	11% b	2%	10% b	3%	12%	11%	9%	10%	6% b	3%
A BBC CBeebies site/ app	170	162	8	118	43	108	52	64	59	35	108	134	34
	4%	4% b	1%	9% b	1%	9% b	2%	15% cd	11%	7%	9%	5% b	2%
BBC Newsround site	152	143	8	93	53	86	60	42	40	42	86	115	36
	3%	4% b	1%	7% b	2%	7% b	2%	10%	7%	8%	7%	4% b	2%
Any other BBC site or app	29	26	3	7	22	6	23	1	4	4	6	15	13
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%
None of these	2199	1873	326	522	1625	457	1687	178	214	209	457	1049	1090
	50%	49%	56% a	40%	54% a	40%	54% a	42%	38%	39%	40%	40%	63% a
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	1.0 b	.8	1.2 b	.8	1.2 b	.8	1.2	1.3	1.3	1.2	1.1 b	.7
Standard deviation	1.19	1.20	1.14	1.32	1.12	1.33	1.12	1.43	1.37	1.35	1.33	1.23	1.10
Standard error	.02	.02	.04	.04	.02	.04	.02	.07	.06	.06	.04	.02	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 90

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC News site/ app	1443	1377	1226	218	67	1443	1380	987	1443	397	1443	-	90	301	1052
	33%	38%	39%	18%	9%	33%	37%	43%	66%	68%	37%	-%	14%	28%	39%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	1089	1023	905	183	66	1089	1046	764	1089	280	1089	-	65	221	802
	25%	28%	29%	15%	9%	25%	28%	33%	49%	48%	28%	-%	10%	21%	30%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	727	706	617	110	21	727	697	563	727	233	727	-	61	144	522
	17%	19%	20%	9%	3%	17%	19%	25%	33%	40%	19%	-%	9%	14%	20%
		cde	cde	d		cd	f	aef	abef	abcef	f				ab
BBC Homepage site (www.bbc.co.uk)	320	304	258	62	16	320	301	233	320	123	320	-	20	53	247
	7%	8%	8%	5%	2%	7%	8%	10%	15%	21%	8%	-%	3%	5%	9%
		cd	cd	d		d	f	f	abef	abcef	f				ab
BBC Bitesize site/ app	213	210	202	11	3	213	197	191	213	80	213	-	22	40	151
	5%	6%	6%	1%	*%	5%	5%	8%	10%	14%	5%	-%	3%	4%	6%
		cd	cde			cd	f	aef	aef	abef	f				
A BBC CBeebies site/ app	170	166	166	4	3	170	160	144	170	47	170	-	7	38	124
	4%	5%	5%	*%	*%	4%	4%	6%	8%	8%	4%	-%	1%	4%	5%
		cd	cde			cd	f	aef	aef	aef	f			a	a
BBC Newsround site	152	152	149	2	-	152	145	139	152	61	152	-	11	33	107
	3%	4%	5%	*%	-%	3%	4%	6%	7%	10%	4%	-%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abef	f				a
Any other BBC site or app	29	28	23	6	*	29	27	18	29	9	29	-	2	7	20
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	-%	*%	1%	1%
None of these	2199	1562	1307	892	637	2199	1635	775	-	76	1717	482	496	573	1130
	50%	43%	41%	72%	83%	50%	44%	34%	-%	13%	44%	100%	75%	54%	42%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Mean number of BBC websites and apps in the past 3 months (out of 8)	.9	1.1	1.1	.5	.2	.9	1.1	1.3	1.9	2.1	1.1	-	.4	.8	1.1
		cde	cde	d		cd		ae	abe	abce				a	ab
Standard deviation	1.19	1.24	1.24	.91	.58	1.19	1.23	1.30	1.04	1.47	1.22	-	.84	1.06	1.27
Standard error	.02	.02	.02	.03	.02	.02	.02	.03	.02	.06	.02	-	.03	.03	.02

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1401	785	614	143	225	316	254	463	528	403	247	223	953	154	163	131
Effective Weighted Sample	1164	651	511	131	188	263	214	381	450	335	200	188	910	148	153	119
Total	1443	810	632	139	265	280	280	479	553	460	215	215	1235	103	68	37
At least daily	755	451	305	31	115	152	148	309	316	211	112	117	646	54	37	19
	52%	56%	48%	23%	43% a	54% a	53% a	64% abd	57% b	46%	52%	54%	52%	52%	54%	50%
At least weekly	561	299	261	83	108	110	116	144	190	211	87	73	482	37	28	14
	39%	37%	41%	60% bcde	41%	39%	41% e	30%	34%	46% ad	40%	34%	39%	36%	41%	38%
At least monthly	94	49	45	16	31	14	11	23	33	27	15	19	79	9	3	3
	7%	6%	7%	11% e	12% cde	5%	4%	5%	6%	6%	7%	9%	6%	9%	5%	9%
Less often	26	7	19	9	7	4	4	3	13	7	*	6	23	1	*	1
	2%	1%	3% a	6% cde	2%	1%	1%	1%	2%	2%	*%	3%	2%	1%	1%	3%
Don't know/ can't remember	7	4	2	-	4	1	2	-	2	2	1	1	5	2	-	-
	*%	*%	*%	-%	2%	*%	1%	-%	*%	1%	1%	*%	*%	2%	-%	-%
SUMMARY																
DAILY	755	451	305	31	115	152	148	309	316	211	112	117	646	54	37	19
	52%	56%	48%	23%	43% a	54% a	53% a	64% abd	57% b	46%	52%	54%	52%	52%	54%	50%
WEEKLY	1316	750	565	114	223	262	264	453	506	422	198	190	1128	91	64	33
	91%	93%	89%	83%	84%	93% ab	94% ab	94% ab	91%	92%	92%	88%	91%	88%	95%	88%
MONTHLY	1410	799	610	130	254	275	275	476	538	450	214	209	1206	100	68	36
	98%	99%	97%	94%	96%	98%	98%	99% ab	97%	98%	99%	97%	98%	97%	99%	97%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1401	1189	212	471	910	439	942	153	227	216	439	982	404
Effective Weighted Sample	1164	993	174	395	752	368	779	123	190	185	368	815	341
Total	1443	1257	187	484	939	451	972	149	230	223	451	1026	409
At least daily	755	644	111	254	491	246	498	69	133	128	246	511	238
	52%	51%	60%	52%	52%	55%	51%	47%	58%	57%	55%	50%	58% a
At least weekly	561	499	62	179	372	158	393	65	73	70	158	432	127
	39%	40%	33%	37%	40%	35%	40%	44%	31%	31%	35%	42% b	31%
At least monthly	94	84	11	37	57	34	61	9	17	18	34	64	30
	7%	7%	6%	8%	6%	7%	6%	6%	7%	8%	7%	6%	7%
Less often	26	23	3	12	14	11	15	4	6	7	11	15	10
	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	1%	2%
Don't know/ can't remember	7	7	-	2	5	2	5	2	2	1	2	4	4
	*%	1%	-%	*%	1%	*%	1%	1%	1%	*%	*%	*%	1%
SUMMARY													
DAILY	755	644	111	254	491	246	498	69	133	128	246	511	238
	52%	51%	60%	52%	52%	55%	51%	47%	58%	57%	55%	50%	58% a
WEEKLY	1316	1143	173	433	863	405	891	134	206	198	405	943	365
	91%	91%	93%	89%	92%	90%	92%	90%	89%	89%	90%	92%	89%
MONTHLY	1410	1227	184	470	920	438	952	143	222	215	438	1008	395
	98%	98%	98%	97%	98%	97%	98%	96%	97%	97%	97%	98%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	1401	1335	1198	203	66	1401	1337	971	1401	386	1401	-	99	284	1018
Effective Weighted Sample	1164	1109	993	172	56	1164	1112	800	1164	322	1164	-	76	242	846
Total	1443	1377	1226	218	67	1443	1380	987	1443	397	1443	-	90	301	1052
At least daily	755	727	640	115	**	755	723	540	755	252	755	**	**	130	579
	52%	53%	52%	53%	**	52%	52%	55%	52%	63% abce	52%	**	**	43%	55% b
At least weekly	561	530	475	86	**	561	538	361	561	126	561	**	**	139	391
	39%	38%	39%	40%	**	39%	39%	37%	39%	32%	39%	**	**	46%	37%
At least monthly	94	88	84	11	**	94	89	63	94	15	94	**	**	27	57
	7%	6%	7%	5%	**	7%	6%	6%	7%	4%	7%	**	**	9%	5%
Less often	26	24	21	5	**	26	25	19	26	3	26	**	**	2	21
	2%	2%	2%	2%	**	2%	2%	2%	2%	1%	2%	**	**	1%	2%
Don't know/ can't remember	7	7	6	1	**	7	6	4	7	2	7	**	**	3	4
	*%	1%	1%	*%	**	*%	*%	*%	*%	*%	*%	**	**	1%	*%
SUMMARY															
DAILY	755	727	640	115	**	755	723	540	755	252	755	**	**	130	579
	52%	53%	52%	53%	**	52%	52%	55%	52%	63% abce	52%	**	**	43%	55% b
WEEKLY	1316	1257	1115	201	**	1316	1260	900	1316	378	1316	**	**	269	970
	91%	91%	91%	92%	**	91%	91%	91%	91%	95%	91%	**	**	89%	92%
MONTHLY	1410	1345	1198	212	**	1410	1349	963	1410	393	1410	**	**	296	1027
	98%	98%	98%	97%	**	98%	98%	98%	98%	99%	98%	**	**	98%	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	717	534	183	96	134	149	113	225	271	201	124	121	472	83	85	77
Effective Weighted Sample	588	435	153	84	112	124	92	183	230	165	99	100	450	80	80	71
Total	727	539	188	88	150	130	121	237	276	231	109	112	613	57	36	21
At least daily	348	293	55	**	69	58	64	128	129	107	56	56	298	**	**	**
	48%	54% b	29%	**	46%	44%	53%	54%	47%	46%	52%	50%	49%	**	**	**
At least weekly	286	194	92	**	53	60	48	88	109	92	38	47	233	**	**	**
	39%	36%	49% a	**	35%	46%	40%	37%	39%	40%	35%	42%	38%	**	**	**
At least monthly	65	33	32	**	20	9	7	11	28	20	10	8	56	**	**	**
	9%	6%	17% a	**	13% e	7%	6%	5%	10%	9%	9%	7%	9%	**	**	**
Less often	24	16	8	**	6	2	2	10	8	9	5	2	23	**	**	**
	3%	3%	4%	**	4%	2%	1%	4%	3%	4%	4%	2%	4%	**	**	**
Don't know/ can't remember	5	4	1	**	2	1	-	-	3	2	*	-	4	**	**	**
	1%	1%	1%	**	2%	1%	-%	-%	1%	1%	*%	-%	1%	**	**	**
SUMMARY																
DAILY	348	293	55	**	69	58	64	128	129	107	56	56	298	**	**	**
	48%	54% b	29%	**	46%	44%	53%	54%	47%	46%	52%	50%	49%	**	**	**
WEEKLY	633	487	146	**	122	118	112	216	237	199	94	102	530	**	**	**
	87%	90% b	78%	**	81%	90%	93%	91%	86%	86%	87%	91%	87%	**	**	**
MONTHLY	698	520	178	**	142	127	120	227	265	220	104	110	586	**	**	**
	96%	96%	95%	**	94%	97%	99%	96%	96%	95%	96%	98%	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	717	625	92	266	439	240	461	95	126	102	240	502	208
Effective Weighted Sample	588	514	76	220	359	197	378	77	102	87	197	409	174
Total	727	644	83	260	455	233	478	89	120	101	233	512	210
At least daily	348	305	**	127	219	114	229	**	56	53	114	247	99
	48%	47%	**	49%	48%	49%	48%	**	46%	53%	49%	48%	47%
At least weekly	286	256	**	104	173	97	180	**	52	40	97	203	79
	39%	40%	**	40%	38%	42%	38%	**	43%	39%	42%	40%	38%
At least monthly	65	60	**	24	41	17	48	**	12	6	17	45	20
	9%	9%	**	9%	9%	7%	10%	**	10%	6%	7%	9%	9%
Less often	24	19	**	5	18	5	18	**	1	2	5	14	10
	3%	3%	**	2%	4%	2%	4%	**	1%	2%	2%	3%	5%
Don't know/ can't remember	5	5	**	1	4	*	4	**	*	-	*	3	1
	1%	1%	**	*%	1%	*%	1%	**	*%	-%	*%	1%	1%
SUMMARY													
DAILY	348	305	**	127	219	114	229	**	56	53	114	247	99
	48%	47%	**	49%	48%	49%	48%	**	46%	53%	49%	48%	47%
WEEKLY	633	560	**	230	392	211	409	**	107	93	211	450	178
	87%	87%	**	89%	86%	91%	85%	**	89%	92%	91%	88%	85%
MONTHLY	698	620	**	254	433	228	457	**	119	99	228	495	198
	96%	96%	**	98%	95%	98%	96%	**	99%	98%	98%	97%	94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	717	693	613	104	24	717	685	561	717	226	717	-	56	140	521
Effective Weighted Sample	588	571	502	86	18	588	562	457	588	186	588	-	46	116	427
Total	727	706	617	110	21	727	697	563	727	233	727	-	61	144	522
At least daily	348	342	294	53	**	348	334	276	348	133	348	**	**	66	263
	48%	48%	48%	48%	**	48%	48%	49%	48%	57%	48%	**	**	46%	50%
At least weekly	286	277	249	37	**	286	275	221	286	79	286	**	**	54	199
	39%	39%	40%	33%	**	39%	40%	39%	39%	34%	39%	**	**	37%	38%
At least monthly	65	60	52	13	**	65	60	45	65	11	65	**	**	14	44
	9%	8%	8%	12%	**	9%	9%	8%	9%	5%	9%	**	**	10%	8%
Less often	24	22	17	7	**	24	23	17	24	9	24	**	**	10	11
	3%	3%	3%	6%	**	3%	3%	3%	3%	4%	3%	**	**	7%	2%
Don't know/ can't remember	5	5	4	1	**	5	5	4	5	2	5	**	**	1	4
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	**	1%	1%
SUMMARY															
DAILY	348	342	294	53	**	348	334	276	348	133	348	**	**	66	263
	48%	48%	48%	48%	**	48%	48%	49%	48%	57%	48%	**	**	46%	50%
WEEKLY	633	619	543	90	**	633	609	497	633	212	633	**	**	119	462
	87%	88%	88%	82%	**	87%	87%	88%	87%	91%	87%	**	**	83%	89%
MONTHLY	698	679	595	103	**	698	669	542	698	223	698	**	**	133	506
	96%	96%	97%	93%	**	96%	96%	96%	96%	96%	96%	**	**	93%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	213	114	99	61	65	44	27	16	101	36	45	31	155	21	21	16
Effective Weighted Sample	183	98	86	54	60	38	21	15	87	29	39	29	149	20	20	16
Total	213	115	98	50	82	39	24	18	103	35	42	33	186	14	8	4
At least daily	53	31	**	**	**	**	**	**	30	**	**	**	47	**	**	**
	25%	27%	**	**	**	**	**	**	29%	**	**	**	25%	**	**	**
At least weekly	92	58	**	**	**	**	**	**	45	**	**	**	81	**	**	**
	43%	50%	**	**	**	**	**	**	43%	**	**	**	44%	**	**	**
At least monthly	47	16	**	**	**	**	**	**	19	**	**	**	39	**	**	**
	22%	14%	**	**	**	**	**	**	19%	**	**	**	21%	**	**	**
Less often	19	7	**	**	**	**	**	**	8	**	**	**	16	**	**	**
	9%	6%	**	**	**	**	**	**	8%	**	**	**	8%	**	**	**
Don't know/ can't remember	2	2	**	**	**	**	**	**	1	**	**	**	2	**	**	**
	1%	2%	**	**	**	**	**	**	1%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	53	31	**	**	**	**	**	**	30	**	**	**	47	**	**	**
	25%	27%	**	**	**	**	**	**	29%	**	**	**	25%	**	**	**
WEEKLY	145	89	**	**	**	**	**	**	75	**	**	**	129	**	**	**
	68%	77%	**	**	**	**	**	**	72%	**	**	**	69%	**	**	**
MONTHLY	191	106	**	**	**	**	**	**	94	**	**	**	168	**	**	**
	90%	92%	**	**	**	**	**	**	91%	**	**	**	90%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted total	213	194	19	132	72	111	92	48	61	46	111	162	48
Effective Weighted Sample	183	169	15	115	62	98	78	43	53	40	98	141	41
Total	213	199	14	137	69	119	86	52	64	46	119	166	46
At least daily	53	49	**	39	**	37	**	**	**	**	37	45	**
	25%	25%	**	29%	**	31%	**	**	**	**	31%	27%	**
At least weekly	92	88	**	59	**	54	**	**	**	**	54	73	**
	43%	44%	**	43%	**	45%	**	**	**	**	45%	44%	**
At least monthly	47	41	**	30	**	22	**	**	**	**	22	36	**
	22%	20%	**	22%	**	19%	**	**	**	**	19%	22%	**
Less often	19	19	**	8	**	5	**	**	**	**	5	11	**
	9%	10%	**	6%	**	5%	**	**	**	**	5%	7%	**
Don't know/ can't remember	2	2	**	1	**	1	**	**	**	**	1	1	**
	1%	1%	**	1%	**	1%	**	**	**	**	1%	1%	**
SUMMARY													
DAILY	53	49	**	39	**	37	**	**	**	**	37	45	**
	25%	25%	**	29%	**	31%	**	**	**	**	31%	27%	**
WEEKLY	145	137	**	98	**	90	**	**	**	**	90	118	**
	68%	69%	**	72%	**	76%	**	**	**	**	76%	71%	**
MONTHLY	191	177	**	128	**	113	**	**	**	**	113	154	**
	90%	89%	**	94%	**	95%	**	**	**	**	95%	93%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	213	210	201	12	3	213	195	187	213	77	213	-	23	39	151
Effective Weighted Sample	183	181	173	11	2	183	168	163	183	66	183	-	20	34	129
Total	213	210	202	11	3	213	197	191	213	80	213	-	22	40	151
At least daily	53	51	51	**	**	53	53	48	53	**	53	**	**	**	45
	25%	24%	25%	**	**	25%	27%	25%	25%	**	25%	**	**	**	30%
At least weekly	92	91	87	**	**	92	85	83	92	**	92	**	**	**	58
	43%	43%	43%	**	**	43%	43%	43%	43%	**	43%	**	**	**	39%
At least monthly	47	47	43	**	**	47	38	42	47	**	47	**	**	**	35
	22%	22%	21%	**	**	22%	19%	22%	22%	**	22%	**	**	**	23%
Less often	19	19	18	**	**	19	19	17	19	**	19	**	**	**	12
	9%	9%	9%	**	**	9%	10%	9%	9%	**	9%	**	**	**	8%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	53	51	51	**	**	53	53	48	53	**	53	**	**	**	45
	25%	24%	25%	**	**	25%	27%	25%	25%	**	25%	**	**	**	30%
WEEKLY	145	142	138	**	**	145	137	130	145	**	145	**	**	**	103
	68%	67%	68%	**	**	68%	70%	68%	68%	**	68%	**	**	**	68%
MONTHLY	191	189	181	**	**	191	175	172	191	**	191	**	**	**	139
	90%	90%	90%	**	**	90%	89%	90%	90%	**	90%	**	**	**	92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	1071	536	534	136	148	239	197	351	378	329	197	167	729	102	151	89
Effective Weighted Sample	889	447	441	122	121	203	162	290	321	274	159	143	694	98	142	83
Total	1089	551	536	128	169	217	208	367	387	375	171	156	931	70	63	25
At least daily	607	308	299	56	81	116	127	228	223	191	97	96	525	35	36	**
	56%	56%	56%	44%	48%	53%	61% a	62% ab	58%	51%	57%	62%	56%	51%	58%	**
At least weekly	385	197	188	53	64	82	73	113	124	154	65	42	325	29	20	**
	35%	36%	35%	41%	38%	38%	35%	31%	32%	41% d	38%	27%	35%	42%	33%	**
At least monthly	78	39	39	15	17	16	8	22	31	25	7	15	65	4	4	**
	7%	7%	7%	12%	10%	7%	4%	6%	8%	7%	4%	9%	7%	6%	6%	**
Less often	15	6	8	3	5	3	-	4	7	5	-	3	13	*	2	**
	1%	1%	2%	2%	3%	1%	-%	1%	2%	1%	-%	2%	1%	1%	2%	**
Don't know/ can't remember	4	1	1	1	2	1	-	-	1	-	3	-	4	-	*	**
	*%	*%	*%	1%	1%	1%	-%	-%	*%	-%	2%	-%	*%	-%	*%	**
SUMMARY																
DAILY	607	308	299	56	81	116	127	228	223	191	97	96	525	35	36	**
	56%	56%	56%	44%	48%	53%	61% a	62% ab	58%	51%	57%	62%	56%	51%	58%	**
WEEKLY	992	505	487	109	145	198	200	341	348	345	161	139	849	65	57	**
	91%	92%	91%	85%	86%	91%	96% ab	93%	90%	92%	94%	89%	91%	93%	91%	**
MONTHLY	1070	544	526	124	162	213	208	363	378	371	168	153	915	69	61	**
	98%	99%	98%	97%	96%	98%	100%	99%	98%	99%	98%	98%	98%	99%	97%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1071	908	163	368	691	333	725	107	166	181	333	732	322
Effective Weighted Sample	889	757	135	308	572	278	601	88	137	152	278	604	273
Total	1089	946	142	361	716	328	748	106	159	175	328	752	326
At least daily	607	529	79	185	416	172	428	57	86	99	172	392	210
	56%	56%	55%	51%	58%	52%	57%	54%	54%	56%	52%	52%	64% a
At least weekly	385	329	56	134	246	120	260	33	57	61	120	292	88
	35%	35%	39%	37%	34%	37%	35%	31%	36%	35%	37%	39% b	27%
At least monthly	78	71	7	31	46	27	50	7	11	15	27	53	23
	7%	8%	5%	8%	6%	8%	7%	7%	7%	9%	8%	7%	7%
Less often	15	14	1	9	6	8	7	8	5	-	8	11	4
	1%	1%	1%	2%	1%	2%	1%	8% c	3%	-%	2%	1%	1%
Don't know/ can't remember	4	4	-	1	3	1	3	1	*	1	1	3	1
	*%	*%	-%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%
SUMMARY													
DAILY	607	529	79	185	416	172	428	57	86	99	172	392	210
	56%	56%	55%	51%	58%	52%	57%	54%	54%	56%	52%	52%	64% a
WEEKLY	992	858	135	320	662	292	688	90	143	159	292	684	297
	91%	91%	95%	89%	92%	89%	92%	85%	90%	91%	89%	91%	91%
MONTHLY	1070	929	141	350	708	319	738	96	154	174	319	738	321
	98%	98%	99%	97%	99%	97%	99%	91%	97%	99% a	97%	98%	98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	1071	1013	903	168	58	1071	1024	758	1071	268	1071	-	68	212	791
Effective Weighted Sample	889	837	745	144	52	889	853	629	889	223	889	-	53	178	658
Total	1089	1023	905	183	66	1089	1046	764	1089	280	1089	-	65	221	802
At least daily	607	577	508	99	**	607	590	449	607	177	607	**	**	96	482
	56%	56%	56%	54%	**	56%	56%	59%	56%	63%	56%	**	**	43%	60% b
At least weekly	385	356	316	69	**	385	367	253	385	83	385	**	**	104	259
	35%	35%	35%	38%	**	35%	35%	33%	35%	30%	35%	**	**	47% c	32%
At least monthly	78	73	65	13	**	78	74	53	78	17	78	**	**	15	49
	7%	7%	7%	7%	**	7%	7%	7%	7%	6%	7%	**	**	7%	6%
Less often	15	13	12	2	**	15	13	8	15	2	15	**	**	4	10
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	**	2%	1%
Don't know/ can't remember	4	4	4	-	**	4	3	2	4	-	4	**	**	2	2
	*%	*%	*%	-%	**	*%	*%	*%	*%	-%	*%	**	**	1%	*%
SUMMARY															
DAILY	607	577	508	99	**	607	590	449	607	177	607	**	**	96	482
	56%	56%	56%	54%	**	56%	56%	59%	56%	63%	56%	**	**	43%	60% b
WEEKLY	992	933	824	168	**	992	957	702	992	260	992	**	**	200	740
	91%	91%	91%	92%	**	91%	91%	92%	91%	93%	91%	**	**	90%	92%
MONTHLY	1070	1006	889	181	**	1070	1031	754	1070	277	1070	**	**	215	789
	98%	98%	98%	99%	**	98%	99%	99%	98%	99%	98%	**	**	97%	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?

Base : Those who have personally used a BBC CBeebies site/ app in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	162	83	79	26	66	44	14	12	63	32	38	29	123	12	17	10
Effective Weighted Sample	140	73	68	24	57	38	13	11	58	26	32	25	118	12	16	9
Total	170	88	82	24	76	40	16	14	72	34	34	30	152	8	7	3
At least daily	52	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
At least weekly	70	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
At least monthly	32	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
Less often	13	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
SUMMARY																
DAILY	52	**	**	**	**	**	**	**	**	**	**	**	47	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**	**
WEEKLY	122	**	**	**	**	**	**	**	**	**	**	**	109	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	72%	**	**	**
MONTHLY	154	**	**	**	**	**	**	**	**	**	**	**	138	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**	91%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?

Base : Those who have personally used a BBC CBeebies site/ app in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	~b	~a	~b	~c	d	a	~b
Unweighted total	162	152	10	113	41	103	50	62	57	33	103	127	33
Effective Weighted Sample	140	132	9	97	36	88	44	52	49	30	88	110	29
Total	170	162	8	118	43	108	52	64	59	35	108	134	34
At least daily	52	50	**	43	**	42	**	**	**	**	42	41	**
	31%	31%	**	36%	**	39%	**	**	**	**	39%	31%	**
At least weekly	70	68	**	42	**	39	**	**	**	**	39	56	**
	41%	42%	**	36%	**	36%	**	**	**	**	36%	42%	**
At least monthly	32	30	**	24	**	20	**	**	**	**	20	25	**
	19%	19%	**	20%	**	18%	**	**	**	**	18%	18%	**
Less often	13	13	**	8	**	7	**	**	**	**	7	10	**
	8%	8%	**	7%	**	6%	**	**	**	**	6%	7%	**
Don't know/ can't remember	2	1	**	1	**	1	**	**	**	**	1	2	**
	1%	1%	**	1%	**	1%	**	**	**	**	1%	2%	**
SUMMARY													
DAILY	52	50	**	43	**	42	**	**	**	**	42	41	**
	31%	31%	**	36%	**	39%	**	**	**	**	39%	31%	**
WEEKLY	122	118	**	85	**	80	**	**	**	**	80	97	**
	72%	73%	**	72%	**	74%	**	**	**	**	74%	73%	**
MONTHLY	154	148	**	109	**	100	**	**	**	**	100	122	**
	91%	91%	**	92%	**	93%	**	**	**	**	93%	91%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used a BBC CBeebies site/ app?

Base : Those who have personally used a BBC CBeebies site/ app in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	162	157	156	6	5	162	151	135	162	47	162	-	7	35	120
Effective Weighted Sample	140	137	136	5	4	140	131	119	140	41	140	-	7	30	103
Total	170	166	166	4	3	170	160	144	170	47	170	-	7	38	124
At least daily	52	51	51	**	**	52	50	44	52	**	52	**	**	**	39
	31%	31%	31%	**	**	31%	31%	30%	31%	**	31%	**	**	**	31%
At least weekly	70	69	68	**	**	70	69	60	70	**	70	**	**	**	53
	41%	41%	41%	**	**	41%	43%	42%	41%	**	41%	**	**	**	42%
At least monthly	32	31	31	**	**	32	26	30	32	**	32	**	**	**	23
	19%	19%	19%	**	**	19%	17%	21%	19%	**	19%	**	**	**	19%
Less often	13	13	13	**	**	13	13	9	13	**	13	**	**	**	8
	8%	8%	8%	**	**	8%	8%	6%	8%	**	8%	**	**	**	7%
Don't know/ can't remember	2	2	2	**	**	2	2	1	2	**	2	**	**	**	1
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
SUMMARY															
DAILY	52	51	51	**	**	52	50	44	52	**	52	**	**	**	39
	31%	31%	31%	**	**	31%	31%	30%	31%	**	31%	**	**	**	31%
WEEKLY	122	120	119	**	**	122	119	104	122	**	122	**	**	**	92
	72%	72%	72%	**	**	72%	74%	72%	72%	**	72%	**	**	**	74%
MONTHLY	154	151	150	**	**	154	145	134	154	**	154	**	**	**	115
	91%	91%	91%	**	**	91%	91%	93%	91%	**	91%	**	**	**	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	147	73	73	31	41	35	19	21	61	32	38	16	113	12	8	14
Effective Weighted Sample	127	62	64	28	36	32	17	16	53	28	32	15	108	12	8	13
Total	152	74	76	30	50	33	22	17	65	35	34	18	137	8	3	4
At least daily	54	**	**	**	**	**	**	**	**	**	**	**	49	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
At least weekly	59	**	**	**	**	**	**	**	**	**	**	**	54	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**
At least monthly	31	**	**	**	**	**	**	**	**	**	**	**	27	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
Less often	7	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
SUMMARY																
DAILY	54	**	**	**	**	**	**	**	**	**	**	**	49	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
WEEKLY	113	**	**	**	**	**	**	**	**	**	**	**	103	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	75%	**	**	**
MONTHLY	144	**	**	**	**	**	**	**	**	**	**	**	130	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	147	137	10	83	58	77	63	37	38	40	77	110	36
Effective Weighted Sample	127	119	9	76	46	70	51	33	34	37	70	96	30
Total	152	143	8	93	53	86	60	42	40	42	86	115	36
At least daily	54	51	**	**	**	**	**	**	**	**	**	46	**
	36%	35%	**	**	**	**	**	**	**	**	**	40%	**
At least weekly	59	54	**	**	**	**	**	**	**	**	**	41	**
	39%	38%	**	**	**	**	**	**	**	**	**	35%	**
At least monthly	31	31	**	**	**	**	**	**	**	**	**	25	**
	20%	22%	**	**	**	**	**	**	**	**	**	22%	**
Less often	7	7	**	**	**	**	**	**	**	**	**	2	**
	5%	5%	**	**	**	**	**	**	**	**	**	2%	**
SUMMARY													
DAILY	54	51	**	**	**	**	**	**	**	**	**	46	**
	36%	35%	**	**	**	**	**	**	**	**	**	40%	**
WEEKLY	113	105	**	**	**	**	**	**	**	**	**	87	**
	75%	73%	**	**	**	**	**	**	**	**	**	76%	**
MONTHLY	144	136	**	**	**	**	**	**	**	**	**	113	**
	95%	95%	**	**	**	**	**	**	**	**	**	98%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	147	147	143	4	-	147	140	134	147	58	147	-	13	30	104
Effective Weighted Sample	127	127	124	3	-	127	121	115	127	50	127	-	10	27	90
Total	152	152	149	2	-	152	145	139	152	61	152	-	11	33	107
At least daily	54	54	54	**	**	54	54	51	54	**	54	**	**	**	39
	36%	36%	36%	**	**	36%	37%	37%	36%	**	36%	**	**	**	37%
At least weekly	59	59	58	**	**	59	55	51	59	**	59	**	**	**	44
	39%	39%	39%	**	**	39%	38%	37%	39%	**	39%	**	**	**	41%
At least monthly	31	31	30	**	**	31	28	30	31	**	31	**	**	**	20
	20%	20%	20%	**	**	20%	19%	22%	20%	**	20%	**	**	**	18%
Less often	7	7	7	**	**	7	7	6	7	**	7	**	**	**	4
	5%	5%	5%	**	**	5%	5%	4%	5%	**	5%	**	**	**	4%
SUMMARY															
DAILY	54	54	54	**	**	54	54	51	54	**	54	**	**	**	39
	36%	36%	36%	**	**	36%	37%	37%	36%	**	36%	**	**	**	37%
WEEKLY	113	113	112	**	**	113	109	102	113	**	113	**	**	**	83
	75%	75%	75%	**	**	75%	75%	74%	75%	**	75%	**	**	**	78%
MONTHLY	144	144	142	**	**	144	137	132	144	**	144	**	**	**	103
	95%	95%	95%	**	**	95%	95%	96%	95%	**	95%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	319	185	134	39	46	59	53	122	132	88	57	42	213	36	42	28
Effective Weighted Sample	265	153	111	36	36	48	44	103	112	72	48	35	203	35	40	27
Total	320	190	130	36	47	51	54	132	134	97	49	40	270	24	18	8
At least daily	139	88	51	**	**	**	**	66	60	**	**	**	119	**	**	**
	44%	46%	40%	**	**	**	**	50%	45%	**	**	**	44%	**	**	**
At least weekly	127	74	53	**	**	**	**	46	57	**	**	**	107	**	**	**
	40%	39%	41%	**	**	**	**	35%	42%	**	**	**	40%	**	**	**
At least monthly	44	24	20	**	**	**	**	15	16	**	**	**	38	**	**	**
	14%	13%	16%	**	**	**	**	11%	12%	**	**	**	14%	**	**	**
Less often	8	3	5	**	**	**	**	5	2	**	**	**	5	**	**	**
	2%	2%	4%	**	**	**	**	4%	1%	**	**	**	2%	**	**	**
Don't know/ can't remember	2	2	-	**	**	**	**	-	-	**	**	**	2	**	**	**
	1%	1%	-%	**	**	**	**	-%	-%	**	**	**	1%	**	**	**
SUMMARY																
DAILY	139	88	51	**	**	**	**	66	60	**	**	**	119	**	**	**
	44%	46%	40%	**	**	**	**	50%	45%	**	**	**	44%	**	**	**
WEEKLY	266	162	105	**	**	**	**	112	116	**	**	**	226	**	**	**
	83%	85%	81%	**	**	**	**	85%	87%	**	**	**	84%	**	**	**
MONTHLY	311	186	125	**	**	**	**	127	132	**	**	**	264	**	**	**
	97%	98%	96%	**	**	**	**	96%	99%	**	**	**	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted total	319	280	39	100	196	89	205	31	42	41	89	209	105
Effective Weighted Sample	265	232	33	83	160	74	167	25	35	34	74	170	90
Total	320	285	35	98	196	89	204	29	40	43	89	207	109
At least daily	139	118	**	33	98	**	98	**	**	**	**	84	53
	44%	41%	**	34%	50%	**	48%	**	**	**	**	40%	49%
At least weekly	127	115	**	44	68	**	70	**	**	**	**	89	37
	40%	40%	**	45%	35%	**	34%	**	**	**	**	43%	34%
At least monthly	44	42	**	19	23	**	28	**	**	**	**	29	15
	14%	15%	**	19%	12%	**	14%	**	**	**	**	14%	14%
Less often	8	8	**	2	6	**	6	**	**	**	**	5	3
	2%	3%	**	2%	3%	**	3%	**	**	**	**	3%	2%
Don't know/ can't remember	2	2	**	-	2	**	2	**	**	**	**	-	2
	1%	1%	**	-%	1%	**	1%	**	**	**	**	-%	1%
SUMMARY													
DAILY	139	118	**	33	98	**	98	**	**	**	**	84	53
	44%	41%	**	34%	50%	**	48%	**	**	**	**	40%	49%
WEEKLY	266	233	**	77	166	**	168	**	**	**	**	172	90
	83%	82%	**	79%	84%	**	82%	**	**	**	**	83%	83%
MONTHLY	311	275	**	96	189	**	196	**	**	**	**	202	105
	97%	97%	**	98%	96%	**	96%	**	**	**	**	97%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	319	303	261	58	16	319	298	233	319	118	319	-	19	54	246
Effective Weighted Sample	265	251	214	50	14	265	246	191	265	96	265	-	16	45	204
Total	320	304	258	62	16	320	301	233	320	123	320	-	20	53	247
At least daily	139	137	114	**	**	139	135	105	139	72	139	**	**	**	117
	44%	45%	44%	**	**	44%	45%	45%	44%	59% ce	44%	**	**	**	47%
At least weekly	127	115	98	**	**	127	117	86	127	38	127	**	**	**	93
	40%	38%	38%	**	**	40%	39%	37%	40%	31%	40%	**	**	**	38%
At least monthly	44	44	37	**	**	44	40	37	44	8	44	**	**	**	33
	14%	14%	15%	**	**	14%	13%	16%	14%	6%	14%	**	**	**	13%
Less often	8	6	6	**	**	8	7	4	8	3	8	**	**	**	5
	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	**	**	**	2%
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	2	2	**	**	**	-
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	-%
SUMMARY															
DAILY	139	137	114	**	**	139	135	105	139	72	139	**	**	**	117
	44%	45%	44%	**	**	44%	45%	45%	44%	59% ce	44%	**	**	**	47%
WEEKLY	266	252	212	**	**	266	252	190	266	110	266	**	**	**	210
	83%	83%	82%	**	**	83%	84%	82%	83%	90%	83%	**	**	**	85%
MONTHLY	311	296	250	**	**	311	292	227	311	118	311	**	**	**	243
	97%	97%	97%	**	**	97%	97%	98%	97%	96%	97%	**	**	**	98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC News site/ app	1316	750	565	114	223	262	264	453	506	422	198	190	1128	91	64	33
	30%	35%	25%	25%	30%	36%	36%	26%	45%	31%	25%	17%	30%	25%	31%	27%
		b				ae	ae		bcd	cd	d		b			
BBC Weather site/ app	992	505	487	109	145	198	200	341	348	345	161	139	849	65	57	21
	23%	24%	21%	24%	19%	28%	27%	20%	31%	26%	21%	12%	23%	18%	28%	17%
						be	be		cd	d	d		b		bd	
BBC Sport site/ app	633	487	146	65	122	118	112	216	237	199	94	102	530	50	34	19
	14%	23%	6%	14%	16%	16%	15%	12%	21%	15%	12%	9%	14%	13%	17%	15%
		b							bcd	d						
BBC Homepage site (www.bbc.co.uk)	266	162	105	22	42	44	46	112	116	81	39	30	226	21	14	6
	6%	8%	5%	5%	6%	6%	6%	6%	10%	6%	5%	3%	6%	6%	7%	5%
		b							bcd	d						
BBC Bitesize site/ app	145	89	55	32	63	27	14	9	75	20	29	21	129	8	5	2
	3%	4%	2%	7%	8%	4%	2%	*%	7%	1%	4%	2%	3%	2%	3%	2%
		b		de	cde	e	e		bcd		b					
A BBC CBeebies site/ app	122	64	59	12	53	32	14	10	56	28	19	19	109	6	5	2
	3%	3%	3%	3%	7%	4%	2%	1%	5%	2%	2%	2%	3%	2%	3%	1%
				e	ade	e	e		bcd							
BBC Newsround site	113	59	54	18	35	29	18	13	45	26	28	14	103	5	2	2
	3%	3%	2%	4%	5%	4%	2%	1%	4%	2%	4%	1%	3%	1%	1%	2%
				e	e	e	e		bd		d					
None of these	2419	1037	1375	239	371	338	360	1112	415	720	459	826	2005	233	109	72
	55%	49%	61%	52%	50%	47%	49%	64%	37%	53%	58%	73%	54%	63%	53%	59%
			a					abcd		a	a	abc		ac		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC News site/ app	1316	1143	173	433	863	405	891	134	206	198	405	943	365
	30%	30%	30%	33% b	29%	35% b	28%	31%	37%	37%	35%	36% b	21%
BBC Weather site/ app	992	858	135	320	662	292	688	90	143	159	292	684	297
	23%	22%	23%	25%	22%	25%	22%	21%	25%	30% a	25%	26% b	17%
BBC Sport site/ app	633	560	73	230	392	211	409	79	107	93	211	450	178
	14%	15%	13%	18% b	13%	18% b	13%	19%	19%	17%	18%	17% b	10%
BBC Homepage site (www.bbc.co.uk)	266	233	33	77	166	75	168	24	35	36	75	172	90
	6%	6%	6%	6%	6%	7%	5%	6%	6%	7%	7%	7%	5%
BBC Bitesize site/ app	145	137	8	98	42	90	50	43	50	32	90	118	26
	3%	4% b	1%	8% b	1%	8% b	2%	10%	9%	6%	8%	5% b	1%
A BBC CBeebies site/ app	122	118	4	85	28	80	33	48	43	28	80	97	23
	3%	3% b	1%	7% b	1%	7% b	1%	11% c	8%	5%	7%	4% b	1%
BBC Newsround site	113	105	8	69	40	66	41	30	32	36	66	87	25
	3%	3%	1%	5% b	1%	6% b	1%	7%	6%	7%	6%	3% b	1%
None of these	2419	2083	336	607	1755	522	1832	203	250	236	522	1189	1169
	55%	55%	58%	47%	59% a	45%	59% a	48%	44%	44%	45%	46%	68% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11G. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC News site/ app	1316	1257	1115	201	59	1316	1260	900	1316	378	1316	-	77	269	970
	30%	35%	35%	16%	8%	30%	34%	39%	60%	64%	34%	-%	12%	25%	36%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	992	933	824	168	59	992	957	702	992	260	992	-	52	200	740
	23%	26%	26%	13%	8%	23%	26%	31%	45%	44%	25%	-%	8%	19%	28%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	633	619	543	90	14	633	609	497	633	212	633	-	52	119	462
	14%	17%	17%	7%	2%	14%	16%	22%	29%	36%	16%	-%	8%	11%	17%
		cde	cde	d		cd	f	aef	abef	abcef	f				ab
BBC Homepage site (www.bbc.co.uk)	266	252	212	54	14	266	252	190	266	110	266	-	16	41	210
	6%	7%	7%	4%	2%	6%	7%	8%	12%	19%	7%	-%	2%	4%	8%
		cd	cd	d		d	f	f	abef	abcef	f				ab
BBC Bitesize site/ app	145	142	138	7	3	145	137	130	145	58	145	-	14	27	103
	3%	4%	4%	1%	*%	3%	4%	6%	7%	10%	4%	-%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abef	f				
A BBC CBeebies site/ app	122	120	119	3	2	122	119	104	122	41	122	-	4	26	92
	3%	3%	4%	*%	*%	3%	3%	5%	6%	7%	3%	-%	1%	2%	3%
		cd	cd			cd	f	ef	aef	aef	f				a
BBC Newsround site	113	113	112	1	-	113	109	102	113	48	113	-	7	23	83
	3%	3%	4%	*%	-%	3%	3%	4%	5%	8%	3%	-%	1%	2%	3%
		cd	cd			cd	f	aef	aef	abef	f				a
None of these	2419	1765	1495	924	654	2419	1831	916	220	99	1937	482	520	641	1259
	55%	49%	47%	74%	86%	55%	49%	40%	10%	17%	49%	100%	78%	60%	47%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Spotify	1151	582	562	240	333	205	163	210	372	347	206	226	957	105	56	33
	26%	27%	25%	52% cde	44% cde	29% de	22% e	12%	33% bcd	26% d	26% d	20%	26%	28%	27%	27%
YouTube Music	826	426	399	131	227	183	118	167	233	228	165	200	728	54	23	21
	19%	20%	18%	28% de	30% de	25% de	16% e	10%	21%	17%	21%	18%	20% bc	15%	11%	17%
Amazon Music	683	345	337	69	156	128	130	201	231	221	118	113	551	80	29	23
	16%	16%	15%	15%	21% e	18% e	18% e	12%	20% cd	16% d	15% d	10%	15%	22% ac	14%	18%
BBC Sounds	588	374	214	67	122	98	79	222	261	176	83	68	497	39	40	12
	13%	18% b	9%	15%	16% d	14%	11%	13%	23% bcd	13% d	11% d	6%	13%	11%	19% abd	10%
Apple Music or Apple Podcasts	475	235	237	108	134	100	74	58	176	168	78	53	411	37	19	8
	11%	11%	10%	23% cde	18% de	14% e	10% e	3%	16% cd	12% d	10% d	5%	11% d	10%	9%	7%
Google Play Music or Google Podcasts	233	130	103	37	79	55	29	32	101	55	43	33	210	17	4	3
	5%	6%	5%	8% de	11% de	8% de	4% e	2%	9% bcd	4%	6% d	3%	6% cd	5%	2%	2%
SoundCloud	184	108	74	49	72	27	17	18	52	49	48	34	153	17	8	5
	4%	5% b	3%	11% cde	10% cde	4% e	2%	1%	5%	4%	6% d	3%	4%	5%	4%	4%
GlobalPlayer	165	107	59	21	52	27	32	34	70	39	35	22	145	13	5	3
	4%	5% b	3%	5% e	7% e	4%	4% e	2%	6% bd	3%	4% d	2%	4%	3%	3%	2%
Audible	144	75	69	19	42	30	27	27	68	48	19	9	128	10	4	3
	3%	4%	3%	4% e	6% e	4% e	4% e	2%	6% cd	4% d	2% d	1%	3%	3%	2%	3%
RadioPlayer	139	86	53	20	42	31	18	28	54	41	31	13	120	13	4	3
	3%	4% b	2%	4% e	6% de	4% e	2%	2%	5% d	3% d	4% d	1%	3%	3%	2%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Deezer	112	70	42	32	33	22	15	9	50	25	23	14	95	5	5	7
	3%	3%	2%	7%	4%	3%	2%	1%	4%	2%	3%	1%	3%	1%	2%	6%
		b		cde	e	e	e		bd							abc
TuneIn	68	44	24	11	16	22	7	13	31	17	8	12	56	7	3	2
	2%	2%	1%	2%	2%	3%	1%	1%	3%	1%	1%	1%	2%	2%	2%	2%
				e		de			d							
Any other audio streaming service	31	16	14	3	8	3	4	12	12	8	2	9	26	3	2	*
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%
None of these	1883	863	1020	61	138	223	329	1133	331	567	341	644	1589	151	87	56
	43%	41%	45%	13%	18%	31%	45%	65%	29%	42%	43%	57%	43%	41%	42%	45%
						ab	abc	abcd		a	a	abc				
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.2	1.0	1.8	1.8	1.3	1.0	.6	1.5	1.1	1.1	.7	1.1	1.1	1.0	1.0
		b		cde	cde	de	e		bcd	d	d					
Standard deviation	1.43	1.60	1.24	1.50	1.74	1.45	1.35	1.02	1.66	1.34	1.53	1.04	1.44	1.44	1.21	1.33
Standard error	.02	.03	.03	.06	.07	.05	.05	.02	.05	.04	.05	.03	.03	.06	.05	.06

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Spotify	1151	1021	129	460	671	398	731	165	181	179	398	828	311
	26%	27%	22%	35% b	22%	35% b	23%	39%	32%	34%	35%	32% b	18%
YouTube Music	826	771	55	347	457	308	494	133	151	126	308	567	244
	19%	20% b	10%	27% b	15%	27% b	16%	31%	27%	24%	27%	22% b	14%
Amazon Music	683	606	77	267	408	246	427	94	126	128	246	471	202
	16%	16%	13%	21% b	14%	21% b	14%	22%	22%	24%	21%	18% b	12%
BBC Sounds	588	512	76	186	392	170	406	70	88	72	170	415	169
	13%	13%	13%	14%	13%	15%	13%	16%	16%	13%	15%	16% b	10%
Apple Music or Apple Podcasts	475	431	44	222	247	194	273	85	116	74	194	388	84
	11%	11% b	8%	17% b	8%	17% b	9%	20%	21% c	14%	17%	15% b	5%
Google Play Music or Google Podcasts	233	218	15	124	103	111	116	49	58	49	111	187	46
	5%	6% b	3%	10% b	3%	10% b	4%	11%	10%	9%	10%	7% b	3%
SoundCloud	184	172	11	94	87	81	100	36	37	34	81	136	47
	4%	5% b	2%	7% b	3%	7% b	3%	8%	7%	6%	7%	5% b	3%
GlobalPlayer	165	154	11	90	72	86	76	36	43	40	86	130	33
	4%	4%	2%	7% b	2%	7% b	2%	8%	8%	8%	7%	5% b	2%
Audible	144	138	6	68	74	62	79	26	24	33	62	116	28
	3%	4% b	1%	5% b	2%	5% b	3%	6%	4%	6%	5%	4% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
RadioPlayer	139	127	12	81	55	76	59	31	41	41	76	111	27
	3%	3%	2%	6% b	2%	7% b	2%	7%	7%	8%	7%	4% b	2%
Deezer	112	102	10	69	41	63	47	33	26	30	63	86	25
	3%	3%	2%	5% b	1%	5% b	1%	8%	5%	6%	5%	3% b	1%
TuneIn	68	64	4	32	33	31	33	14	22	16	31	50	17
	2%	2%	1%	2% b	1%	3% b	1%	3%	4%	3%	3%	2%	1%
Any other audio streaming service	31	28	2	11	20	10	21	10	2	*	10	13	18
	1%	1%	*%	1%	1%	1%	1%	2% c	*%	*%	1%	1%	1%
None of these	1883	1573	310	326	1502	297	1529	84	147	164	297	839	1000
	43%	41%	53% a	25%	50% a	26%	49% a	20%	26%	31% a	26%	32%	58% a
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.1 b	.8	1.6 b	.9	1.6 b	.9	1.8	1.6	1.5	1.6	1.3 b	.7
Standard deviation	1.43	1.47	1.09	1.72	1.23	1.75	1.24	1.96	1.89	1.86	1.75	1.54	1.15
Standard error	.02	.02	.04	.05	.02	.05	.02	.09	.08	.08	.05	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Spotify	1151	1127	1069	82	24	1151	965	692	730	220	1026	124	177	280	694
	26%	31%	34%	7%	3%	26%	26%	30%	33%	37%	26%	26%	27%	26%	26%
		cde	cde	d		cd		ae	aef	abef					
YouTube Music	826	786	736	90	40	826	691	443	530	148	740	86	136	232	458
	19%	22%	23%	7%	5%	19%	19%	19%	24%	25%	19%	18%	21%	22%	17%
		cde	cde			cd			abef	abef				c	
Amazon Music	683	674	654	29	9	683	592	444	468	169	632	51	106	122	454
	16%	19%	21%	2%	1%	16%	16%	19%	21%	29%	16%	11%	16%	11%	17%
		cde	cde			cd	f	aef	aef	abcef	f				b
BBC Sounds	588	583	521	67	5	588	571	537	512	588	588	-	41	73	475
	13%	16%	17%	5%	1%	13%	15%	23%	23%	100%	15%	-%	6%	7%	18%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
Apple Music or Apple Podcasts	475	469	460	15	6	475	420	324	344	108	446	29	45	100	330
	11%	13%	15%	1%	1%	11%	11%	14%	16%	18%	11%	6%	7%	9%	12%
		cde	cde			cd	f	aef	aef	aef	f				a
Google Play Music or Google Podcasts	233	231	222	12	3	233	219	186	201	77	226	8	32	41	161
	5%	6%	7%	1%	*%	5%	6%	8%	9%	13%	6%	2%	5%	4%	6%
		cd	cde			cd	f	aef	aef	abef	f				
SoundCloud	184	179	166	17	5	184	154	127	128	50	171	12	32	39	113
	4%	5%	5%	1%	1%	4%	4%	6%	6%	9%	4%	3%	5%	4%	4%
		cd	cd			cd			af	aef					
GlobalPlayer	165	164	155	10	1	165	153	131	140	58	161	5	24	33	109
	4%	5%	5%	1%	*%	4%	4%	6%	6%	10%	4%	1%	4%	3%	4%
		cd	cd			cd	f	ef	aef	abcef	f				
Audible	144	143	142	3	2	144	132	119	116	62	135	9	22	29	94
	3%	4%	4%	*%	*%	3%	4%	5%	5%	11%	3%	2%	3%	3%	4%
		cd	cd			cd		aef	aef	abcef					
RadioPlayer	139	135	135	4	4	139	130	126	129	53	135	4	12	29	98
	3%	4%	4%	*%	1%	3%	4%	6%	6%	9%	3%	1%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Deezer	112	112	110	3	-	112	103	93	99	42	108	4	15	24	74
	3%	3%	3%	*%	-%	3%	3%	4%	4%	7%	3%	1%	2%	2%	3%
		cd	cd			cd		f	aef	abef					
TuneIn	68	67	62	5	1	68	61	56	60	29	65	2	12	18	38
	2%	2%	2%	*%	*%	2%	2%	2%	3%	5%	2%	*%	2%	2%	1%
		cd	cd			cd			f	abef					
Any other audio streaming service	31	28	21	10	2	31	26	13	19	4	26	4	8	8	15
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	1883	1207	887	996	676	1883	1579	796	579	-	1646	237	275	469	1139
	43%	33%	28%	80%	89%	43%	43%	35%	26%	-%	42%	49%	41%	44%	43%
		b		abe	abce	ab	bcd	cd	d		bcd	bcde			
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.3	1.4	.3	.1	1.1	1.1	1.4	1.6	2.7	1.1	.7	1.0	1.0	1.2
		cde	acde	d		cd	f	aef	abef	abcef	f				ab
Standard deviation	1.43	1.48	1.52	.66	.40	1.43	1.49	1.68	1.68	2.07	1.48	.83	1.14	1.29	1.53
Standard error	.02	.02	.03	.02	.01	.02	.02	.03	.04	.09	.02	.04	.04	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	574	358	216	69	103	109	78	215	243	161	99	71	382	57	92	43
Effective Weighted Sample	476	298	179	64	88	92	62	174	210	131	79	60	365	55	87	40
Total	588	374	214	67	122	98	79	222	261	176	83	68	497	39	40	12
At least daily	194	132	62	**	42	40	**	67	81	49	**	**	169	**	**	**
	33%	35%	29%	**	35%	41%	**	30%	31%	28%	**	**	34%	**	**	**
At least weekly	288	179	109	**	61	39	**	109	134	99	**	**	248	**	**	**
	49%	48%	51%	**	50%	40%	**	49%	51%	56%	**	**	50%	**	**	**
At least monthly	78	54	25	**	13	14	**	35	33	22	**	**	61	**	**	**
	13%	14%	12%	**	10%	14%	**	16%	13%	12%	**	**	12%	**	**	**
Less often	28	9	18	**	6	5	**	11	14	6	**	**	18	**	**	**
	5%	2%	9% a	**	5%	5%	**	5%	5%	3%	**	**	4%	**	**	**
Don't know/ can't remember	1	1	-	**	-	1	**	-	-	-	**	**	1	**	**	**
	*%	*%	-%	**	-%	1%	**	-%	-%	-%	**	**	*%	**	**	**
SUMMARY																
DAILY	194	132	62	**	42	40	**	67	81	49	**	**	169	**	**	**
	33%	35%	29%	**	35%	41%	**	30%	31%	28%	**	**	34%	**	**	**
WEEKLY	481	310	171	**	103	79	**	176	215	148	**	**	416	**	**	**
	82%	83%	80%	**	85%	80%	**	79%	82%	84%	**	**	84%	**	**	**
MONTHLY	560	364	196	**	116	93	**	211	248	170	**	**	477	**	**	**
	95%	97% b	91%	**	95%	94%	**	95%	95%	97%	**	**	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	574	487	87	183	381	166	396	69	88	72	166	405	160
Effective Weighted Sample	476	408	69	154	313	139	326	58	75	60	139	334	138
Total	588	512	76	186	392	170	406	70	88	72	170	415	169
At least daily	194	175	**	80	109	75	114	**	**	**	75	139	53
	33%	34%	**	43%	28%	44%	28%	**	**	**	44%	34%	32%
				b		b							
At least weekly	288	244	**	76	207	69	213	**	**	**	69	204	82
	49%	48%	**	41%	53%	41%	52%	**	**	**	41%	49%	49%
At least monthly	78	69	**	21	55	18	59	**	**	**	18	51	26
	13%	14%	**	11%	14%	10%	14%	**	**	**	10%	12%	15%
Less often	28	23	**	8	20	7	20	**	**	**	7	20	7
	5%	5%	**	4%	5%	4%	5%	**	**	**	4%	5%	4%
Don't know/ can't remember	1	1	**	-	1	-	1	**	**	**	-	-	1
	*%	*%	**	-%	*%	-%	*%	**	**	**	-%	-%	1%
SUMMARY													
DAILY	194	175	**	80	109	75	114	**	**	**	75	139	53
	33%	34%	**	43%	28%	44%	28%	**	**	**	44%	34%	32%
				b		b							
WEEKLY	481	419	**	157	316	145	327	**	**	**	145	343	136
	82%	82%	**	84%	81%	85%	80%	**	**	**	85%	83%	80%
MONTHLY	560	488	**	178	371	162	385	**	**	**	162	395	162
	95%	95%	**	96%	95%	96%	95%	**	**	**	96%	95%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	574	569	508	66	5	574	558	528	498	574	574	-	39	68	467
Effective Weighted Sample	476	472	420	56	5	476	463	438	413	476	476	-	32	59	386
Total	588	583	521	67	5	588	571	537	512	588	588	-	41	73	475
At least daily	194	191	167	**	**	194	190	187	179	194	194	**	**	**	161
	33%	33%	32%	**	**	33%	33%	35%	35%	33%	33%	**	**	**	34%
At least weekly	288	286	259	**	**	288	276	259	239	288	288	**	**	**	234
	49%	49%	50%	**	**	49%	48%	48%	47%	49%	49%	**	**	**	49%
At least monthly	78	78	71	**	**	78	77	71	73	78	78	**	**	**	63
	13%	13%	14%	**	**	13%	13%	13%	14%	13%	13%	**	**	**	13%
Less often	28	26	23	**	**	28	27	18	20	28	28	**	**	**	17
	5%	5%	4%	**	**	5%	5%	3%	4%	5%	5%	**	**	**	3%
Don't know/ can't remember	1	1	1	**	**	1	1	1	-	1	1	**	**	**	-
	*%	*%	*%	**	**	*%	*%	*%	-%	*%	*%	**	**	**	-%
SUMMARY															
DAILY	194	191	167	**	**	194	190	187	179	194	194	**	**	**	161
	33%	33%	32%	**	**	33%	33%	35%	35%	33%	33%	**	**	**	34%
WEEKLY	481	477	426	**	**	481	467	446	419	481	481	**	**	**	396
	82%	82%	82%	**	**	82%	82%	83%	82%	82%	82%	**	**	**	83%
MONTHLY	560	556	497	**	**	560	543	518	492	560	560	**	**	**	458
	95%	95%	95%	**	**	95%	95%	96%	96%	95%	95%	**	**	**	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	460	234	223	116	118	112	62	52	170	147	89	54	326	53	48	33
Effective Weighted Sample	390	196	191	103	99	93	54	45	146	127	72	47	312	51	46	31
Total	475	235	237	108	134	100	74	58	176	168	78	53	411	37	19	8
At least daily	223	121	102	48	64	59	**	**	84	82	**	**	191	**	**	**
	47%	52%	43%	44%	48%	59%	**	**	48%	49%	**	**	46%	**	**	**
At least weekly	181	83	96	41	51	32	**	**	59	67	**	**	157	**	**	**
	38%	35%	40%	38%	38%	32%	**	**	34%	40%	**	**	38%	**	**	**
At least monthly	43	22	20	10	12	7	**	**	22	10	**	**	39	**	**	**
	9%	9%	9%	10%	9%	7%	**	**	13%	6%	**	**	10%	**	**	**
Less often	21	6	15	7	5	2	**	**	9	6	**	**	18	**	**	**
	5%	3%	6%	7%	4%	2%	**	**	5%	4%	**	**	4%	**	**	**
Don't know/ can't remember	6	2	4	2	2	-	**	**	1	3	**	**	6	**	**	**
	1%	1%	2%	2%	1%	-%	**	**	1%	2%	**	**	1%	**	**	**
SUMMARY																
DAILY	223	121	102	48	64	59	**	**	84	82	**	**	191	**	**	**
	47%	52%	43%	44%	48%	59%	**	**	48%	49%	**	**	46%	**	**	**
WEEKLY	404	204	197	89	115	91	**	**	143	149	**	**	348	**	**	**
	85%	87%	83%	82%	86%	91%	**	**	82%	89%	**	**	85%	**	**	**
MONTHLY	447	226	218	99	127	99	**	**	166	159	**	**	387	**	**	**
	94%	96%	92%	91%	95%	98%	**	**	94%	95%	**	**	94%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted total	460	413	47	219	233	188	262	79	112	75	188	372	83
Effective Weighted Sample	390	350	41	184	200	158	224	69	95	62	158	314	72
Total	475	431	44	222	247	194	273	85	116	74	194	388	84
At least daily	223	207	**	109	113	97	124	**	61	**	97	185	**
	47%	48%	**	49%	46%	50%	45%	**	52%	**	50%	48%	**
At least weekly	181	163	**	81	97	70	109	**	37	**	70	150	**
	38%	38%	**	36%	39%	36%	40%	**	32%	**	36%	39%	**
At least monthly	43	38	**	22	20	20	21	**	11	**	20	34	**
	9%	9%	**	10%	8%	10%	8%	**	10%	**	10%	9%	**
Less often	21	19	**	10	12	7	14	**	6	**	7	17	**
	5%	4%	**	4%	5%	4%	5%	**	6%	**	4%	4%	**
Don't know/ can't remember	6	4	**	1	4	-	5	**	-	**	-	1	**
	1%	1%	**	1%	2%	-%	2%	**	-%	**	-%	*%	**
SUMMARY													
DAILY	223	207	**	109	113	97	124	**	61	**	97	185	**
	47%	48%	**	49%	46%	50%	45%	**	52%	**	50%	48%	**
WEEKLY	404	371	**	190	210	167	232	**	98	**	167	335	**
	85%	86%	**	85%	85%	86%	85%	**	85%	**	86%	86%	**
MONTHLY	447	408	**	212	231	187	253	**	110	**	187	369	**
	94%	95%	**	95%	93%	96%	93%	**	94%	**	96%	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	460	454	445	15	6	460	409	316	338	104	434	26	45	99	316
Effective Weighted Sample	390	384	376	14	5	390	345	267	285	89	367	23	37	82	271
Total	475	469	460	15	6	475	420	324	344	108	446	29	45	100	330
At least daily	223	220	214	**	**	223	192	149	162	53	208	**	**	**	158
	47%	47%	47%	**	**	47%	46%	46%	47%	49%	47%	**	**	**	48%
At least weekly	181	178	176	**	**	181	161	121	131	42	168	**	**	**	125
	38%	38%	38%	**	**	38%	38%	37%	38%	39%	38%	**	**	**	38%
At least monthly	43	43	42	**	**	43	40	32	33	7	42	**	**	**	32
	9%	9%	9%	**	**	9%	10%	10%	10%	7%	9%	**	**	**	10%
Less often	21	21	21	**	**	21	21	18	14	4	21	**	**	**	14
	5%	5%	5%	**	**	5%	5%	6%	4%	4%	5%	**	**	**	4%
Don't know/ can't remember	6	6	5	**	**	6	5	4	4	2	6	**	**	**	3
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	1%
SUMMARY															
DAILY	223	220	214	**	**	223	192	149	162	53	208	**	**	**	158
	47%	47%	47%	**	**	47%	46%	46%	47%	49%	47%	**	**	**	48%
WEEKLY	404	398	391	**	**	404	353	270	293	95	376	**	**	**	283
	85%	85%	85%	**	**	85%	84%	83%	85%	88%	84%	**	**	**	86%
MONTHLY	447	441	433	**	**	447	393	302	327	102	418	**	**	**	314
	94%	94%	94%	**	**	94%	94%	93%	95%	95%	94%	**	**	**	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	218	123	95	38	62	61	29	28	93	47	46	32	173	25	10	10
Effective Weighted Sample	194	108	87	36	57	54	26	25	84	41	41	29	165	24	10	9
Total	233	130	103	37	79	55	29	32	101	55	43	33	210	17	4	3
At least daily	86	49	**	**	**	**	**	**	**	**	**	**	76	**	**	**
	37%	38%	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
At least weekly	108	62	**	**	**	**	**	**	**	**	**	**	99	**	**	**
	46%	48%	**	**	**	**	**	**	**	**	**	**	47%	**	**	**
At least monthly	30	14	**	**	**	**	**	**	**	**	**	**	27	**	**	**
	13%	11%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
Less often	5	3	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Don't know/ can't remember	4	2	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	86	49	**	**	**	**	**	**	**	**	**	**	76	**	**	**
	37%	38%	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
WEEKLY	194	111	**	**	**	**	**	**	**	**	**	**	174	**	**	**
	83%	86%	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
MONTHLY	224	125	**	**	**	**	**	**	**	**	**	**	202	**	**	**
	96%	96%	**	**	**	**	**	**	**	**	**	**	96%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	b	~a	~b	~c	d	a	~b
Unweighted total	218	199	19	118	92	106	104	46	54	48	106	174	43
Effective Weighted Sample	194	179	15	106	82	95	93	41	49	43	95	154	39
Total	233	218	15	124	103	111	116	49	58	49	111	187	46
At least daily	86	80	**	48	**	45	37	**	**	**	45	71	**
	37%	37%	**	39%	**	41%	32%	**	**	**	41%	38%	**
At least weekly	108	100	**	53	**	45	63	**	**	**	45	84	**
	46%	46%	**	43%	**	41%	54%	**	**	**	41%	45%	**
At least monthly	30	29	**	21	**	18	11	**	**	**	18	27	**
	13%	13%	**	17%	**	16%	10%	**	**	**	16%	14%	**
Less often	5	5	**	2	**	2	3	**	**	**	2	3	**
	2%	2%	**	1%	**	1%	2%	**	**	**	1%	2%	**
Don't know/ can't remember	4	3	**	1	**	1	2	**	**	**	1	1	**
	2%	2%	**	1%	**	1%	2%	**	**	**	1%	*%	**
SUMMARY													
DAILY	86	80	**	48	**	45	37	**	**	**	45	71	**
	37%	37%	**	39%	**	41%	32%	**	**	**	41%	38%	**
WEEKLY	194	180	**	101	**	91	100	**	**	**	91	155	**
	83%	83%	**	81%	**	81%	86%	**	**	**	81%	83%	**
MONTHLY	224	209	**	121	**	109	111	**	**	**	109	182	**
	96%	96%	**	98%	**	98%	95%	**	**	**	98%	98%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	218	216	208	10	2	218	204	174	189	70	211	7	30	37	151
Effective Weighted Sample	194	193	186	9	2	194	182	155	168	63	189	6	27	33	135
Total	233	231	222	12	3	233	219	186	201	77	226	8	32	41	161
At least daily	86	86	85	**	**	86	84	67	72	**	85	**	**	**	61
	37%	37%	38%	**	**	37%	38%	36%	36%	**	38%	**	**	**	38%
At least weekly	108	106	101	**	**	108	100	88	94	**	103	**	**	**	76
	46%	46%	45%	**	**	46%	46%	47%	47%	**	45%	**	**	**	47%
At least monthly	30	30	28	**	**	30	28	23	26	**	29	**	**	**	18
	13%	13%	13%	**	**	13%	13%	13%	13%	**	13%	**	**	**	11%
Less often	5	5	5	**	**	5	4	4	5	**	5	**	**	**	3
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	2%
Don't know/ can't remember	4	4	3	**	**	4	3	4	4	**	4	**	**	**	3
	2%	2%	1%	**	**	2%	2%	2%	2%	**	2%	**	**	**	2%
SUMMARY															
DAILY	86	86	85	**	**	86	84	67	72	**	85	**	**	**	61
	37%	37%	38%	**	**	37%	38%	36%	36%	**	38%	**	**	**	38%
WEEKLY	194	191	185	**	**	194	184	155	166	**	188	**	**	**	137
	83%	83%	84%	**	**	83%	84%	83%	83%	**	83%	**	**	**	85%
MONTHLY	224	221	213	**	**	224	212	178	192	**	217	**	**	**	155
	96%	96%	96%	**	**	96%	97%	96%	96%	**	96%	**	**	**	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	159	102	57	25	44	30	29	31	65	34	39	21	115	18	14	12
Effective Weighted Sample	136	86	50	22	38	26	26	26	57	29	32	20	110	18	13	12
Total	165	107	59	21	52	27	32	34	70	39	35	22	145	13	5	3
At least daily	69	52	**	**	**	**	**	**	**	**	**	**	61	**	**	**
	42%	49%	**	**	**	**	**	**	**	**	**	**	42%	**	**	**
At least weekly	59	38	**	**	**	**	**	**	**	**	**	**	50	**	**	**
	36%	36%	**	**	**	**	**	**	**	**	**	**	34%	**	**	**
At least monthly	29	11	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	18%	10%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
Less often	7	5	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don't know/ can't remember	*	*	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	*%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
SUMMARY																
DAILY	69	52	**	**	**	**	**	**	**	**	**	**	61	**	**	**
	42%	49%	**	**	**	**	**	**	**	**	**	**	42%	**	**	**
WEEKLY	128	90	**	**	**	**	**	**	**	**	**	**	111	**	**	**
	78%	85%	**	**	**	**	**	**	**	**	**	**	77%	**	**	**
MONTHLY	158	101	**	**	**	**	**	**	**	**	**	**	137	**	**	**
	95%	95%	**	**	**	**	**	**	**	**	**	**	95%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	159	149	10	86	69	80	75	33	43	38	80	123	31
Effective Weighted Sample	136	126	9	74	59	69	63	29	36	33	69	106	27
Total	165	154	11	90	72	86	76	36	43	40	86	130	33
At least daily	69	66	**	**	**	**	**	**	**	**	**	54	**
	42%	42%	**	**	**	**	**	**	**	**	**	42%	**
At least weekly	59	57	**	**	**	**	**	**	**	**	**	49	**
	36%	37%	**	**	**	**	**	**	**	**	**	38%	**
At least monthly	29	26	**	**	**	**	**	**	**	**	**	20	**
	18%	17%	**	**	**	**	**	**	**	**	**	15%	**
Less often	7	6	**	**	**	**	**	**	**	**	**	7	**
	4%	4%	**	**	**	**	**	**	**	**	**	6%	**
Don't know/ can't remember	*	*	**	**	**	**	**	**	**	**	**	*	**
	*%	*%	**	**	**	**	**	**	**	**	**	*%	**
SUMMARY													
DAILY	69	66	**	**	**	**	**	**	**	**	**	54	**
	42%	42%	**	**	**	**	**	**	**	**	**	42%	**
WEEKLY	128	122	**	**	**	**	**	**	**	**	**	103	**
	78%	79%	**	**	**	**	**	**	**	**	**	79%	**
MONTHLY	158	148	**	**	**	**	**	**	**	**	**	122	**
	95%	96%	**	**	**	**	**	**	**	**	**	94%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	159	158	150	9	1	159	147	127	137	54	155	4	21	31	107
Effective Weighted Sample	136	135	128	8	1	136	125	108	116	46	132	4	19	26	91
Total	165	164	155	10	1	165	153	131	140	58	161	5	24	33	109
At least daily	69	68	66	**	**	69	64	48	55	**	64	**	**	**	42
	42%	41%	43%	**	**	42%	42%	37%	39%	**	40%	**	**	**	38%
At least weekly	59	59	55	**	**	59	58	50	49	**	59	**	**	**	45
	36%	36%	35%	**	**	36%	38%	39%	35%	**	37%	**	**	**	41%
At least monthly	29	29	27	**	**	29	24	25	28	**	29	**	**	**	16
	18%	18%	17%	**	**	18%	16%	19%	20%	**	18%	**	**	**	15%
Less often	7	7	7	**	**	7	7	7	7	**	7	**	**	**	6
	4%	4%	5%	**	**	4%	5%	6%	5%	**	5%	**	**	**	6%
Don't know/ can't remember	*	*	*	**	**	*	*	-	*	**	*	**	**	**	-
	*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	-%
SUMMARY															
DAILY	69	68	66	**	**	69	64	48	55	**	64	**	**	**	42
	42%	41%	43%	**	**	42%	42%	37%	39%	**	40%	**	**	**	38%
WEEKLY	128	127	121	**	**	128	122	99	104	**	124	**	**	**	87
	78%	77%	78%	**	**	78%	79%	75%	75%	**	77%	**	**	**	80%
MONTHLY	158	157	148	**	**	158	146	124	132	**	153	**	**	**	103
	95%	95%	95%	**	**	95%	95%	94%	95%	**	95%	**	**	**	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	137	87	50	20	40	33	17	27	53	35	34	15	97	18	10	12
Effective Weighted Sample	118	75	43	19	33	29	16	22	46	31	27	14	93	17	10	11
Total	139	86	53	20	42	31	18	28	54	41	31	13	120	13	4	3
At least daily	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	130	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	137	124	13	79	54	74	58	30	44	40	74	110	26
Effective Weighted Sample	118	106	11	68	46	63	49	26	35	35	63	94	23
Total	139	127	12	81	55	76	59	31	41	41	76	111	27
At least daily	55	49	**	**	**	**	**	**	**	**	**	44	**
	40%	38%	**	**	**	**	**	**	**	**	**	40%	**
At least weekly	54	50	**	**	**	**	**	**	**	**	**	43	**
	39%	40%	**	**	**	**	**	**	**	**	**	39%	**
At least monthly	21	19	**	**	**	**	**	**	**	**	**	18	**
	15%	15%	**	**	**	**	**	**	**	**	**	16%	**
Less often	6	6	**	**	**	**	**	**	**	**	**	6	**
	5%	5%	**	**	**	**	**	**	**	**	**	6%	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	-	**
	2%	2%	**	**	**	**	**	**	**	**	**	-%	**
SUMMARY													
DAILY	55	49	**	**	**	**	**	**	**	**	**	44	**
	40%	38%	**	**	**	**	**	**	**	**	**	40%	**
WEEKLY	109	99	**	**	**	**	**	**	**	**	**	87	**
	79%	78%	**	**	**	**	**	**	**	**	**	78%	**
MONTHLY	130	118	**	**	**	**	**	**	**	**	**	105	**
	93%	93%	**	**	**	**	**	**	**	**	**	94%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total	137	134	134	3	3	137	128	123	125	51	133	4	13	29	95
Effective Weighted Sample	118	115	115	3	3	118	109	106	108	44	114	4	11	25	81
Total	139	135	135	4	4	139	130	126	129	53	135	4	12	29	98
At least daily	55	54	54	**	**	55	52	47	49	**	52	**	**	**	**
	40%	40%	40%	**	**	40%	40%	37%	38%	**	39%	**	**	**	**
At least weekly	54	53	53	**	**	54	51	52	51	**	53	**	**	**	**
	39%	39%	39%	**	**	39%	39%	41%	39%	**	39%	**	**	**	**
At least monthly	21	19	19	**	**	21	18	19	20	**	21	**	**	**	**
	15%	14%	14%	**	**	15%	14%	15%	15%	**	15%	**	**	**	**
Less often	6	6	6	**	**	6	6	5	6	**	6	**	**	**	**
	5%	5%	5%	**	**	5%	5%	4%	5%	**	5%	**	**	**	**
Don't know/ can't remember	3	3	3	**	**	3	3	3	3	**	3	**	**	**	**
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	**
SUMMARY															
DAILY	55	54	54	**	**	55	52	47	49	**	52	**	**	**	**
	40%	40%	40%	**	**	40%	40%	37%	38%	**	39%	**	**	**	**
WEEKLY	109	107	107	**	**	109	103	99	100	**	105	**	**	**	**
	79%	79%	79%	**	**	79%	79%	79%	78%	**	78%	**	**	**	**
MONTHLY	130	126	126	**	**	130	121	118	119	**	126	**	**	**	**
	93%	93%	93%	**	**	93%	93%	94%	93%	**	93%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1181	587	588	283	292	250	146	210	361	324	251	245	753	162	144	122
Effective Weighted Sample	956	481	469	242	239	199	125	169	302	259	196	207	714	156	136	115
Total	1151	582	562	240	333	205	163	210	372	347	206	226	957	105	56	33
At least daily	615	306	309	154	200	116	84	62	217	183	114	101	506	59	33	18
	53%	53%	55%	64% e	60% e	57% e	51% e	30%	58% d	53%	55%	44%	53%	56%	59%	55%
At least weekly	393	208	182	66	102	70	52	102	116	119	67	90	329	33	20	11
	34%	36%	32%	27%	31%	34%	32%	49% abcd	31%	34%	33%	40%	34%	31%	36%	33%
At least monthly	109	55	52	15	18	16	22	38	29	30	21	29	95	10	2	3
	9%	9%	9%	6%	5%	8%	13% b	18% abc	8%	9%	10%	13%	10%	9%	4%	9%
Less often	27	9	18	4	11	1	2	8	8	11	3	5	22	3	1	1
	2%	2%	3%	2%	3%	1%	1%	4%	2%	3%	1%	2%	2%	3%	1%	2%
Don't know/ can't remember	6	4	1	1	1	1	3	-	1	4	-	1	5	1	-	*
	1%	1%	*%	*%	*%	1%	2%	-%	*%	1%	-%	*%	1%	1%	-%	1%
SUMMARY																
DAILY	615	306	309	154	200	116	84	62	217	183	114	101	506	59	33	18
	53%	53%	55%	64% e	60% e	57% e	51% e	30%	58% d	53%	55%	44%	53%	56%	59%	55%
WEEKLY	1008	514	491	219	302	187	136	164	333	302	182	191	835	91	53	29
	88%	88%	87%	92% e	91% e	91% e	84%	78%	90%	87%	88%	84%	87%	87%	95%	88%
MONTHLY	1117	569	542	234	320	203	158	202	362	332	203	220	929	101	56	32
	97%	98%	97%	98%	96%	99%	97%	96%	97%	96%	99%	97%	97%	96%	99%	97%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1181	1029	152	475	683	402	754	167	187	178	402	828	336
Effective Weighted Sample	956	836	123	384	555	328	609	134	152	148	328	669	277
Total	1151	1021	129	460	671	398	731	165	181	179	398	828	311
At least daily	615	557	59	268	338	233	374	96	107	105	233	468	142
	53%	55%	45%	58%	50%	58%	51%	58%	59%	59%	58%	56% b	46%
At least weekly	393	338	54	145	239	125	258	54	57	57	125	276	115
	34%	33%	42%	32%	36%	31%	35%	32%	31%	32%	31%	33%	37%
At least monthly	109	96	13	34	74	29	79	12	13	12	29	66	41
	9%	9%	10%	7%	11%	7%	11%	7%	7%	6%	7%	8%	13%
Less often	27	24	3	12	14	11	15	3	4	5	11	18	8
	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%
Don't know/ can't remember	6	6	-	-	5	-	5	-	-	-	-	1	4
	1%	1%	-%	-%	1%	-%	1%	-%	-%	-%	-%	*%	1%
SUMMARY													
DAILY	615	557	59	268	338	233	374	96	107	105	233	468	142
	53%	55%	45%	58%	50%	58%	51%	58%	59%	59%	58%	56% b	46%
WEEKLY	1008	895	113	414	577	358	632	149	163	162	358	743	257
	88%	88%	87%	90%	86%	90%	86%	91%	90%	91%	90%	90% b	83%
MONTHLY	1117	991	126	448	652	387	711	161	177	174	387	809	298
	97%	97%	98%	97%	97%	97%	97%	98%	98%	97%	97%	98%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1181	1152	1098	83	29	1181	980	702	737	220	1050	131	185	275	721
Effective Weighted Sample	956	934	887	70	23	956	798	571	603	179	852	104	149	221	587
Total	1151	1127	1069	82	24	1151	965	692	730	220	1026	124	177	280	694
At least daily	615	607	584	**	**	615	500	366	379	116	531	85	91	153	371
	53%	54%	55%	**	**	53%	52%	53%	52%	53%	52%	68% abce	52%	55%	53%
At least weekly	393	381	358	**	**	393	346	242	256	75	368	25	57	96	240
	34%	34%	34%	**	**	34%	36% f	35% f	35% f	34%	36% f	20%	32%	34%	35%
At least monthly	109	106	95	**	**	109	91	64	69	25	97	12	24	21	64
	9%	9%	9%	**	**	9%	9%	9%	9%	12%	9%	10%	13%	7%	9%
Less often	27	26	26	**	**	27	22	15	21	2	24	3	5	7	16
	2%	2%	2%	**	**	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%
Don't know/ can't remember	6	6	5	**	**	6	6	5	5	2	6	-	-	3	3
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	-%	-%	1%	*%
SUMMARY															
DAILY	615	607	584	**	**	615	500	366	379	116	531	85	91	153	371
	53%	54%	55%	**	**	53%	52%	53%	52%	53%	52%	68% abce	52%	55%	53%
WEEKLY	1008	989	943	**	**	1008	845	609	635	192	899	109	148	248	612
	88%	88%	88%	**	**	88%	88%	88%	87%	87%	88%	88%	84%	89%	88%
MONTHLY	1117	1094	1038	**	**	1117	936	672	703	217	996	122	172	269	676
	97%	97%	97%	**	**	97%	97%	97%	96%	98%	97%	98%	97%	96%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	128	74	54	37	31	32	19	9	53	28	30	17	81	7	13	27
Effective Weighted Sample	101	60	41	32	25	25	14	8	42	23	22	15	78	7	12	26
Total	112	70	42	32	33	22	15	9	50	25	23	14	95	5	5	7
At least daily	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	128	112	16	74	51	66	58	32	30	32	66	101	26
Effective Weighted Sample	101	90	11	61	38	55	43	28	24	28	55	78	22
Total	112	102	10	69	41	63	47	33	26	30	63	86	25
At least daily	48	43	**	**	**	**	**	**	**	**	**	41	**
	43%	42%	**	**	**	**	**	**	**	**	**	48%	**
At least weekly	30	27	**	**	**	**	**	**	**	**	**	23	**
	27%	27%	**	**	**	**	**	**	**	**	**	27%	**
At least monthly	18	17	**	**	**	**	**	**	**	**	**	12	**
	16%	16%	**	**	**	**	**	**	**	**	**	14%	**
Less often	12	11	**	**	**	**	**	**	**	**	**	10	**
	11%	11%	**	**	**	**	**	**	**	**	**	11%	**
Don't know/ can't remember	4	4	**	**	**	**	**	**	**	**	**	-	**
	3%	4%	**	**	**	**	**	**	**	**	**	-%	**
SUMMARY													
DAILY	48	43	**	**	**	**	**	**	**	**	**	41	**
	43%	42%	**	**	**	**	**	**	**	**	**	48%	**
WEEKLY	78	71	**	**	**	**	**	**	**	**	**	64	**
	70%	69%	**	**	**	**	**	**	**	**	**	75%	**
MONTHLY	96	87	**	**	**	**	**	**	**	**	**	76	**
	86%	86%	**	**	**	**	**	**	**	**	**	89%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	~b	c	~d	e	~f	~a	~b	~c
Unweighted total	128	128	126	2	-	128	118	99	107	39	123	5	16	30	82
Effective Weighted Sample	101	101	100	2	-	101	94	81	87	35	97	4	13	23	66
Total	112	112	110	3	-	112	103	93	99	42	108	4	15	24	74
At least daily	48	48	45	**	**	48	42	**	42	**	45	**	**	**	**
	43%	43%	41%	**	**	43%	41%	**	43%	**	42%	**	**	**	**
At least weekly	30	30	30	**	**	30	29	**	27	**	29	**	**	**	**
	27%	27%	28%	**	**	27%	28%	**	27%	**	27%	**	**	**	**
At least monthly	18	18	18	**	**	18	16	**	17	**	18	**	**	**	**
	16%	16%	16%	**	**	16%	16%	**	17%	**	17%	**	**	**	**
Less often	12	12	12	**	**	12	12	**	10	**	12	**	**	**	**
	11%	11%	11%	**	**	11%	11%	**	10%	**	11%	**	**	**	**
Don't know/ can't remember	4	4	4	**	**	4	4	**	3	**	4	**	**	**	**
	3%	3%	4%	**	**	3%	4%	**	3%	**	4%	**	**	**	**
SUMMARY															
DAILY	48	48	45	**	**	48	42	**	42	**	45	**	**	**	**
	43%	43%	41%	**	**	43%	41%	**	43%	**	42%	**	**	**	**
WEEKLY	78	78	76	**	**	78	71	**	69	**	74	**	**	**	**
	70%	70%	69%	**	**	70%	69%	**	70%	**	69%	**	**	**	**
MONTHLY	96	96	94	**	**	96	88	**	86	**	92	**	**	**	**
	86%	86%	86%	**	**	86%	85%	**	87%	**	85%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total	702	356	345	75	141	164	122	200	235	200	144	123	427	118	73	84
Effective Weighted Sample	569	289	279	65	116	130	104	161	194	166	110	103	408	114	68	79
Total	683	345	337	69	156	128	130	201	231	221	118	113	551	80	29	23
At least daily	248	132	115	**	64	53	52	48	86	67	47	48	207	26	**	**
	36%	38%	34%	**	41% e	41% e	40% e	24%	37%	30%	40%	42%	38%	33%	**	**
At least weekly	319	155	164	**	59	60	64	108	118	114	45	43	252	39	**	**
	47%	45%	49%	**	38%	47%	49%	54% b	51%	52%	38%	38%	46%	49%	**	**
At least monthly	86	41	44	**	24	9	10	38	20	30	19	18	69	12	**	**
	13%	12%	13%	**	16%	7%	8%	19% c	9%	14%	16%	16%	13%	15%	**	**
Less often	23	12	11	**	7	4	2	5	6	5	6	5	17	2	**	**
	3%	3%	3%	**	4%	3%	2%	3%	3%	2%	5%	4%	3%	3%	**	**
Don't know/ can't remember	7	4	3	**	2	2	2	1	1	5	1	-	7	-	**	**
	1%	1%	1%	**	1%	2%	1%	1%	1%	2%	1%	-%	1%	-%	**	**
SUMMARY																
DAILY	248	132	115	**	64	53	52	48	86	67	47	48	207	26	**	**
	36%	38%	34%	**	41% e	41% e	40% e	24%	37%	30%	40%	42%	38%	33%	**	**
WEEKLY	567	288	279	**	124	113	116	156	203	181	92	90	458	66	**	**
	83%	83%	83%	**	79%	88%	89%	78%	88%	82%	78%	80%	83%	82%	**	**
MONTHLY	653	329	323	**	148	121	126	194	223	211	111	108	528	78	**	**
	96%	95%	96%	**	95%	95%	97%	97%	97%	95%	94%	96%	96%	97%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	702	608	94	281	411	258	432	99	133	132	258	483	205
Effective Weighted Sample	569	496	75	223	338	205	354	78	108	106	205	390	169
Total	683	606	77	267	408	246	427	94	126	128	246	471	202
At least daily	248	227	**	120	125	110	133	**	50	58	110	174	70
	36%	37%	**	45% b	31%	45% b	31%	**	40%	45%	45%	37%	35%
At least weekly	319	276	**	107	210	100	217	**	53	54	100	229	84
	47%	46%	**	40%	51% a	41%	51%	**	42%	43%	41%	49%	42%
At least monthly	86	79	**	29	55	26	58	**	18	12	26	48	37
	13%	13%	**	11%	13%	11%	13%	**	14%	10%	11%	10%	18% a
Less often	23	18	**	9	14	8	15	**	4	3	8	14	9
	3%	3%	**	3%	3%	3%	4%	**	3%	2%	3%	3%	4%
Don't know/ can't remember	7	6	**	2	5	2	5	**	1	-	2	5	2
	1%	1%	**	1%	1%	1%	1%	**	1%	-%	1%	1%	1%
SUMMARY													
DAILY	248	227	**	120	125	110	133	**	50	58	110	174	70
	36%	37%	**	45% b	31%	45% b	31%	**	40%	45%	45%	37%	35%
WEEKLY	567	503	**	227	335	210	350	**	103	112	210	404	154
	83%	83%	**	85%	82%	85%	82%	**	82%	88%	85%	86% b	76%
MONTHLY	653	582	**	256	390	236	408	**	121	125	236	452	191
	96%	96%	**	96%	95%	96%	95%	**	96%	98%	96%	96%	95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	702	692	675	27	10	702	607	462	483	165	648	54	106	131	465
Effective Weighted Sample	569	560	544	25	9	569	491	370	392	137	526	43	87	103	380
Total	683	674	654	29	9	683	592	444	468	169	632	51	106	122	454
At least daily	248	243	235	**	**	248	205	149	166	58	222	**	36	35	177
	36%	36%	36%	**	**	36%	35%	34%	35%	35%	35%	**	34%	28%	39%
At least weekly	319	316	309	**	**	319	284	223	217	84	299	**	47	63	209
	47%	47%	47%	**	**	47%	48%	50%	46%	50%	47%	**	44%	51%	46%
At least monthly	86	85	81	**	**	86	76	54	67	18	84	**	13	19	55
	13%	13%	12%	**	**	13%	13%	12%	14%	11%	13%	**	12%	15%	12%
Less often	23	23	22	**	**	23	21	13	14	6	21	**	8	4	11
	3%	3%	3%	**	**	3%	4%	3%	3%	3%	3%	**	7%	4%	2%
Don't know/ can't remember	7	7	7	**	**	7	6	4	4	3	6	**	3	2	2
	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	3%	1%	1%
SUMMARY															
DAILY	248	243	235	**	**	248	205	149	166	58	222	**	36	35	177
	36%	36%	36%	**	**	36%	35%	34%	35%	35%	35%	**	34%	28%	39%
WEEKLY	567	558	544	**	**	567	489	372	383	142	521	**	83	98	387
	83%	83%	83%	**	**	83%	83%	84%	82%	84%	83%	**	78%	80%	85%
MONTHLY	653	644	625	**	**	653	565	427	450	161	605	**	95	116	441
	96%	96%	96%	**	**	96%	95%	96%	96%	95%	96%	**	90%	95%	97%
															a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?

Base : Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	72	48	24	13	16	23	5	15	33	16	11	12	47	10	8	7
Effective Weighted Sample	60	40	21	12	13	20	4	12	29	13	8	10	45	10	8	6
Total	68	44	24	11	16	22	7	13	31	17	8	12	56	7	3	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?

Base : Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	72	67	5	35	35	34	35	15	23	18	34	52	19
Effective Weighted Sample	60	56	4	30	29	29	29	12	19	15	29	44	16
Total	68	64	4	32	33	31	33	14	22	16	31	50	17
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13l. How often in the past 3 months have you listened to TuneIn?

Base : Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	72	71	66	6	1	72	66	60	63	31	70	2	13	18	41
Effective Weighted Sample	60	59	55	6	1	60	55	50	53	26	58	2	12	15	34
Total	68	67	62	5	1	68	61	56	60	29	65	2	12	18	38
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	134	69	65	20	31	34	26	23	60	41	23	10	96	16	9	13
Effective Weighted Sample	113	59	54	18	28	27	22	20	52	34	19	9	92	16	9	13
Total	144	75	69	19	42	30	27	27	68	48	19	9	128	10	4	3
At least daily	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	111	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	134	127	7	64	67	58	72	25	28	27	58	109	24
Effective Weighted Sample	113	107	6	53	57	48	61	21	21	24	48	91	21
Total	144	138	6	68	74	62	79	26	24	33	62	116	28
At least daily	45	45	**	**	**	**	**	**	**	**	**	34	**
	32%	32%	**	**	**	**	**	**	**	**	**	29%	**
At least weekly	65	61	**	**	**	**	**	**	**	**	**	56	**
	45%	44%	**	**	**	**	**	**	**	**	**	48%	**
At least monthly	26	25	**	**	**	**	**	**	**	**	**	20	**
	18%	18%	**	**	**	**	**	**	**	**	**	17%	**
Less often	6	6	**	**	**	**	**	**	**	**	**	6	**
	4%	4%	**	**	**	**	**	**	**	**	**	5%	**
Don't know/ can't remember	2	2	**	**	**	**	**	**	**	**	**	-	**
	1%	1%	**	**	**	**	**	**	**	**	**	-%	**
SUMMARY													
DAILY	45	45	**	**	**	**	**	**	**	**	**	34	**
	32%	32%	**	**	**	**	**	**	**	**	**	29%	**
WEEKLY	111	106	**	**	**	**	**	**	**	**	**	90	**
	77%	77%	**	**	**	**	**	**	**	**	**	77%	**
MONTHLY	137	131	**	**	**	**	**	**	**	**	**	110	**
	95%	95%	**	**	**	**	**	**	**	**	**	95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total	134	133	132	2	1	134	124	110	109	57	127	7	22	26	86
Effective Weighted Sample	113	112	111	2	1	113	104	93	92	50	106	6	18	22	72
Total	144	143	142	3	2	144	132	119	116	62	135	9	22	29	94
At least daily	45	45	45	**	**	45	41	36	38	**	41	**	**	**	**
	32%	32%	32%	**	**	32%	31%	30%	33%	**	30%	**	**	**	**
At least weekly	65	64	64	**	**	65	60	54	50	**	62	**	**	**	**
	45%	45%	45%	**	**	45%	46%	45%	43%	**	46%	**	**	**	**
At least monthly	26	26	25	**	**	26	25	22	20	**	25	**	**	**	**
	18%	18%	18%	**	**	18%	19%	18%	17%	**	18%	**	**	**	**
Less often	6	6	6	**	**	6	4	6	6	**	6	**	**	**	**
	4%	4%	4%	**	**	4%	3%	5%	5%	**	5%	**	**	**	**
Don't know/ can't remember	2	2	2	**	**	2	2	2	2	**	2	**	**	**	**
	1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	**
SUMMARY															
DAILY	45	45	45	**	**	45	41	36	38	**	41	**	**	**	**
	32%	32%	32%	**	**	32%	31%	30%	33%	**	30%	**	**	**	**
WEEKLY	111	109	109	**	**	111	101	89	88	**	103	**	**	**	**
	77%	76%	77%	**	**	77%	77%	75%	76%	**	76%	**	**	**	**
MONTHLY	137	135	134	**	**	137	126	111	108	**	128	**	**	**	**
	95%	95%	95%	**	**	95%	96%	94%	93%	**	94%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	805	421	382	143	197	199	113	153	222	202	180	201	586	81	60	78
Effective Weighted Sample	684	354	328	127	165	171	97	133	192	172	146	176	561	78	57	73
Total	826	426	399	131	227	183	118	167	233	228	165	200	728	54	23	21
At least daily	353	211	142	65	102	86	47	53	98	88	75	92	312	**	**	**
	43%	50%	36%	50%	45%	47%	40%	32%	42%	38%	45%	46%	43%	**	**	**
		b		e		e										
At least weekly	363	165	197	49	91	80	57	84	100	107	70	85	327	**	**	**
	44%	39%	50%	38%	40%	44%	49%	51%	43%	47%	43%	43%	45%	**	**	**
			a													
At least monthly	82	37	46	11	31	10	10	20	28	24	16	15	67	**	**	**
	10%	9%	11%	8%	14%	6%	9%	12%	12%	10%	10%	7%	9%	**	**	**
Less often	25	13	11	4	3	5	3	9	5	10	4	7	20	**	**	**
	3%	3%	3%	3%	1%	3%	3%	6%	2%	4%	2%	3%	3%	**	**	**
Don't know/ can't remember	3	*	3	1	-	1	-	*	3	-	-	*	2	**	**	**
	*%	*%	1%	1%	-%	1%	-%	*%	1%	-%	-%	*%	*%	**	**	**
SUMMARY																
DAILY	353	211	142	65	102	86	47	53	98	88	75	92	312	**	**	**
	43%	50%	36%	50%	45%	47%	40%	32%	42%	38%	45%	46%	43%	**	**	**
		b		e		e										
WEEKLY	716	375	340	115	193	166	105	137	198	195	145	178	639	**	**	**
	87%	88%	85%	87%	85%	91%	89%	82%	85%	85%	88%	89%	88%	**	**	**
MONTHLY	798	412	385	126	224	176	115	157	226	218	162	193	706	**	**	**
	97%	97%	97%	96%	99%	97%	97%	94%	97%	96%	98%	97%	97%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total	805	732	73	350	432	306	474	124	149	136	306	552	237
Effective Weighted Sample	684	628	59	292	373	257	406	105	128	113	257	465	205
Total	826	771	55	347	457	308	494	133	151	126	308	567	244
At least daily	353	335	**	164	179	148	194	67	64	68	148	253	91
	43%	43%	**	47%	39%	48%	39%	51%	42%	54%	48%	45%	37%
At least weekly	363	333	**	143	208	128	222	48	69	49	128	241	117
	44%	43%	**	41%	46%	41%	45%	36%	46%	39%	41%	43%	48%
At least monthly	82	76	**	29	54	25	57	13	16	6	25	57	24
	10%	10%	**	8%	12%	8%	12%	10%	10%	5%	8%	10%	10%
Less often	25	24	**	9	15	6	19	3	2	2	6	15	9
	3%	3%	**	3%	3%	2%	4%	2%	2%	2%	2%	3%	4%
Don't know/ can't remember	3	3	**	1	2	1	2	1	-	-	1	1	2
	*%	*%	**	*%	*%	*%	*%	1%	-%	-%	*%	*%	1%
SUMMARY													
DAILY	353	335	**	164	179	148	194	67	64	68	148	253	91
	43%	43%	**	47%	39%	48%	39%	51%	42%	54%	48%	45%	37%
WEEKLY	716	668	**	308	387	276	416	116	133	117	276	494	208
	87%	87%	**	89%	85%	90%	84%	87%	88%	93%	90%	87%	86%
MONTHLY	798	744	**	336	440	301	473	128	149	123	301	551	233
	97%	96%	**	97%	96%	98%	96%	97%	98%	98%	98%	97%	96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	805	770	729	76	35	805	668	447	515	143	719	86	136	220	449
Effective Weighted Sample	684	651	615	69	32	684	570	369	438	120	611	73	114	193	377
Total	826	786	736	90	40	826	691	443	530	148	740	86	136	232	458
At least daily	353	337	316	**	**	353	300	194	230	67	316	**	61	95	197
	43%	43%	43%	**	**	43%	43%	44%	43%	45%	43%	**	45%	41%	43%
At least weekly	363	341	323	**	**	363	297	185	229	64	324	**	55	104	203
	44%	43%	44%	**	**	44%	43%	42%	43%	43%	44%	**	41%	45%	44%
At least monthly	82	81	73	**	**	82	69	48	56	16	76	**	17	25	41
	10%	10%	10%	**	**	10%	10%	11%	10%	11%	10%	**	12%	11%	9%
Less often	25	25	21	**	**	25	22	13	13	*	22	**	2	7	16
	3%	3%	3%	**	**	3%	3%	3%	2%	*%	3%	**	2%	3%	3%
Don't know/ can't remember	3	3	3	**	**	3	3	3	3	-	3	**	1	1	1
	*%	*%	*%	**	**	*%	*%	1%	*%	-%	*%	**	1%	*%	*%
SUMMARY															
DAILY	353	337	316	**	**	353	300	194	230	67	316	**	61	95	197
	43%	43%	43%	**	**	43%	43%	44%	43%	45%	43%	**	45%	41%	43%
WEEKLY	716	678	639	**	**	716	597	379	459	132	639	**	116	200	400
	87%	86%	87%	**	**	87%	86%	86%	87%	89%	86%	**	85%	86%	87%
MONTHLY	798	759	712	**	**	798	666	427	515	148	715	**	133	224	441
	97%	97%	97%	**	**	97%	96%	96%	97%	100%	97%	**	98%	97%	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	192	111	80	61	62	33	16	20	52	47	58	35	122	27	21	22
Effective Weighted Sample	156	91	64	51	53	25	15	15	43	38	45	31	116	26	20	20
Total	184	108	74	49	72	27	17	18	52	49	48	34	153	17	8	5
At least daily	60	36	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	33%	34%	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
At least weekly	67	37	**	**	**	**	**	**	**	**	**	**	55	**	**	**
	36%	34%	**	**	**	**	**	**	**	**	**	**	36%	**	**	**
At least monthly	39	21	**	**	**	**	**	**	**	**	**	**	33	**	**	**
	21%	20%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
Less often	14	11	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	8%	10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
Don't know/ can't remember	3	2	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
SUMMARY																
DAILY	60	36	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	33%	34%	**	**	**	**	**	**	**	**	**	**	32%	**	**	**
WEEKLY	127	74	**	**	**	**	**	**	**	**	**	**	104	**	**	**
	69%	68%	**	**	**	**	**	**	**	**	**	**	68%	**	**	**
MONTHLY	167	95	**	**	**	**	**	**	**	**	**	**	137	**	**	**
	91%	88%	**	**	**	**	**	**	**	**	**	**	90%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	192	178	14	92	96	77	111	32	35	34	77	138	53
Effective Weighted Sample	156	144	12	77	77	65	89	28	30	28	65	111	44
Total	184	172	11	94	87	81	100	36	37	34	81	136	47
At least daily	60	59	**	**	**	**	30	**	**	**	**	45	**
	33%	34%	**	**	**	**	30%	**	**	**	**	33%	**
At least weekly	67	60	**	**	**	**	39	**	**	**	**	49	**
	36%	35%	**	**	**	**	39%	**	**	**	**	36%	**
At least monthly	39	37	**	**	**	**	20	**	**	**	**	31	**
	21%	21%	**	**	**	**	20%	**	**	**	**	23%	**
Less often	14	14	**	**	**	**	8	**	**	**	**	10	**
	8%	8%	**	**	**	**	8%	**	**	**	**	8%	**
Don't know/ can't remember	3	3	**	**	**	**	3	**	**	**	**	-	**
	1%	2%	**	**	**	**	3%	**	**	**	**	-%	**
SUMMARY													
DAILY	60	59	**	**	**	**	30	**	**	**	**	45	**
	33%	34%	**	**	**	**	30%	**	**	**	**	33%	**
WEEKLY	127	119	**	**	**	**	69	**	**	**	**	94	**
	69%	69%	**	**	**	**	69%	**	**	**	**	70%	**
MONTHLY	167	155	**	**	**	**	89	**	**	**	**	125	**
	91%	90%	**	**	**	**	89%	**	**	**	**	92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	192	185	174	18	7	192	161	132	131	49	180	12	30	44	118
Effective Weighted Sample	156	150	141	15	6	156	131	107	107	42	146	10	26	35	95
Total	184	179	166	17	5	184	154	127	128	50	171	12	32	39	113
At least daily	60	58	57	**	**	60	49	38	42	**	54	**	**	**	34
	33%	33%	34%	**	**	33%	32%	30%	33%	**	31%	**	**	**	31%
At least weekly	67	66	60	**	**	67	57	51	46	**	64	**	**	**	45
	36%	37%	36%	**	**	36%	37%	40%	36%	**	37%	**	**	**	40%
At least monthly	39	38	36	**	**	39	35	29	29	**	38	**	**	**	25
	21%	21%	22%	**	**	21%	23%	23%	23%	**	22%	**	**	**	22%
Less often	14	14	10	**	**	14	10	8	8	**	13	**	**	**	7
	8%	8%	6%	**	**	8%	6%	6%	7%	**	7%	**	**	**	6%
Don't know/ can't remember	3	3	3	**	**	3	3	2	3	**	3	**	**	**	1
	1%	1%	2%	**	**	1%	2%	1%	2%	**	2%	**	**	**	1%
SUMMARY															
DAILY	60	58	57	**	**	60	49	38	42	**	54	**	**	**	34
	33%	33%	34%	**	**	33%	32%	30%	33%	**	31%	**	**	**	31%
WEEKLY	127	124	117	**	**	127	107	89	88	**	118	**	**	**	80
	69%	69%	70%	**	**	69%	69%	70%	68%	**	69%	**	**	**	71%
MONTHLY	167	162	153	**	**	167	142	118	117	**	156	**	**	**	104
	91%	91%	92%	**	**	91%	92%	93%	91%	**	91%	**	**	**	93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Spotify	1008	514	491	219	302	187	136	164	333	302	182	191	835	91	53	29
	23%	24%	22%	47% cde	40% cde	26% de	18% e	9%	29% bcd	22% d	23% d	17%	23%	25%	26%	23%
YouTube Music	716	375	340	115	193	166	105	137	198	195	145	178	639	42	17	18
	16%	18%	15%	25% de	26% de	23% de	14% e	8%	17%	14%	19%	16%	17% bc	11%	8%	15% c
Amazon Music	567	288	279	59	124	113	116	156	203	181	92	90	458	66	23	19
	13%	14%	12%	13%	17% e	16% e	16% e	9%	18% bcd	13% d	12% d	8%	12%	18% ac	11%	16%
BBC Sounds	481	310	171	59	103	79	64	176	215	148	66	53	416	28	27	9
	11%	15% b	8%	13%	14% d	11%	9%	10%	19% bcd	11% d	8% d	5%	11%	8%	13% bd	8%
Apple Music or Apple Podcasts	404	204	197	89	115	91	62	47	143	149	68	44	348	33	17	6
	9%	10%	9%	19% cde	15% de	13% e	8% e	3%	13% cd	11% d	9% d	4%	9% d	9%	8%	5%
Google Play Music or Google Podcasts	194	111	82	30	68	44	25	26	83	45	35	31	174	14	3	2
	4%	5%	4%	7% e	9% de	6% e	3% e	2%	7% bd	3%	5%	3%	5% c	4%	2%	2%
GlobalPlayer	128	90	38	16	37	21	28	26	57	33	23	15	111	11	4	2
	3%	4% b	2%	3% e	5% e	3%	4% e	1%	5% bd	2%	3%	1%	3%	3%	2%	2%
SoundCloud	127	74	54	37	46	20	9	15	38	33	33	23	104	13	5	5
	3%	3%	2%	8% cde	6% cde	3% e	1%	1%	3%	2%	4% d	2%	3%	4%	3%	4%
Audible	111	56	55	12	32	22	23	21	52	37	16	5	98	8	2	3
	3%	3%	2%	3%	4% e	3% e	3% e	1%	5% cd	3% d	2% d	*%	3%	2%	1%	2%
RadioPlayer	109	68	41	14	33	24	14	24	38	32	28	11	92	12	2	2
	2%	3% b	2%	3%	4% e	3% e	2%	1%	3% d	2%	4% d	1%	2%	3%	1%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Deezer	78	48	30	23	24	18	8	5	35	18	16	10	64	5	4	7
	2%	2%	1%	5%	3%	3%	1%	*%	3%	1%	2%	1%	2%	1%	2%	5%
				de	e	e			d							abc
TuneIn	55	37	18	7	16	16	5	11	26	13	6	9	45	5	3	2
	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
		b			e	e										
None	2154	969	1181	96	197	260	368	1233	410	646	394	703	1812	177	103	62
	49%	46%	52%	21%	26%	36%	50%	71%	36%	48%	50%	62%	49%	48%	50%	50%
			a			ab	abc	abcd		a	a	abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Spotify	1008	895	113	414	577	358	632	149	163	162	358	743	257
	23%	23%	19%	32% b	19%	31% b	20%	35%	29%	30%	31%	29% b	15%
YouTube Music	716	668	48	308	387	276	416	116	133	117	276	494	208
	16%	17% b	8%	24% b	13%	24% b	13%	27%	24%	22%	24%	19% b	12%
Amazon Music	567	503	64	227	335	210	350	81	103	112	210	404	154
	13%	13%	11%	17% b	11%	18% b	11%	19%	18%	21%	18%	16% b	9%
BBC Sounds	481	419	62	157	316	145	327	58	77	63	145	343	136
	11%	11%	11%	12%	11%	13%	10%	14%	14%	12%	13%	13% b	8%
Apple Music or Apple Podcasts	404	371	33	190	210	167	232	75	98	62	167	335	67
	9%	10% b	6%	15% b	7%	14% b	7%	18%	17%	12%	14%	13% b	4%
Google Play Music or Google Podcasts	194	180	14	101	90	91	100	43	47	38	91	155	38
	4%	5%	2%	8% b	3%	8% b	3%	10%	8%	7%	8%	6% b	2%
GlobalPlayer	128	122	6	67	59	65	61	28	32	33	65	103	24
	3%	3% b	1%	5% b	2%	6% b	2%	7%	6%	6%	6%	4% b	1%
SoundCloud	127	119	9	67	60	58	69	21	29	27	58	94	32
	3%	3%	1%	5% b	2%	5% b	2%	5%	5%	5%	5%	4% b	2%
Audible	111	106	5	55	55	50	59	21	19	25	50	90	21
	3%	3% b	1%	4% b	2%	4% b	2%	5%	3%	5%	4%	3% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
RadioPlayer	109	99	10	62	46	59	48	27	32	31	59	87	22
	2%	3%	2%	5% b	2%	5% b	2%	6%	6%	6%	5%	3% b	1%
Deezer	78	71	8	50	28	47	30	24	22	22	47	64	13
	2%	2%	1%	4% b	1%	4% b	1%	6%	4%	4%	4%	2% b	1%
TuneIn	55	52	3	27	26	27	26	12	19	14	27	42	13
	1%	1%	*%	2% b	1%	2% b	1%	3%	3%	3%	2%	2%	1%
None	2154	1816	338	417	1673	374	1713	116	185	188	374	989	1115
	49%	48%	58% a	32%	56% a	32%	55% a	27%	33%	35%	32%	38%	65% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Spotify	1008	989	943	66	19	1008	845	609	635	192	899	109	148	248	612
	23%	27%	30%	5%	3%	23%	23%	27%	29%	33%	23%	23%	22%	23%	23%
		cde	cde	d		cd		ae	ae	abef					
YouTube Music	716	678	639	77	38	716	597	379	459	132	639	77	116	200	400
	16%	19%	20%	6%	5%	16%	16%	17%	21%	22%	16%	16%	18%	19%	15%
		cd	cde			cd			abe	abe				c	
Amazon Music	567	558	544	23	8	567	489	372	383	142	521	45	83	98	387
	13%	15%	17%	2%	1%	13%	13%	16%	17%	24%	13%	9%	12%	9%	14%
		cde	cde			cd		aef	aef	abcef					b
BBC Sounds	481	477	426	55	4	481	467	446	419	481	481	-	25	61	396
	11%	13%	14%	4%	1%	11%	13%	19%	19%	82%	12%	-%	4%	6%	15%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
Apple Music or Apple Podcasts	404	398	391	13	6	404	353	270	293	95	376	28	38	83	283
	9%	11%	12%	1%	1%	9%	10%	12%	13%	16%	10%	6%	6%	8%	11%
		cd	cde			cd		f	aef	aef					a
Google Play Music or Google Podcasts	194	191	185	9	3	194	184	155	166	70	188	6	26	31	137
	4%	5%	6%	1%	*%	4%	5%	7%	8%	12%	5%	1%	4%	3%	5%
		cd	cde			cd	f	aef	aef	abcef	f				b
GlobalPlayer	128	127	121	7	1	128	122	99	104	50	124	5	20	22	87
	3%	3%	4%	1%	*%	3%	3%	4%	5%	9%	3%	1%	3%	2%	3%
		cd	cd			cd		f	ef	abcef					
SoundCloud	127	124	117	10	4	127	107	89	88	32	118	9	16	31	80
	3%	3%	4%	1%	*%	3%	3%	4%	4%	5%	3%	2%	2%	3%	3%
		cd	cd			cd				aef					
Audible	111	109	109	2	2	111	101	89	88	51	103	8	17	21	73
	3%	3%	3%	*%	*%	3%	3%	4%	4%	9%	3%	2%	3%	2%	3%
		cd	cd			cd			e	abcef					
RadioPlayer	109	107	107	3	3	109	103	99	100	43	105	4	9	21	79
	2%	3%	3%	*%	*%	2%	3%	4%	5%	7%	3%	1%	1%	2%	3%
		cd	cd			cd		aef	aef	abef					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Deezer	78	78	76	3	-	78	71	62	69	33	74	4	10	15	53
	2%	2%	2%	*%	-%	2%	2%	3%	3%	6%	2%	1%	2%	1%	2%
		cd	cd			cd			ae	abcef					
TuneIn	55	54	50	4	1	55	48	44	49	25	52	2	8	15	32
	1%	1%	2%	*%	*%	1%	1%	2%	2%	4%	1%	*%	1%	1%	1%
		cd	cd							abef					
None	2154	1467	1120	1033	687	2154	1808	950	745	50	1894	260	333	529	1291
	49%	40%	36%	83%	90%	49%	49%	41%	34%	8%	48%	54%	50%	50%	48%
		b		abe	abce	ab	bcd	cd	d		bcd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
TV/ IPLAYER	3711	1817	1892	364	564	579	631	1574	1026	1138	661	885	3130	306	173	102
	84%	86%	83%	79%	75%	81%	86%	91%	91%	84%	84%	78%	85%	83%	84%	83%
							ab	abcd	bcd	d	d					
RADIO	2293	1210	1081	254	412	347	344	937	744	699	399	452	1927	177	117	72
	52%	57%	48%	55%	55%	48%	47%	54%	66%	52%	51%	40%	52%	48%	57%	58%
		b		d	d			d	bcd	d	d				b	b
APPS/ SITES	2201	1165	1033	284	436	408	403	670	799	695	350	358	1882	157	103	59
	50%	55%	45%	61%	58%	57%	55%	39%	71%	51%	45%	32%	51%	43%	50%	48%
		b		e	e	e	e		bcd	cd	d		b			
SOUNDS	588	374	214	67	122	98	79	222	261	176	83	68	497	39	40	12
	13%	18%	9%	15%	16%	14%	11%	13%	23%	13%	11%	6%	13%	11%	19%	10%
		b			d				bcd	d	d				abd	
ANY	3919	1919	1995	398	622	621	659	1619	1067	1208	701	943	3302	324	184	108
	89%	90%	88%	86%	83%	87%	90%	93%	94%	89%	89%	83%	89%	88%	89%	88%
							b	abcd	bcd	d	d					
NONE	482	202	276	64	126	96	76	119	66	143	83	190	399	45	23	15
	11%	10%	12%	14%	17%	13%	10%	7%	6%	11%	11%	17%	11%	12%	11%	12%
				e	de	e	e			a	a	abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
TV/ IPLAYER	3711	3203	508	1065	2563	954	2665	343	466	446	954	2197	1464
	84%	84%	87%	82%	86% a	83%	85%	80%	83%	84%	83%	85%	85%
RADIO	2293	1972	321	719	1530	646	1595	233	332	294	646	1440	827
	52%	52%	55%	55%	51%	56% b	51%	55%	59%	55%	56%	55% b	48%
APPS/ SITES	2201	1946	255	775	1370	696	1441	249	349	324	696	1547	637
	50%	51% b	44%	60% b	46%	60% b	46%	58%	62%	61%	60%	60% b	37%
SOUNDS	588	512	76	186	392	170	406	70	88	72	170	415	169
	13%	13%	13%	14%	13%	15%	13%	16%	16%	13%	15%	16% b	10%
ANY	3919	3392	527	1138	2690	1016	2802	365	505	470	1016	2332	1530
	89%	89%	91%	88%	90%	88%	90%	86%	90%	88%	88%	90%	89%
NONE	482	427	54	159	306	138	325	61	58	62	138	265	197
	11%	11%	9%	12%	10%	12%	10%	14%	10%	12%	12%	10%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
TV/ IPLAYER	3711	3109	2655	1056	602	3711	3711	2145	2076	571	3711	-	370	843	2497
	84%	85%	84%	85%	79%	84%	100%	94%	94%	97%	95%	-%	56%	79%	93%
		d	d	d		d	bcdef	f	f	bf	f			a	ab
RADIO	2293	1965	1716	577	328	2293	2145	2293	1518	537	2293	-	180	447	1667
	52%	54%	54%	46%	43%	52%	58%	100%	69%	91%	59%	-%	27%	42%	62%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
APPS/ SITES	2201	2075	1849	352	126	2201	2076	1518	2201	512	2201	-	168	492	1541
	50%	57%	59%	28%	17%	50%	56%	66%	100%	87%	56%	-%	25%	46%	58%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	588	583	521	67	5	588	571	537	512	588	588	-	41	73	475
	13%	16%	17%	5%	1%	13%	15%	23%	23%	100%	15%	-%	6%	7%	18%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
ANY	3919	3269	2806	1112	650	3919	3711	2293	2201	588	3919	-	417	903	2599
	89%	90%	89%	89%	85%	89%	100%	100%	100%	100%	100%	-%	63%	85%	97%
		d	d	d		d	f	f	f	f	f			a	ab
NONE	482	368	349	132	114	482	-	-	-	-	-	482	248	161	73
	11%	10%	11%	11%	15%	11%	-%	-%	-%	-%	-%	100%	37%	15%	3%
					abce							abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC One	3088	1539	1547	237	380	464	543	1464	836	956	550	746	2595	252	151	90
	70%	73% b	68%	51%	51%	65% ab	74% abc	84% abcd	74% d	71%	70%	66%	70%	68%	73%	73%
BBC Two	1870	1022	848	104	196	253	288	1029	559	586	311	414	1608	135	90	37
	43%	48% b	37%	23%	26%	35% ab	39% ab	59% abcd	49% bcd	43% d	40%	37%	43% bd	37%	43% d	30%
BBC iPlayer	1561	763	797	141	249	236	301	634	487	488	286	301	1317	128	84	33
	35%	36%	35%	30%	33%	33%	41% abc	36%	43% bcd	36% d	36% d	27%	36% d	35% d	40% d	27%
BBC News site/ app	1316	750	565	114	223	262	264	453	506	422	198	190	1128	91	64	33
	30%	35% b	25%	25%	30%	36% ae	36% ae	26%	45% bcd	31% cd	25% d	17%	30% b	25%	31%	27%
BBC Weather site/ app	992	505	487	109	145	198	200	341	348	345	161	139	849	65	57	21
	23%	24%	21%	24%	19%	28% be	27% be	20%	31% cd	26% d	21% d	12%	23% b	18%	28% bd	17%
BBC News channel	968	544	424	62	74	162	178	492	345	274	165	184	824	78	47	19
	22%	26% b	19%	13%	10%	23% ab	24% ab	28% abc	30% bcd	20%	21% d	16%	22% d	21%	23% d	15%
BBC Radio 1	727	364	364	110	199	157	108	153	231	200	163	133	618	50	38	21
	17%	17%	16%	24% de	27% de	22% de	15% e	9%	20% bd	15%	21% bd	12%	17%	14%	19%	17%
BBC Radio 2	698	360	338	39	76	80	121	383	219	210	114	155	582	65	40	12
	16%	17%	15%	8%	10%	11%	17% abc	22% abcd	19% d	16%	15%	14%	16% d	18% d	19% d	10%
BBC Sport site/ app	633	487	146	65	122	118	112	216	237	199	94	102	530	50	34	19
	14%	23% b	6%	14%	16%	16%	15%	12%	21% bcd	15% d	12%	9%	14%	13%	17%	15%
BBC Three	564	299	263	75	130	101	73	186	175	136	130	124	492	39	22	11
	13%	14%	12%	16% de	17% de	14%	10%	11%	15% bd	10%	17% bd	11%	13%	11%	11%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 4	520	287	233	34	68	73	75	271	226	151	70	73	476	16	23	5
	12%	14% b	10%	7%	9%	10%	10%	16% abcd	20% bcd	11% d	9%	6%	13% bd	4%	11% bd	4%
BBC Four	515	312	203	48	72	66	71	257	175	153	91	96	452	32	22	8
	12%	15% b	9%	10%	10%	9%	10%	15% bcd	15% bd	11%	12%	8%	12% d	9%	11%	7%
BBC Sounds	481	310	171	59	103	79	64	176	215	148	66	53	416	28	27	9
	11%	15% b	8%	13%	14% d	11%	9%	10%	19% bcd	11% d	8% d	5%	11%	8%	13% bd	8%
BBC Radio 5 live	284	207	77	17	36	31	55	145	101	87	43	53	238	23	13	11
	6%	10% b	3%	4%	5%	4%	7% a	8% abc	9% cd	6%	6%	5%	6%	6%	6%	9%
BBC Homepage site (www.bbc.co.uk)	266	162	105	22	42	44	46	112	116	81	39	30	226	21	14	6
	6%	8% b	5%	5%	6%	6%	6%	6%	10% bcd	6% d	5%	3%	6%	6%	7%	5%
BBC TV programmes and content on YouTube	266	163	102	31	61	51	48	75	98	66	51	52	237	11	11	7
	6%	8% b	5%	7%	8% e	7% e	7%	4%	9% bd	5%	6%	5%	6% b	3%	5%	6%
CBeebies	216	82	134	19	77	72	26	21	58	61	53	44	181	19	12	4
	5%	4%	6% a	4% e	10% ade	10% ade	4% e	1%	5%	5%	7% d	4%	5%	5%	6%	4%
BBC radio for your region (ENGLAND)	184	103	81	10	20	25	26	103	64	56	25	40	184	-	-	-
	4%	5%	4%	2%	3%	3%	4%	6% ab	6%	4%	3%	3%	5% bcd	-%	-%	-%
BBC Parliament	183	126	57	17	29	42	18	77	82	50	28	24	160	11	10	2
	4%	6% b	3%	4%	4%	6% d	2%	4%	7% bcd	4%	4%	2%	4% d	3%	5% d	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 5 sports extra	175	144	32	18	35	24	37	61	72	40	31	33	148	15	6	6
	4%	7% b	1%	4%	5%	3%	5%	4%	6% bd	3%	4%	3%	4%	4%	3%	5%
CBBC	157	78	79	19	58	48	17	16	61	30	35	31	139	10	6	2
	4%	4%	3%	4% e	8% de	7% de	2% e	1%	5% bd	2%	4% b	3%	4%	3%	3%	2%
BBC Radio 3	154	95	58	27	56	25	8	37	75	27	37	15	137	11	3	3
	3%	4% b	3%	6% de	8% cde	3% d	1%	2%	7% bd	2%	5% bd	1%	4%	3%	2%	2%
BBC 6 Music	149	96	53	15	47	35	21	31	73	40	22	13	133	10	4	2
	3%	5% b	2%	3%	6% de	5% e	3%	2%	6% bcd	3% d	3%	1%	4%	3%	2%	1%
BBC Bitesize site/ app	145	89	55	32	63	27	14	9	75	20	29	21	129	8	5	2
	3%	4% b	2%	7% de	8% cde	4% e	2% e	*%	7% bcd	1%	4% b	2%	3%	2%	3%	2%
BBC Scotland TV channel (on air between 7pm and midnight)	132	80	52	10	25	21	17	58	39	40	27	27	58	71	2	1
	3%	4%	2%	2%	3%	3%	2%	3%	3%	3%	3%	2%	2%	19% acd	1%	1%
A BBC CBeebies site/ app	122	64	59	12	53	32	14	10	56	28	19	19	109	6	5	2
	3%	3%	3%	3% e	7% ade	4% e	2% e	1%	5% bcd	2%	2%	2%	3%	2%	3%	1%
BBC Newsround site	113	59	54	18	35	29	18	13	45	26	28	14	103	5	2	2
	3%	3%	2%	4% e	5% e	4% e	2% e	1%	4% bd	2%	4% d	1%	3%	1%	1%	2%
BBC World Service	113	72	41	12	19	20	16	47	47	31	21	14	99	5	7	2
	3%	3% b	2%	3%	2%	3%	2%	3%	4% d	2%	3%	1%	3%	1%	3%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio 1Xtra	104	60	44	26	41	27	4	6	40	33	20	11	91	6	6	1
	2%	3%	2%	6% de	6% de	4% de	*%	*%	4% d	2%	3%	1%	2%	2%	3%	1%
BBC Radio 4 Extra	95	57	38	13	23	17	10	32	34	28	24	8	87	5	3	*
	2%	3%	2%	3%	3%	2%	1%	2%	3% d	2% d	3% d	1%	2% d	1%	1%	*%
BBC Asian Network	88	54	33	15	25	24	12	12	35	25	20	8	82	5	1	1
	2%	3%	1%	3% e	3% e	3% e	2%	1%	3% d	2%	3% d	1%	2% c	1%	*%	*%
BBC Alba (Scottish Gaelic)	47	35	12	4	13	7	5	17	10	12	12	12	27	18	*	1
	1%	2% b	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	5% acd	*%	1%
BBC Radio Scotland (SCOTLAND)	46	31	15	1	7	9	6	23	13	12	11	9	-	46	-	-
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	-%	12% acd	-%	-%
BBC Radio Ulster (NORTHERN IRELAND)	36	22	14	-	2	3	4	26	9	11	4	12	-	-	-	36
	1%	1%	1%	-%	*%	*%	1%	2% a	1%	1%	*%	1%	-%	-%	-%	29% abc
BBC Radio Wales (WALES)	20	11	9	2	3	2	2	10	6	5	5	4	-	-	20	-
	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	-%	-%	10% abd	-%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	2	-	1	1	1	2	1	2	*	1	-	-	-	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	4% abc
BBC Radio Cymru (WALES)	3	1	3	1	1	1	-	1	2	1	1	*	-	-	3	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	2% abd	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC Radio nan Gàidheal (SCOTLAND)	3	2	1	1	-	1	2	-	1	2	-	*	-	3	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	-%	1% a	-%	-%
SUMMARY																
ANY BBC	3765	1854	1909	354	585	593	636	1597	1036	1151	678	900	3171	308	180	106
	86%	87% b	84%	77%	78%	83%	87% ab	92% abcd	91% bcd	85% d	86% d	79%	86%	83%	87%	86%
ANY BBC TV	3464	1710	1753	305	498	536	590	1535	971	1047	615	831	2922	282	165	96
	79%	81%	77%	66%	67%	75% ab	80% ab	88% abcd	86% bcd	78%	78%	73%	79%	76%	80%	78%
ANY BBC RADIO	1995	1074	921	200	343	310	304	837	649	596	358	391	1672	154	108	61
	45%	51% b	41%	43%	46%	43%	41%	48% d	57% bcd	44% d	46% d	35%	45%	42%	52% ab	49%
ANY BBC WEBSITES/ APPS	1981	1084	896	223	377	380	375	626	718	630	326	307	1696	136	98	51
	45%	51% b	39%	48% e	50% e	53% e	51% e	36%	63% bcd	47% d	42% d	27%	46% b	37%	47% b	41%
NONE	636	267	363	108	163	124	99	142	97	200	107	232	531	61	27	17
	14%	13%	16% a	23% de	22% de	17% e	13% e	8%	9%	15% a	14% a	21% abc	14%	17%	13%	14%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	3.9	4.5 b	3.3	3.3	3.8	4.0 a	3.8 a	4.0 a	5.1 bcd	3.8 d	3.8 d	2.8	3.9 d	3.6	4.0 d	3.4
Standard deviation	3.41	3.79	2.91	3.40	3.99	3.82	3.30	2.96	3.77	3.30	3.52	2.60	3.39	3.64	3.37	3.23
Standard error	.05	.08	.06	.15	.16	.13	.12	.07	.11	.10	.12	.07	.06	.16	.15	.15

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC One	3088	2651	437	784	2240	717	2303	236	364	349	717	1788	1257
	70%	69%	75% a	60%	75% a	62%	74% a	55%	65% a	66% a	62%	69%	73%
BBC Two	1870	1592	279	425	1405	381	1446	117	184	202	381	1044	805
	43%	42%	48% a	33%	47% a	33%	46% a	27%	33%	38% a	33%	40%	47% a
BBC iPlayer	1561	1338	223	473	1051	429	1092	150	231	192	429	1012	530
	35%	35%	38%	36%	35%	37%	35%	35%	41%	36%	37%	39% b	31%
BBC News site/ app	1316	1143	173	433	863	405	891	134	206	198	405	943	365
	30%	30%	30%	33% b	29%	35% b	28%	31%	37%	37%	35%	36% b	21%
BBC Weather site/ app	992	858	135	320	662	292	688	90	143	159	292	684	297
	23%	22%	23%	25%	22%	25%	22%	21%	25%	30% a	25%	26% b	17%
BBC News channel	968	848	120	249	706	228	725	67	113	124	228	594	364
	22%	22%	21%	19%	24% a	20%	23%	16%	20%	23% a	20%	23%	21%
BBC Radio 1	727	653	74	303	412	276	436	95	154	122	276	549	171
	17%	17%	13%	23% b	14%	24% b	14%	22%	27%	23%	24%	21% b	10%
BBC Radio 2	698	573	126	176	513	161	525	58	72	77	161	404	286
	16%	15%	22% a	14%	17% a	14%	17%	14%	13%	15%	14%	16%	17%
BBC Sport site/ app	633	560	73	230	392	211	409	79	107	93	211	450	178
	14%	15%	13%	18% b	13%	18% b	13%	19%	19%	17%	18%	17% b	10%
BBC Three	564	503	61	210	334	184	358	74	90	80	184	378	181
	13%	13%	10%	16% b	11%	16% b	11%	17%	16%	15%	16%	15% b	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 4	520 12%	440 12%	80 14%	128 10%	385 13%	118 10%	396 13%	37 9%	56 10%	65 12%	118 10%	283 11%	233 13%
BBC Four	515 12%	441 12%	73 13%	147 11%	361 12%	130 11%	376 12%	47 11%	61 11%	70 13%	130 11%	317 12%	194 11%
BBC Sounds	481 11%	419 11%	62 11%	157 12%	316 11%	145 13%	327 10%	58 14%	77 14%	63 12%	145 13%	343 13% b	136 8%
BBC Radio 5 live	284 6%	255 7%	29 5%	79 6%	202 7%	74 6%	206 7%	21 5%	38 7%	43 8%	74 6%	178 7%	104 6%
BBC Homepage site (www.bbc.co.uk)	266 6%	233 6%	33 6%	77 6%	166 6%	75 7%	168 5%	24 6%	35 6%	36 7%	75 7%	172 7%	90 5%
BBC TV programmes and content on YouTube	266 6%	244 6%	22 4%	114 9% b	147 5%	104 9% b	155 5%	43 10%	51 9%	59 11%	104 9%	188 7% b	78 5%
CBeebies	216 5%	194 5%	22 4%	182 14% b	31 1%	173 15% b	39 1%	113 26% bcd	85 15% c	43 8%	173 15% c	158 6% b	55 3%
BBC radio for your region (ENGLAND)	184 4%	162 4%	22 4%	53 4%	130 4%	52 5%	131 4%	14 3%	26 5%	34 6%	52 5%	92 4%	91 5%
BBC Parliament	183 4%	171 4% b	12 2%	75 6% b	106 4%	70 6% b	110 4%	27 6%	34 6%	37 7%	70 6%	124 5%	58 3%
BBC Radio 5 sports extra	175 4%	158 4%	17 3%	68 5%	104 3%	65 6% b	107 3%	21 5%	33 6%	34 6%	65 6%	131 5% b	45 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
CBBC	157	143	14	123	29	112	39	64	60	34	112	123	34
	4%	4%	2%	9% b	1%	10% b	1%	15% cd	11%	6%	10%	5% b	2%
BBC Radio 3	154	144	10	75	73	68	80	31	33	34	68	111	43
	3%	4%	2%	6% b	2%	6% b	3%	7%	6%	6%	6%	4% b	2%
BBC 6 Music	149	134	15	77	69	74	70	35	31	25	74	123	27
	3%	4%	3%	6% b	2%	6% b	2%	8%	6%	5%	6%	5% b	2%
BBC Bitesize site/ app	145	137	8	98	42	90	50	43	50	32	90	118	26
	3%	4% b	1%	8% b	1%	8% b	2%	10%	9%	6%	8%	5% b	1%
BBC Scotland TV channel (on air between 7pm and midnight)	132	124	8	48	81	47	81	24	23	28	47	84	47
	3%	3%	1%	4%	3%	4%	3%	6%	4%	5%	4%	3%	3%
A BBC CBeebies site/ app	122	118	4	85	28	80	33	48	43	28	80	97	23
	3%	3% b	1%	7% b	1%	7% b	1%	11% c	8%	5%	7%	4% b	1%
BBC Newsround site	113	105	8	69	40	66	41	30	32	36	66	87	25
	3%	3%	1%	5% b	1%	6% b	1%	7%	6%	7%	6%	3% b	1%
BBC World Service	113	102	11	45	65	41	69	14	20	18	41	77	34
	3%	3%	2%	3%	2%	4%	2%	3%	4%	3%	4%	3%	2%
BBC Radio 1Xtra	104	95	9	54	48	49	53	24	16	20	49	83	21
	2%	2%	2%	4% b	2%	4% b	2%	6%	3%	4%	4%	3% b	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC Radio 4 Extra	95	85	10	43	50	39	54	20	14	21	39	71	24
	2%	2%	2%	3% b	2%	3% b	2%	5%	2%	4%	3%	3% b	1%
BBC Asian Network	88	86	2	46	41	43	45	20	25	22	43	70	18
	2%	2% b	*%	4% b	1%	4% b	1%	5%	4%	4%	4%	3% b	1%
BBC Alba (Scottish Gaelic)	47	42	4	20	27	20	27	12	12	14	20	30	16
	1%	1%	1%	2%	1%	2%	1%	3%	2%	3%	2%	1%	1%
BBC Radio Scotland (SCOTLAND)	46	43	3	8	37	7	37	3	5	2	7	27	18
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	36	22	13	6	29	6	29	2	3	3	6	18	17
	1%	1%	2% a	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%
BBC Radio Wales (WALES)	20	16	4	2	18	2	18	2	1	-	2	12	8
	*%	*%	1%	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%
BBC Radio Foyle (NORTHERN IRELAND)	5	3	1	1	4	*	4	*	*	*	*	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BBC Radio Cymru (WALES)	3	3	-	1	2	1	2	1	*	-	1	3	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
BBC Radio nan Gàidheal (SCOTLAND)	3	3	-	2	2	1	2	1	1	-	1	3	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
SUMMARY													
ANY BBC	3765	3255	510	1078	2599	974	2695	355	480	451	974	2246	1465
	86%	85%	88%	83%	87% a	84%	86%	83%	85%	85%	84%	87%	85%
ANY BBC TV	3464	2987	478	971	2415	881	2497	323	433	409	881	2045	1373
	79%	78%	82%	75%	81% a	76%	80%	76%	77%	77%	76%	79%	80%
ANY BBC RADIO	1995	1711	284	609	1352	558	1398	191	286	260	558	1260	714
	45%	45%	49%	47%	45%	48%	45%	45%	51%	49%	48%	49% b	41%
ANY BBC WEBSITES/ APPS	1981	1737	245	690	1241	631	1296	224	313	297	631	1407	557
	45%	45%	42%	53% b	41%	55% b	41%	52%	56%	56%	55%	54% b	32%
NONE	636	565	71	219	397	180	433	72	83	81	180	350	261
	14%	15%	12%	17% b	13%	16%	14%	17%	15%	15%	16%	13%	15%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	3.9	3.9	3.8	4.2 b	3.7	4.4 b	3.7	4.4	4.5	4.5	4.4	4.2 b	3.4
Standard deviation	3.41	3.48	2.90	4.04	3.10	4.12	3.10	4.47	4.19	4.33	4.12	3.65	2.97
Standard error	.05	.06	.11	.11	.06	.12	.06	.21	.18	.19	.12	.07	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC One	3088	2517	2117	970	571	3088	3088	1811	1726	493	3088	-	243	648	2197
	70%	69%	67%	78%	75%	70%	83%	79%	78%	84%	79%	-%	37%	61%	82%
				abe	ab	b	bcef	f	f	cf	f			a	ab
BBC Two	1870	1485	1206	664	385	1870	1870	1227	1120	366	1870	-	121	354	1395
	43%	41%	38%	53%	50%	43%	50%	53%	51%	62%	48%	-%	18%	33%	52%
				abe	abe	b	f	ef	f	abcef	f			a	ab
BBC iPlayer	1561	1561	1304	257	-	1561	1561	986	1044	408	1561	-	126	279	1156
	35%	43%	41%	21%	-%	35%	42%	43%	47%	69%	40%	-%	19%	26%	43%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
BBC News site/ app	1316	1257	1115	201	59	1316	1260	900	1316	378	1316	-	77	269	970
	30%	35%	35%	16%	8%	30%	34%	39%	60%	64%	34%	-%	12%	25%	36%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	992	933	824	168	59	992	957	702	992	260	992	-	52	200	740
	23%	26%	26%	13%	8%	23%	26%	31%	45%	44%	25%	-%	8%	19%	28%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC News channel	968	878	753	215	90	968	968	587	688	209	968	-	81	215	672
	22%	24%	24%	17%	12%	22%	26%	26%	31%	36%	25%	-%	12%	20%	25%
		cd	cd	d		cd	f	f	abef	abef	f			a	ab
BBC Radio 1	727	668	622	106	59	727	678	727	528	202	727	-	33	144	550
	17%	18%	20%	8%	8%	17%	18%	32%	24%	34%	19%	-%	5%	14%	21%
		cd	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 2	698	598	515	183	101	698	664	698	429	196	698	-	56	129	514
	16%	16%	16%	15%	13%	16%	18%	30%	20%	33%	18%	-%	8%	12%	19%
							f	acef	f	acef	f				ab
BBC Sport site/ app	633	619	543	90	14	633	609	497	633	212	633	-	52	119	462
	14%	17%	17%	7%	2%	14%	16%	22%	29%	36%	16%	-%	8%	11%	17%
		cde	cde	d		cd	f	aef	abef	abcef	f				ab
BBC Three	564	509	451	113	55	564	564	405	398	163	564	-	24	99	441
	13%	14%	14%	9%	7%	13%	15%	18%	18%	28%	14%	-%	4%	9%	16%
		cd	cd			cd	f	ef	aef	abcef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 4	520	412	335	185	108	520	498	520	367	174	520	-	25	70	425
	12%	11%	11%	15% abe	14%	12%	13% f	23% acef	17% aef	30% abcef	13% f	-%	4%	7%	16% ab
BBC Four	515	462	384	131	52	515	515	385	359	175	515	-	40	73	401
	12%	13% d	12% d	11%	7%	12% d	14% f	17% aef	16% ef	30% abcef	13% f	-%	6%	7%	15% ab
BBC Sounds	481	477	426	55	4	481	467	446	419	481	481	-	25	61	396
	11%	13% cde	14% cde	4% d	1%	11% cd	13% f	19% aef	19% aef	82% abcef	12% f	-%	4%	6%	15% ab
BBC Radio 5 live	284	259	217	67	26	284	273	284	229	116	284	-	18	45	222
	6%	7% d	7% d	5%	3%	6% d	7% f	12% aef	10% aef	20% abcef	7% f	-%	3%	4%	8% ab
BBC Homepage site (www.bbc.co.uk)	266	252	212	54	14	266	252	190	266	110	266	-	16	41	210
	6%	7% cd	7% cd	4% d	2%	6% d	7% f	8% f	12% abef	19% abcef	7% f	-%	2%	4%	8% ab
BBC TV programmes and content on YouTube	266	266	238	28	-	266	266	180	209	80	266	-	34	52	180
	6%	7% cd	8% cd	2% d	-%	6% cd	7% f	8% f	9% aef	14% abcef	7% f	-%	5%	5%	7%
CBeebies	216	206	193	24	10	216	216	136	154	47	216	-	24	53	140
	5%	6% cd	6% cd	2%	1%	5% cd	6% f	6% f	7% f	8% f	6% f	-%	4%	5%	5%
BBC radio for your region (ENGLAND)	184	148	126	58	36	184	180	184	118	57	184	-	18	32	134
	4%	4%	4%	5%	5%	4%	5% f	8% acef	5% f	10% acef	5% f	-%	3%	3%	5%
BBC Parliament	183	167	151	32	16	183	183	128	151	60	183	-	15	53	115
	4%	5% cd	5% cd	3%	2%	4%	5% f	6% f	7% aef	10% abef	5% f	-%	2%	5% a	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 5 sports extra	175	160	145	31	16	175	174	175	158	72	175	-	8	33	135
	4%	4%	5%	2%	2%	4%	5%	8%	7%	12%	4%	-%	1%	3%	5%
		cd	cd				f	aef	aef	abcef	f				a
CBBC	157	152	147	10	5	157	157	120	131	51	157	-	11	30	116
	4%	4%	5%	1%	1%	4%	4%	5%	6%	9%	4%	-%	2%	3%	4%
		cd	cd			cd	f	f	aef	abef	f				a
BBC Radio 3	154	149	141	13	5	154	147	154	131	58	154	-	9	36	108
	3%	4%	4%	1%	1%	3%	4%	7%	6%	10%	4%	-%	1%	3%	4%
		cd	cd			cd	f	aef	aef	acef	f				a
BBC 6 Music	149	146	139	10	4	149	141	149	126	79	149	-	3	27	119
	3%	4%	4%	1%	*%	3%	4%	7%	6%	13%	4%	-%	*%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f			a	a
BBC Bitesize site/ app	145	142	138	7	3	145	137	130	145	58	145	-	14	27	103
	3%	4%	4%	1%	*%	3%	4%	6%	7%	10%	4%	-%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abef	f				
BBC Scotland TV channel (on air between 7pm and midnight)	132	122	109	23	10	132	132	98	94	44	132	-	12	14	107
	3%	3%	3%	2%	1%	3%	4%	4%	4%	7%	3%	-%	2%	1%	4%
		d	d				f	f	f	abcef	f				b
A BBC CBeebies site/ app	122	120	119	3	2	122	119	104	122	41	122	-	4	26	92
	3%	3%	4%	*%	*%	3%	3%	5%	6%	7%	3%	-%	1%	2%	3%
		cd	cd			cd	f	ef	aef	aef	f				a
BBC Newsround site	113	113	112	1	-	113	109	102	113	48	113	-	7	23	83
	3%	3%	4%	*%	-%	3%	3%	4%	5%	8%	3%	-%	1%	2%	3%
		cd	cd			cd	f	aef	aef	abef	f				a
BBC World Service	113	100	86	27	12	113	110	113	95	48	113	-	3	22	88
	3%	3%	3%	2%	2%	3%	3%	5%	4%	8%	3%	-%	*%	2%	3%
							f	aef	ef	abcef	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio 1Xtra	104	103	101	3	1	104	95	104	87	40	104	-	8	25	72
	2%	3% cd	3% cd	*%	*%	2% cd	3% f	5% aef	4% af	7% acef	3% f	-%	1%	2%	3%
BBC Radio 4 Extra	95	89	78	17	6	95	90	95	82	43	95	-	5	14	76
	2%	2% d	2% d	1%	1%	2%	2% f	4% aef	4% aef	7% abcef	2% f	-%	1%	1%	3% a
BBC Asian Network	88	76	73	14	11	88	80	88	74	25	88	-	4	15	68
	2%	2%	2%	1%	1%	2%	2% f	4% aef	3% f	4% aef	2% f	-%	1%	1%	3% a
BBC Alba (Scottish Gaelic)	47	40	35	12	6	47	47	36	31	19	47	-	2	6	38
	1%	1%	1%	1%	1%	1%	1%	2%	1%	3% acef	1%	-%	*%	1%	1%
BBC Radio Scotland (SCOTLAND)	46	39	31	14	6	46	43	46	29	16	46	-	4	6	36
	1%	1%	1%	1%	1%	1%	1%	2% f	1%	3% aef	1%	-%	1%	1%	1%
BBC Radio Ulster (NORTHERN IRELAND)	36	23	20	16	12	36	34	36	19	7	36	-	4	3	29
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	-%	1%	*%	1%
BBC Radio Wales (WALES)	20	17	16	5	3	20	19	20	16	6	20	-	*	2	17
	*%	*%	*%	*%	*%	*%	1%	1%	1%	1%	1%	-%	*%	*%	1%
BBC Radio Foyle (NORTHERN IRELAND)	5	4	4	1	*	5	5	5	4	3	5	-	1	*	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
BBC Radio Cymru (WALES)	3	3	3	-	-	3	3	3	2	3	3	-	-	1	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	3 *%	2 *%	3 *%	- -%	- -%	- -%	3 *%
SUMMARY															
ANY BBC	3765 86%	3128 86%	2681 85%	1083 87%	637 83%	3765 86%	3587 97% f	2250 98% aef	2157 98% aef	585 99% aef	3765 96% f	- -%	376 57%	846 80% a	2542 95% ab
ANY BBC TV	3464 79%	2879 79%	2448 78%	1016 82% b	586 77%	3464 79%	3464 93% bcef	2041 89% f	1958 89% f	557 95% bcef	3464 88% f	- -%	309 46%	751 71% a	2405 90% ab
ANY BBC RADIO	1995 45%	1690 46% cd	1477 47% cd	517 42%	305 40%	1995 45%	1871 50% f	1995 87% acef	1323 60% aef	497 84% acef	1995 51% f	- -%	138 21%	376 35% a	1480 55% ab
ANY BBC WEBSITES/ APPS	1981 45%	1872 51% cde	1661 53% cde	320 26% d	109 14%	1981 45% cd	1880 51% f	1377 60% aef	1981 90% abdef	489 83% abef	1981 51% f	- -%	145 22%	424 40% a	1413 53% ab
NONE	636 14%	509 14%	474 15%	161 13%	127 17%	636 14%	124 3% bcd	43 2%	44 2%	3 1%	154 4% bcd	482 100% abcde	288 43% bc	218 20% c	129 5%
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	3.9	4.2 cde	4.2 cde	3.1 d	2.3	3.9 cd	4.5	5.5 ae	5.7 ae	8.2 abce	4.3	-	1.8	3.1 a	4.7 ab
Standard deviation	3.41	3.58	3.67	2.44	1.76	3.41	3.32	3.59	3.60	4.44	3.31	-	2.39	2.92	3.50
Standard error	.05	.06	.06	.07	.06	.05	.05	.07	.08	.19	.05	-	.09	.09	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
TV/ IPLAYER	3464	1710	1753	305	498	536	590	1535	971	1047	615	831	2922	282	165	96
	79%	81%	77%	66%	67%	75%	80%	88%	86%	78%	78%	73%	79%	76%	80%	78%
						ab	ab	abcd	bcd							
RADIO	1995	1074	921	200	343	310	304	837	649	596	358	391	1672	154	108	61
	45%	51%	41%	43%	46%	43%	41%	48%	57%	44%	46%	35%	45%	42%	52%	49%
		b						d	bcd	d	d				ab	
APPS/ SITES	1981	1084	896	223	377	380	375	626	718	630	326	307	1696	136	98	51
	45%	51%	39%	48%	50%	53%	51%	36%	63%	47%	42%	27%	46%	37%	47%	41%
		b		e	e	e	e		bcd	d	d		b		b	
SOUNDS	481	310	171	59	103	79	64	176	215	148	66	53	416	28	27	9
	11%	15%	8%	13%	14%	11%	9%	10%	19%	11%	8%	5%	11%	8%	13%	8%
		b			d				bcd	d	d				bd	
RADIO OR SOUNDS	2048	1113	935	204	356	324	312	851	669	617	364	399	1723	155	109	62
	47%	52%	41%	44%	48%	45%	42%	49%	59%	46%	46%	35%	47%	42%	53%	50%
		b						d	bcd	d	d				b	
ANY	3765	1854	1909	354	585	593	636	1597	1036	1151	678	900	3171	308	180	106
	86%	87%	84%	77%	78%	83%	87%	92%	91%	85%	86%	79%	86%	83%	87%	86%
		b					ab	abcd	bcd	d	d					
NONE	636	267	363	108	163	124	99	142	97	200	107	232	531	61	27	17
	14%	13%	16%	23%	22%	17%	13%	8%	9%	15%	14%	21%	14%	17%	13%	14%
			a	de	de	e	e			a	a	abc				
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.3	2.0	2.0	2.1	2.2	2.2	2.2	2.7	2.1	2.1	1.7	2.2	2.0	2.3	2.0
		b					a	a	bcd	d	d		b		bd	
Standard deviation	1.43	1.47	1.37	1.56	1.59	1.47	1.41	1.31	1.44	1.44	1.39	1.26	1.43	1.40	1.50	1.36
Standard error	.02	.03	.03	.07	.06	.05	.05	.03	.04	.04	.05	.04	.03	.06	.07	.06

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
TV/ IPLAYER	3464	2987	478	971	2415	881	2497	323	433	409	881	2045	1373
	79%	78%	82%	75%	81% a	76%	80%	76%	77%	77%	76%	79%	80%
RADIO	1995	1711	284	609	1352	558	1398	191	286	260	558	1260	714
	45%	45%	49%	47%	45%	48%	45%	45%	51%	49%	48%	49% b	41%
APPS/ SITES	1981	1737	245	690	1241	631	1296	224	313	297	631	1407	557
	45%	45%	42%	53% b	41%	55% b	41%	52%	56%	56%	55%	54% b	32%
SOUNDS	481	419	62	157	316	145	327	58	77	63	145	343	136
	11%	11%	11%	12%	11%	13%	10%	14%	14%	12%	13%	13% b	8%
RADIO OR SOUNDS	2048	1757	291	629	1386	575	1435	197	301	266	575	1302	725
	47%	46%	50%	48%	46%	50%	46%	46%	53%	50%	50%	50% b	42%
ANY	3765	3255	510	1078	2599	974	2695	355	480	451	974	2246	1465
	86%	85%	88%	83%	87% a	84%	86%	83%	85%	85%	84%	87%	85%
NONE	636	565	71	219	397	180	433	72	83	81	180	350	261
	14%	15%	12%	17% b	13%	16%	14%	17%	15%	15%	16%	13%	15%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.1	2.2	2.2	2.1	2.3 b	2.1	2.2	2.4	2.3	2.3	2.3 b	1.9
Standard deviation	1.43	1.44	1.40	1.51	1.40	1.50	1.40	1.53	1.52	1.49	1.50	1.47	1.34
Standard error	.02	.02	.05	.04	.03	.04	.03	.07	.06	.06	.04	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 118

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
TV/ IPLAYER	3464	2879	2448	1016	586	3464	3464	2041	1958	557	3464	-	309	751	2405
	79%	79%	78%	82%	77%	79%	93%	89%	89%	95%	88%	-%	46%	71%	90%
				b			bcef	f	f	bcef	f			a	ab
RADIO	1995	1690	1477	517	305	1995	1871	1995	1323	497	1995	-	138	376	1480
	45%	46%	47%	42%	40%	45%	50%	87%	60%	84%	51%	-%	21%	35%	55%
		cd	cd				f	acef	aef	acef	f			a	ab
APPS/ SITES	1981	1872	1661	320	109	1981	1880	1377	1981	489	1981	-	145	424	1413
	45%	51%	53%	26%	14%	45%	51%	60%	90%	83%	51%	-%	22%	40%	53%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	481	477	426	55	4	481	467	446	419	481	481	-	25	61	396
	11%	13%	14%	4%	1%	11%	13%	19%	19%	82%	12%	-%	4%	6%	15%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
RADIO OR SOUNDS	2048	1742	1528	521	306	2048	1923	2013	1365	551	2048	-	144	383	1521
	47%	48%	48%	42%	40%	47%	52%	88%	62%	94%	52%	-%	22%	36%	57%
		cd	cd			cd	f	acef	aef	abcef	f			a	ab
ANY	3765	3128	2681	1083	637	3765	3587	2250	2157	585	3765	-	376	846	2542
	86%	86%	85%	87%	83%	86%	97%	98%	98%	99%	96%	-%	57%	80%	95%
							f	aef	aef	aef	f			a	ab
NONE	636	509	474	161	127	636	124	43	44	3	154	482	288	218	129
	14%	14%	15%	13%	17%	14%	3%	2%	2%	1%	4%	100%	43%	20%	5%
							bcd				bcd	abcde	bc	c	
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.3	2.3	1.7	1.3	2.2	2.5	3.0	3.1	4.1	2.4	-	1.1	1.8	2.6
		cde	cde	d		cd		ae	ae	abce				a	ab
Standard deviation	1.43	1.47	1.49	1.17	.83	1.43	1.28	1.23	1.21	1.08	1.29	-	1.25	1.33	1.34
Standard error	.02	.02	.02	.03	.03	.02	.02	.03	.03	.04	.02	-	.05	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NONE	636	267	363	108	163	124	99	142	97	200	107	232	531	61	27	17
	14%	13%	16% a	23% de	22% de	17% e	13% e	8%	9%	15% a	14% a	21% abc	14%	17%	13%	14%
ONE	916	385	531	90	142	134	137	413	151	275	183	309	753	93	41	29
	21%	18%	23% a	19%	19%	19%	19%	24% c	13%	20% a	23% a	27% ab	20%	25%	20%	24%
TWO	1111	526	584	80	122	149	188	572	234	350	196	331	936	91	47	37
	25%	25%	26%	17%	16%	21%	26% ab	33% abcd	21%	26% a	25%	29% a	25%	25%	23%	30%
THREE	898	438	460	92	159	169	171	307	303	268	163	164	770	69	39	21
	20%	21%	20%	20%	21%	24% e	23% e	18%	27% bcd	20% d	21% d	14%	21%	19%	19%	17%
FOUR	555	319	236	64	105	99	93	194	219	171	95	70	470	38	35	12
	13%	15% b	10%	14%	14%	14%	13%	11%	19% bcd	13% d	12% d	6%	13%	10%	17% abd	10%
FIVE	284	186	98	27	57	42	47	111	129	88	41	27	242	18	17	6
	6%	9% b	4%	6%	8%	6%	6%	6%	11% bcd	6% d	5% d	2%	7%	5%	8%	5%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	2.2	2.3 b	2.0	2.0	2.1	2.2	2.2 a	2.2 a	2.7 bcd	2.1 d	2.1 d	1.7	2.2 b	2.0	2.3 bd	2.0
Standard deviation	1.43	1.47	1.37	1.56	1.59	1.47	1.41	1.31	1.44	1.44	1.39	1.26	1.43	1.40	1.50	1.36
Standard error	.02	.03	.03	.07	.06	.05	.05	.03	.04	.04	.05	.04	.03	.06	.07	.06

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NONE	636	565	71	219	397	180	433	72	83	81	180	350	261
	14%	15%	12%	17% b	13%	16%	14%	17%	15%	15%	16%	13%	15%
ONE	916	804	112	224	664	197	691	81	93	89	197	440	455
	21%	21%	19%	17%	22% a	17%	22% a	19%	16%	17%	17%	17%	26% a
TWO	1111	936	175	262	826	226	859	80	102	106	226	599	494
	25%	25%	30% a	20%	28% a	20%	27% a	19%	18%	20%	20%	23%	29% a
THREE	898	790	108	301	575	284	589	95	144	134	284	607	281
	20%	21%	19%	23% b	19%	25% b	19%	22%	26%	25%	25%	23% b	16%
FOUR	555	480	75	200	346	181	363	68	92	83	181	392	162
	13%	13%	13%	15% b	12%	16% b	12%	16%	16%	15%	16%	15% b	9%
FIVE	284	244	40	92	187	86	193	31	49	40	86	208	74
	6%	6%	7%	7%	6%	7%	6%	7%	9%	7%	7%	8% b	4%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean score	2.2	2.1	2.2	2.2	2.1	2.3 b	2.1	2.2	2.4	2.3	2.3	2.3 b	1.9
Standard deviation	1.43	1.44	1.40	1.51	1.40	1.50	1.40	1.53	1.52	1.49	1.50	1.47	1.34
Standard error	.02	.02	.05	.04	.03	.04	.03	.07	.06	.06	.04	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 120

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
NONE	636	509	474	161	127	636	124	43	44	3	154	482	288	218	129
	14%	14%	15%	13%	17%	14%	3%	2%	2%	1%	4%	100%	43%	20%	5%
							bcd				bcd	abcde	bc	c	
ONE	916	595	524	392	321	916	791	219	184	14	916	-	169	263	484
	21%	16%	17%	32%	42%	21%	21%	10%	8%	2%	23%	-%	25%	25%	18%
				abe	abce	ab	bcdf	df	df	f	bcdf		c	c	
TWO	1111	845	680	432	266	1111	1067	554	445	37	1111	-	105	269	737
	25%	23%	22%	35%	35%	25%	29%	24%	20%	6%	28%	-%	16%	25%	28%
				abe	abe	b	bcdf	cdf	df	f	bcdf			a	a
THREE	898	849	736	163	49	898	889	654	725	78	898	-	66	196	636
	20%	23%	23%	13%	6%	20%	24%	29%	33%	13%	23%	-%	10%	18%	24%
		cde	cde	d		cd	df	adef	abdef	f	df			a	ab
FOUR	555	554	495	60	1	555	555	540	520	172	555	-	27	92	437
	13%	15%	16%	5%	*%	13%	15%	24%	24%	29%	14%	-%	4%	9%	16%
		cde	cde	d		cd	f	aef	aef	abef	f			a	ab
FIVE	284	284	247	37	-	284	284	284	284	284	284	-	9	26	248
	6%	8%	8%	3%	-%	6%	8%	12%	13%	48%	7%	-%	1%	2%	9%
		cd	cd	d		cd	f	aef	aef	abcef	f				ab
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	2.2	2.3	2.3	1.7	1.3	2.2	2.5	3.0	3.1	4.1	2.4	-	1.1	1.8	2.6
		cde	cde	d		cd		ae	ae	abce				a	ab
Standard deviation	1.43	1.47	1.49	1.17	.83	1.43	1.28	1.23	1.21	1.08	1.29	-	1.25	1.33	1.34
Standard error	.02	.02	.03	.03	.03	.02	.02	.03	.03	.04	.02	-	.05	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
TV	3342	1664	1676	282	464	514	568	1513	937	1012	592	800	2819	272	158	93
	76%	78% b	74%	61%	62%	72% ab	77% ab	87% abcd	83% bcd	75%	76%	71%	76%	74%	76%	75%
IPLAYER	1561	763	797	141	249	236	301	634	487	488	286	301	1317	128	84	33
	35%	36%	35%	30%	33%	33%	41% abc	36%	43% bcd	36% d	36% d	27%	36% d	35% d	40% d	27%
RADIO	1995	1074	921	200	343	310	304	837	649	596	358	391	1672	154	108	61
	45%	51% b	41%	43%	46%	43%	41%	48% d	57% bcd	44% d	46% d	35%	45%	42%	52% ab	49%
APPS/ SITES	1981	1084	896	223	377	380	375	626	718	630	326	307	1696	136	98	51
	45%	51% b	39%	48% e	50% e	53% e	51% e	36%	63% bcd	47% d	42% d	27%	46% b	37%	47% b	41%
SOUNDS	481	310	171	59	103	79	64	176	215	148	66	53	416	28	27	9
	11%	15% b	8%	13%	14% d	11%	9%	10%	19% bcd	11% d	8% d	5%	11%	8%	13% bd	8%
ANY	3765	1854	1909	354	585	593	636	1597	1036	1151	678	900	3171	308	180	106
	86%	87% b	84%	77%	78%	83%	87% ab	92% abcd	91% bcd	85% d	86% d	79%	86%	83%	87%	86%
NONE	646	270	370	109	166	127	101	144	100	202	111	233	539	62	27	17
	15%	13%	16% a	24% de	22% de	18% e	14% e	8%	9%	15% a	14% a	21% abc	15%	17%	13%	14%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
TV	3342	2881	461	928	2342	844	2419	306	416	391	844	1966	1330
	76%	75%	79%	72%	78% a	73%	77% a	72%	74%	73%	73%	76%	77%
IPLAYER	1561	1338	223	473	1051	429	1092	150	231	192	429	1012	530
	35%	35%	38%	36%	35%	37%	35%	35%	41%	36%	37%	39% b	31%
RADIO	1995	1711	284	609	1352	558	1398	191	286	260	558	1260	714
	45%	45%	49%	47%	45%	48%	45%	45%	51%	49%	48%	49% b	41%
APPS/ SITES	1981	1737	245	690	1241	631	1296	224	313	297	631	1407	557
	45%	45%	42%	53% b	41%	55% b	41%	52%	56%	56%	55%	54% b	32%
SOUNDS	481	419	62	157	316	145	327	58	77	63	145	343	136
	11%	11%	11%	12%	11%	13%	10%	14%	14%	12%	13%	13% b	8%
ANY	3765	3255	510	1078	2599	974	2695	355	480	451	974	2246	1465
	86%	85%	88%	83%	87% a	84%	86%	83%	85%	85%	84%	87%	85%
NONE	646	574	72	221	403	182	439	72	83	82	182	357	265
	15%	15%	12%	17% b	13%	16%	14%	17%	15%	15%	16%	14%	15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
TV	3342	2756	2335	1007	586	3342	3342	1992	1896	538	3342	-	275	720	2346
	76%	76%	74%	81%	77%	76%	90%	87%	86%	91%	85%	-%	41%	68%	88%
				abe			bcef	f	f	bcef	f			a	ab
IPLAYER	1561	1561	1304	257	-	1561	1561	986	1044	408	1561	-	126	279	1156
	35%	43%	41%	21%	-%	35%	42%	43%	47%	69%	40%	-%	19%	26%	43%
		cde	cde	d		cd	f	f	abef	abcef	f			a	ab
RADIO	1995	1690	1477	517	305	1995	1871	1995	1323	497	1995	-	138	376	1480
	45%	46%	47%	42%	40%	45%	50%	87%	60%	84%	51%	-%	21%	35%	55%
		cd	cd				f	acef	aef	acef	f			a	ab
APPS/ SITES	1981	1872	1661	320	109	1981	1880	1377	1981	489	1981	-	145	424	1413
	45%	51%	53%	26%	14%	45%	51%	60%	90%	83%	51%	-%	22%	40%	53%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	481	477	426	55	4	481	467	446	419	481	481	-	25	61	396
	11%	13%	14%	4%	1%	11%	13%	19%	19%	82%	12%	-%	4%	6%	15%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
ANY	3765	3128	2681	1083	637	3765	3587	2250	2157	585	3765	-	376	846	2542
	86%	86%	85%	87%	83%	86%	97%	98%	98%	99%	96%	-%	57%	80%	95%
							f	aef	aef	aef	f			a	ab
NONE	646	519	485	161	127	646	135	45	46	5	164	482	293	221	132
	15%	14%	15%	13%	17%	15%	4%	2%	2%	1%	4%	100%	44%	21%	5%
							bcd				bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
BBC	3711	1817	1892	364	564	579	631	1574	1026	1138	661	885	3130	306	173	102
	84%	86%	83%	79%	75%	81%	86%	91%	91%	84%	84%	78%	85%	83%	84%	83%
							ab	abcd	bcd	d	d					
ITV/ STV/ UTV	3291	1566	1721	259	458	495	567	1512	869	1000	583	839	2758	279	161	93
	75%	74%	76%	56%	61%	69%	77%	87%	77%	74%	74%	74%	75%	75%	78%	76%
						ab	abc	abcd								
Channel 4	2916	1421	1492	251	420	451	502	1292	816	885	535	680	2469	234	139	74
	66%	67%	66%	54%	56%	63%	68%	74%	72%	66%	68%	60%	67%	63%	67%	60%
						a	ab	abcd	bd		d					
Netflix	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
	61%	58%	63%	83%	80%	74%	68%	38%	69%	65%	61%	48%	60%	62%	63%	66%
			a	cde	de	e	e		cd	d	d					
Channel 5	2401	1134	1265	158	276	365	440	1162	636	725	453	587	2038	190	121	52
	55%	53%	56%	34%	37%	51%	60%	67%	56%	54%	58%	52%	55%	51%	58%	42%
						ab	abc	abcd					d	d	d	
Amazon Prime Video	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
	41%	41%	42%	48%	58%	48%	43%	29%	52%	44%	39%	28%	41%	42%	49%	43%
				e	acde	e	e		bcd	d	d				a	
Sky channels	1453	799	652	155	237	264	285	512	480	480	255	238	1192	141	79	40
	33%	38%	29%	34%	32%	37%	39%	29%	42%	36%	33%	21%	32%	38%	38%	33%
		b				e	e		bcd	d	d			a	a	
Disney+	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
	27%	24%	30%	43%	46%	39%	26%	11%	32%	28%	29%	20%	27%	29%	31%	30%
			a	de	de	de	e		d	d	d					
YouTube	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
	26%	29%	24%	46%	37%	32%	25%	15%	30%	26%	28%	23%	27%	26%	23%	30%
		b		bcde	de	de	e		d							
UKTV (e.g. Dave, Really, Yesterday, Drama)	1117	614	501	73	125	160	173	585	335	321	207	254	936	96	65	20
	25%	29%	22%	16%	17%	22%	24%	34%	30%	24%	26%	22%	25%	26%	31%	17%
		b				a	ab	abcd	bd				d	d	ad	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NOW	403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
	9%	10%	8%	15% de	15% de	12% e	8% e	5%	10% d	9%	11% d	7%	9%	9%	8%	8%
Discovery+	351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
	8%	10% b	6%	7% e	12% e	10% e	10% e	4%	13% bcd	6%	7%	5%	8%	8%	9%	8%
Apple TV+	340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
	8%	9% b	7%	12% e	13% de	10% e	8% e	3%	13% bcd	8% d	7% d	3%	8%	7%	6%	7%
Paramount+	335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
	8%	8%	7%	7%	10% e	10% e	10% e	5%	10% d	7%	8%	5%	7%	8%	9%	12% a
GB News	298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
	7%	8% b	5%	2%	5%	6% a	8% a	9% ab	8% d	7%	7%	5%	7%	7%	6%	7%
Virgin TV On-demand or Virgin Media Anywhere	224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
	5%	6% b	4%	4%	7%	7%	5%	4%	7% bd	5%	6% d	3%	5%	5%	3%	5%
S4C (Welsh)	144	92	52	22	51	28	9	34	67	37	25	15	105	9	29	1
	3%	4% b	2%	5% de	7% de	4% de	1%	2%	6% bcd	3%	3% d	1%	3%	2%	14% abd	1%
Britbox	113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
	3%	3%	2%	5% e	4% e	3%	3%	1%	5% bd	2%	2%	1%	3%	2%	2%	2%
Hayu	85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
	2%	1%	2%	3% e	4% e	3% e	2% e	*%	3% d	2%	2%	1%	2%	3%	1%	1%
None of these	82	43	38	8	16	12	12	33	16	20	10	35	73	5	4	*
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	2%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
BBC	3711	3203	508	1065	2563	954	2665	343	466	446	954	2197	1464
	84%	84%	87%	82%	86% a	83%	85%	80%	83%	84%	83%	85%	85%
ITV/ STV/ UTV	3291	2826	465	873	2361	791	2435	264	395	385	791	1903	1336
	75%	74%	80% a	67%	79% a	69%	78% a	62%	70%	72% a	69%	73%	77% a
Channel 4	2916	2517	400	800	2069	732	2133	240	360	362	732	1747	1130
	66%	66%	69%	62%	69% a	63%	68% a	56%	64%	68% a	63%	67%	65%
Netflix	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
	61%	62% b	54%	77% b	54%	77% b	55%	78%	76%	77%	77%	72% b	44%
Channel 5	2401	2063	337	628	1738	574	1789	173	280	305	574	1393	972
	55%	54%	58%	48%	58% a	50%	57% a	41%	50% a	57% ad	50% a	54%	56%
Amazon Prime Video	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
	41%	41%	42%	50% b	38%	51% b	38%	53%	54%	48%	51%	49% b	31%
Sky channels	1453	1273	181	514	914	462	966	148	237	219	462	984	448
	33%	33%	31%	40% b	31%	40% b	31%	35%	42%	41%	40%	38% b	26%
Disney+	1199	1072	128	555	625	493	684	187	272	218	493	876	302
	27%	28% b	22%	43% b	21%	43% b	22%	44%	48%	41%	43%	34% b	17%
YouTube	1165	1058	107	475	664	416	718	168	202	181	416	786	366
	26%	28% b	18%	37% b	22%	36% b	23%	39%	36%	34%	36%	30% b	21%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
UKTV (e.g. Dave, Really, Yesterday, Drama)	1117	953	164	274	832	255	851	88	129	130	255	639	462
	25%	25%	28%	21%	28% a	22%	27% a	21%	23%	24%	22%	25%	27%
NOW	403	354	49	176	217	167	225	76	79	67	167	293	99
	9%	9%	9%	14% b	7%	15% b	7%	18%	14%	13%	15%	11% b	6%
Discovery+	351	320	31	174	174	160	188	54	80	73	160	260	88
	8%	8%	5%	13% b	6%	14% b	6%	13%	14%	14%	14%	10% b	5%
Apple TV+	340	311	29	171	163	154	176	65	80	71	154	276	63
	8%	8%	5%	13% b	5%	13% b	6%	15%	14%	13%	13%	11% b	4%
Paramount+	335	302	33	133	199	122	210	35	70	66	122	239	93
	8%	8%	6%	10% b	7%	11% b	7%	8%	12%	12%	11%	9% b	5%
GB News	298	272	26	84	212	81	214	29	32	48	81	179	116
	7%	7%	4%	6%	7%	7%	7%	7%	6%	9%	7%	7%	7%
Virgin TV On-demand or Virgin Media Anywhere	224	218	7	86	132	79	138	35	45	35	79	158	64
	5%	6% b	1%	7% b	4%	7% b	4%	8%	8%	6%	7%	6% b	4%
S4C (Welsh)	144	135	9	75	65	73	67	36	43	30	73	108	33
	3%	4%	2%	6% b	2%	6% b	2%	9%	8%	6%	6%	4% b	2%
Britbox	113	103	11	58	54	53	59	26	29	27	53	83	30
	3%	3%	2%	4% b	2%	5% b	2%	6%	5%	5%	5%	3% b	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Hayu	85	81	5	48	33	46	36	22	28	19	46	67	16
	2%	2%	1%	4% b	1%	4% b	1%	5%	5%	4%	4%	3% b	1%
None of these	82	73	9	21	56	18	59	9	5	8	18	28	50
	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	3% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
BBC	3711	3109	2655	1056	602	3711	3711	2145	2076	571	3711	-	370	843	2497
	84%	85%	84%	85%	79%	84%	100%	94%	94%	97%	95%	-%	56%	79%	93%
		d	d	d		d	bcdef	f	f	bf	f			a	ab
ITV/ STV/ UTV	3291	2724	2307	984	567	3291	3072	1871	1754	478	3148	142	394	709	2188
	75%	75%	73%	79%	74%	75%	83%	82%	80%	81%	80%	30%	59%	67%	82%
				abe			cf	f	f	f	f			a	ab
Channel 4	2916	2485	2116	800	431	2916	2760	1719	1656	465	2816	100	327	632	1958
	66%	68%	67%	64%	56%	66%	74%	75%	75%	79%	72%	21%	49%	59%	73%
		d	d	d		d	f	f	ef	ef	f			a	ab
Netflix	2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
	61%	74%	85%	-%	-%	61%	61%	63%	71%	74%	61%	62%	63%	63%	59%
		cde	acde			cd			abef	abef					
Channel 5	2401	1991	1680	720	409	2401	2273	1386	1321	352	2309	92	284	504	1613
	55%	55%	53%	58%	54%	55%	61%	60%	60%	60%	59%	19%	43%	47%	60%
							f	f	f	f	f				ab
Amazon Prime Video	1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
	41%	50%	58%	-%	-%	41%	41%	46%	51%	61%	41%	41%	49%	36%	42%
		cde	acde			cd		ae	abef	abcef			bc		b
Sky channels	1453	1372	1246	207	82	1453	1319	861	918	271	1365	88	202	338	914
	33%	38%	39%	17%	11%	33%	36%	38%	42%	46%	35%	18%	30%	32%	34%
		cde	cde	d		cd	f	f	abef	abef	f				
Disney+	1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
	27%	33%	38%	-%	-%	27%	27%	29%	33%	34%	27%	30%	29%	26%	27%
		cde	acde			cd			ae	ae					
YouTube	1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
	26%	30%	32%	13%	9%	26%	25%	27%	32%	34%	26%	30%	31%	30%	24%
		cde	cde	d		cd			abe	abe			c	c	
UKTV (e.g. Dave, Really, Yesterday, Drama)	1117	973	820	297	144	1117	1046	693	673	226	1068	49	162	195	760
	25%	27%	26%	24%	19%	25%	28%	30%	31%	38%	27%	10%	24%	18%	28%
		d	d			d	f	f	f	abcef	f		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
NOW	403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
	9%	11%	13%	-%	-%	9%	10%	11%	13%	16%	10%	6%	12%	9%	9%
		cde	cde			cd		f	aef	abef					
Discovery+	351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
	8%	10%	11%	-%	-%	8%	9%	10%	11%	14%	8%	4%	6%	7%	9%
		cd	cde			cd	f	f	aef	aef	f				
Apple TV+	340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
	8%	9%	11%	-%	-%	8%	8%	11%	12%	17%	8%	3%	7%	6%	9%
		cd	cde			cd	f	aef	aef	abcef	f				
Paramount+	335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
	8%	9%	11%	-%	-%	8%	8%	9%	9%	13%	8%	6%	10%	6%	8%
		cd	cde			cd				abef					
GB News	298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
	7%	7%	7%	5%	4%	7%	7%	8%	9%	13%	7%	4%	11%	5%	6%
		d	d			d		f	ef	abef			bc		
Virgin TV On-demand or Virgin Media Anywhere	224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
	5%	6%	6%	2%	-%	5%	6%	7%	7%	11%	5%	2%	4%	5%	5%
		cd	cd	d		cd	f	f	f	abcef	f				
S4C (Welsh)	144	140	130	14	5	144	135	130	130	56	144	*	12	32	100
	3%	4%	4%	1%	1%	3%	4%	6%	6%	10%	4%	*%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f				
Britbox	113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
	3%	3%	4%	-%	-%	3%	3%	4%	4%	7%	3%	1%	1%	2%	3%
		cd	cd			cd	f	f	aef	abef	f				a
Hayu	85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
	2%	2%	3%	-%	-%	2%	2%	3%	3%	5%	2%	1%	2%	2%	2%
		cd	cd			cd			f	aef					
None of these	82	-	-	82	82	82	-	20	13	1	30	52	21	32	29
	2%	-%	-%	7%	11%	2%	-%	1%	1%	*%	1%	11%	3%	3%	1%
				abe	abce	ab		a	a		a	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4321	2086	2227	524	647	808	697	1645	1068	1189	899	1165	2855	534	493	439
Effective Weighted Sample	3568	1723	1838	449	530	669	582	1374	912	984	721	981	2719	515	464	406
Total	4319	2078	2233	454	732	705	723	1705	1117	1331	774	1097	3628	365	203	123
BBC	1182	607	575	47	89	137	167	741	335	351	197	298	1020	69	55	38
	27%	29%	26%	10%	12%	19% ab	23% ab	43% abcd	30%	26%	26%	27%	28% b	19%	27% b	31% b
Netflix	944	391	550	180	289	200	153	122	267	318	165	194	789	86	45	23
	22%	19%	25% a	40% cde	40% cde	28% de	21% e	7%	24% d	24% d	21%	18%	22%	24%	22%	19%
ITV/ STV/ UTV	692	266	426	32	66	89	108	396	111	188	149	244	560	74	39	20
	16%	13%	19% a	7%	9%	13% a	15% ab	23% abcd	10%	14% a	19% ab	22% ab	15%	20% a	19%	16%
Sky channels	423	277	146	34	47	91	115	136	127	165	55	75	355	42	20	6
	10%	13% b	7%	8%	6%	13% abe	16% abe	8%	11% cd	12% cd	7%	7%	10% d	12% d	10% d	5%
YouTube	288	183	102	72	73	56	48	38	71	79	64	73	244	24	9	11
	7%	9% b	5%	16% bcde	10% e	8% e	7% e	2%	6%	6%	8%	7%	7%	7%	4%	9% c
Amazon Prime Video	162	71	91	18	39	35	28	43	51	47	29	35	137	15	6	4
	4%	3%	4%	4%	5% e	5% e	4%	2%	5%	4%	4%	3%	4%	4%	3%	3%
Disney+	118	42	74	25	34	31	20	8	25	48	20	24	95	15	6	2
	3%	2%	3%	6% e	5% e	4% e	3% e	*%	2%	4%	3%	2%	3%	4%	3%	2%
Channel 4	92	49	43	13	28	11	18	23	34	27	16	16	76	7	5	4
	2%	2%	2%	3%	4% e	2%	3%	1%	3%	2%	2%	1%	2%	2%	3%	4%
Channel 5	58	20	39	6	15	5	8	25	16	8	17	17	49	5	3	1
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2% b	2%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4321	2086	2227	524	647	808	697	1645	1068	1189	899	1165	2855	534	493	439
Effective Weighted Sample	3568	1723	1838	449	530	669	582	1374	912	984	721	981	2719	515	464	406
Total	4319	2078	2233	454	732	705	723	1705	1117	1331	774	1097	3628	365	203	123
UKTV (e.g. Dave, Really, Yesterday, Drama)	52	27	24	1	9	4	3	35	9	11	7	25	45	5	2	1
	1%	1%	1%	*%	1%	1%	*%	2% ad	1%	1%	1%	2% ab	1%	1%	1%	*%
GB News	31	16	15	-	3	3	4	21	10	13	2	7	28	2	1	1
	1%	1%	1%	-%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
NOW	23	15	8	3	6	6	6	2	5	8	4	7	20	1	1	1
	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%
Virgin TV On Demand or Virgin Media Anywhere	13	6	7	1	-	3	3	7	4	2	3	5	10	3	1	*
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
Discovery+	10	6	5	-	1	4	4	1	5	1	1	4	8	1	1	-
	*%	*%	*%	-%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%
Apple TV+	9	6	3	3	3	1	1	1	4	2	1	3	6	3	*	-
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%
Paramount+	6	2	5	1	3	*	*	2	1	-	1	4	4	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	1%	-%
Hayu	4	1	4	1	2	-	1	-	1	-	1	2	4	1	-	-
	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%
S4C (Welsh)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-
	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%
Britbox	1	1	*	1	-	-	-	*	-	1	-	*	1	-	*	-
	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%	*%	-%
None of these	91	43	48	7	9	12	14	49	15	29	17	30	79	3	3	6
	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	3%	2%	1%	2%	5% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4321	2086	2227	524	647	808	697	1645	1068	1189	899	1165	2855	534	493	439
Effective Weighted Sample	3568	1723	1838	449	530	669	582	1374	912	984	721	981	2719	515	464	406
Total	4319	2078	2233	454	732	705	723	1705	1117	1331	774	1097	3628	365	203	123
Don't know	116	50	66	8	15	16	19	57	25	33	24	35	99	8	3	6
	3%	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	2%	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4321	3651	670	1320	2902	1161	3050	433	564	540	1161	2535	1696
Effective Weighted Sample	3568	3034	544	1073	2409	946	2526	346	465	441	946	2082	1417
Total	4319	3746	572	1276	2939	1136	3069	418	557	525	1136	2568	1677
BBC	1182	968	214	228	924	209	943	65	107	108	209	573	594
	27%	26%	37% a	18%	31% a	18%	31% a	15%	19%	21%	18%	22%	35% a
Netflix	944	860	85	432	476	373	534	142	182	168	373	673	254
	22%	23% b	15%	34% b	16%	33% b	17%	34%	33%	32%	33%	26% b	15%
ITV/ STV/ UTV	692	587	105	125	560	119	565	38	62	56	119	344	339
	16%	16%	18%	10%	19% a	10%	18% a	9%	11%	11%	10%	13%	20% a
Sky channels	423	375	47	144	277	133	288	29	66	74	133	311	99
	10%	10%	8%	11%	9%	12%	9%	7%	12%	14% a	12%	12% b	6%
YouTube	288	269	19	107	175	88	192	43	40	33	88	186	98
	7%	7% b	3%	8% b	6%	8%	6%	10%	7%	6%	8%	7%	6%
Amazon Prime Video	162	140	22	48	109	45	110	22	22	18	45	114	43
	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4% b	3%
Disney+	118	103	15	51	64	44	70	18	23	19	44	87	26
	3%	3%	3%	4% b	2%	4%	2%	4%	4%	4%	4%	3% b	2%
Channel 4	92	83	10	32	57	31	58	19	10	7	31	64	28
	2%	2%	2%	3%	2%	3%	2%	5% c	2%	1%	3%	2%	2%
Channel 5	58	56	2	21	34	19	35	11	9	8	19	34	23
	1%	2%	*%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4321	3651	670	1320	2902	1161	3050	433	564	540	1161	2535	1696
Effective Weighted Sample	3568	3034	544	1073	2409	946	2526	346	465	441	946	2082	1417
Total	4319	3746	572	1276	2939	1136	3069	418	557	525	1136	2568	1677
UKTV (e.g. Dave, Really, Yesterday, Drama)	52	41	11	7	43	4	46	2	2	3	4	27	25
	1%	1%	2%	1%	1%	*%	1% a	1%	*%	1%	*%	1%	1%
GB News	31	29	3	4	26	4	26	4	2	3	4	17	14
	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%
NOW	23	17	6	9	14	9	14	4	3	4	9	17	6
	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%
Virgin TV On Demand or Virgin Media Anywhere	13	13	-	6	7	5	8	2	3	4	5	4	9
	*%	*%	-%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%
Discovery+	10	9	1	7	4	7	4	-	2	4	7	9	1
	*%	*%	*%	1%	*%	1%	*%	-%	*%	1%	1%	*%	*%
Apple TV+	9	8	1	4	5	3	5	-	2	1	3	8	1
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Paramount+	6	6	-	4	2	4	2	2	3	1	4	4	3
	*%	*%	-%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%
Hayu	4	4	-	3	1	3	1	1	2	2	3	2	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
S4C (Welsh)	1	1	-	1	1	1	1	1	-	-	1	1	-
	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%
Britbox	1	1	-	1	*	1	*	-	1	-	1	1	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%
None of these	91	75	16	18	70	16	73	8	7	6	16	45	44
	2%	2%	3%	1%	2%	1%	2%	2%	1%	1%	1%	2%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4321	3651	670	1320	2902	1161	3050	433	564	540	1161	2535	1696
Effective Weighted Sample	3568	3034	544	1073	2409	946	2526	346	465	441	946	2082	1417
Total	4319	3746	572	1276	2939	1136	3069	418	557	525	1136	2568	1677
Don't know	116	101	16	23	90	18	94	7	9	4	18	46	66
	3%	3%	3%	2%	3%	2%	3%	2%	2%	1%	2%	2%	4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 124

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4321	3645	3198	1123	676	4321	3687	2283	2153	573	3875	446	655	1034	2632
Effective Weighted Sample	3568	3000	2612	956	569	3568	3058	1875	1790	475	3209	359	530	856	2183
Total	4319	3637	3156	1163	682	4319	3711	2273	2188	587	3889	430	643	1032	2643
BBC	1182	854	652	529	327	1182	1182	775	639	238	1182	-	54	180	948
	27%	23%	21%	46% abe	48% abe	27% ab	32% f	34% cef	29% f	41% abcef	30% f	-%	8%	17% a	36% ab
Netflix	944	944	944	-	-	944	734	492	534	119	791	153	167	268	509
	22%	26% cde	30% acde	-%	-%	22% cd	20%	22%	24% ae	20%	20%	36% abcde	26% c	26% c	19%
ITV/ STV/ UTV	692	505	385	307	186	692	633	306	251	46	647	45	97	158	437
	16%	14%	12%	26% abe	27% abe	16% b	17% bcdf	13% d	11%	8%	17% bcdf	11%	15%	15%	17%
Sky channels	423	379	342	81	43	423	361	212	234	63	382	40	64	124	235
	10%	10% cd	11% cd	7%	6%	10% cd	10%	9%	11%	11%	10%	9%	10%	12% c	9%
YouTube	288	245	212	76	43	288	186	111	139	19	220	68	74	89	125
	7%	7%	7%	7%	6%	7%	5%	5%	6% d	3%	6%	16% abcde	11% c	9% c	5%
Amazon Prime Video	162	162	162	-	-	162	108	75	94	29	123	38	44	46	72
	4%	4% cd	5% cde	-%	-%	4% cd	3%	3%	4%	5%	3%	9% abce	7% c	4%	3%
Disney+	118	118	118	-	-	118	81	47	55	14	93	25	29	33	55
	3%	3% cd	4% cd	-%	-%	3% cd	2%	2%	3%	2%	2%	6% abce	5% c	3%	2%
Channel 4	92	83	70	22	9	92	84	65	67	16	87	6	15	29	48
	2%	2%	2%	2%	1%	2%	2%	3%	3%	3%	2%	1%	2%	3%	2%
Channel 5	58	45	33	26	13	58	44	37	28	7	51	8	12	9	37
	1%	1%	1%	2% b	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4321	3645	3198	1123	676	4321	3687	2283	2153	573	3875	446	655	1034	2632
Effective Weighted Sample	3568	3000	2612	956	569	3568	3058	1875	1790	475	3209	359	530	856	2183
Total	4319	3637	3156	1163	682	4319	3711	2273	2188	587	3889	430	643	1032	2643
UKTV (e.g. Dave, Really, Yesterday, Drama)	52	42	32	20	10	52	38	34	24	4	46	7	16	17	20
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%
													c		
GB News	31	26	19	13	6	31	23	10	13	3	23	9	17	7	8
	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	2%	3%	1%	*%
												abce	bc		
NOW	23	23	23	-	-	23	16	8	13	1	17	6	6	5	12
	1%	1%	1%	-%	-%	1%	*%	*%	1%	*%	*%	1%	1%	*%	*%
			c												
Virgin TV On Demand or Virgin Media Anywhere	13	13	11	3	-	13	11	6	6	2	11	2	4	1	9
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
Discovery+	10	10	10	-	-	10	8	3	6	-	9	1	2	3	5
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Apple TV+	9	9	9	-	-	9	9	7	8	3	9	-	*	3	5
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Paramount+	6	6	6	-	-	6	6	3	5	1	6	-	1	4	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Hayu	4	4	4	-	-	4	3	1	3	-	3	2	2	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
S4C (Welsh)	1	1	1	-	-	1	1	1	1	1	1	-	-	1	1
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%
Britbox	1	1	1	-	-	1	1	1	1	*	1	-	1	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (previously ITV Hub), Channel 4 would include all channels and the streaming service Channel 4 (previously All4), Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4321	3645	3198	1123	676	4321	3687	2283	2153	573	3875	446	655	1034	2632
Effective Weighted Sample	3568	3000	2612	956	569	3568	3058	1875	1790	475	3209	359	530	856	2183
Total	4319	3637	3156	1163	682	4319	3711	2273	2188	587	3889	430	643	1032	2643
None of these	91	65	48	42	25	91	77	30	31	7	82	9	18	28	45
	2%	2%	2%	4% abe	4% ab	2%	2%	1%	1%	1%	2%	2%	3%	3%	2%
Don't know	116	99	72	44	17	116	104	47	35	14	105	11	23	26	68
	3%	3%	2%	4%	3%	3%	3% c	2%	2%	2%	3%	3%	4%	2%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		3687	1804	1880	406	497	664	600	1520	979	1003	769	936	2460	447	419	361
Effective Weighted Sample		3058	1499	1557	353	408	552	502	1270	840	838	615	790	2344	431	394	333
Total		3711	1817	1892	364	564	579	631	1574	1026	1138	661	885	3130	306	173	102
1 - Extremely dissatisfied	(1.0)	90	52	37	13	14	12	13	39	23	33	16	18	76	7	5	2
		2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%
2	(2.0)	65	37	29	4	18	10	8	25	18	15	11	22	57	4	3	1
		2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%
3	(3.0)	124	70	54	22	21	16	25	40	37	37	31	20	98	16	7	3
		3%	4%	3%	6% e	4%	3%	4%	3%	4%	3%	5%	2%	3%	5%	4%	3%
4	(4.0)	144	87	57	14	25	20	25	60	33	38	31	43	118	12	9	5
		4%	5% b	3%	4%	4%	3%	4%	4%	3%	3%	5%	5%	4%	4%	5%	5%
5	(5.0)	427	205	221	62	79	65	58	163	90	132	92	114	362	38	19	9
		12%	11%	12%	17% de	14%	11%	9%	10%	9%	12%	14% a	13% a	12%	12%	11%	9%
6	(6.0)	396	180	216	56	72	87	71	111	122	106	68	100	339	30	19	9
		11%	10%	11%	15% e	13% e	15% e	11% e	7%	12%	9%	10%	11%	11%	10%	11%	9%
7	(7.0)	705	355	349	84	90	115	145	271	193	223	137	152	606	59	26	14
		19%	20%	18%	23%	16%	20%	23% be	17%	19%	20%	21%	17%	19%	19%	15%	14%
8	(8.0)	863	409	453	56	113	127	142	424	262	290	142	169	731	71	43	18
		23%	23%	24%	15%	20%	22%	23% a	27% ab	26% d	25% d	21%	19%	23%	23%	25%	17%
9	(9.0)	355	178	178	17	43	58	54	183	114	105	50	87	291	30	19	15
		10%	10%	9%	5%	8%	10% a	9%	12% a	11%	9%	8%	10%	9%	10%	11%	15% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	3687	1804	1880	406	497	664	600	1520	979	1003	769	936	2460	447	419	361
Effective Weighted Sample	3058	1499	1557	353	408	552	502	1270	840	838	615	790	2344	431	394	333
Total	3711	1817	1892	364	564	579	631	1574	1026	1138	661	885	3130	306	173	102
10 - Extremely satisfied (10.0)	541	243	298	35	89	69	89	258	136	160	85	161	452	38	24	27
	15%	13%	16%	10%	16%	12%	14%	16% a	13%	14%	13%	18% ac	14%	12%	14%	26% abc
DISSATISFIED (1-4)	424	246	177	53	78	57	71	164	110	123	88	102	349	40	24	11
	11%	14% b	9%	15%	14%	10%	11%	10%	11%	11%	13%	12%	11%	13%	14%	11%
NEUTRAL (5-6)	823	386	437	118	151	152	129	274	212	238	160	214	701	68	37	18
	22%	21%	23%	32% de	27% e	26% e	20%	17%	21%	21%	24%	24%	22%	22%	22%	17%
SATISFIED (7-10)	2464	1185	1278	193	335	370	431	1136	704	778	414	569	2080	198	112	74
	66%	65%	68%	53%	59%	64% a	68% ab	72% abc	69%	68%	63%	64%	66%	65%	65%	72%
Answered	3711	1817	1892	364	564	579	631	1574	1026	1138	661	885	3130	306	173	102
Mean score	7.0	6.9	7.2 a	6.4	6.8	7.0 a	7.1 a	7.3 abc	7.1 c	7.1	6.8	7.1	7.0	6.9	7.0	7.6 abc
Standard deviation	2.17	2.22	2.10	2.14	2.30	2.05	2.09	2.16	2.11	2.15	2.18	2.23	2.16	2.18	2.25	2.26
Standard error	.04	.05	.05	.11	.10	.08	.09	.06	.07	.07	.08	.07	.04	.10	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		3687	3099	588	1090	2519	970	2630	351	472	462	970	2161	1463
Effective Weighted Sample		3058	2587	481	893	2096	793	2188	284	390	376	793	1782	1228
Total		3711	3203	508	1065	2563	954	2665	343	466	446	954	2197	1464
1 - Extremely dissatisfied	(1.0)	90	78	12	26	62	20	66	15	6	7	20	50	36
		2%	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%
2	(2.0)	65	52	13	16	47	15	47	7	9	6	15	37	27
		2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
3	(3.0)	124	115	9	38	84	34	87	20	18	10	34	79	44
		3%	4%	2%	4%	3%	4%	3%	6%	4%	2%	4%	4%	3%
4	(4.0)	144	124	20	40	98	38	99	14	17	16	38	86	57
		4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
5	(5.0)	427	385	42	115	309	102	321	45	43	44	102	237	183
		12%	12%	8%	11%	12%	11%	12%	13%	9%	10%	11%	11%	13%
6	(6.0)	396	346	50	146	242	128	258	40	57	66	128	270	119
		11%	11%	10%	14% b	9%	13% b	10%	12%	12%	15%	13%	12% b	8%
7	(7.0)	705	613	92	209	483	183	509	54	92	93	183	432	264
		19%	19%	18%	20%	19%	19%	19%	16%	20%	21%	19%	20%	18%
8	(8.0)	863	723	140	225	603	208	619	67	108	96	208	507	346
		23%	23%	27%	21%	24%	22%	23%	19%	23%	22%	22%	23%	24%
9	(9.0)	355	311	45	89	259	78	269	24	43	39	78	204	148
		10%	10%	9%	8%	10%	8%	10%	7%	9%	9%	8%	9%	10%
10 - Extremely satisfied	(10.0)	541	455	86	160	377	147	389	58	72	69	147	296	239
		15%	14%	17%	15%	15%	15%	15%	17% c	15%	15%	15%	13%	16%
DISSATISFIED (1-4)		424	370	54	120	290	107	300	55	51	39	107	251	165
		11%	12%	11%	11%	11%	11%	11%	16% c	11%	9%	11%	11%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	3687	3099	588	1090	2519	970	2630	351	472	462	970	2161	1463
Effective Weighted Sample	3058	2587	481	893	2096	793	2188	284	390	376	793	1782	1228
Total	3711	3203	508	1065	2563	954	2665	343	466	446	954	2197	1464
NEUTRAL (5-6)	823	731	92	262	551	230	579	85	100	110	230	507	303
	22%	23%	18%	25%	22%	24%	22%	25%	21%	25%	24%	23%	21%
SATISFIED (7-10)	2464	2102	362	683	1721	617	1786	202	315	297	617	1439	997
	66%	66%	71%	64%	67%	65%	67%	59%	68%	67%	65%	65%	68%
Answered	3711	3203	508	1065	2563	954	2665	343	466	446	954	2197	1464
Mean score	7.0	7.0	7.2	7.0	7.1	7.0	7.1	6.7	7.1	7.1	7.0	7.0	7.1
Standard deviation	2.17	2.17	2.16	2.15	2.17	2.14	2.17	2.44	2.10	2.02	2.14	2.13	2.21
Standard error	.04	.04	.09	.07	.04	.07	.04	.13	.10	.09	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		3687	3090	2670	1017	597	3687	3687	2146	2036	558	3687	-	376	829	2482
Effective Weighted Sample		3058	2558	2194	864	500	3058	3058	1766	1695	463	3058	-	310	691	2057
Total		3711	3109	2655	1056	602	3711	3711	2145	2076	571	3711	-	370	843	2497
1 - Extremely dissatisfied	(1.0)	90	84	73	17	6	90	90	36	33	13	90	**	75	11	4
		2%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	**	20% bc	1% c	*%
2	(2.0)	65	58	54	12	7	65	65	26	36	7	65	**	44	14	7
		2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	**	12% bc	2% c	*%
3	(3.0)	124	115	99	25	10	124	124	64	65	16	124	**	81	26	18
		3%	4%	4%	2%	2%	3%	3%	3%	3%	3%	3%	**	22% bc	3% c	1%
4	(4.0)	144	133	123	21	11	144	144	79	91	22	144	**	57	54	33
		4%	4% cd	5% cd	2%	2%	4% c	4%	4%	4%	4%	4%	**	15% bc	6% c	1%
5	(5.0)	427	357	303	124	70	427	427	190	178	35	427	**	62	263	102
		12%	11%	11%	12%	12%	12%	12% bcd	9%	9%	6%	12% bcd	**	17% c	31% ac	4%
6	(6.0)	396	344	318	79	52	396	396	205	232	34	396	**	27	183	187
		11%	11% c	12% c	7%	9%	11% c	11% d	10%	11% d	6%	11% d	**	7%	22% ac	7%
7	(7.0)	705	590	500	205	115	705	705	399	414	93	705	**	11	160	534
		19%	19%	19%	19%	19%	19%	19%	19%	20%	16%	19%	**	3%	19% a	21% a
8	(8.0)	863	723	600	263	140	863	863	552	520	145	863	**	7	96	760
		23%	23%	23%	25%	23%	23%	23%	26%	25%	25%	23%	**	2%	11% a	30% ab
9	(9.0)	355	278	230	126	78	355	355	232	207	75	355	**	5	24	327
		10%	9%	9%	12% b	13% ab	10%	10%	11%	10%	13%	10%	**	1%	3%	13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		3687	3090	2670	1017	597	3687	3687	2146	2036	558	3687	-	376	829	2482
Effective Weighted Sample		3058	2558	2194	864	500	3058	3058	1766	1695	463	3058	-	310	691	2057
Total		3711	3109	2655	1056	602	3711	3711	2145	2076	571	3711	-	370	843	2497
10 - Extremely satisfied	(10.0)	541	428	356	185	113	541	541	363	300	131	541	**	2	14	525
		15%	14%	13%	18% ab	19% ab	15%	15%	17%	14%	23% abce	15%	**	1%	2%	21% ab
DISSATISFIED (1-4)		424	390	349	74	34	424	424	205	224	58	424	**	256	105	62
		11%	13% cd	13% cd	7%	6%	11% cd	11%	10%	11%	10%	11%	**	69% bc	12% c	2%
NEUTRAL (5-6)		823	701	620	203	122	823	823	395	409	69	823	**	89	445	289
		22%	23%	23%	19%	20%	22%	22% bd	18% d	20% d	12%	22% bd	**	24% c	53% ac	12%
SATISFIED (7-10)		2464	2018	1686	778	446	2464	2464	1545	1442	444	2464	**	25	293	2146
		66%	65%	63%	74% abe	74% abe	66%	66%	72% ae	69%	78% ace	66%	**	7%	35% a	86% ab
Answered		3711	3109	2655	1056	602	3711	3711	2145	2076	571	3711	**	370	843	2497
Mean score		7.0	7.0	6.9	7.4 abe	7.5 abe	7.0	7.0	7.3 ae	7.2	7.6 ace	7.0	**	3.5	5.9 a	7.9 ab
Standard deviation		2.17	2.19	2.20	2.03	1.96	2.17	2.17	2.07	2.07	2.18	2.17	**	1.96	1.61	1.56
Standard error		.04	.04	.04	.06	.08	.04	.04	.04	.05	.09	.04	**	.10	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		3277	1545	1728	293	404	572	554	1454	831	887	674	885	2157	405	387	328
Effective Weighted Sample		2710	1284	1423	253	330	473	461	1217	708	736	542	746	2057	391	363	303
Total		3291	1566	1721	259	458	495	567	1512	869	1000	583	839	2758	279	161	93
1 - Extremely dissatisfied	(1.0)	15 *%	12 1%	4 *%	2 1%	1 *%	2 *%	1 *%	9 1%	4 *%	3 *%	4 1%	4 1%	13 *%	1 *%	1 1%	1 1%
2	(2.0)	28 1%	15 1%	12 1%	5 2%	6 1%	5 1%	3 1%	8 1%	10 1%	5 1%	4 1%	9 1%	22 1%	3 1%	2 1%	1 1%
3	(3.0)	78 2%	52 3% b	25 1%	5 2%	10 2%	19 4% e	18 3%	25 2%	30 3%	22 2%	10 2%	17 2%	63 2%	8 3%	6 4% d	* 1%
4	(4.0)	118 4%	68 4%	50 3%	17 7% e	16 4%	22 4%	27 5% e	35 2%	42 5%	32 3%	20 3%	24 3%	103 4%	6 2%	5 3%	3 4%
5	(5.0)	410 12%	205 13%	202 12%	42 16%	66 14%	74 15%	64 11%	164 11%	105 12%	125 12%	68 12%	111 13%	352 13%	31 11%	18 11%	9 9%
6	(6.0)	420 13%	207 13%	213 12%	36 14%	63 14%	66 13%	78 14%	177 12%	130 15% d	140 14%	69 12%	82 10%	364 13% d	30 11%	20 12%	6 7%
7	(7.0)	662 20%	360 23% b	302 18%	65 25% b	74 16%	91 18%	128 23%	305 20%	190 22%	207 21%	118 20%	147 18%	572 21%	43 15%	33 20%	15 16%
8	(8.0)	739 22%	321 20%	418 24%	44 17%	95 21%	97 20%	122 22%	381 25% a	184 21%	249 25%	132 23%	174 21%	601 22%	84 30% ad	36 22%	18 20%
9	(9.0)	409 12%	178 11%	231 13%	18 7%	70 15% a	62 13%	64 11%	195 13% a	98 11%	111 11%	89 15%	111 13%	339 12%	34 12%	19 12%	17 18% a
10 - Extremely satisfied	(10.0)	411 13%	148 9%	263 15% a	23 9%	57 12%	57 12%	61 11%	213 14%	78 9%	106 11%	69 12%	159 19% abc	329 12%	39 14%	21 13%	23 24% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	3277	1545	1728	293	404	572	554	1454	831	887	674	885	2157	405	387	328
Effective Weighted Sample	2710	1284	1423	253	330	473	461	1217	708	736	542	746	2057	391	363	303
Total	3291	1566	1721	259	458	495	567	1512	869	1000	583	839	2758	279	161	93
DISSATISFIED (1-4)	239	147	91	30	34	48	50	77	85	62	38	54	201	18	15	5
	7%	9% b	5%	12% e	7%	10% e	9% e	5%	10%	6%	7%	6%	7%	7%	9%	6%
NEUTRAL (5-6)	830	412	415	78	130	140	142	340	235	265	137	193	716	61	38	15
	25%	26%	24%	30% e	28%	28%	25%	23%	27%	27%	24%	23%	26% d	22%	23%	16%
SATISFIED (7-10)	2221	1007	1215	150	295	307	375	1094	550	672	408	592	1841	199	109	73
	68%	64%	71% a	58%	64%	62%	66%	72% abc	63%	67%	70%	71% a	67%	71%	67%	78% ac
Answered	3291	1566	1721	259	458	495	567	1512	869	1000	583	839	2758	279	161	93
Mean score	7.2	7.0	7.4 a	6.7	7.2 a	7.0	7.1 a	7.4 acd	7.0	7.2	7.3 a	7.4 ab	7.2	7.4	7.1	7.8 abc
Standard deviation	1.88	1.90	1.83	1.93	1.93	1.98	1.83	1.80	1.87	1.77	1.85	1.98	1.86	1.87	1.98	1.96
Standard error	.03	.05	.04	.11	.10	.08	.08	.05	.07	.06	.07	.07	.04	.09	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		3277	2736	541	902	2320	811	2403	279	400	401	811	1878	1335
Effective Weighted Sample		2710	2279	439	734	1930	660	1997	223	327	327	660	1540	1121
Total		3291	2826	465	873	2361	791	2435	264	395	385	791	1903	1336
1 - Extremely dissatisfied	(1.0)	15	13	3	4	12	2	13	2	*	*	2	9	6
		*%	*%	1%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%
2	(2.0)	28	27	1	8	19	5	20	3	4	1	5	14	12
		1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
3	(3.0)	78	68	10	29	48	24	52	8	12	12	24	51	25
		2%	2%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	2%
4	(4.0)	118	100	18	44	70	37	76	16	14	22	37	78	38
		4%	4%	4%	5%	3%	5%	3%	6%	4%	6%	5%	4%	3%
5	(5.0)	410	363	47	105	294	93	305	21	50	45	93	242	159
		12%	13%	10%	12%	12%	12%	13%	8%	13%	12%	12%	13%	12%
6	(6.0)	420	369	52	124	294	111	305	45	57	49	111	264	150
		13%	13%	11%	14%	12%	14%	13%	17%	14%	13%	14%	14%	11%
7	(7.0)	662	560	102	169	483	153	499	56	62	74	153	380	267
		20%	20%	22%	19%	20%	19%	20%	21%	16%	19%	19%	20%	20%
8	(8.0)	739	623	116	163	558	148	572	36	73	79	148	410	321
		22%	22%	25%	19%	24% a	19%	23%	14%	18%	20%	19%	22%	24%
9	(9.0)	409	350	59	116	286	111	292	33	64	53	111	242	162
		12%	12%	13%	13%	12%	14%	12%	13%	16%	14%	14%	13%	12%
10 - Extremely satisfied	(10.0)	411	353	58	113	297	107	302	43	58	51	107	212	194
		13%	13%	12%	13%	13%	14%	12%	16%	15%	13%	14%	11%	15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	3277	2736	541	902	2320	811	2403	279	400	401	811	1878	1335
Effective Weighted Sample	2710	2279	439	734	1930	660	1997	223	327	327	660	1540	1121
Total	3291	2826	465	873	2361	791	2435	264	395	385	791	1903	1336
DISSATISFIED (1-4)	239	208	32	84	149	69	160	29	30	36	69	152	81
	7%	7%	7%	10% b	6%	9%	7%	11%	8%	9%	9%	8%	6%
NEUTRAL (5-6)	830	732	99	228	588	204	610	66	107	94	204	506	310
	25%	26%	21%	26%	25%	26%	25%	25%	27%	24%	26%	27%	23%
SATISFIED (7-10)	2221	1887	335	560	1624	519	1665	169	257	256	519	1244	945
	68%	67%	72%	64%	69%	66%	68%	64%	65%	66%	66%	65%	71% a
Answered	3291	2826	465	873	2361	791	2435	264	395	385	791	1903	1336
Mean score	7.2	7.2	7.3	7.1	7.2	7.2	7.2	7.1	7.3	7.2	7.2	7.1	7.3 a
Standard deviation	1.88	1.89	1.81	1.96	1.84	1.93	1.85	2.06	1.96	1.90	1.93	1.88	1.86
Standard error	.03	.04	.08	.07	.04	.07	.04	.12	.10	.10	.07	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		3277	2714	2329	948	563	3277	3061	1875	1733	469	3139	138	401	703	2173
Effective Weighted Sample		2710	2237	1904	806	473	2710	2532	1539	1435	387	2597	114	328	586	1797
Total		3291	2724	2307	984	567	3291	3072	1871	1754	478	3148	142	394	709	2188
1 - Extremely dissatisfied	(1.0)	15 *%	15 1%	14 1%	2 *%	- -%	15 *%	15 *%	8 *%	11 1%	6 1%	15 *%	- -%	8 2% c	2 *%	5 *%
2	(2.0)	28 1%	25 1%	25 1%	3 *%	2 *%	28 1%	27 1%	17 1%	20 1%	7 1%	27 1%	* *%	12 3% c	6 1%	10 *%
3	(3.0)	78 2%	71 3%	64 3%	14 1%	7 1%	78 2%	72 2%	48 3%	54 3%	17 3%	76 2%	2 1%	28 7% bc	19 3%	32 1%
4	(4.0)	118 4%	108 4%	96 4%	22 2%	10 2%	118 4%	109 4%	65 3%	79 4%	15 3%	114 4%	3 2%	31 8% c	45 6% c	42 2%
5	(5.0)	410 12%	349 13%	307 13%	103 10%	61 11%	410 12%	380 12%	209 11%	231 13%	52 11%	392 12%	18 13%	66 17% c	170 24% c	173 8%
6	(6.0)	420 13%	356 13%	309 13%	111 11%	64 11%	420 13%	399 13%	251 13%	249 14%	64 13%	409 13%	12 8%	54 14%	132 19% c	235 11%
7	(7.0)	662 20%	546 20%	461 20%	201 20%	116 20%	662 20%	623 20%	383 20%	345 20%	113 24%	634 20%	28 20%	67 17%	121 17%	474 22%
8	(8.0)	739 22%	612 22%	502 22%	237 24%	127 22%	739 22%	686 22%	401 21%	385 22%	94 20%	703 22%	36 25%	67 17%	128 18%	544 25% ab
9	(9.0)	409 12%	313 12%	268 12%	141 14%	96 17% abe	409 12%	382 12%	258 14%	208 12%	56 12%	394 13%	15 10%	25 6%	50 7%	334 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (previously ITV Hub) and STV Player) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		3277	2714	2329	948	563	3277	3061	1875	1733	469	3139	138	401	703	2173
Effective Weighted Sample		2710	2237	1904	806	473	2710	2532	1539	1435	387	2597	114	328	586	1797
Total		3291	2724	2307	984	567	3291	3072	1871	1754	478	3148	142	394	709	2188
10 - Extremely satisfied	(10.0)	411	327	261	150	84	411	380	233	172	55	383	28	36	36	340
		13%	12%	11%	15% b	15%	13%	12%	12%	10%	12%	12%	20% c	9%	5%	16% ab
DISSATISFIED (1-4)		239	220	198	41	19	239	223	137	165	44	234	6	78	72	89
		7%	8% cd	9% cd	4%	3%	7% cd	7%	7%	9%	9%	7%	4%	20% bc	10% c	4%
NEUTRAL (5-6)		830	705	616	215	126	830	779	460	480	116	800	30	120	302	408
		25%	26%	27% c	22%	22%	25%	25%	25%	27%	24%	25%	21%	30% c	43% ac	19%
SATISFIED (7-10)		2221	1799	1493	729	422	2221	2070	1274	1110	318	2114	107	196	334	1691
		68%	66%	65%	74% abe	74% abe	68%	67% c	68% c	63%	66%	67%	75%	50%	47%	77% ab
Answered		3291	2724	2307	984	567	3291	3072	1871	1754	478	3148	142	394	709	2188
Mean score		7.2	7.1	7.1	7.5 abe	7.6 abe	7.2	7.2 c	7.2 c	7.0	7.0	7.2 c	7.6 cd	6.3	6.4	7.6 ab
Standard deviation		1.88	1.90	1.91	1.74	1.71	1.88	1.87	1.87	1.91	1.98	1.88	1.79	2.21	1.76	1.71
Standard error		.03	.04	.04	.06	.07	.03	.03	.04	.05	.09	.03	.15	.11	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2873	1403	1466	272	364	516	475	1246	771	774	613	715	1932	341	336	264
Effective Weighted Sample		2389	1168	1217	239	300	428	401	1041	663	646	494	608	1842	329	315	245
Total		2916	1421	1492	251	420	451	502	1292	816	885	535	680	2469	234	139	74
1 - Extremely dissatisfied	(1.0)	11	7	4	3	-	1	2	5	3	2	2	4	8	2	1	1
		*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	1%	1%
2	(2.0)	19	14	4	4	4	2	2	6	7	6	3	3	17	1	1	-
		1%	1%	*%	2%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	-%
3	(3.0)	63	31	32	8	7	11	10	27	19	14	15	15	55	5	2	1
		2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
4	(4.0)	149	78	69	17	18	27	33	53	50	34	26	39	133	5	8	3
		5%	6%	5%	7%	4%	6%	7%	4%	6%	4%	5%	6%	5%	2%	5%	4%
5	(5.0)	442	227	214	47	61	72	77	184	95	136	92	119	387	25	21	9
		15%	16%	14%	19%	15%	16%	15%	14%	12%	15%	17% a	18% a	16%	11%	15%	12%
6	(6.0)	453	216	237	27	58	72	87	209	144	134	73	103	392	27	24	10
		16%	15%	16%	11%	14%	16%	17%	16%	18%	15%	14%	15%	16%	12%	17%	14%
7	(7.0)	676	334	342	68	104	100	103	301	197	214	123	142	564	62	36	14
		23%	23%	23%	27%	25%	22%	21%	23%	24%	24%	23%	21%	23%	26%	26%	19%
8	(8.0)	603	289	313	44	84	79	111	284	176	215	102	109	500	59	28	16
		21%	20%	21%	17%	20%	18%	22%	22%	22%	24% d	19%	16%	20%	25%	20%	21%
9	(9.0)	240	114	126	16	36	38	42	108	59	66	54	61	199	26	7	8
		8%	8%	8%	6%	9%	8%	8%	8%	7%	7%	10%	9%	8%	11% c	5%	11% c
10 - Extremely satisfied	(10.0)	261	111	150	17	46	48	34	115	66	64	46	85	215	23	12	12
		9%	8%	10%	7%	11%	11%	7%	9%	8%	7%	9%	12% b	9%	10%	8%	16% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2873	1403	1466	272	364	516	475	1246	771	774	613	715	1932	341	336	264
Effective Weighted Sample	2389	1168	1217	239	300	428	401	1041	663	646	494	608	1842	329	315	245
Total	2916	1421	1492	251	420	451	502	1292	816	885	535	680	2469	234	139	74
DISSATISFIED (1-4)	242	130	110	33	29	42	47	92	79	56	46	61	213	13	12	5
	8%	9%	7%	13% e	7%	9%	9%	7%	10%	6%	9%	9%	9%	6%	9%	6%
NEUTRAL (5-6)	895	443	451	74	120	144	164	393	238	270	165	222	779	52	45	20
	31%	31%	30%	30%	28%	32%	33%	30%	29%	30%	31%	33%	32% b	22%	32% b	26%
SATISFIED (7-10)	1779	848	930	144	271	265	291	808	498	560	324	397	1477	169	82	50
	61%	60%	62%	57%	65% ac	59%	58%	63%	61%	63%	61%	58%	60%	72% ac	59%	67%
Answered	2916	1421	1492	251	420	451	502	1292	816	885	535	680	2469	234	139	74
Mean score	6.9	6.8	7.0	6.5	7.0 a	6.9	6.8	7.0 a	6.9	6.9	6.9	6.9	6.8	7.2 ac	6.8	7.3 ac
Standard deviation	1.79	1.80	1.77	1.92	1.78	1.85	1.75	1.75	1.78	1.67	1.82	1.92	1.79	1.73	1.77	1.88
Standard error	.03	.05	.05	.12	.09	.08	.08	.05	.06	.06	.07	.07	.04	.09	.10	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2873	2416	457	816	2012	742	2081	248	360	374	742	1700	1124
Effective Weighted Sample		2389	2021	375	667	1682	606	1739	200	296	305	606	1407	945
Total		2916	2517	400	800	2069	732	2133	240	360	362	732	1747	1130
1 - Extremely dissatisfied	(1.0)	11	11	-	4	6	3	8	2	1	1	3	7	4
		*%	*%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%
2	(2.0)	19	16	2	6	11	6	11	2	2	1	6	11	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
3	(3.0)	63	56	8	25	38	22	41	8	13	8	22	36	28
		2%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	2%	2%
4	(4.0)	149	133	16	45	102	39	106	10	16	25	39	99	45
		5%	5%	4%	6%	5%	5%	5%	4%	4%	7%	5%	6%	4%
5	(5.0)	442	399	43	118	319	107	330	30	56	51	107	253	183
		15%	16%	11%	15%	15%	15%	15%	13%	16%	14%	15%	14%	16%
6	(6.0)	453	383	70	116	332	105	344	28	48	53	105	269	178
		16%	15%	18%	15%	16%	14%	16%	12%	13%	15%	14%	15%	16%
7	(7.0)	676	580	95	170	492	152	510	59	70	68	152	422	250
		23%	23%	24%	21%	24%	21%	24%	25%	19%	19%	21%	24%	22%
8	(8.0)	603	501	102	164	424	153	433	45	78	81	153	354	237
		21%	20%	26%	20%	20%	21%	20%	19%	22%	22%	21%	20%	21%
9	(9.0)	240	217	23	58	178	58	179	18	33	32	58	145	93
		8%	9%	6%	7%	9%	8%	8%	7%	9%	9%	8%	8%	8%
10 - Extremely satisfied	(10.0)	261	220	41	94	166	88	172	37	43	43	88	150	106
		9%	9%	10%	12%	8%	12%	8%	15%	12%	12%	12%	9%	9%
					b		b							
DISSATISFIED (1-4)		242	217	26	80	158	69	166	22	32	34	69	153	83
		8%	9%	6%	10%	8%	9%	8%	9%	9%	9%	9%	9%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2873	2416	457	816	2012	742	2081	248	360	374	742	1700	1124
Effective Weighted Sample	2389	2021	375	667	1682	606	1739	200	296	305	606	1407	945
Total	2916	2517	400	800	2069	732	2133	240	360	362	732	1747	1130
NEUTRAL (5-6)	895	782	113	235	651	212	674	59	104	104	212	522	361
	31%	31%	28%	29%	31%	29%	32%	24%	29%	29%	29%	30%	32%
SATISFIED (7-10)	1779	1518	261	486	1260	451	1293	159	224	224	451	1072	686
	61%	60%	65%	61%	61%	62%	61%	66%	62%	62%	62%	61%	61%
Answered	2916	2517	400	800	2069	732	2133	240	360	362	732	1747	1130
Mean score	6.9	6.9	7.1	6.9	6.9	6.9	6.9	7.1	7.0	7.0	6.9	6.9	6.9
Standard deviation	1.79	1.80	1.68	1.91	1.74	1.90	1.74	1.98	1.91	1.86	1.90	1.78	1.79
Standard error	.03	.04	.08	.07	.04	.07	.04	.13	.10	.10	.07	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2873	2447	2105	768	426	2873	2715	1701	1616	459	2776	97	335	614	1924
Effective Weighted Sample		2389	2031	1736	653	358	2389	2262	1407	1347	376	2310	79	272	516	1601
Total		2916	2485	2116	800	431	2916	2760	1719	1656	465	2816	100	327	632	1958
1 - Extremely dissatisfied	(1.0)	11 *%	10 *%	10 *%	2 *%	1 *%	11 *%	10 *%	8 *%	7 *%	3 1%	11 *%	** **	6 2% c	3 1%	2 *%
2	(2.0)	19 1%	16 1%	16 1%	3 *%	3 1%	19 1%	18 1%	10 1%	10 1%	2 *%	19 1%	** **	9 3% c	5 1%	5 *%
3	(3.0)	63 2%	59 2%	51 2%	13 2%	5 1%	63 2%	59 2%	37 2%	35 2%	9 2%	60 2%	** **	21 6% c	26 4% c	16 1%
4	(4.0)	149 5%	133 5%	121 6%	28 3%	16 4%	149 5%	138 5%	66 4%	89 5%	11 2%	147 5%	** **	34 10% c	62 10% c	54 3%
5	(5.0)	442 15%	368 15%	318 15%	124 15%	74 17%	442 15%	419 15%	219 13%	233 14%	50 11%	425 15%	** **	72 22% c	185 29% c	185 9%
6	(6.0)	453 16%	377 15%	328 15%	125 16%	76 18%	453 16%	434 16%	248 14%	255 15%	66 14%	441 16%	** **	63 19% c	130 21% c	261 13%
7	(7.0)	676 23%	588 24%	508 24%	168 21%	88 20%	676 23%	639 23%	416 24%	384 23%	119 26%	650 23%	** **	60 18%	117 18%	499 25% b
8	(8.0)	603 21%	508 20%	410 19%	192 24%	94 22%	603 21%	571 21%	379 22%	352 21%	102 22%	584 21%	** **	36 11%	65 10%	502 26% ab
9	(9.0)	240 8%	195 8%	164 8%	75 9%	45 10%	240 8%	225 8%	160 9%	147 9%	47 10%	230 8%	** **	11 3%	19 3%	209 11% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2873	2447	2105	768	426	2873	2715	1701	1616	459	2776	97	335	614	1924
Effective Weighted Sample		2389	2031	1736	653	358	2389	2262	1407	1347	376	2310	79	272	516	1601
Total		2916	2485	2116	800	431	2916	2760	1719	1656	465	2816	100	327	632	1958
10 - Extremely satisfied	(10.0)	261	231	191	70	30	261	247	175	144	56	248	**	15	20	226
		9%	9%	9%	9%	7%	9%	9%	10%	9%	12%	9%	**	5%	3%	12% ab
DISSATISFIED (1-4)		242	218	197	45	24	242	225	121	142	25	237	**	70	97	76
		8%	9%	9% c	6%	6%	8%	8%	7%	9%	5%	8%	**	21% c	15% c	4%
NEUTRAL (5-6)		895	745	646	249	150	895	853	467	488	116	866	**	135	315	445
		31%	30%	31%	31%	35%	31%	31%	27%	29%	25%	31%	**	41% c	50% c	23%
SATISFIED (7-10)		1779	1522	1273	506	257	1779	1682	1131	1027	323	1713	**	122	221	1436
		61%	61%	60%	63%	60%	61%	61%	66% ae	62%	70% ace	61%	**	37%	35%	73% ab
Answered		2916	2485	2116	800	431	2916	2760	1719	1656	465	2816	**	327	632	1958
Mean score		6.9	6.9	6.8	7.0	6.9	6.9	6.9	7.1 ae	6.9	7.2 ace	6.9	**	5.9	5.9	7.4 ab
Standard deviation		1.79	1.80	1.81	1.71	1.69	1.79	1.78	1.78	1.79	1.76	1.79	**	1.95	1.64	1.60
Standard error		.03	.04	.04	.06	.08	.03	.03	.04	.04	.08	.03	**	.11	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2344	1105	1238	174	243	407	410	1110	593	631	513	607	1596	274	290	184
Effective Weighted Sample		1965	923	1041	153	201	343	352	930	517	530	413	521	1523	265	271	172
Total		2401	1134	1265	158	276	365	440	1162	636	725	453	587	2038	190	121	52
1 - Extremely dissatisfied	(1.0)	6	5	1	1	-	1	1	3	4	-	2	1	6	-	*	-
		*%	*%	*%	1%	-%	*%	*%	*%	1%	-%	*%	*%	*%	-%	*%	-%
2	(2.0)	22	9	13	1	2	2	3	15	7	7	2	5	16	5	*	*
		1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	1%	3% a	*%	1%
3	(3.0)	63	42	22	6	12	7	14	24	21	19	10	13	53	5	4	1
		3%	4% b	2%	4%	4%	2%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%
4	(4.0)	151	82	69	14	13	32	32	61	49	37	25	41	138	6	5	2
		6%	7%	5%	9%	5%	9%	7%	5%	8%	5%	5%	7%	7%	3%	4%	3%
5	(5.0)	460	220	239	32	48	85	79	216	115	128	94	123	409	21	25	5
		19%	19%	19%	20%	18%	23%	18%	19%	18%	18%	21%	21%	20% bd	11%	21% bd	10%
6	(6.0)	412	195	218	33	45	52	88	194	104	155	72	81	356	20	27	9
		17%	17%	17%	21%	16%	14%	20%	17%	16%	21% d	16%	14%	17% b	10%	23% b	18%
7	(7.0)	481	223	258	28	55	74	85	239	132	145	94	111	395	51	25	10
		20%	20%	20%	18%	20%	20%	19%	21%	21%	20%	21%	19%	19%	27% a	21%	19%
8	(8.0)	425	199	226	23	49	59	80	214	115	126	80	105	346	50	20	9
		18%	18%	18%	14%	18%	16%	18%	18%	18%	17%	18%	18%	17%	26% ac	16%	18%
9	(9.0)	202	88	115	12	34	23	29	104	49	71	39	43	170	18	6	7
		8%	8%	9%	8%	12%	6%	7%	9%	8%	10%	9%	7%	8%	10%	5%	14% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2344	1105	1238	174	243	407	410	1110	593	631	513	607	1596	274	290	184
Effective Weighted Sample		1965	923	1041	153	201	343	352	930	517	530	413	521	1523	265	271	172
Total		2401	1134	1265	158	276	365	440	1162	636	725	453	587	2038	190	121	52
10 - Extremely satisfied	(10.0)	177	72	106	8	18	31	29	92	40	38	36	63	149	14	7	8
		7%	6%	8%	5%	6%	8%	7%	8%	6%	5%	8%	11% ab	7%	7%	6%	16% abc
DISSATISFIED (1-4)		242	137	105	22	26	42	50	102	81	63	38	60	213	16	10	3
		10%	12% b	8%	14%	10%	11%	11%	9%	13%	9%	8%	10%	10%	8%	8%	6%
NEUTRAL (5-6)		872	415	456	65	93	137	168	410	219	282	167	204	765	40	53	14
		36%	37%	36%	41%	34%	38%	38%	35%	34%	39%	37%	35%	38% bd	21%	44% bd	27%
SATISFIED (7-10)		1286	582	704	71	156	187	223	649	336	379	249	323	1060	134	58	34
		54%	51%	56%	45%	57%	51%	51%	56%	53%	52%	55%	55%	52%	70% ac	48%	66% ac
Answered		2401	1134	1265	158	276	365	440	1162	636	725	453	587	2038	190	121	52
Mean score		6.7	6.5	6.8 a	6.4	6.8	6.6	6.6	6.7	6.5	6.7	6.7	6.7	6.6	7.0 ac	6.5	7.3 ac
Standard deviation		1.82	1.84	1.79	1.83	1.82	1.83	1.79	1.82	1.86	1.72	1.80	1.91	1.82	1.78	1.69	1.88
Standard error		.04	.06	.05	.14	.12	.09	.09	.05	.08	.07	.08	.08	.05	.11	.10	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2344	1954	390	623	1691	566	1745	179	275	296	566	1340	959
Effective Weighted Sample		1965	1651	322	522	1416	475	1459	146	232	251	475	1121	811
Total		2401	2063	337	628	1738	574	1789	173	280	305	574	1393	972
1 - Extremely dissatisfied	(1.0)	6	5	1	2	4	1	5	-	-	1	1	5	1
		*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
2	(2.0)	22	20	2	8	14	7	15	1	2	5	7	10	10
		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
3	(3.0)	63	56	7	19	44	17	47	6	6	7	17	37	24
		3%	3%	2%	3%	3%	3%	3%	3%	2%	2%	3%	3%	2%
4	(4.0)	151	136	15	45	106	41	109	9	19	27	41	100	49
		6%	7%	4%	7%	6%	7%	6%	5%	7%	9%	7%	7%	5%
5	(5.0)	460	402	58	123	330	116	337	37	57	57	116	271	183
		19%	20%	17%	20%	19%	20%	19%	21%	20%	19%	20%	19%	19%
6	(6.0)	412	345	67	100	312	88	324	28	41	45	88	238	169
		17%	17%	20%	16%	18%	15%	18%	16%	15%	15%	15%	17%	17%
7	(7.0)	481	403	79	119	355	113	360	30	49	64	113	278	198
		20%	20%	23%	19%	20%	20%	20%	17%	18%	21%	20%	20%	20%
8	(8.0)	425	367	58	105	306	91	318	29	46	49	91	252	168
		18%	18%	17%	17%	18%	16%	18%	17%	17%	16%	16%	18%	17%
9	(9.0)	202	180	22	48	152	47	153	17	26	18	47	111	87
		8%	9%	7%	8%	9%	8%	9%	10%	9%	6%	8%	8%	9%
10 - Extremely satisfied	(10.0)	177	149	29	59	116	54	121	17	33	31	54	89	84
		7%	7%	9%	9%	7%	9%	7%	10%	12%	10%	9%	6%	9%
DISSATISFIED (1-4)		242	217	25	73	168	65	175	15	27	41	65	153	84
		10%	11%	7%	12%	10%	11%	10%	9%	10%	13%	11%	11%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2344	1954	390	623	1691	566	1745	179	275	296	566	1340	959
Effective Weighted Sample	1965	1651	322	522	1416	475	1459	146	232	251	475	1121	811
Total	2401	2063	337	628	1738	574	1789	173	280	305	574	1393	972
NEUTRAL (5-6)	872	748	125	224	641	204	662	65	98	102	204	509	351
	36%	36%	37%	36%	37%	35%	37%	38%	35%	33%	35%	37%	36%
SATISFIED (7-10)	1286	1099	188	330	929	305	952	93	155	162	305	731	537
	54%	53%	56%	53%	53%	53%	53%	54%	55%	53%	53%	52%	55%
Answered	2401	2063	337	628	1738	574	1789	173	280	305	574	1393	972
Mean score	6.7	6.6	6.8	6.6	6.7	6.7	6.6	6.8	6.8	6.6	6.7	6.6	6.8
Standard deviation	1.82	1.83	1.74	1.92	1.78	1.91	1.79	1.88	1.92	1.95	1.91	1.80	1.82
Standard error	.04	.04	.09	.08	.04	.08	.04	.14	.12	.11	.08	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2344	1953	1664	680	391	2344	2221	1361	1289	355	2257	87	284	484	1576
Effective Weighted Sample		1965	1631	1383	583	334	1965	1863	1130	1074	288	1893	72	232	416	1317
Total		2401	1991	1680	720	409	2401	2273	1386	1321	352	2309	92	284	504	1613
1 - Extremely dissatisfied	(1.0)	6	6	6	-	-	6	6	2	2	1	6	**	5	-	2
		*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	**	2% c	-%	*%
2	(2.0)	22	18	13	8	4	22	22	15	10	1	22	**	8	7	7
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**	3% c	1%	*%
3	(3.0)	63	56	52	12	7	63	62	33	43	13	62	**	22	16	26
		3%	3%	3%	2%	2%	3%	3%	2%	3%	4%	3%	**	8% bc	3%	2%
4	(4.0)	151	130	121	29	21	151	148	82	95	22	149	**	28	52	71
		6%	7%	7% c	4%	5%	6%	6%	6%	7%	6%	6%	**	10% c	10% c	4%
5	(5.0)	460	371	323	137	89	460	445	252	248	53	453	**	60	180	220
		19%	19%	19%	19%	22%	19%	20%	18%	19%	15%	20%	**	21% c	36% ac	14%
6	(6.0)	412	346	295	117	66	412	393	233	234	66	399	**	43	96	273
		17%	17%	18%	16%	16%	17%	17%	17%	18%	19%	17%	**	15%	19%	17%
7	(7.0)	481	399	327	154	82	481	450	297	264	62	456	**	48	73	361
		20%	20%	19%	21%	20%	20%	20%	21%	20%	18%	20%	**	17%	14%	22% b
8	(8.0)	425	361	296	130	64	425	392	243	232	68	398	**	38	59	328
		18%	18%	18%	18%	16%	18%	17%	18%	18%	19%	17%	**	13%	12%	20% b
9	(9.0)	202	156	129	74	46	202	189	122	111	32	194	**	19	13	170
		8%	8%	8%	10%	11%	8%	8%	9%	8%	9%	8%	**	7% b	2%	11% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2344	1953	1664	680	391	2344	2221	1361	1289	355	2257	87	284	484	1576
Effective Weighted Sample		1965	1631	1383	583	334	1965	1863	1130	1074	288	1893	72	232	416	1317
Total		2401	1991	1680	720	409	2401	2273	1386	1321	352	2309	92	284	504	1613
10 - Extremely satisfied	(10.0)	177	148	118	59	30	177	167	108	81	34	171	**	13	10	155
		7%	7%	7%	8%	7%	7%	7%	8%	6%	10%	7%	**	5%	2%	10% b
DISSATISFIED (1-4)		242	210	193	49	32	242	238	132	151	38	239	**	62	75	105
		10%	11% c	11% c	7%	8%	10%	10%	10%	11%	11%	10%	**	22% c	15% c	7%
NEUTRAL (5-6)		872	717	618	255	155	872	838	485	481	119	852	**	103	276	493
		36%	36%	37%	35%	38%	36%	37%	35%	36%	34%	37%	**	36%	55% ac	31%
SATISFIED (7-10)		1286	1064	870	417	223	1286	1198	770	689	195	1219	**	118	154	1014
		54%	53%	52%	58%	54%	54%	53%	56%	52%	55%	53%	**	42% b	31%	63% ab
Answered		2401	1991	1680	720	409	2401	2273	1386	1321	352	2309	**	284	504	1613
Mean score		6.7	6.6	6.6	6.8 b	6.7	6.7	6.6	6.7	6.6	6.8	6.6	**	6.0	5.8	7.0 ab
Standard deviation		1.82	1.83	1.83	1.77	1.79	1.82	1.83	1.81	1.80	1.88	1.83	**	2.05	1.54	1.73
Standard error		.04	.04	.04	.07	.09	.04	.04	.05	.05	.10	.04	**	.12	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		170	105	65	28	45	40	11	46	70	45	35	20	85	13	67	5
Effective Weighted Sample		134	84	50	24	39	32	9	33	58	35	25	15	81	13	62	5
Total		144	92	52	22	51	28	9	34	67	37	25	15	105	9	29	1
1 - Extremely dissatisfied	(1.0)	2	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	12	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	17	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	23	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	18	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	18	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	24	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	11	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	19	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		31	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		22%	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		41	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		29%	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	170	105	65	28	45	40	11	46	70	45	35	20	85	13	67	5
Effective Weighted Sample	134	84	50	24	39	32	9	33	58	35	25	15	81	13	62	5
Total	144	92	52	22	51	28	9	34	67	37	25	15	105	9	29	1
SATISFIED (7-10)	72	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	144	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	6.5	6.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.25	2.36	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.17	.23	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		170	156	14	75	92	72	95	40	42	29	72	119	45
Effective Weighted Sample		134	123	11	64	68	62	70	33	36	26	62	96	35
Total		144	135	9	75	65	73	67	36	43	30	73	108	33
1 - Extremely dissatisfied	(1.0)	2	2	**	**	**	**	**	**	**	**	**	2	**
		1%	1%	**	**	**	**	**	**	**	**	**	2%	**
3	(3.0)	12	12	**	**	**	**	**	**	**	**	**	8	**
		8%	9%	**	**	**	**	**	**	**	**	**	8%	**
4	(4.0)	17	15	**	**	**	**	**	**	**	**	**	13	**
		12%	11%	**	**	**	**	**	**	**	**	**	12%	**
5	(5.0)	23	20	**	**	**	**	**	**	**	**	**	12	**
		16%	15%	**	**	**	**	**	**	**	**	**	11%	**
6	(6.0)	18	18	**	**	**	**	**	**	**	**	**	14	**
		13%	13%	**	**	**	**	**	**	**	**	**	13%	**
7	(7.0)	18	18	**	**	**	**	**	**	**	**	**	14	**
		13%	13%	**	**	**	**	**	**	**	**	**	13%	**
8	(8.0)	24	23	**	**	**	**	**	**	**	**	**	19	**
		17%	17%	**	**	**	**	**	**	**	**	**	18%	**
9	(9.0)	11	11	**	**	**	**	**	**	**	**	**	9	**
		8%	8%	**	**	**	**	**	**	**	**	**	8%	**
10 - Extremely satisfied	(10.0)	19	17	**	**	**	**	**	**	**	**	**	17	**
		13%	13%	**	**	**	**	**	**	**	**	**	16%	**
DISSATISFIED (1-4)		31	28	**	**	**	**	**	**	**	**	**	23	**
		22%	20%	**	**	**	**	**	**	**	**	**	22%	**
NEUTRAL (5-6)		41	38	**	**	**	**	**	**	**	**	**	26	**
		29%	28%	**	**	**	**	**	**	**	**	**	24%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	170	156	14	75	92	72	95	40	42	29	72	119	45
Effective Weighted Sample	134	123	11	64	68	62	70	33	36	26	62	96	35
Total	144	135	9	75	65	73	67	36	43	30	73	108	33
SATISFIED (7-10)	72	69	**	**	**	**	**	**	**	**	**	59	**
	50%	51%	**	**	**	**	**	**	**	**	**	54%	**
Answered	144	135	**	**	**	**	**	**	**	**	**	108	**
Mean score	6.5	6.6	**	**	**	**	**	**	**	**	**	6.7	**
Standard deviation	2.25	2.23	**	**	**	**	**	**	**	**	**	2.32	**
Standard error	.17	.18	**	**	**	**	**	**	**	**	**	.21	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		170	163	151	19	7	170	160	144	145	66	169	1	15	39	116
Effective Weighted Sample		134	129	120	14	5	134	125	117	117	52	133	1	12	30	92
Total		144	140	130	14	5	144	135	130	130	56	144	*	12	32	100
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
3	(3.0)	12	12	12	**	**	12	12	11	12	**	12	**	**	**	7
		8%	8%	9%	**	**	8%	9%	8%	9%	**	8%	**	**	**	7%
4	(4.0)	17	17	14	**	**	17	14	16	15	**	17	**	**	**	9
		12%	12%	11%	**	**	12%	10%	12%	12%	**	12%	**	**	**	9%
5	(5.0)	23	21	20	**	**	23	22	22	20	**	23	**	**	**	11
		16%	15%	16%	**	**	16%	16%	17%	15%	**	16%	**	**	**	11%
6	(6.0)	18	18	18	**	**	18	17	16	17	**	18	**	**	**	14
		13%	13%	14%	**	**	13%	13%	12%	13%	**	13%	**	**	**	14%
7	(7.0)	18	18	17	**	**	18	15	17	16	**	18	**	**	**	12
		13%	13%	13%	**	**	13%	11%	13%	12%	**	13%	**	**	**	12%
8	(8.0)	24	23	20	**	**	24	24	21	22	**	24	**	**	**	22
		17%	16%	16%	**	**	17%	18%	16%	17%	**	17%	**	**	**	22%
9	(9.0)	11	11	10	**	**	11	11	10	9	**	11	**	**	**	9
		8%	8%	8%	**	**	8%	8%	8%	7%	**	8%	**	**	**	9%
10 - Extremely satisfied	(10.0)	19	18	18	**	**	19	19	17	16	**	19	**	**	**	17
		13%	13%	14%	**	**	13%	14%	13%	13%	**	13%	**	**	**	17%
DISSATISFIED (1-4)		31	31	28	**	**	31	28	28	29	**	31	**	**	**	15
		22%	22%	21%	**	**	22%	20%	21%	22%	**	22%	**	**	**	15%
NEUTRAL (5-6)		41	39	38	**	**	41	39	37	37	**	41	**	**	**	25
		29%	28%	29%	**	**	29%	29%	29%	29%	**	29%	**	**	**	25%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	170	163	151	19	7	170	160	144	145	66	169	1	15	39	116
Effective Weighted Sample	134	129	120	14	5	134	125	117	117	52	133	1	12	30	92
Total	144	140	130	14	5	144	135	130	130	56	144	*	12	32	100
SATISFIED (7-10)	72	70	64	**	**	72	68	65	64	**	72	**	**	**	60
	50%	50%	49%	**	**	50%	50%	50%	49%	**	50%	**	**	**	60%
Answered	144	140	130	**	**	144	135	130	130	**	144	**	**	**	100
Mean score	6.5	6.5	6.5	**	**	6.5	6.6	6.5	6.5	**	6.5	**	**	**	7.0
Standard deviation	2.25	2.25	2.27	**	**	2.25	2.28	2.25	2.24	**	2.25	**	**	**	2.13
Standard error	.17	.18	.18	**	**	.17	.18	.19	.19	**	.17	**	**	**	.20

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1471	805	664	175	211	315	270	500	467	442	301	261	926	207	191	147
Effective Weighted Sample		1204	663	540	152	172	255	228	410	397	363	238	213	885	200	179	135
Total		1453	799	652	155	237	264	285	512	480	480	255	238	1192	141	79	40
1 - Extremely dissatisfied	(1.0)	5	-	5	1	-	-	-	4	5	-	-	1	5	-	-	-
		*%	-%	1%	1%	-%	-%	-%	1%	1%	-%	-%	*%	*%	-%	-%	-%
2	(2.0)	4	3	2	2	*	-	-	2	1	-	2	2	4	-	1	-
		*%	*%	*%	1%	*%	-%	-%	*%	*%	-%	1%	1%	*%	-%	1%	-%
3	(3.0)	27	10	15	6	7	3	5	7	12	9	4	2	24	2	1	1
		2%	1%	2%	4%	3%	1%	2%	1%	3%	2%	2%	1%	2%	1%	1%	1%
4	(4.0)	26	10	16	8	5	4	3	6	7	8	8	4	24	1	1	-
		2%	1%	2%	5% de	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	1%	-%
5	(5.0)	94	60	34	13	17	20	11	33	38	25	18	12	77	8	6	3
		6%	7%	5%	8%	7%	8%	4%	7%	8%	5%	7%	5%	6%	5%	8%	8%
6	(6.0)	132	66	65	17	24	16	26	50	44	33	31	24	110	11	7	4
		9%	8%	10%	11%	10%	6%	9%	10%	9%	7%	12%	10%	9%	8%	8%	11%
7	(7.0)	286	161	125	23	48	69	59	86	93	99	54	39	235	32	13	6
		20%	20%	19%	15%	20%	26% ae	21%	17%	19%	21%	21%	17%	20%	23%	16%	16%
8	(8.0)	400	232	168	41	51	68	89	151	124	147	58	71	332	38	19	10
		28%	29%	26%	27%	22%	26%	31%	29%	26%	31%	23%	30%	28%	27%	24%	26%
9	(9.0)	240	137	104	20	43	37	43	98	84	88	37	31	188	27	20	6
		17%	17%	16%	13%	18%	14%	15%	19%	17%	18%	15%	13%	16%	19%	25% a	14%
10 - Extremely satisfied	(10.0)	238	121	117	23	43	47	50	75	73	71	43	51	194	22	12	10
		16%	15%	18%	15%	18%	18%	18%	15%	15%	15%	17%	22%	16%	16%	15%	25%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1471	805	664	175	211	315	270	500	467	442	301	261	926	207	191	147
Effective Weighted Sample	1204	663	540	152	172	255	228	410	397	363	238	213	885	200	179	135
Total	1453	799	652	155	237	264	285	512	480	480	255	238	1192	141	79	40
DISSATISFIED (1-4)	63	23	38	18	11	7	8	19	24	17	14	8	56	3	3	1
	4%	3%	6%	11% cde	5%	3%	3%	4%	5%	3%	5%	3%	5%	2%	3%	1%
NEUTRAL (5-6)	226	126	100	30	40	35	37	83	82	58	50	36	187	19	13	8
	16%	16%	15%	19%	17%	13%	13%	16%	17%	12%	19%	15%	16%	13%	16%	19%
SATISFIED (7-10)	1165	651	514	108	185	221	241	410	374	406	192	193	949	119	64	32
	80%	81%	79%	69%	78%	84% a	84% a	80% a	78%	85% c	75%	81%	80%	84%	81%	80%
Answered	1453	799	652	155	237	264	285	512	480	480	255	238	1192	141	79	40
Mean score	7.7	7.7	7.7	7.3	7.7	7.8 a	7.9 a	7.7 a	7.6	7.8	7.6	7.9	7.7	7.9	7.8	8.0
Standard deviation	1.71	1.60	1.82	2.06	1.76	1.59	1.53	1.71	1.82	1.55	1.77	1.70	1.73	1.53	1.69	1.67
Standard error	.04	.06	.07	.16	.12	.09	.09	.08	.08	.07	.10	.11	.06	.11	.12	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1471	1252	219	528	920	471	976	153	245	230	471	983	464
Effective Weighted Sample		1204	1031	178	429	755	384	800	125	198	187	384	804	380
Total		1453	1273	181	514	914	462	966	148	237	219	462	984	448
1 - Extremely dissatisfied	(1.0)	5	5	1	-	3	-	3	-	-	-	-	5	-
		*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%
2	(2.0)	4	4	-	1	3	1	3	1	*	-	1	2	1
		*%	*%	-%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
3	(3.0)	27	24	3	12	13	11	15	5	3	3	11	22	5
		2%	2%	2%	2%	1%	2%	2%	4%	1%	1%	2%	2%	1%
4	(4.0)	26	26	-	13	10	8	15	5	6	1	8	17	9
		2%	2%	-%	2%	1%	2%	2%	4%	3%	*%	2%	2%	2%
5	(5.0)	94	85	9	28	65	25	68	13	10	9	25	52	41
		6%	7%	5%	5%	7%	5%	7%	9%	4%	4%	5%	5%	9%
6	(6.0)	132	116	16	37	93	31	98	10	20	14	31	90	41
		9%	9%	9%	7%	10%	7%	10%	7%	8%	6%	7%	9%	9%
7	(7.0)	286	248	38	112	170	98	184	37	54	43	98	198	84
		20%	19%	21%	22%	19%	21%	19%	25%	23%	20%	21%	20%	19%
8	(8.0)	400	340	60	135	258	125	268	27	51	77	125	267	127
		28%	27%	33%	26%	28%	27%	28%	18%	22%	35% ab	27%	27%	28%
9	(9.0)	240	209	31	83	155	77	160	26	41	31	77	174	63
		17%	16%	17%	16%	17%	17%	17%	18%	17%	14%	17%	18%	14%
10 - Extremely satisfied	(10.0)	238	216	22	94	143	86	150	23	52	41	86	158	77
		16%	17%	12%	18%	16%	19%	16%	15%	22%	19%	19%	16%	17%
DISSATISFIED (1-4)		63	59	4	26	30	20	37	12	9	4	20	45	16
		4%	5%	2%	5%	3%	4%	4%	8% c	4%	2%	4%	5%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1471	1252	219	528	920	471	976	153	245	230	471	983	464
Effective Weighted Sample	1204	1031	178	429	755	384	800	125	198	187	384	804	380
Total	1453	1273	181	514	914	462	966	148	237	219	462	984	448
NEUTRAL (5-6)	226	201	25	65	158	56	167	24	29	23	56	142	82
	16%	16%	14%	13%	17%	12%	17%	16%	12%	10%	12%	14%	18%
SATISFIED (7-10)	1165	1013	152	423	726	386	762	112	198	193	386	797	351
	80%	80%	84%	82%	79%	84%	79%	76%	84%	88% a	84%	81%	78%
Answered	1453	1273	181	514	914	462	966	148	237	219	462	984	448
Mean score	7.7	7.7	7.8	7.8	7.7	7.8	7.7	7.4	7.9	8.0 a	7.8	7.7	7.7
Standard deviation	1.71	1.74	1.51	1.71	1.67	1.68	1.69	1.92	1.66	1.45	1.68	1.71	1.68
Standard error	.04	.05	.10	.07	.06	.08	.05	.16	.11	.10	.08	.05	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		1471	1388	1269	202	83	1471	1330	875	921	265	1381	90	203	346	922
Effective Weighted Sample		1204	1137	1034	170	68	1204	1093	714	756	221	1134	70	166	281	758
Total		1453	1372	1246	207	82	1453	1319	861	918	271	1365	88	202	338	914
1 - Extremely dissatisfied	(1.0)	5 *%	5 *%	5 *%	- -%	** **	5 *%	5 *%	2 *%	4 *%	- -%	5 *%	** **	1 1%	3 1%	1 *%
2	(2.0)	4 *%	3 *%	2 *%	3 1%	** **	4 *%	4 *%	3 *%	3 *%	1 *%	4 *%	** **	4 2% c	1 *%	- -%
3	(3.0)	27 2%	27 2%	23 2%	4 2%	** **	27 2%	25 2%	18 2%	17 2%	5 2%	25 2%	** **	13 6% c	11 3% c	3 *%
4	(4.0)	26 2%	26 2%	25 2%	1 1%	** **	26 2%	22 2%	20 2%	18 2%	7 3%	25 2%	** **	7 3%	9 3%	10 1%
5	(5.0)	94 6%	90 7%	80 6%	14 7%	** **	94 6%	80 6%	54 6%	59 6%	21 8%	84 6%	** **	26 13% c	37 11% c	31 3%
6	(6.0)	132 9%	126 9%	119 10%	13 6%	** **	132 9%	125 10%	79 9%	91 10%	25 9%	127 9%	** **	14 7%	56 17% ac	62 7%
7	(7.0)	286 20%	268 20%	245 20%	41 20%	** **	286 20%	263 20%	169 20%	196 21%	63 23%	269 20%	** **	45 22%	74 22%	167 18%
8	(8.0)	400 28%	378 28%	349 28%	51 25%	** **	400 28%	368 28% d	233 27% d	238 26%	48 18%	383 28% d	** **	35 17%	82 24%	283 31% a
9	(9.0)	240 17%	225 16%	202 16%	38 19%	** **	240 17%	219 17%	141 16%	148 16%	44 16%	226 17%	** **	28 14%	34 10%	178 19% b
10 - Extremely satisfied	(10.0)	238 16%	224 16%	197 16%	41 20%	** **	238 16%	207 16%	143 17%	144 16%	56 21%	217 16%	** **	30 15%	29 9%	179 20% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1471	1388	1269	202	83	1471	1330	875	921	265	1381	90	203	346	922
Effective Weighted Sample	1204	1137	1034	170	68	1204	1093	714	756	221	1134	70	166	281	758
Total	1453	1372	1246	207	82	1453	1319	861	918	271	1365	88	202	338	914
DISSATISFIED (1-4)	63	61	54	8	**	63	56	42	42	13	59	**	24	25	14
	4%	4%	4%	4%	**	4%	4%	5%	5%	5%	4%	**	12% c	7% c	2%
NEUTRAL (5-6)	226	216	199	27	**	226	206	133	150	46	212	**	40	93	93
	16%	16%	16%	13%	**	16%	16%	15%	16%	17%	16%	**	20% c	28% c	10%
SATISFIED (7-10)	1165	1095	992	172	**	1165	1058	686	726	212	1094	**	138	220	807
	80%	80%	80%	83%	**	80%	80%	80%	79%	78%	80%	**	68%	65%	88% ab
Answered	1453	1372	1246	207	**	1453	1319	861	918	271	1365	**	202	338	914
Mean score	7.7	7.7	7.7	7.9	**	7.7	7.7	7.7	7.6	7.7	7.7	**	7.1	7.0	8.1 ab
Standard deviation	1.71	1.72	1.70	1.76	**	1.71	1.69	1.72	1.72	1.80	1.70	**	2.15	1.80	1.43
Standard error	.04	.05	.05	.12	**	.04	.05	.06	.06	.11	.05	**	.15	.10	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total		403	203	199	78	99	94	61	71	119	105	96	83	273	54	41	35
Effective Weighted Sample		336	172	163	68	82	80	49	62	99	87	82	71	260	52	39	33
Total		403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
1 - Extremely dissatisfied	(1.0)	2	-	2	**	**	**	**	**	-	1	**	**	2	**	**	**
		1%	-%	1%	**	**	**	**	**	-%	1%	**	**	1%	**	**	**
2	(2.0)	1	-	1	**	**	**	**	**	1	-	**	**	1	**	**	**
		*%	-%	1%	**	**	**	**	**	1%	-%	**	**	*%	**	**	**
3	(3.0)	12	7	5	**	**	**	**	**	5	1	**	**	10	**	**	**
		3%	3%	2%	**	**	**	**	**	4%	1%	**	**	3%	**	**	**
4	(4.0)	17	11	6	**	**	**	**	**	5	4	**	**	14	**	**	**
		4%	5%	3%	**	**	**	**	**	5%	3%	**	**	4%	**	**	**
5	(5.0)	47	27	20	**	**	**	**	**	19	11	**	**	42	**	**	**
		12%	13%	11%	**	**	**	**	**	16%	9%	**	**	12%	**	**	**
6	(6.0)	52	25	27	**	**	**	**	**	14	18	**	**	46	**	**	**
		13%	12%	14%	**	**	**	**	**	12%	15%	**	**	13%	**	**	**
7	(7.0)	82	47	35	**	**	**	**	**	19	27	**	**	68	**	**	**
		20%	22%	18%	**	**	**	**	**	16%	23%	**	**	20%	**	**	**
8	(8.0)	82	44	38	**	**	**	**	**	24	24	**	**	64	**	**	**
		20%	21%	20%	**	**	**	**	**	20%	20%	**	**	19%	**	**	**
9	(9.0)	48	26	23	**	**	**	**	**	16	15	**	**	44	**	**	**
		12%	12%	12%	**	**	**	**	**	13%	13%	**	**	13%	**	**	**
10 - Extremely satisfied	(10.0)	60	25	35	**	**	**	**	**	15	18	**	**	51	**	**	**
		15%	12%	18%	**	**	**	**	**	13%	15%	**	**	15%	**	**	**
DISSATISFIED (1-4)		32	18	14	**	**	**	**	**	12	6	**	**	28	**	**	**
		8%	9%	7%	**	**	**	**	**	10%	5%	**	**	8%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	403	203	199	78	99	94	61	71	119	105	96	83	273	54	41	35
Effective Weighted Sample	336	172	163	68	82	80	49	62	99	87	82	71	260	52	39	33
Total	403	211	192	68	109	85	59	82	118	118	87	80	343	35	16	9
NEUTRAL (5-6)	99	52	47	**	**	**	**	**	33	28	**	**	88	**	**	**
	25%	25%	25%	**	**	**	**	**	28%	24%	**	**	26%	**	**	**
SATISFIED (7-10)	272	141	131	**	**	**	**	**	74	84	**	**	227	**	**	**
	67%	67%	68%	**	**	**	**	**	62%	71%	**	**	66%	**	**	**
Answered	403	211	192	**	**	**	**	**	118	118	**	**	343	**	**	**
Mean score	7.2	7.1	7.4	**	**	**	**	**	7.1	7.4	**	**	7.2	**	**	**
Standard deviation	1.92	1.84	2.00	**	**	**	**	**	2.00	1.80	**	**	1.95	**	**	**
Standard error	.10	.13	.14	**	**	**	**	**	.18	.18	**	**	.12	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		403	354	49	173	221	164	229	73	79	71	164	296	96
Effective Weighted Sample		336	295	41	143	185	135	192	62	64	57	135	246	81
Total		403	354	49	176	217	167	225	76	79	67	167	293	99
1 - Extremely dissatisfied	(1.0)	2	2	**	-	1	-	1	**	**	**	-	1	**
		1%	1%	**	-%	1%	-%	1%	**	**	**	-%	*%	**
2	(2.0)	1	1	**	-	1	-	1	**	**	**	-	1	**
		*%	*%	**	-%	*%	-%	*%	**	**	**	-%	*%	**
3	(3.0)	12	12	**	4	7	2	8	**	**	**	2	5	**
		3%	3%	**	2%	3%	1%	4%	**	**	**	1%	2%	**
4	(4.0)	17	15	**	8	8	8	8	**	**	**	8	15	**
		4%	4%	**	5%	4%	5%	3%	**	**	**	5%	5%	**
5	(5.0)	47	47	**	18	28	16	29	**	**	**	16	34	**
		12%	13%	**	10%	13%	10%	13%	**	**	**	10%	12%	**
6	(6.0)	52	43	**	23	28	21	30	**	**	**	21	40	**
		13%	12%	**	13%	13%	13%	13%	**	**	**	13%	14%	**
7	(7.0)	82	62	**	39	41	39	41	**	**	**	39	62	**
		20%	18%	**	22%	19%	23%	18%	**	**	**	23%	21%	**
8	(8.0)	82	71	**	31	47	31	47	**	**	**	31	55	**
		20%	20%	**	18%	22%	18%	21%	**	**	**	18%	19%	**
9	(9.0)	48	45	**	17	32	16	32	**	**	**	16	36	**
		12%	13%	**	10%	15%	10%	14%	**	**	**	10%	12%	**
10 - Extremely satisfied	(10.0)	60	54	**	36	24	33	27	**	**	**	33	43	**
		15%	15%	**	20%	11%	20%	12%	**	**	**	20%	15%	**
DISSATISFIED (1-4)		32	30	**	12	17	11	18	**	**	**	11	23	**
		8%	9%	**	7%	8%	6%	8%	**	**	**	6%	8%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	403	354	49	173	221	164	229	73	79	71	164	296	96
Effective Weighted Sample	336	295	41	143	185	135	192	62	64	57	135	246	81
Total	403	354	49	176	217	167	225	76	79	67	167	293	99
NEUTRAL (5-6)	99	91	**	41	56	38	59	**	**	**	38	74	**
	25%	26%	**	23%	26%	23%	26%	**	**	**	23%	25%	**
SATISFIED (7-10)	272	233	**	123	144	119	148	**	**	**	119	197	**
	67%	66%	**	70%	66%	71%	66%	**	**	**	71%	67%	**
Answered	403	354	**	176	217	167	225	**	**	**	167	293	**
Mean score	7.2	7.2	**	7.4	7.2	7.4	7.2	**	**	**	7.4	7.2	**
Standard deviation	1.92	1.98	**	1.88	1.89	1.83	1.92	**	**	**	1.83	1.89	**
Standard error	.10	.11	**	.14	.13	.14	.13	**	**	**	.14	.11	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		403	403	403	-	-	403	356	256	286	96	376	27	81	93	229
Effective Weighted Sample		336	336	336	-	-	336	297	212	237	80	313	24	67	78	191
Total		403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	1	1	1	**	1	**	**	**	1
		1%	1%	1%	**	**	1%	*%	*%	*%	**	*%	**	**	**	1%
2	(2.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	-%
3	(3.0)	12	12	12	**	**	12	10	10	10	**	12	**	**	**	5
		3%	3%	3%	**	**	3%	3%	4%	3%	**	3%	**	**	**	2%
4	(4.0)	17	17	17	**	**	17	14	11	13	**	16	**	**	**	8
		4%	4%	4%	**	**	4%	4%	4%	4%	**	4%	**	**	**	3%
5	(5.0)	47	47	47	**	**	47	44	31	30	**	45	**	**	**	21
		12%	12%	12%	**	**	12%	12%	12%	11%	**	12%	**	**	**	9%
6	(6.0)	52	52	52	**	**	52	44	38	41	**	49	**	**	**	19
		13%	13%	13%	**	**	13%	12%	15%	15%	**	13%	**	**	**	8%
7	(7.0)	82	82	82	**	**	82	70	48	52	**	74	**	**	**	49
		20%	20%	20%	**	**	20%	20%	19%	19%	**	20%	**	**	**	22%
8	(8.0)	82	82	82	**	**	82	75	49	56	**	77	**	**	**	51
		20%	20%	20%	**	**	20%	21%	19%	20%	**	21%	**	**	**	22%
9	(9.0)	48	48	48	**	**	48	43	26	35	**	43	**	**	**	32
		12%	12%	12%	**	**	12%	12%	10%	13%	**	12%	**	**	**	14%
10 - Extremely satisfied	(10.0)	60	60	60	**	**	60	55	39	41	**	56	**	**	**	42
		15%	15%	15%	**	**	15%	15%	15%	15%	**	15%	**	**	**	18%
DISSATISFIED (1-4)		32	32	32	**	**	32	26	24	25	**	30	**	**	**	13
		8%	8%	8%	**	**	8%	7%	9%	9%	**	8%	**	**	**	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	403	403	403	-	-	403	356	256	286	96	376	27	81	93	229
Effective Weighted Sample	336	336	336	-	-	336	297	212	237	80	313	24	67	78	191
Total	403	403	403	-	-	403	357	256	281	94	375	28	80	95	228
NEUTRAL (5-6)	99	99	99	**	**	99	89	69	71	**	94	**	**	**	40
	25%	25%	25%	**	**	25%	25%	27%	25%	**	25%	**	**	**	18%
SATISFIED (7-10)	272	272	272	**	**	272	242	163	185	**	251	**	**	**	174
	67%	67%	67%	**	**	67%	68%	64%	66%	**	67%	**	**	**	77%
Answered	403	403	403	**	**	403	357	256	281	**	375	**	**	**	228
Mean score	7.2	7.2	7.2	**	**	7.2	7.3	7.1	7.2	**	7.2	**	**	**	7.6
Standard deviation	1.92	1.92	1.92	**	**	1.92	1.90	1.99	1.94	**	1.91	**	**	**	1.84
Standard error	.10	.10	.10	**	**	.10	.10	.12	.11	**	.10	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2718	1251	1460	439	530	619	485	645	761	812	564	581	1754	346	319	299
Effective Weighted Sample		2220	1027	1187	377	432	504	401	534	644	660	446	486	1671	333	298	282
Total		2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
1 - Extremely dissatisfied	(1.0)	7	4	3	-	2	-	2	2	*	3	1	2	6	-	*	1
		*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%
2	(2.0)	7	3	3	2	-	1	1	3	3	1	1	1	4	1	1	-
		*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%
3	(3.0)	27	15	10	5	6	3	3	10	4	11	6	5	24	3	-	*
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%
4	(4.0)	36	20	15	6	9	5	3	12	9	13	9	5	30	3	2	2
		1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%
5	(5.0)	159	85	74	27	28	22	28	53	34	52	35	38	138	10	9	2
		6%	7%	5%	7%	5%	4%	6%	8%	4%	6%	7%	7%	6%	4%	7%	3%
6	(6.0)	205	111	92	32	52	44	37	41	64	66	33	42	175	12	13	5
		8%	9%	6%	8%	9%	8%	7%	6%	8%	8%	7%	8%	8%	5%	10%	6%
7	(7.0)	400	210	190	48	62	96	84	110	121	141	54	85	337	33	19	11
		15%	17%	13%	13%	10%	18%	17%	16%	16%	16%	11%	16%	15%	14%	15%	13%
							b	b	b								
8	(8.0)	667	315	351	67	147	121	141	191	221	236	112	98	555	70	29	14
		25%	26%	24%	18%	25%	23%	28%	28%	28%	27%	24%	18%	25%	30%	22%	17%
								a	a	d	d			d	d		
9	(9.0)	481	222	259	73	111	98	88	110	140	162	95	84	400	37	26	17
		18%	18%	18%	19%	19%	18%	18%	16%	18%	18%	20%	15%	18%	16%	20%	21%
10 - Extremely satisfied	(10.0)	690	246	443	121	178	140	114	137	181	195	129	185	567	61	31	31
		26%	20%	31%	32%	30%	26%	23%	20%	23%	22%	27%	34%	25%	27%	24%	38%
				a	de	e							ab				abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2718	1251	1460	439	530	619	485	645	761	812	564	581	1754	346	319	299
Effective Weighted Sample	2220	1027	1187	377	432	504	401	534	644	660	446	486	1671	333	298	282
Total	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
DISSATISFIED (1-4)	77	43	31	13	17	9	10	27	17	28	18	14	64	8	3	2
	3%	4%	2%	3%	3%	2%	2%	4%	2%	3%	4%	3%	3%	3%	2%	3%
NEUTRAL (5-6)	364	196	166	59	80	66	65	94	97	118	69	80	313	21	22	7
	14%	16% b	12%	16%	13%	12%	13%	14%	13%	13%	14%	15%	14%	9%	17% bd	9%
SATISFIED (7-10)	2238	992	1243	310	498	456	427	548	663	734	389	452	1860	201	106	72
	84%	81%	86% a	81%	84%	86%	85%	82%	85%	83%	82%	83%	83%	87%	81%	88%
Answered	2679	1232	1440	382	595	531	502	669	778	880	476	545	2237	230	131	81
Mean score	8.1	7.9	8.3 a	8.2	8.2 e	8.2 e	8.0	7.9	8.1	8.0	8.1	8.2	8.1	8.2	8.0	8.5 ac
Standard deviation	1.70	1.72	1.64	1.82	1.70	1.57	1.63	1.75	1.58	1.67	1.80	1.80	1.70	1.65	1.72	1.69
Standard error	.03	.05	.04	.09	.07	.06	.07	.07	.06	.06	.08	.07	.04	.09	.10	.10

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2718	2349	369	1046	1604	919	1725	346	444	431	919	1886	786
Effective Weighted Sample		2220	1928	298	840	1322	739	1418	275	361	346	739	1532	654
Total		2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
1 - Extremely dissatisfied	(1.0)	7	6	1	3	4	3	4	1	1	1	3	4	2
		*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
2	(2.0)	7	4	2	2	4	2	4	1	-	1	2	3	3
		*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
3	(3.0)	27	26	1	7	18	5	19	2	2	1	5	15	12
		1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	2%
4	(4.0)	36	30	6	11	24	10	25	5	2	5	10	23	12
		1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%
5	(5.0)	159	152	7	45	113	38	120	14	15	22	38	82	74
		6%	6% b	2%	5%	7%	4%	7%	4%	4%	5%	4%	4%	10% a
6	(6.0)	205	183	23	64	131	57	138	21	25	24	57	152	51
		8%	8%	7%	6%	8%	6%	8%	6%	6%	6%	6%	8%	7%
7	(7.0)	400	360	40	144	242	123	263	39	61	60	123	285	113
		15%	15%	13%	14%	15%	14%	15%	12%	14%	15%	14%	15%	15%
8	(8.0)	667	583	84	237	410	222	425	81	106	105	222	499	162
		25%	25%	27%	24%	25%	25%	25%	24%	25%	25%	25%	27% b	21%
9	(9.0)	481	421	60	182	289	158	312	65	77	69	158	345	128
		18%	18%	19%	18%	18%	18%	18%	20%	18%	17%	18%	18%	17%
10 - Extremely satisfied	(10.0)	690	603	88	301	377	270	407	103	141	123	270	468	209
		26%	25%	28%	30% b	23%	30% b	24%	31%	33%	30%	30%	25%	27%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2718	2349	369	1046	1604	919	1725	346	444	431	919	1886	786
Effective Weighted Sample	2220	1928	298	840	1322	739	1418	275	361	346	739	1532	654
Total	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
DISSATISFIED (1-4)	77	66	11	23	51	19	53	8	5	8	19	45	30
	3%	3%	4%	2%	3%	2%	3%	3%	1%	2%	2%	2%	4%
NEUTRAL (5-6)	364	335	30	109	243	94	258	35	40	47	94	233	125
	14%	14%	9%	11%	15% a	11%	15% a	11%	9%	11%	11%	12%	16%
SATISFIED (7-10)	2238	1967	271	865	1317	773	1406	288	385	358	773	1597	612
	84%	83%	87%	87% b	82%	87% b	82%	87%	90%	87%	87%	85% b	80%
Answered	2679	2367	312	997	1611	887	1717	331	430	412	887	1876	768
Mean score	8.1	8.1	8.2	8.3 b	8.0	8.3 b	8.0	8.3	8.4	8.3	8.3	8.1	7.9
Standard deviation	1.70	1.70	1.67	1.64	1.72	1.62	1.72	1.65	1.54	1.62	1.62	1.61	1.87
Standard error	.03	.04	.09	.05	.04	.05	.04	.09	.07	.08	.05	.04	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total		2718	2718	2718	-	-	2718	2270	1457	1543	426	2399	319	432	681	1605
Effective Weighted Sample		2220	2220	2220	-	-	2220	1870	1195	1283	355	1971	250	345	554	1321
Total		2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
1 - Extremely dissatisfied	(1.0)	7 *%	7 *%	7 *%	** **	** **	7 *%	7 *%	3 *%	4 *%	- -%	7 *%	* *%	2 1%	- -%	5 *%
2	(2.0)	7 *%	7 *%	7 *%	** **	** **	7 *%	5 *%	4 *%	5 *%	1 *%	6 *%	1 *%	3 1%	1 *%	2 *%
3	(3.0)	27 1%	27 1%	27 1%	** **	** **	27 1%	22 1%	14 1%	18 1%	5 1%	24 1%	3 1%	8 2%	8 1%	11 1%
4	(4.0)	36 1%	36 1%	36 1%	** **	** **	36 1%	29 1%	22 2%	20 1%	7 2%	31 1%	4 1%	12 3% c	12 2%	12 1%
5	(5.0)	159 6%	159 6%	159 6%	** **	** **	159 6%	138 6%	86 6%	78 5%	26 6%	148 6%	11 4%	32 8% c	77 11% c	50 3%
6	(6.0)	205 8%	205 8%	205 8%	** **	** **	205 8%	188 8%	108 7%	138 9%	36 8%	191 8%	14 5%	21 5%	83 12% ac	101 6%
7	(7.0)	400 15%	400 15%	400 15%	** **	** **	400 15%	339 15%	202 14%	241 15%	70 16%	357 15%	43 14%	68 16%	118 18%	214 13%
8	(8.0)	667 25%	667 25%	667 25%	** **	** **	667 25%	575 25%	389 27% f	406 26%	108 25%	611 26%	56 19%	83 20%	145 22%	439 28% ab
9	(9.0)	481 18%	481 18%	481 18%	** **	** **	481 18%	401 18%	257 18%	288 18%	77 18%	420 18%	60 20%	67 16%	104 16%	309 19%
10 - Extremely satisfied	(10.0)	690 26%	690 26%	690 26%	** **	** **	690 26%	556 25%	358 25%	362 23%	107 25%	583 24%	108 36% abcde	123 29% b	122 18%	445 28% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2718	2718	2718	-	-	2718	2270	1457	1543	426	2399	319	432	681	1605
Effective Weighted Sample	2220	2220	2220	-	-	2220	1870	1195	1283	355	1971	250	345	554	1321
Total	2679	2679	2679	-	-	2679	2260	1444	1560	436	2379	300	419	671	1589
DISSATISFIED (1-4)	77	77	77	**	**	77	63	44	46	13	68	8	26	21	30
	3%	3%	3%	**	**	3%	3%	3%	3%	3%	3%	3%	6% c	3%	2%
NEUTRAL (5-6)	364	364	364	**	**	364	326	195	217	62	339	25	52	160	151
	14%	14%	14%	**	**	14%	14% f	13%	14%	14%	14% f	8%	12%	24% ac	10%
SATISFIED (7-10)	2238	2238	2238	**	**	2238	1872	1206	1297	361	1971	267	341	489	1408
	84%	84%	84%	**	**	84%	83%	84%	83%	83%	83%	89%	81% b	73%	89% ab
Answered	2679	2679	2679	**	**	2679	2260	1444	1560	436	2379	300	419	671	1589
Mean score	8.1	8.1	8.1	**	**	8.1	8.0	8.1	8.0	8.0	8.0	8.4 abcde	8.0 b	7.6	8.3 ab
Standard deviation	1.70	1.70	1.70	**	**	1.70	1.69	1.69	1.67	1.68	1.70	1.65	1.96	1.76	1.55
Standard error	.03	.03	.03	**	**	.03	.04	.04	.04	.08	.03	.09	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1843	879	959	253	375	415	310	490	580	542	376	345	1168	228	252	195
Effective Weighted Sample		1488	713	771	218	306	330	254	401	483	439	293	286	1109	220	237	183
Total		1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
1 - Extremely dissatisfied	(1.0)	8	6	2	2	3	1	2	-	2	5	1	-	7	1	-	*
		*%	1%	*%	1%	1%	*%	1%	-%	*%	1%	*%	-%	*%	*%	-%	*%
2	(2.0)	8	6	3	1	1	1	2	3	4	*	3	1	6	2	1	-
		*%	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	1%	1%	-%
3	(3.0)	25	12	13	1	7	6	6	5	10	3	6	6	20	3	1	1
		1%	1%	1%	*%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
4	(4.0)	53	22	30	11	17	7	5	13	24	11	11	8	45	6	2	1
		3%	3%	3%	5%	4%	2%	1%	3%	4%	2%	3%	2%	3%	4%	2%	1%
5	(5.0)	139	67	71	14	40	22	19	44	46	43	23	28	115	8	11	4
		8%	8%	7%	7%	9%	6%	6%	9%	8%	7%	7%	9%	8%	5%	11%	8%
6	(6.0)	191	99	91	30	44	32	29	56	63	63	36	30	161	16	10	5
		10%	11%	10%	14%	10%	9%	9%	11%	11%	11%	12%	9%	11%	10%	10%	9%
7	(7.0)	369	184	185	48	69	84	70	98	126	140	43	60	308	36	18	7
		20%	21%	19%	22%	16%	24% b	22%	19%	21%	23% c	14%	19%	20%	23%	18%	13%
8	(8.0)	429	227	200	42	82	70	84	150	140	151	73	64	351	36	29	12
		24%	26%	21%	19%	19%	20%	27%	29% abc	24%	25%	24%	20%	23%	24%	29%	22%
9	(9.0)	257	124	132	36	68	47	39	67	77	72	64	44	215	18	14	9
		14%	14%	14%	16%	16%	14%	12%	13%	13%	12%	21% ab	14%	14%	12%	13%	18%
10 - Extremely satisfied	(10.0)	344	121	223	36	100	75	59	74	102	110	50	82	286	28	15	15
		19%	14%	23% a	16%	23% e	22%	19%	15%	17%	18%	16%	26% ac	19%	18%	15%	27% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1843	879	959	253	375	415	310	490	580	542	376	345	1168	228	252	195
Effective Weighted Sample	1488	713	771	218	306	330	254	401	483	439	293	286	1109	220	237	183
Total	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
DISSATISFIED (1-4)	94	45	48	15	29	16	14	21	41	19	20	14	78	11	4	2
	5%	5%	5%	7%	7%	5%	5%	4%	7%	3%	7%	4%	5%	7%	4%	3%
NEUTRAL (5-6)	330	166	162	45	84	53	48	100	108	106	59	57	276	24	22	9
	18%	19%	17%	20%	19%	15%	15%	20%	18%	18%	19%	18%	18%	16%	21%	16%
SATISFIED (7-10)	1398	656	741	163	318	277	251	388	446	472	230	250	1160	119	77	43
	77%	76%	78%	73%	74%	80%	80%	76%	75%	79%	74%	78%	77%	77%	75%	80%
Answered	1823	867	950	222	431	346	314	510	594	598	309	322	1514	154	102	53
Mean score	7.6	7.5	7.8	7.5	7.7	7.7	7.7	7.6	7.5	7.7	7.6	7.8	7.6	7.5	7.6	8.0
			a													abc
Standard deviation	1.81	1.77	1.83	1.85	1.96	1.79	1.78	1.67	1.84	1.71	1.87	1.84	1.80	1.87	1.72	1.82
Standard error	.04	.06	.06	.12	.10	.09	.10	.08	.08	.07	.10	.10	.05	.12	.11	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1843	1551	292	683	1123	614	1188	242	312	274	614	1279	533
Effective Weighted Sample		1488	1261	233	539	919	484	970	188	249	216	484	1025	442
Total		1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
1 - Extremely dissatisfied	(1.0)	8	7	1	3	3	1	5	1	1	-	1	6	2
		*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
2	(2.0)	8	6	2	1	7	*	8	-	*	-	*	5	3
		*%	*%	1%	*%	1%	*%	1%	-%	*%	-%	*%	*%	1%
3	(3.0)	25	23	2	14	11	13	11	5	4	7	13	18	6
		1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%	1%
4	(4.0)	53	42	11	16	36	13	39	6	7	3	13	37	16
		3%	3%	5%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%
5	(5.0)	139	129	10	52	86	50	89	21	23	26	50	86	53
		8%	8%	4%	8%	8%	9%	7%	9%	8%	10%	9%	7%	10%
6	(6.0)	191	164	28	60	129	47	141	15	21	18	47	135	55
		10%	10%	11%	9%	11%	8%	12%	7%	7%	7%	8%	11%	10%
7	(7.0)	369	322	47	126	239	115	250	49	68	56	115	257	107
		20%	20%	19%	20%	21%	20%	21%	21%	22%	22%	20%	20%	20%
8	(8.0)	429	367	62	139	275	126	289	45	59	59	126	292	131
		24%	23%	25%	22%	24%	22%	24%	20%	19%	23%	22%	23%	25%
9	(9.0)	257	221	36	104	142	92	153	35	50	35	92	187	68
		14%	14%	14%	16%	12%	16%	13%	15%	16%	14%	16%	15%	13%
10 - Extremely satisfied	(10.0)	344	298	46	132	210	127	215	51	69	53	127	247	91
		19%	19%	19%	20%	18%	22%	18%	22%	23%	21%	22%	19%	17%
DISSATISFIED (1-4)		94	78	17	34	57	28	62	12	13	10	28	67	27
		5%	5%	7%	5%	5%	5%	5%	5%	4%	4%	5%	5%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1843	1551	292	683	1123	614	1188	242	312	274	614	1279	533
Effective Weighted Sample	1488	1261	233	539	919	484	970	188	249	216	484	1025	442
Total	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
NEUTRAL (5-6)	330	292	38	112	215	97	230	36	44	44	97	221	107
	18%	19%	15%	17%	19%	17%	19%	16%	15%	17%	17%	17%	20%
SATISFIED (7-10)	1398	1207	191	502	867	460	906	179	246	203	460	982	397
	77%	77%	78%	78%	76%	79%	76%	79%	81%	79%	79%	77%	75%
Answered	1823	1577	246	647	1139	585	1198	227	303	258	585	1270	531
Mean score	7.6	7.6	7.7	7.7	7.6	7.8	7.6	7.7	7.8	7.7	7.8	7.7	7.5
Standard deviation	1.81	1.80	1.83	1.84	1.78	1.82	1.79	1.87	1.79	1.78	1.82	1.81	1.80
Standard error	.04	.05	.11	.07	.05	.07	.05	.12	.10	.11	.07	.05	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total		1843	1843	1843	-	-	1843	1542	1068	1119	348	1636	207	333	387	1123
Effective Weighted Sample		1488	1488	1488	-	-	1488	1254	866	907	284	1328	161	264	308	917
Total		1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
1 - Extremely dissatisfied	(1.0)	8 *%	8 *%	8 *%	** **	** **	8 *%	7 *%	6 1%	6 1%	2 1%	7 *%	1 *%	5 2% c	1 *%	2 *%
2	(2.0)	8 *%	8 *%	8 *%	** **	** **	8 *%	6 *%	3 *%	2 *%	2 *%	7 *%	1 1%	4 1%	* *%	4 *%
3	(3.0)	25 1%	25 1%	25 1%	** **	** **	25 1%	20 1%	15 1%	15 1%	3 1%	22 1%	3 2%	11 3% c	8 2%	6 1%
4	(4.0)	53 3%	53 3%	53 3%	** **	** **	53 3%	44 3%	31 3%	38 3%	11 3%	47 3%	7 3%	11 3%	19 5% c	23 2%
5	(5.0)	139 8%	139 8%	139 8%	** **	** **	139 8%	112 7%	73 7%	74 7%	26 7%	120 7%	19 10%	28 9%	49 13% c	63 6%
6	(6.0)	191 10%	191 10%	191 10%	** **	** **	191 10%	166 11%	125 12%	130 12%	42 12%	175 11%	16 8%	32 10%	51 13%	109 10%
7	(7.0)	369 20%	369 20%	369 20%	** **	** **	369 20%	314 20%	212 20%	236 21%	66 18%	337 21%	32 16%	68 21%	88 23%	213 19%
8	(8.0)	429 24%	429 24%	429 24%	** **	** **	429 24%	378 25%	254 24%	274 25%	92 26%	395 24%	34 17%	50 16%	79 20%	300 27% a
9	(9.0)	257 14%	257 14%	257 14%	** **	** **	257 14%	224 15%	144 14%	156 14%	47 13%	234 14%	23 12%	45 14%	38 10%	173 15%
10 - Extremely satisfied	(10.0)	344 19%	344 19%	344 19%	** **	** **	344 19%	265 17%	193 18%	182 16%	66 19%	282 17%	62 31% abcde	68 21%	51 13%	225 20% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1843	1843	1843	-	-	1843	1542	1068	1119	348	1636	207	333	387	1123
Effective Weighted Sample	1488	1488	1488	-	-	1488	1254	866	907	284	1328	161	264	308	917
Total	1823	1823	1823	-	-	1823	1537	1058	1113	358	1626	197	322	384	1116
DISSATISFIED (1-4)	94	94	94	**	**	94	78	56	60	19	83	12	31	28	35
	5%	5%	5%	**	**	5%	5%	5%	5%	5%	5%	6%	10% c	7% c	3%
NEUTRAL (5-6)	330	330	330	**	**	330	278	199	204	68	295	35	59	100	171
	18%	18%	18%	**	**	18%	18%	19%	18%	19%	18%	18%	18%	26% c	15%
SATISFIED (7-10)	1398	1398	1398	**	**	1398	1181	804	848	271	1248	150	232	256	910
	77%	77%	77%	**	**	77%	77%	76%	76%	76%	77%	76%	72%	67%	82% ab
Answered	1823	1823	1823	**	**	1823	1537	1058	1113	358	1626	197	322	384	1116
Mean score	7.6	7.6	7.6	**	**	7.6	7.6	7.6	7.6	7.6	7.6	7.8	7.4	7.2	7.9 ab
Standard deviation	1.81	1.81	1.81	**	**	1.81	1.77	1.80	1.76	1.81	1.78	2.03	2.15	1.82	1.65
Standard error	.04	.04	.04	**	**	.04	.05	.06	.05	.10	.04	.14	.12	.09	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1188	640	543	252	251	261	179	245	323	327	264	274	785	144	120	139
Effective Weighted Sample		974	524	446	215	203	217	147	208	273	267	209	234	748	138	114	131
Total		1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
1 - Extremely dissatisfied	(1.0)	2 *%	- -%	2 *%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 1%	- -%	2 *%	- -%	- -%	- -%
2	(2.0)	5 *%	3 *%	1 *%	- -%	1 *%	2 1%	- -%	1 1%	3 1%	- -%	1 *%	* *%	3 *%	1 1%	* 1%	- -%
3	(3.0)	12 1%	6 1%	6 1%	2 1%	5 2%	- -%	2 1%	3 1%	5 1%	4 1%	2 1%	2 1%	11 1%	1 1%	* 1%	* 1%
4	(4.0)	12 1%	4 1%	8 1%	1 *%	3 1%	4 2%	- -%	4 2%	3 1%	5 1%	1 1%	3 1%	10 1%	1 1%	1 2%	1 2%
5	(5.0)	95 8%	50 8%	45 8%	11 5%	24 9%	15 7%	15 8%	30 11%	20 6%	34 10%	16 7%	26 10%	82 8%	10 10% d	3 5%	1 2%
6	(6.0)	94 8%	50 8%	44 8%	11 5%	19 7%	21 9%	15 8%	29 11%	35 10% c	32 9% c	6 3%	22 8% c	80 8%	6 6%	6 13%	2 7%
7	(7.0)	190 16%	103 16%	87 16%	34 16%	44 16%	33 14%	25 14%	55 21%	53 16%	64 18%	35 16%	37 15%	169 17% d	10 10%	8 17%	3 7%
8	(8.0)	267 23%	154 25%	111 21%	36 17%	67 24%	55 24%	50 27%	60 23%	83 25%	66 19%	67 31% bd	51 20%	225 23%	25 25%	11 24%	7 18%
9	(9.0)	204 17%	105 17%	98 18%	43 20%	45 16%	48 21%	34 18%	34 13%	64 19%	64 18%	38 18%	37 15%	178 18%	16 16%	5 10%	6 15%
10 - Extremely satisfied	(10.0)	283 24%	149 24%	133 25%	73 34% ce	71 26%	50 22%	43 23%	46 17%	69 21%	87 24%	49 23%	77 30%	224 23%	28 29%	12 27%	18 48% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1188	640	543	252	251	261	179	245	323	327	264	274	785	144	120	139
Effective Weighted Sample	974	524	446	215	203	217	147	208	273	267	209	234	748	138	114	131
Total	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
DISSATISFIED (1-4)	31	14	18	4	9	6	2	10	11	9	6	6	26	2	2	1
	3%	2%	3%	2%	3%	3%	1%	4%	3%	3%	3%	2%	3%	2%	4%	3%
NEUTRAL (5-6)	190	101	89	22	43	36	30	59	55	66	21	47	162	16	9	3
	16%	16%	17%	11%	15%	16%	16%	22% a	16%	19% c	10%	18%	16%	16%	19%	9%
SATISFIED (7-10)	944	511	428	186	227	186	152	193	271	280	190	203	796	78	37	33
	81%	82%	80%	88% e	82%	82%	83%	74%	81%	79%	87%	79%	81%	81%	78%	89%
Answered	1165	625	535	212	279	228	184	262	336	356	217	256	984	97	47	37
Mean score	8.0	8.0	7.9	8.4 e	8.0 e	8.0 e	8.0 e	7.5	7.9	7.9	8.1	8.0	7.9	8.1	7.9	8.7 abc
Standard deviation	1.74	1.70	1.80	1.69	1.76	1.69	1.63	1.81	1.72	1.77	1.68	1.79	1.74	1.81	1.79	1.62
Standard error	.05	.07	.08	.11	.11	.10	.12	.12	.10	.10	.10	.11	.06	.15	.16	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1188	1054	134	499	662	425	730	173	209	183	425	802	370
Effective Weighted Sample		974	872	105	408	545	350	597	141	173	154	350	649	313
Total		1165	1058	107	475	664	416	718	168	202	181	416	786	366
1 - Extremely dissatisfied	(1.0)	2	2	-	-	1	-	1	-	-	-	-	-	2
		*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	1%
2	(2.0)	5	5	-	1	3	1	3	-	1	-	1	3	1
		*%	*%	-%	*%	1%	*%	*%	-%	1%	-%	*%	*%	*%
3	(3.0)	12	11	1	8	4	6	4	3	2	2	6	9	3
		1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%
4	(4.0)	12	11	1	4	7	3	7	1	1	1	3	7	5
		1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
5	(5.0)	95	91	5	31	62	29	64	13	16	14	29	48	46
		8%	9%	4%	7%	9%	7%	9%	8%	8%	8%	7%	6%	13% a
6	(6.0)	94	87	7	43	50	41	52	16	22	15	41	71	22
		8%	8%	7%	9%	8%	10%	7%	9%	11%	9%	10%	9%	6%
7	(7.0)	190	179	11	63	120	57	125	23	29	28	57	135	53
		16%	17%	10%	13%	18%	14%	17%	14%	14%	16%	14%	17%	15%
8	(8.0)	267	246	22	111	155	97	168	35	39	47	97	182	83
		23%	23%	20%	23%	23%	23%	23%	21%	19%	26%	23%	23%	23%
9	(9.0)	204	183	20	89	111	77	122	32	38	31	77	141	62
		17%	17%	19%	19%	17%	19%	17%	19%	19%	17%	19%	18%	17%
10 - Extremely satisfied	(10.0)	283	244	39	125	150	104	171	46	54	42	104	190	87
		24%	23%	37% a	26%	23%	25%	24%	27%	27%	23%	25%	24%	24%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1188	1054	134	499	662	425	730	173	209	183	425	802	370
Effective Weighted Sample	974	872	105	408	545	350	597	141	173	154	350	649	313
Total	1165	1058	107	475	664	416	718	168	202	181	416	786	366
DISSATISFIED (1-4)	31	29	2	13	16	11	16	3	5	3	11	19	12
	3%	3%	2%	3%	2%	3%	2%	2%	2%	1%	3%	2%	3%
NEUTRAL (5-6)	190	178	12	74	112	69	116	29	38	30	69	119	69
	16%	17%	11%	16%	17%	17%	16%	17%	19%	17%	17%	15%	19%
SATISFIED (7-10)	944	851	93	388	537	336	585	136	159	148	336	648	285
	81%	80%	87%	82%	81%	81%	82%	81%	79%	82%	81%	82%	78%
Answered	1165	1058	107	475	664	416	718	168	202	181	416	786	366
Mean score	8.0	7.9	8.5 a	8.1	7.9	8.0	7.9	8.1	8.0	8.0	8.0	8.0	7.8
Standard deviation	1.74	1.75	1.64	1.72	1.73	1.72	1.72	1.72	1.78	1.63	1.72	1.68	1.88
Standard error	.05	.05	.14	.08	.07	.08	.06	.13	.12	.12	.08	.06	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total		1188	1123	1038	150	65	1188	952	641	700	192	1033	155	215	316	657
Effective Weighted Sample		974	917	844	130	57	974	786	523	582	161	850	124	173	263	538
Total		1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
1 - Extremely dissatisfied	(1.0)	2	2	2	-	**	2	1	-	-	-	1	1	1	-	1
		*%	*%	*%	-%	**	*%	*%	-%	-%	-%	*%	1%	*%	-%	*%
2	(2.0)	5	2	2	3	**	5	4	3	2	-	5	-	1	2	1
		*%	*%	*%	2% ab	**	*%	*%	*%	*%	-%	*%	-%	*%	1%	*%
3	(3.0)	12	12	10	2	**	12	12	8	9	-	12	*	2	4	7
		1%	1%	1%	1%	**	1%	1%	1%	1%	-%	1%	*%	1%	1%	1%
4	(4.0)	12	11	10	2	**	12	9	8	7	4	9	2	3	4	5
		1%	1%	1%	1%	**	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%
5	(5.0)	95	84	72	23	**	95	81	50	56	16	84	11	22	41	33
		8%	8%	7%	14% b	**	8%	9%	8%	8%	8%	8%	8%	11% c	13% c	5%
6	(6.0)	94	86	81	13	**	94	79	49	61	11	84	10	17	45	32
		8%	8%	8%	8%	**	8%	8%	8%	9%	5%	8%	7%	8%	14% c	5%
7	(7.0)	190	175	163	27	**	190	168	100	124	41	180	10	19	60	111
		16%	16%	16%	17%	**	16%	18% f	16% f	18% f	21% f	18% f	7%	9%	19% a	17%
8	(8.0)	267	259	231	37	**	267	205	160	167	48	236	32	40	64	164
		23%	24%	23%	23%	**	23%	22%	25%	24%	24%	23%	22%	20%	20%	25%
9	(9.0)	204	197	182	22	**	204	168	114	134	34	183	21	36	41	127
		17%	18%	18%	13%	**	17%	18%	18%	19%	17%	18%	15%	18%	13%	20%
10 - Extremely satisfied	(10.0)	283	268	250	33	**	283	218	139	145	44	228	55	64	56	163
		24%	24%	25%	20%	**	24%	23%	22%	21%	22%	22%	39% abcde	31% b	18%	25%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1188	1123	1038	150	65	1188	952	641	700	192	1033	155	215	316	657
Effective Weighted Sample	974	917	844	130	57	974	786	523	582	161	850	124	173	263	538
Total	1165	1097	1003	162	68	1165	946	630	704	198	1023	142	204	318	644
DISSATISFIED (1-4)	31	28	24	7	**	31	26	19	17	4	27	4	7	10	14
	3%	3%	2%	4%	**	3%	3%	3%	2%	2%	3%	3%	3%	3%	2%
NEUTRAL (5-6)	190	170	153	36	**	190	160	99	117	27	168	21	39	86	65
	16%	15%	15%	22%	**	16%	17%	16%	17%	13%	16%	15%	19% c	27% c	10%
SATISFIED (7-10)	944	899	825	119	**	944	760	512	569	167	827	117	158	221	565
	81%	82%	82%	73%	**	81%	80%	81%	81%	84%	81%	82%	78%	70%	88% ab
Answered	1165	1097	1003	162	**	1165	946	630	704	198	1023	142	204	318	644
Mean score	8.0	8.0 c	8.0 c	7.6	**	8.0	7.9	7.9	7.9	8.0	7.9	8.3 ace	8.1 b	7.5	8.2 b
Standard deviation	1.74	1.72	1.70	1.93	**	1.74	1.75	1.71	1.68	1.60	1.73	1.82	1.92	1.81	1.60
Standard error	.05	.05	.05	.16	**	.05	.06	.07	.06	.12	.05	.15	.13	.10	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		109	61	48	24	26	21	19	19	47	25	20	17	79	14	7	9
Effective Weighted Sample		94	52	41	21	23	18	16	17	42	21	17	15	76	14	7	9
Total		113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
2	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	109	61	48	24	26	21	19	19	47	25	20	17	79	14	7	9
Effective Weighted Sample	94	52	41	21	23	18	16	17	42	21	17	15	76	14	7	9
Total	113	63	50	21	31	18	20	23	53	27	18	15	99	9	3	2
SATISFIED (7-10)	78	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	113	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		109	96	13	57	50	51	56	25	29	26	51	78	30
Effective Weighted Sample		94	83	11	50	42	46	47	23	25	24	46	68	25
Total		113	103	11	58	54	53	59	26	29	27	53	83	30
2	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	3	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	13	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	12	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	24	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	21	**	**	**	**	**	**	**	**	**	**	**	**
		19%	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	13	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	20	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		10	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		25	**	**	**	**	**	**	**	**	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	109	96	13	57	50	51	56	25	29	26	51	78	30
Effective Weighted Sample	94	83	11	50	42	46	47	23	25	24	46	68	25
Total	113	103	11	58	54	53	59	26	29	27	53	83	30
SATISFIED (7-10)	78	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**
Answered	113	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.3	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	2.02	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.19	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted total		109	109	109	-	-	109	101	82	88	39	104	5	7	23	79
Effective Weighted Sample		94	94	94	-	-	94	88	72	77	33	90	4	7	19	68
Total		113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
2	(2.0)	2	2	2	**	**	2	2	**	**	**	2	**	**	**	**
		2%	2%	2%	**	**	2%	2%	**	**	**	2%	**	**	**	**
3	(3.0)	3	3	3	**	**	3	3	**	**	**	3	**	**	**	**
		3%	3%	3%	**	**	3%	3%	**	**	**	3%	**	**	**	**
4	(4.0)	5	5	5	**	**	5	5	**	**	**	5	**	**	**	**
		5%	5%	5%	**	**	5%	5%	**	**	**	5%	**	**	**	**
5	(5.0)	13	13	13	**	**	13	12	**	**	**	12	**	**	**	**
		11%	11%	11%	**	**	11%	11%	**	**	**	11%	**	**	**	**
6	(6.0)	12	12	12	**	**	12	10	**	**	**	12	**	**	**	**
		10%	10%	10%	**	**	10%	10%	**	**	**	11%	**	**	**	**
7	(7.0)	24	24	24	**	**	24	22	**	**	**	23	**	**	**	**
		21%	21%	21%	**	**	21%	21%	**	**	**	21%	**	**	**	**
8	(8.0)	21	21	21	**	**	21	21	**	**	**	21	**	**	**	**
		19%	19%	19%	**	**	19%	20%	**	**	**	19%	**	**	**	**
9	(9.0)	13	13	13	**	**	13	12	**	**	**	13	**	**	**	**
		11%	11%	11%	**	**	11%	11%	**	**	**	12%	**	**	**	**
10 - Extremely satisfied	(10.0)	20	20	20	**	**	20	18	**	**	**	18	**	**	**	**
		18%	18%	18%	**	**	18%	17%	**	**	**	17%	**	**	**	**
DISSATISFIED (1-4)		10	10	10	**	**	10	10	**	**	**	10	**	**	**	**
		9%	9%	9%	**	**	9%	10%	**	**	**	9%	**	**	**	**
NEUTRAL (5-6)		25	25	25	**	**	25	23	**	**	**	24	**	**	**	**
		22%	22%	22%	**	**	22%	21%	**	**	**	22%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted total	109	109	109	-	-	109	101	82	88	39	104	5	7	23	79
Effective Weighted Sample	94	94	94	-	-	94	88	72	77	33	90	4	7	19	68
Total	113	113	113	-	-	113	107	87	95	39	110	3	7	25	82
SATISFIED (7-10)	78	78	78	**	**	78	74	**	**	**	76	**	**	**	**
	69%	69%	69%	**	**	69%	69%	**	**	**	69%	**	**	**	**
Answered	113	113	113	**	**	113	107	**	**	**	110	**	**	**	**
Mean score	7.3	7.3	7.3	**	**	7.3	7.3	**	**	**	7.3	**	**	**	**
Standard deviation	2.02	2.02	2.02	**	**	2.02	2.03	**	**	**	2.01	**	**	**	**
Standard error	.19	.19	.19	**	**	.19	.20	**	**	**	.20	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1233	532	694	231	310	319	187	186	362	357	264	250	782	159	158	134
Effective Weighted Sample		998	434	558	198	250	259	155	149	305	284	209	207	741	153	149	125
Total		1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
1 - Extremely dissatisfied	(1.0)	5	2	3	2	-	-	2	1	1	3	-	-	4	1	-	-
		*%	*%	*%	1%	-%	-%	1%	*%	*%	1%	-%	-%	*%	1%	-%	-%
2	(2.0)	4	*	4	-	2	2	*	*	-	3	2	-	3	-	*	*
		*%	*%	1%	-%	*%	1%	*%	*%	-%	1%	1%	-%	*%	-%	1%	1%
3	(3.0)	10	7	3	3	2	1	2	2	4	3	2	1	9	1	1	*
		1%	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
4	(4.0)	11	5	6	2	6	3	-	*	5	3	2	2	8	3	1	*
		1%	1%	1%	1%	2%	1%	-%	*%	1%	1%	1%	1%	1%	2%	1%	1%
5	(5.0)	66	30	36	14	27	9	9	7	14	22	14	16	57	4	4	1
		5%	6%	5%	7%	8%	3%	5%	4%	4%	6%	6%	7%	6%	3%	6%	4%
6	(6.0)	117	65	52	22	33	27	14	21	37	41	19	20	97	11	5	3
		10%	13%	8%	11%	10%	10%	7%	11%	10%	11%	9%	9%	10%	11%	8%	9%
7	(7.0)	190	100	88	35	43	40	38	34	64	63	28	35	157	16	11	6
		16%	19% b	13%	18%	12%	15%	20%	18%	17%	17%	12%	15%	16%	15%	17%	16%
8	(8.0)	269	121	147	29	71	70	45	54	94	83	49	43	224	22	15	8
		22%	23%	22%	15%	21%	25% a	23%	29% a	26%	22%	22%	19%	23%	21%	23%	23%
9	(9.0)	214	85	129	37	59	60	26	31	68	69	45	32	181	13	13	6
		18%	16%	19%	19%	17%	22%	14%	17%	18%	18%	20%	14%	18%	13%	20%	18%
10 - Extremely satisfied	(10.0)	313	101	211	53	103	66	56	35	81	89	65	78	253	34	15	10
		26%	20%	31% a	27%	30%	24%	29%	19%	22%	24%	29%	34% ab	26%	33%	24%	28%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1233	532	694	231	310	319	187	186	362	357	264	250	782	159	158	134
Effective Weighted Sample	998	434	558	198	250	259	155	149	305	284	209	207	741	153	149	125
Total	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
DISSATISFIED (1-4)	30	14	16	8	9	6	4	4	10	11	6	3	24	4	2	1
	3%	3%	2%	4%	3%	2%	2%	2%	3%	3%	3%	1%	2%	4%	3%	3%
NEUTRAL (5-6)	183	95	87	35	60	36	23	28	50	62	34	37	154	15	9	5
	15%	18%	13%	18%	17%	13%	12%	15%	14%	17%	15%	16%	16%	14%	15%	13%
SATISFIED (7-10)	986	406	574	155	275	236	166	155	308	304	188	187	815	86	54	31
	82%	79%	85%	78%	80%	85%	86%	83%	84%	80%	83%	83%	82%	82%	83%	85%
Answered	1199	515	677	198	344	278	192	187	368	378	227	226	993	105	65	37
Mean score	8.1	7.8	8.3 a	7.9	8.1	8.2	8.1	7.9	8.0	7.9	8.2	8.2	8.0	8.1	8.0	8.2
Standard deviation	1.71	1.69	1.71	1.92	1.77	1.57	1.71	1.57	1.62	1.80	1.73	1.69	1.71	1.81	1.70	1.71
Standard error	.05	.07	.06	.13	.10	.09	.12	.12	.09	.10	.11	.11	.06	.14	.13	.15

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1233	1083	150	591	620	519	689	201	280	234	519	884	319
Effective Weighted Sample		998	878	123	474	507	418	561	159	227	191	418	715	260
Total		1199	1072	128	555	625	493	684	187	272	218	493	876	302
1 - Extremely dissatisfied	(1.0)	5	5	-	4	-	2	1	2	2	2	2	4	1
		*%	*%	-%	1%	-%	*%	*%	1%	1%	1%	*%	*%	*%
2	(2.0)	4	2	2	2	2	2	2	-	2	2	2	2	2
		*%	*%	2%	*%	*%	*%	*%	-%	1%	1%	*%	*%	1%
3	(3.0)	10	9	1	5	5	4	6	*	4	1	4	6	4
		1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
4	(4.0)	11	11	-	9	2	7	4	5	6	2	7	7	4
		1%	1%	-%	2%	*%	1%	1%	3%	2%	1%	1%	1%	1%
5	(5.0)	66	61	5	27	38	24	40	12	17	7	24	44	22
		5%	6%	4%	5%	6%	5%	6%	6%	6%	3%	5%	5%	7%
6	(6.0)	117	107	11	46	67	38	74	12	25	17	38	87	28
		10%	10%	8%	8%	11%	8%	11%	7%	9%	8%	8%	10%	9%
7	(7.0)	190	170	20	81	105	70	116	14	42	34	70	137	51
		16%	16%	16%	15%	17%	14%	17%	8%	15%	16%	14%	16%	17%
8	(8.0)	269	242	27	123	146	112	157	40	47	55	112	208	55
		22%	23%	21%	22%	23%	23%	23%	22%	17%	25%	23%	24%	18%
9	(9.0)	214	187	27	96	114	87	122	35	48	36	87	166	44
		18%	17%	21%	17%	18%	18%	18%	19%	18%	17%	18%	19%	15%
10 - Extremely satisfied	(10.0)	313	278	35	162	146	147	162	67	80	60	147	215	90
		26%	26%	28%	29%	23%	30%	24%	36%	29%	28%	30%	25%	30%
DISSATISFIED (1-4)		30	27	3	19	9	15	14	7	13	8	15	19	11
		3%	3%	2%	3%	2%	3%	2%	4%	5%	4%	3%	2%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1233	1083	150	591	620	519	689	201	280	234	519	884	319
Effective Weighted Sample	998	878	123	474	507	418	561	159	227	191	418	715	260
Total	1199	1072	128	555	625	493	684	187	272	218	493	876	302
NEUTRAL (5-6)	183	168	15	73	105	62	114	24	42	24	62	130	50
	15%	16%	12%	13%	17%	13%	17%	13%	16%	11%	13%	15%	17%
SATISFIED (7-10)	986	877	109	462	511	416	557	157	217	186	416	726	241
	82%	82%	85%	83%	82%	84%	81%	84%	80%	85%	84%	83%	80%
Answered	1199	1072	128	555	625	493	684	187	272	218	493	876	302
Mean score	8.1	8.0	8.2	8.1	8.0	8.2	8.0	8.3	8.0	8.1	8.2	8.1	8.0
Standard deviation	1.71	1.71	1.71	1.78	1.63	1.74	1.67	1.81	1.91	1.79	1.74	1.66	1.86
Standard error	.05	.05	.14	.07	.07	.08	.06	.13	.11	.12	.08	.06	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total		1233	1233	1233	-	-	1233	1011	683	736	203	1081	152	206	282	745
Effective Weighted Sample		998	998	998	-	-	998	822	558	603	166	878	120	163	224	611
Total		1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
1 - Extremely dissatisfied	(1.0)	5	5	5	**	**	5	2	1	1	1	2	3	4	-	1
		*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	2%	2% c	-%	*%
2	(2.0)	4	4	4	**	**	4	4	2	-	-	4	1	2	*	2
		*%	*%	*%	**	**	*%	*%	*%	-%	-%	*%	*%	1%	*%	*%
3	(3.0)	10	10	10	**	**	10	9	5	6	1	9	1	4	2	4
		1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	*%	2%	1%	1%
4	(4.0)	11	11	11	**	**	11	8	7	7	1	10	2	1	5	5
		1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	1%	1%	2%	1%
5	(5.0)	66	66	66	**	**	66	55	41	37	12	62	4	12	36	18
		5%	5%	5%	**	**	5%	6%	6%	5%	6%	6%	3%	6%	13% c	2%
6	(6.0)	117	117	117	**	**	117	104	71	75	19	108	10	19	40	59
		10%	10%	10%	**	**	10%	10%	11%	10%	9%	10%	7%	9%	14% c	8%
7	(7.0)	190	190	190	**	**	190	159	114	130	42	169	21	27	44	119
		16%	16%	16%	**	**	16%	16%	17%	18%	21%	16%	15%	14%	16%	16%
8	(8.0)	269	269	269	**	**	269	227	148	166	48	239	30	39	64	166
		22%	22%	22%	**	**	22%	23%	22%	23%	24%	23%	21%	20%	23%	23%
9	(9.0)	214	214	214	**	**	214	179	120	127	34	189	24	28	36	150
		18%	18%	18%	**	**	18%	18%	18%	18%	17%	18%	17%	14%	13%	21%
10 - Extremely satisfied	(10.0)	313	313	313	**	**	313	245	158	169	42	262	51	60	49	205
		26%	26%	26%	**	**	26%	25%	24%	23%	21%	25%	35% bcd	31% b	18%	28% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1233	1233	1233	-	-	1233	1011	683	736	203	1081	152	206	282	745
Effective Weighted Sample	998	998	998	-	-	998	822	558	603	166	878	120	163	224	611
Total	1199	1199	1199	-	-	1199	991	667	718	200	1053	146	196	276	728
DISSATISFIED (1-4)	30	30	30	**	**	30	22	16	15	3	24	6	12	7	12
	3%	3%	3%	**	**	3%	2%	2%	2%	1%	2%	4%	6% c	2%	2%
NEUTRAL (5-6)	183	183	183	**	**	183	159	112	112	30	170	14	30	76	77
	15%	15%	15%	**	**	15%	16%	17%	16%	15%	16%	9%	15%	28% ac	11%
SATISFIED (7-10)	986	986	986	**	**	986	810	540	591	167	860	126	154	193	639
	82%	82%	82%	**	**	82%	82%	81%	82%	83%	82%	87%	79%	70%	88% ab
Answered	1199	1199	1199	**	**	1199	991	667	718	200	1053	146	196	276	728
Mean score	8.1	8.1	8.1	**	**	8.1	8.0	8.0	8.0	7.9	8.0	8.3	7.9	7.5	8.3 b
Standard deviation	1.71	1.71	1.71	**	**	1.71	1.68	1.69	1.63	1.61	1.69	1.87	2.10	1.73	1.53
Standard error	.05	.05	.05	**	**	.05	.05	.06	.06	.11	.05	.15	.15	.10	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total		334	183	148	64	90	82	49	49	138	92	66	38	233	40	32	29
Effective Weighted Sample		282	158	122	55	76	71	43	41	119	77	55	33	222	39	30	28
Total		340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
1 - Extremely dissatisfied	(1.0)	3	2	*	**	**	**	**	**	1	**	**	**	1	**	**	**
		1%	1%	*%	**	**	**	**	**	1%	**	**	**	*%	**	**	**
2	(2.0)	4	2	2	**	**	**	**	**	3	**	**	**	3	**	**	**
		1%	1%	1%	**	**	**	**	**	2%	**	**	**	1%	**	**	**
3	(3.0)	15	11	4	**	**	**	**	**	8	**	**	**	13	**	**	**
		4%	6%	3%	**	**	**	**	**	5%	**	**	**	5%	**	**	**
4	(4.0)	6	3	2	**	**	**	**	**	1	**	**	**	4	**	**	**
		2%	2%	2%	**	**	**	**	**	*%	**	**	**	1%	**	**	**
5	(5.0)	37	25	11	**	**	**	**	**	16	**	**	**	34	**	**	**
		11%	13%	8%	**	**	**	**	**	11%	**	**	**	12%	**	**	**
6	(6.0)	33	12	21	**	**	**	**	**	12	**	**	**	28	**	**	**
		10%	6%	14%	**	**	**	**	**	8%	**	**	**	10%	**	**	**
7	(7.0)	65	41	21	**	**	**	**	**	27	**	**	**	54	**	**	**
		19%	22%	15%	**	**	**	**	**	18%	**	**	**	19%	**	**	**
8	(8.0)	67	34	33	**	**	**	**	**	27	**	**	**	59	**	**	**
		20%	18%	22%	**	**	**	**	**	18%	**	**	**	20%	**	**	**
9	(9.0)	51	24	27	**	**	**	**	**	24	**	**	**	45	**	**	**
		15%	13%	18%	**	**	**	**	**	17%	**	**	**	15%	**	**	**
10 - Extremely satisfied	(10.0)	62	35	26	**	**	**	**	**	26	**	**	**	51	**	**	**
		18%	18%	18%	**	**	**	**	**	18%	**	**	**	17%	**	**	**
DISSATISFIED (1-4)		27	17	9	**	**	**	**	**	12	**	**	**	22	**	**	**
		8%	9%	6%	**	**	**	**	**	8%	**	**	**	7%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	334	183	148	64	90	82	49	49	138	92	66	38	233	40	32	29
Effective Weighted Sample	282	158	122	55	76	71	43	41	119	77	55	33	222	39	30	28
Total	340	189	148	55	101	75	58	52	145	101	58	35	292	27	13	8
NEUTRAL (5-6)	69	37	32	**	**	**	**	**	28	**	**	**	62	**	**	**
	20%	20%	22%	**	**	**	**	**	20%	**	**	**	21%	**	**	**
SATISFIED (7-10)	244	134	107	**	**	**	**	**	104	**	**	**	208	**	**	**
	72%	71%	72%	**	**	**	**	**	72%	**	**	**	71%	**	**	**
Answered	340	189	148	**	**	**	**	**	145	**	**	**	292	**	**	**
Mean score	7.4	7.3	7.6	**	**	**	**	**	7.4	**	**	**	7.4	**	**	**
Standard deviation	2.05	2.13	1.92	**	**	**	**	**	2.13	**	**	**	2.01	**	**	**
Standard error	.11	.16	.16	**	**	**	**	**	.18	**	**	**	.13	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		334	301	33	171	156	151	172	61	79	74	151	266	66
Effective Weighted Sample		282	254	29	144	132	128	145	54	67	62	128	226	55
Total		340	311	29	171	163	154	176	65	80	71	154	276	63
1 - Extremely dissatisfied	(1.0)	3	3	**	2	1	2	1	**	**	**	2	2	**
		1%	1%	**	1%	*%	1%	*%	**	**	**	1%	1%	**
2	(2.0)	4	4	**	1	3	1	3	**	**	**	1	3	**
		1%	1%	**	1%	2%	1%	2%	**	**	**	1%	1%	**
3	(3.0)	15	15	**	6	8	4	9	**	**	**	4	12	**
		4%	5%	**	3%	5%	3%	5%	**	**	**	3%	4%	**
4	(4.0)	6	4	**	3	3	1	4	**	**	**	1	5	**
		2%	1%	**	2%	2%	1%	2%	**	**	**	1%	2%	**
5	(5.0)	37	33	**	16	20	13	21	**	**	**	13	30	**
		11%	10%	**	9%	13%	9%	12%	**	**	**	9%	11%	**
6	(6.0)	33	29	**	15	17	12	21	**	**	**	12	26	**
		10%	9%	**	9%	11%	8%	12%	**	**	**	8%	9%	**
7	(7.0)	65	58	**	28	36	26	37	**	**	**	26	54	**
		19%	19%	**	17%	22%	17%	21%	**	**	**	17%	19%	**
8	(8.0)	67	63	**	38	27	33	31	**	**	**	33	52	**
		20%	20%	**	22%	17%	22%	18%	**	**	**	22%	19%	**
9	(9.0)	51	46	**	28	23	26	24	**	**	**	26	40	**
		15%	15%	**	16%	14%	17%	14%	**	**	**	17%	15%	**
10 - Extremely satisfied	(10.0)	62	57	**	34	25	34	25	**	**	**	34	52	**
		18%	18%	**	20%	15%	22%	14%	**	**	**	22%	19%	**
DISSATISFIED (1-4)		27	25	**	11	14	8	17	**	**	**	8	22	**
		8%	8%	**	7%	8%	5%	9%	**	**	**	5%	8%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	334	301	33	171	156	151	172	61	79	74	151	266	66
Effective Weighted Sample	282	254	29	144	132	128	145	54	67	62	128	226	55
Total	340	311	29	171	163	154	176	65	80	71	154	276	63
NEUTRAL (5-6)	69	62	**	32	38	25	42	**	**	**	25	56	**
	20%	20%	**	18%	23%	16%	24%	**	**	**	16%	20%	**
SATISFIED (7-10)	244	224	**	128	111	120	118	**	**	**	120	198	**
	72%	72%	**	75%	68%	78%	67%	**	**	**	78%	72%	**
Answered	340	311	**	171	163	154	176	**	**	**	154	276	**
Mean score	7.4	7.4	**	7.6	7.2	7.7	7.1	**	**	**	7.7	7.4	**
Standard deviation	2.05	2.06	**	2.00	2.05	1.98	2.04	**	**	**	1.98	2.06	**
Standard error	.11	.12	**	.15	.16	.16	.16	**	**	**	.16	.13	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		334	334	334	-	-	334	301	256	262	98	320	14	45	66	223
Effective Weighted Sample		282	282	282	-	-	282	253	219	222	83	270	12	37	55	189
Total		340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
1 - Extremely dissatisfied	(1.0)	3	3	3	**	**	3	3	1	3	**	3	**	**	**	*
		1%	1%	1%	**	**	1%	1%	*%	1%	**	1%	**	**	**	*%
2	(2.0)	4	4	4	**	**	4	1	1	1	**	1	**	**	**	*
		1%	1%	1%	**	**	1%	*%	*%	*%	**	*%	**	**	**	*%
3	(3.0)	15	15	15	**	**	15	15	8	11	**	15	**	**	**	7
		4%	4%	4%	**	**	4%	5%	3%	4%	**	4%	**	**	**	3%
4	(4.0)	6	6	6	**	**	6	6	4	4	**	6	**	**	**	2
		2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	**	1%
5	(5.0)	37	37	37	**	**	37	35	28	32	**	37	**	**	**	16
		11%	11%	11%	**	**	11%	12%	11%	12%	**	11%	**	**	**	7%
6	(6.0)	33	33	33	**	**	33	30	28	28	**	32	**	**	**	18
		10%	10%	10%	**	**	10%	10%	11%	10%	**	10%	**	**	**	8%
7	(7.0)	65	65	65	**	**	65	53	53	45	**	63	**	**	**	47
		19%	19%	19%	**	**	19%	17%	20%	17%	**	19%	**	**	**	20%
8	(8.0)	67	67	67	**	**	67	58	53	58	**	62	**	**	**	51
		20%	20%	20%	**	**	20%	19%	20%	22%	**	19%	**	**	**	22%
9	(9.0)	51	51	51	**	**	51	48	34	34	**	50	**	**	**	42
		15%	15%	15%	**	**	15%	16%	13%	13%	**	15%	**	**	**	18%
10 - Extremely satisfied	(10.0)	62	62	62	**	**	62	56	51	53	**	59	**	**	**	47
		18%	18%	18%	**	**	18%	18%	20%	20%	**	18%	**	**	**	20%
DISSATISFIED (1-4)		27	27	27	**	**	27	24	14	18	**	24	**	**	**	10
		8%	8%	8%	**	**	8%	8%	5%	7%	**	7%	**	**	**	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	334	334	334	-	-	334	301	256	262	98	320	14	45	66	223
Effective Weighted Sample	282	282	282	-	-	282	253	219	222	83	270	12	37	55	189
Total	340	340	340	-	-	340	305	261	268	101	327	14	43	66	231
NEUTRAL (5-6)	69	69	69	**	**	69	66	56	60	**	68	**	**	**	34
	20%	20%	20%	**	**	20%	22%	21%	22%	**	21%	**	**	**	15%
SATISFIED (7-10)	244	244	244	**	**	244	215	191	190	**	234	**	**	**	187
	72%	72%	72%	**	**	72%	71%	73%	71%	**	72%	**	**	**	81%
Answered	340	340	340	**	**	340	305	261	268	**	327	**	**	**	231
Mean score	7.4	7.4	7.4	**	**	7.4	7.4	7.5	7.4	**	7.4	**	**	**	7.8
Standard deviation	2.05	2.05	2.05	**	**	2.05	2.05	1.90	2.04	**	2.01	**	**	**	1.78
Standard error	.11	.11	.11	**	**	.11	.12	.12	.13	**	.11	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total		1022	551	469	66	94	166	158	538	284	266	223	249	677	133	149	63
Effective Weighted Sample		853	460	391	60	78	137	131	452	246	221	179	215	645	129	141	59
Total		1043	570	472	62	107	143	163	568	305	305	193	240	872	92	61	18
1 - Extremely dissatisfied	(1.0)	1	1	-	**	**	-	-	1	-	-	*	1	-	1	*	**
		*%	*%	-%	**	**	-%	-%	*%	-%	-%	*%	*%	-%	1%	1%	**
2	(2.0)	6	5	1	**	**	-	1	3	-	5	1	1	5	2	-	**
		1%	1%	*%	**	**	-%	1%	1%	-%	1%	1%	*%	1%	2%	-%	**
3	(3.0)	15	9	5	**	**	3	3	7	3	7	4	1	12	2	1	**
		1%	2%	1%	**	**	2%	2%	1%	1%	2%	2%	*%	1%	2%	1%	**
4	(4.0)	24	13	11	**	**	6	2	6	12	2	3	7	18	2	3	**
		2%	2%	2%	**	**	4%	1%	1%	4%	1%	2%	3%	2%	2%	6%	**
5	(5.0)	102	54	48	**	**	11	14	58	26	36	25	15	83	7	10	**
		10%	9%	10%	**	**	8%	9%	10%	9%	12%	13%	6%	10%	8%	16%	**
6	(6.0)	145	76	69	**	**	13	31	80	50	37	28	29	120	11	10	**
		14%	13%	15%	**	**	9%	19%	14%	16%	12%	15%	12%	14%	12%	16%	**
7	(7.0)	267	152	115	**	**	38	37	157	72	93	46	56	221	21	20	**
		26%	27%	24%	**	**	26%	22%	28%	24%	31%	24%	23%	25%	23%	33%	**
8	(8.0)	240	145	94	**	**	39	31	129	75	67	40	58	204	22	10	**
		23%	25%	20%	**	**	27%	19%	23%	25%	22%	21%	24%	23%	24%	17%	**
9	(9.0)	100	52	48	**	**	13	17	54	29	22	21	27	86	8	4	**
		10%	9%	10%	**	**	9%	11%	10%	10%	7%	11%	11%	10%	9%	6%	**
10 - Extremely satisfied	(10.0)	144	63	81	**	**	20	26	72	38	34	24	47	122	15	3	**
		14%	11%	17%	**	**	14%	16%	13%	12%	11%	13%	20%	14%	17%	4%	**
				a										c	c		
DISSATISFIED (1-4)		47	29	17	**	**	9	7	18	15	14	9	9	35	6	5	**
		4%	5%	4%	**	**	6%	4%	3%	5%	5%	5%	4%	4%	7%	7%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	b	c	~d
Unweighted total	1022	551	469	66	94	166	158	538	284	266	223	249	677	133	149	63
Effective Weighted Sample	853	460	391	60	78	137	131	452	246	221	179	215	645	129	141	59
Total	1043	570	472	62	107	143	163	568	305	305	193	240	872	92	61	18
NEUTRAL (5-6)	247	129	117	**	**	24	45	138	76	73	53	44	204	18	20	**
	24%	23%	25%	**	**	17%	28%	24%	25%	24%	28%	18%	23%	20%	33%	**
SATISFIED (7-10)	750	412	338	**	**	110	112	412	215	217	131	188	633	67	37	**
	72%	72%	72%	**	**	77%	68%	73%	70%	71%	68%	78%	73% c	73%	60%	**
Answered	1043	570	472	**	**	143	163	568	305	305	193	240	872	92	61	**
Mean score	7.3	7.3	7.4	**	**	7.4	7.4	7.3	7.3	7.1	7.2	7.7 bc	7.4 c	7.3 c	6.7	**
Standard deviation	1.70	1.68	1.72	**	**	1.70	1.76	1.65	1.63	1.72	1.77	1.69	1.68	1.94	1.58	**
Standard error	.05	.07	.08	**	**	.13	.14	.07	.10	.11	.12	.11	.06	.17	.13	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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Base : Those who have watched UKTV channels in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total		1022	838	184	239	773	221	790	83	115	113	221	570	433
Effective Weighted Sample		853	705	153	199	645	184	660	67	94	94	184	471	367
Total		1043	887	156	237	795	221	811	77	113	112	221	588	440
1 - Extremely dissatisfied	(1.0)	1	*	1	-	1	-	1	**	-	-	-	*	1
		*%	*%	*%	-%	*%	-%	*%	**	-%	-%	-%	*%	*%
2	(2.0)	6	5	1	1	4	-	5	**	-	-	-	5	2
		1%	1%	1%	*%	1%	-%	1%	**	-%	-%	-%	1%	*%
3	(3.0)	15	12	3	7	7	7	7	**	1	6	7	11	4
		1%	1%	2%	3%	1%	3%	1%	**	1%	5%	3%	2%	1%
4	(4.0)	24	22	2	12	12	11	13	**	5	5	11	12	10
		2%	2%	1%	5% b	1%	5%	2%	**	4%	5%	5%	2%	2%
5	(5.0)	102	88	14	33	69	29	73	**	17	16	29	58	43
		10%	10%	9%	14%	9%	13%	9%	**	15%	14%	13%	10%	10%
6	(6.0)	145	122	23	22	122	22	122	**	11	8	22	69	73
		14%	14%	14%	9%	15%	10%	15%	**	9%	7%	10%	12%	17%
7	(7.0)	267	228	39	53	212	52	212	**	21	28	52	145	120
		26%	26%	25%	22%	27%	24%	26%	**	18%	25%	24%	25%	27%
8	(8.0)	240	201	39	47	191	41	197	**	25	18	41	142	96
		23%	23%	25%	20%	24%	19%	24%	**	23%	16%	19%	24%	22%
9	(9.0)	100	83	17	24	74	22	77	**	13	11	22	65	33
		10%	9%	11%	10%	9%	10%	9%	**	12%	10%	10%	11%	7%
10 - Extremely satisfied	(10.0)	144	124	19	39	104	38	105	**	20	20	38	81	60
		14%	14%	12%	16%	13%	17%	13%	**	18%	18%	17%	14%	14%
DISSATISFIED (1-4)		47	40	7	20	24	18	27	**	6	11	18	29	16
		4%	5%	4%	8% b	3%	8% b	3%	**	6%	10%	8%	5%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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Base : Those who have watched UKTV channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	1022	838	184	239	773	221	790	83	115	113	221	570	433
Effective Weighted Sample	853	705	153	199	645	184	660	67	94	94	184	471	367
Total	1043	887	156	237	795	221	811	77	113	112	221	588	440
NEUTRAL (5-6)	247	211	36	54	191	51	194	**	27	24	51	127	116
	24%	24%	23%	23%	24%	23%	24%	**	24%	21%	23%	22%	26%
SATISFIED (7-10)	750	636	113	163	580	153	590	**	79	77	153	433	308
	72%	72%	73%	69%	73%	69%	73%	**	70%	69%	69%	74%	70%
Answered	1043	887	156	237	795	221	811	**	113	112	221	588	440
Mean score	7.3	7.3	7.3	7.2	7.4	7.3	7.4	**	7.4	7.2	7.3	7.4	7.3
Standard deviation	1.70	1.70	1.71	1.93	1.62	1.91	1.63	**	1.85	2.02	1.91	1.74	1.65
Standard error	.05	.06	.13	.12	.06	.13	.06	**	.17	.19	.13	.07	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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Base : Those who have watched UKTV channels in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		1022	881	741	281	141	1022	961	629	606	200	981	41	139	180	703
Effective Weighted Sample		853	736	614	239	116	853	802	524	500	166	818	35	117	148	588
Total		1043	899	750	294	144	1043	979	640	612	204	999	44	146	176	721
1 - Extremely dissatisfied	(1.0)	1	*	*	1	1	1	1	1	-	-	1	**	-	1	*
		*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	**	-%	*%	*%
2	(2.0)	6	6	4	2	-	6	6	5	3	1	6	**	5	1	1
		1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	**	3% c	1%	*%
3	(3.0)	15	15	15	-	-	15	14	12	13	2	15	**	2	7	6
		1%	2%	2%	-%	-%	1%	1%	2%	2%	1%	2%	**	2%	4% c	1%
4	(4.0)	24	23	20	4	*	24	24	16	20	4	24	**	3	10	12
		2%	3%	3%	1%	*%	2%	2%	3%	3%	2%	2%	**	2%	6% c	2%
5	(5.0)	102	90	79	23	12	102	98	62	62	20	100	**	14	32	56
		10%	10%	11%	8%	8%	10%	10%	10%	10%	10%	10%	**	9%	18% c	8%
6	(6.0)	145	122	101	44	22	145	137	87	86	35	137	**	26	33	86
		14%	14%	13%	15%	15%	14%	14%	14%	14%	17%	14%	**	18%	19%	12%
7	(7.0)	267	230	192	75	37	267	250	148	148	52	256	**	40	40	188
		26%	26%	26%	25%	26%	26%	26%	23%	24%	26%	26%	**	27%	23%	26%
8	(8.0)	240	207	169	71	32	240	220	156	141	47	227	**	22	29	188
		23%	23%	23%	24%	22%	23%	22%	24%	23%	23%	23%	**	15%	17%	26%
9	(9.0)	100	84	75	25	15	100	90	62	59	13	93	**	15	10	74
		10%	9%	10%	8%	11%	10%	9%	10%	10%	7%	9%	**	10%	6%	10%
10 - Extremely satisfied	(10.0)	144	120	95	48	24	144	139	90	80	30	139	**	20	12	112
		14%	13%	13%	17%	17%	14%	14%	14%	13%	15%	14%	**	14%	7%	15% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels (e.g. Dave, Really, Yesterday, Drama)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1022	881	741	281	141	1022	961	629	606	200	981	41	139	180	703
Effective Weighted Sample	853	736	614	239	116	853	802	524	500	166	818	35	117	148	588
Total	1043	899	750	294	144	1043	979	640	612	204	999	44	146	176	721
DISSATISFIED (1-4)	47	46	39	7	1	47	45	34	36	8	46	**	9	19	18
	4%	5%	5%	3%	1%	4%	5%	5%	6%	4%	5%	**	6%	11% c	3%
NEUTRAL (5-6)	247	212	179	67	34	247	235	150	148	54	237	**	39	65	142
	24%	24%	24%	23%	24%	24%	24%	23%	24%	27%	24%	**	27%	37% c	20%
SATISFIED (7-10)	750	641	531	219	109	750	698	456	428	142	715	**	97	92	561
	72%	71%	71%	75%	75%	72%	71%	71%	70%	70%	72%	**	66%	52%	78% ab
Answered	1043	899	750	294	144	1043	979	640	612	204	999	**	146	176	721
Mean score	7.3	7.3	7.3	7.5	7.6	7.3	7.3	7.3	7.3	7.3	7.3	**	7.1	6.6	7.6 ab
Standard deviation	1.70	1.72	1.72	1.65	1.59	1.70	1.72	1.76	1.74	1.67	1.72	**	1.88	1.80	1.58
Standard error	.05	.06	.06	.10	.13	.05	.06	.07	.07	.12	.05	**	.16	.13	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		285	169	116	12	35	46	49	143	86	82	62	55	189	34	31	31
Effective Weighted Sample		235	137	98	11	27	38	42	117	73	70	48	46	181	33	29	28
Total		298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
1 - Extremely dissatisfied	(1.0)	2	2	-	**	**	**	**	2	**	**	**	**	1	**	**	**
		1%	1%	-%	**	**	**	**	1%	**	**	**	**	*%	**	**	**
2	(2.0)	11	6	5	**	**	**	**	9	**	**	**	**	10	**	**	**
		4%	3%	4%	**	**	**	**	6%	**	**	**	**	4%	**	**	**
3	(3.0)	9	8	2	**	**	**	**	8	**	**	**	**	9	**	**	**
		3%	4%	2%	**	**	**	**	5%	**	**	**	**	4%	**	**	**
4	(4.0)	11	5	6	**	**	**	**	4	**	**	**	**	10	**	**	**
		4%	3%	5%	**	**	**	**	3%	**	**	**	**	4%	**	**	**
5	(5.0)	32	25	7	**	**	**	**	16	**	**	**	**	27	**	**	**
		11%	14%	6%	**	**	**	**	11%	**	**	**	**	11%	**	**	**
6	(6.0)	33	20	13	**	**	**	**	20	**	**	**	**	29	**	**	**
		11%	12%	11%	**	**	**	**	13%	**	**	**	**	11%	**	**	**
7	(7.0)	50	26	24	**	**	**	**	25	**	**	**	**	43	**	**	**
		17%	15%	20%	**	**	**	**	16%	**	**	**	**	17%	**	**	**
8	(8.0)	65	39	26	**	**	**	**	31	**	**	**	**	53	**	**	**
		22%	23%	21%	**	**	**	**	20%	**	**	**	**	21%	**	**	**
9	(9.0)	39	20	19	**	**	**	**	15	**	**	**	**	34	**	**	**
		13%	12%	15%	**	**	**	**	10%	**	**	**	**	13%	**	**	**
10 - Extremely satisfied	(10.0)	45	23	22	**	**	**	**	24	**	**	**	**	35	**	**	**
		15%	13%	18%	**	**	**	**	16%	**	**	**	**	14%	**	**	**
DISSATISFIED (1-4)		33	20	14	**	**	**	**	23	**	**	**	**	31	**	**	**
		11%	11%	11%	**	**	**	**	15%	**	**	**	**	12%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	285	169	116	12	35	46	49	143	86	82	62	55	189	34	31	31
Effective Weighted Sample	235	137	98	11	27	38	42	117	73	70	48	46	181	33	29	28
Total	298	173	124	10	37	42	55	153	94	97	53	53	253	24	12	9
NEUTRAL (5-6)	65	45	20	**	**	**	**	36	**	**	**	**	56	**	**	**
	22%	26%	16%	**	**	**	**	23%	**	**	**	**	22%	**	**	**
SATISFIED (7-10)	199	108	91	**	**	**	**	94	**	**	**	**	166	**	**	**
	67%	62%	73%	**	**	**	**	62%	**	**	**	**	66%	**	**	**
Answered	298	173	124	**	**	**	**	153	**	**	**	**	253	**	**	**
Mean score	7.1	7.0	7.4	**	**	**	**	6.9	**	**	**	**	7.1	**	**	**
Standard deviation	2.15	2.17	2.10	**	**	**	**	2.35	**	**	**	**	2.15	**	**	**
Standard error	.13	.17	.19	**	**	**	**	.20	**	**	**	**	.16	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted total		285	255	30	81	201	79	203	29	31	45	79	171	112
Effective Weighted Sample		235	212	23	67	166	65	168	23	26	38	65	139	94
Total		298	272	26	84	212	81	214	29	32	48	81	179	116
1 - Extremely dissatisfied	(1.0)	2	1	**	**	2	**	2	**	**	**	**	*	1
		1%	*%	**	**	1%	**	1%	**	**	**	**	*%	1%
2	(2.0)	11	11	**	**	9	**	9	**	**	**	**	8	3
		4%	4%	**	**	4%	**	4%	**	**	**	**	4%	3%
3	(3.0)	9	8	**	**	8	**	8	**	**	**	**	4	6
		3%	3%	**	**	4%	**	4%	**	**	**	**	2%	5%
4	(4.0)	11	11	**	**	5	**	5	**	**	**	**	4	7
		4%	4%	**	**	3%	**	3%	**	**	**	**	2%	6%
5	(5.0)	32	31	**	**	28	**	28	**	**	**	**	14	16
		11%	11%	**	**	13%	**	13%	**	**	**	**	8%	14%
6	(6.0)	33	28	**	**	24	**	24	**	**	**	**	19	15
		11%	10%	**	**	11%	**	11%	**	**	**	**	10%	13%
7	(7.0)	50	49	**	**	33	**	34	**	**	**	**	34	17
		17%	18%	**	**	16%	**	16%	**	**	**	**	19%	14%
8	(8.0)	65	60	**	**	44	**	44	**	**	**	**	43	22
		22%	22%	**	**	21%	**	20%	**	**	**	**	24%	19%
9	(9.0)	39	30	**	**	29	**	29	**	**	**	**	28	10
		13%	11%	**	**	13%	**	13%	**	**	**	**	16%	8%
10 - Extremely satisfied	(10.0)	45	43	**	**	31	**	33	**	**	**	**	25	20
		15%	16%	**	**	15%	**	15%	**	**	**	**	14%	17%
DISSATISFIED (1-4)		33	32	**	**	24	**	24	**	**	**	**	17	17
		11%	12%	**	**	11%	**	11%	**	**	**	**	9%	14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	b
Unweighted total	285	255	30	81	201	79	203	29	31	45	79	171	112
Effective Weighted Sample	235	212	23	67	166	65	168	23	26	38	65	139	94
Total	298	272	26	84	212	81	214	29	32	48	81	179	116
NEUTRAL (5-6)	65	59	**	**	51	**	51	**	**	**	**	32	31
	22%	22%	**	**	24%	**	24%	**	**	**	**	18%	27%
SATISFIED (7-10)	199	181	**	**	137	**	139	**	**	**	**	130	68
	67%	67%	**	**	65%	**	65%	**	**	**	**	73%	59%
Answered	298	272	**	**	212	**	214	**	**	**	**	179	116
Mean score	7.1	7.1	**	**	7.1	**	7.1	**	**	**	**	7.3	6.9
Standard deviation	2.15	2.16	**	**	2.20	**	2.20	**	**	**	**	2.06	2.26
Standard error	.13	.14	**	**	.16	**	.15	**	**	**	**	.16	.21

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		285	259	225	60	26	285	262	187	196	72	267	18	63	54	168
Effective Weighted Sample		235	211	182	52	23	235	217	152	159	60	220	14	51	44	140
Total		298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
1 - Extremely dissatisfied	(1.0)	2	2	*	**	**	2	2	*	*	**	2	**	**	**	2
		1%	1%	*%	**	**	1%	1%	*%	*%	**	1%	**	**	**	1%
2	(2.0)	11	11	9	**	**	11	11	10	10	**	11	**	**	**	6
		4%	4%	4%	**	**	4%	4%	5%	5%	**	4%	**	**	**	4%
3	(3.0)	9	9	5	**	**	9	8	6	7	**	9	**	**	**	7
		3%	4%	2%	**	**	3%	3%	3%	4%	**	3%	**	**	**	4%
4	(4.0)	11	10	10	**	**	11	11	10	9	**	11	**	**	**	5
		4%	4%	4%	**	**	4%	4%	5%	5%	**	4%	**	**	**	3%
5	(5.0)	32	26	23	**	**	32	32	16	21	**	32	**	**	**	14
		11%	10%	10%	**	**	11%	12%	9%	10%	**	11%	**	**	**	8%
6	(6.0)	33	27	24	**	**	33	32	19	25	**	33	**	**	**	20
		11%	10%	10%	**	**	11%	12%	10%	12%	**	12%	**	**	**	11%
7	(7.0)	50	50	42	**	**	50	50	41	42	**	50	**	**	**	35
		17%	19%	18%	**	**	17%	18%	22%	21%	**	18%	**	**	**	20%
8	(8.0)	65	59	48	**	**	65	56	37	38	**	56	**	**	**	35
		22%	22%	21%	**	**	22%	20%	20%	19%	**	20%	**	**	**	20%
9	(9.0)	39	32	28	**	**	39	31	21	22	**	33	**	**	**	22
		13%	12%	12%	**	**	13%	12%	11%	11%	**	12%	**	**	**	13%
10 - Extremely satisfied	(10.0)	45	41	40	**	**	45	39	28	26	**	40	**	**	**	26
		15%	15%	17%	**	**	15%	14%	15%	13%	**	14%	**	**	**	15%
DISSATISFIED (1-4)		33	32	25	**	**	33	32	27	27	**	33	**	**	**	21
		11%	12%	11%	**	**	11%	12%	14%	13%	**	12%	**	**	**	12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	285	259	225	60	26	285	262	187	196	72	267	18	63	54	168
Effective Weighted Sample	235	211	182	52	23	235	217	152	159	60	220	14	51	44	140
Total	298	267	230	67	31	298	273	188	201	75	277	20	71	54	173
NEUTRAL (5-6)	65	53	47	**	**	65	64	36	46	**	65	**	**	**	34
	22%	20%	20%	**	**	22%	23%	19%	23%	**	23%	**	**	**	20%
SATISFIED (7-10)	199	182	159	**	**	199	177	126	128	**	179	**	**	**	119
	67%	68%	69%	**	**	67%	65%	67%	64%	**	65%	**	**	**	69%
Answered	298	267	230	**	**	298	273	188	201	**	277	**	**	**	173
Mean score	7.1	7.1	7.2	**	**	7.1	7.0	7.0	6.9	**	7.0	**	**	**	7.1
Standard deviation	2.15	2.18	2.12	**	**	2.15	2.15	2.21	2.17	**	2.16	**	**	**	2.18
Standard error	.13	.14	.14	**	**	.13	.13	.16	.15	**	.13	**	**	**	.17

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		85	34	51	18	28	20	14	5	32	22	19	12	58	15	6	6
Effective Weighted Sample		72	28	44	17	25	17	12	4	28	19	15	11	55	15	6	6
Total		85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	85	34	51	18	28	20	14	5	32	22	19	12	58	15	6	6
Effective Weighted Sample	72	28	44	17	25	17	12	4	28	19	15	11	55	15	6	6
Total	85	31	55	16	33	18	13	4	36	24	15	11	72	10	2	2
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		85	79	6	47	34	44	37	21	26	20	44	67	16
Effective Weighted Sample		72	67	5	41	28	38	31	18	22	18	38	56	14
Total		85	81	5	48	33	46	36	22	28	19	46	67	16
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	85	79	6	47	34	44	37	21	26	20	44	67	16
Effective Weighted Sample	72	67	5	41	28	38	31	18	22	18	38	56	14
Total	85	81	5	48	33	46	36	22	28	19	46	67	16
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		85	85	85	-	-	85	75	64	68	26	82	3	10	21	54
Effective Weighted Sample		72	72	72	-	-	72	63	56	58	23	70	2	9	17	46
Total		85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	85	85	85	-	-	85	75	64	68	26	82	3	10	21	54
Effective Weighted Sample	72	72	72	-	-	72	63	56	58	23	70	2	9	17	46
Total	85	85	85	-	-	85	74	66	65	29	82	3	10	21	54
NEUTRAL (5-6)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total		356	180	175	43	67	88	69	89	114	94	79	69	208	47	50	51
Effective Weighted Sample		279	142	137	34	53	69	55	72	92	75	61	54	198	45	47	48
Total		335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
1 - Extremely dissatisfied	(1.0)	3	2	1	**	**	**	**	**	-	**	**	**	3	**	**	**
		1%	1%	1%	**	**	**	**	**	-%	**	**	**	1%	**	**	**
2	(2.0)	6	4	3	**	**	**	**	**	5	**	**	**	4	**	**	**
		2%	2%	2%	**	**	**	**	**	4%	**	**	**	1%	**	**	**
3	(3.0)	5	3	2	**	**	**	**	**	2	**	**	**	3	**	**	**
		1%	2%	1%	**	**	**	**	**	2%	**	**	**	1%	**	**	**
4	(4.0)	15	8	7	**	**	**	**	**	3	**	**	**	12	**	**	**
		5%	5%	4%	**	**	**	**	**	3%	**	**	**	4%	**	**	**
5	(5.0)	35	16	18	**	**	**	**	**	10	**	**	**	31	**	**	**
		10%	9%	11%	**	**	**	**	**	9%	**	**	**	11%	**	**	**
6	(6.0)	37	18	19	**	**	**	**	**	14	**	**	**	31	**	**	**
		11%	10%	12%	**	**	**	**	**	12%	**	**	**	12%	**	**	**
7	(7.0)	66	33	34	**	**	**	**	**	26	**	**	**	56	**	**	**
		20%	19%	21%	**	**	**	**	**	23%	**	**	**	21%	**	**	**
8	(8.0)	65	39	26	**	**	**	**	**	22	**	**	**	54	**	**	**
		19%	22%	16%	**	**	**	**	**	19%	**	**	**	20%	**	**	**
9	(9.0)	39	19	20	**	**	**	**	**	12	**	**	**	29	**	**	**
		12%	11%	13%	**	**	**	**	**	10%	**	**	**	11%	**	**	**
10 - Extremely satisfied	(10.0)	64	32	31	**	**	**	**	**	19	**	**	**	47	**	**	**
		19%	19%	19%	**	**	**	**	**	17%	**	**	**	17%	**	**	**
DISSATISFIED (1-4)		29	17	13	**	**	**	**	**	11	**	**	**	22	**	**	**
		9%	10%	8%	**	**	**	**	**	10%	**	**	**	8%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	356	180	175	43	67	88	69	89	114	94	79	69	208	47	50	51
Effective Weighted Sample	279	142	137	34	53	69	55	72	92	75	61	54	198	45	47	48
Total	335	173	160	35	72	73	70	85	113	98	63	61	270	31	19	14
NEUTRAL (5-6)	71	34	37	**	**	**	**	**	24	**	**	**	62	**	**	**
	21%	20%	23%	**	**	**	**	**	21%	**	**	**	23%	**	**	**
SATISFIED (7-10)	234	123	111	**	**	**	**	**	78	**	**	**	186	**	**	**
	70%	71%	69%	**	**	**	**	**	70%	**	**	**	69%	**	**	**
Answered	335	173	160	**	**	**	**	**	113	**	**	**	270	**	**	**
Mean score	7.3	7.3	7.4	**	**	**	**	**	7.2	**	**	**	7.3	**	**	**
Standard deviation	2.06	2.09	2.03	**	**	**	**	**	2.08	**	**	**	2.01	**	**	**
Standard error	.11	.16	.15	**	**	**	**	**	.19	**	**	**	.14	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		356	313	43	146	207	129	223	38	74	70	129	254	99
Effective Weighted Sample		279	247	34	112	165	102	175	28	59	57	102	197	80
Total		335	302	33	133	199	122	210	35	70	66	122	239	93
1 - Extremely dissatisfied	(1.0)	3	2	**	1	1	1	1	**	**	**	1	2	**
		1%	1%	**	1%	*%	1%	*%	**	**	**	1%	1%	**
2	(2.0)	6	6	**	2	4	2	4	**	**	**	2	6	**
		2%	2%	**	2%	2%	2%	2%	**	**	**	2%	3%	**
3	(3.0)	5	5	**	1	4	1	4	**	**	**	1	2	**
		1%	2%	**	1%	2%	1%	2%	**	**	**	1%	1%	**
4	(4.0)	15	14	**	6	9	5	11	**	**	**	5	12	**
		5%	5%	**	5%	5%	4%	5%	**	**	**	4%	5%	**
5	(5.0)	35	32	**	16	17	14	19	**	**	**	14	24	**
		10%	11%	**	12%	9%	12%	9%	**	**	**	12%	10%	**
6	(6.0)	37	36	**	15	21	15	21	**	**	**	15	26	**
		11%	12%	**	12%	11%	13%	10%	**	**	**	13%	11%	**
7	(7.0)	66	61	**	21	46	19	47	**	**	**	19	51	**
		20%	20%	**	16%	23%	15%	22%	**	**	**	15%	21%	**
8	(8.0)	65	59	**	23	41	20	44	**	**	**	20	48	**
		19%	20%	**	17%	21%	17%	21%	**	**	**	17%	20%	**
9	(9.0)	39	34	**	20	20	19	21	**	**	**	19	30	**
		12%	11%	**	15%	10%	15%	10%	**	**	**	15%	12%	**
10 - Extremely satisfied	(10.0)	64	52	**	27	36	25	39	**	**	**	25	39	**
		19%	17%	**	21%	18%	20%	18%	**	**	**	20%	16%	**
DISSATISFIED (1-4)		29	27	**	11	18	9	19	**	**	**	9	22	**
		9%	9%	**	8%	9%	8%	9%	**	**	**	8%	9%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	356	313	43	146	207	129	223	38	74	70	129	254	99
Effective Weighted Sample	279	247	34	112	165	102	175	28	59	57	102	197	80
Total	335	302	33	133	199	122	210	35	70	66	122	239	93
NEUTRAL (5-6)	71	69	**	32	38	30	40	**	**	**	30	49	**
	21%	23%	**	24%	19%	25%	19%	**	**	**	25%	21%	**
SATISFIED (7-10)	234	206	**	91	143	83	150	**	**	**	83	168	**
	70%	68%	**	68%	72%	68%	72%	**	**	**	68%	70%	**
Answered	335	302	**	133	199	122	210	**	**	**	122	239	**
Mean score	7.3	7.3	**	7.4	7.3	7.4	7.3	**	**	**	7.4	7.3	**
Standard deviation	2.06	2.04	**	2.10	2.00	2.10	2.00	**	**	**	2.10	2.05	**
Standard error	.11	.12	**	.17	.14	.18	.13	**	**	**	.18	.13	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		356	356	356	-	-	356	309	211	219	79	322	34	63	73	220
Effective Weighted Sample		279	279	279	-	-	279	247	166	171	65	255	24	49	55	176
Total		335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
1 - Extremely dissatisfied	(1.0)	3	3	3	**	**	3	2	-	1	**	2	**	**	**	-
		1%	1%	1%	**	**	1%	1%	-%	1%	**	1%	**	**	**	-%
2	(2.0)	6	6	6	**	**	6	4	3	3	**	4	**	**	**	1
		2%	2%	2%	**	**	2%	1%	1%	2%	**	1%	**	**	**	1%
3	(3.0)	5	5	5	**	**	5	4	2	5	**	5	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	2%	**	2%	**	**	**	1%
4	(4.0)	15	15	15	**	**	15	13	9	8	**	14	**	**	**	7
		5%	5%	5%	**	**	5%	4%	5%	4%	**	5%	**	**	**	4%
5	(5.0)	35	35	35	**	**	35	33	21	22	**	33	**	**	**	16
		10%	10%	10%	**	**	10%	11%	10%	11%	**	11%	**	**	**	8%
6	(6.0)	37	37	37	**	**	37	35	19	23	**	35	**	**	**	17
		11%	11%	11%	**	**	11%	12%	10%	11%	**	12%	**	**	**	8%
7	(7.0)	66	66	66	**	**	66	60	40	42	**	61	**	**	**	44
		20%	20%	20%	**	**	20%	20%	20%	20%	**	20%	**	**	**	22%
8	(8.0)	65	65	65	**	**	65	59	41	43	**	59	**	**	**	42
		19%	19%	19%	**	**	19%	20%	21%	21%	**	19%	**	**	**	20%
9	(9.0)	39	39	39	**	**	39	37	26	24	**	39	**	**	**	30
		12%	12%	12%	**	**	12%	12%	13%	11%	**	13%	**	**	**	15%
10 - Extremely satisfied	(10.0)	64	64	64	**	**	64	52	36	37	**	53	**	**	**	45
		19%	19%	19%	**	**	19%	17%	18%	18%	**	17%	**	**	**	22%
DISSATISFIED (1-4)		29	29	29	**	**	29	23	14	17	**	25	**	**	**	11
		9%	9%	9%	**	**	9%	8%	7%	8%	**	8%	**	**	**	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1Q. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Paramount+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Paramount+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	356	356	356	-	-	356	309	211	219	79	322	34	63	73	220
Effective Weighted Sample	279	279	279	-	-	279	247	166	171	65	255	24	49	55	176
Total	335	335	335	-	-	335	299	197	209	79	305	29	63	67	204
NEUTRAL (5-6)	71	71	71	**	**	71	68	40	46	**	69	**	**	**	33
	21%	21%	21%	**	**	21%	23%	20%	22%	**	22%	**	**	**	16%
SATISFIED (7-10)	234	234	234	**	**	234	207	144	146	**	212	**	**	**	160
	70%	70%	70%	**	**	70%	69%	73%	70%	**	69%	**	**	**	79%
Answered	335	335	335	**	**	335	299	197	209	**	305	**	**	**	204
Mean score	7.3	7.3	7.3	**	**	7.3	7.3	7.5	7.3	**	7.3	**	**	**	7.7
Standard deviation	2.06	2.06	2.06	**	**	2.06	1.98	1.90	2.01	**	1.99	**	**	**	1.82
Standard error	.11	.11	.11	**	**	.11	.11	.13	.14	**	.11	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2301	1232	1067	277	366	407	326	925	713	624	482	482	1509	261	280	251
Effective Weighted Sample		1891	1007	882	244	301	334	270	759	607	515	384	402	1439	250	264	230
Total		2293	1210	1081	254	412	347	344	937	744	699	399	452	1927	177	117	72
1 - Extremely dissatisfied	(1.0)	21	15	6	5	1	2	-	14	10	7	2	3	18	2	1	1
		1%	1%	1%	2%	*%	1%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%
2	(2.0)	13	6	7	3	2	-	1	7	4	1	3	4	10	2	1	*
		1%	*%	1%	1%	1%	-%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%
3	(3.0)	49	32	17	9	9	7	9	16	21	17	4	8	44	3	1	1
		2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	2%	2%	1%	2%
4	(4.0)	58	32	26	15	14	4	11	14	14	13	15	16	49	5	3	2
		3%	3%	2%	6% ce	3%	1%	3%	1%	2%	2%	4%	4%	3%	3%	2%	2%
5	(5.0)	192	105	87	27	55	30	22	58	57	49	49	38	165	16	8	4
		8%	9%	8%	11%	13% de	9%	7%	6%	8%	7%	12% b	8%	9%	9%	7%	5%
6	(6.0)	226	122	104	39	45	38	29	75	75	63	42	46	189	20	11	6
		10%	10%	10%	15% e	11%	11%	8%	8%	10%	9%	11%	10%	10%	11%	9%	8%
7	(7.0)	390	208	182	53	86	59	49	144	141	115	55	80	330	29	22	10
		17%	17%	17%	21%	21%	17%	14%	15%	19%	16%	14%	18%	17%	17%	19%	13%
8	(8.0)	496	253	241	49	73	75	90	209	152	171	89	83	409	48	26	13
		22%	21%	22%	19%	18%	22%	26%	22%	20%	25%	22%	18%	21%	27%	22%	18%
9	(9.0)	343	196	147	22	49	61	56	155	120	108	64	52	294	20	21	7
		15%	16%	14%	9%	12%	18% a	16% a	17% a	16%	15%	16%	11%	15%	11%	18% d	10%
10 - Extremely satisfied	(10.0)	504	241	263	33	77	71	77	246	151	155	77	122	420	33	23	28
		22%	20%	24%	13%	19%	20%	22% a	26% ab	20%	22%	19%	27% c	22%	18%	20%	39% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2301	1232	1067	277	366	407	326	925	713	624	482	482	1509	261	280	251
Effective Weighted Sample	1891	1007	882	244	301	334	270	759	607	515	384	402	1439	250	264	230
Total	2293	1210	1081	254	412	347	344	937	744	699	399	452	1927	177	117	72
DISSATISFIED (1-4)	142	85	57	32	26	13	21	50	49	38	24	32	121	11	6	4
	6%	7%	5%	12% ce	6%	4%	6%	5%	7%	5%	6%	7%	6%	6%	5%	6%
NEUTRAL (5-6)	418	227	191	66	100	68	52	133	132	112	91	83	354	36	19	10
	18%	19%	18%	26% de	24% de	20%	15%	14%	18%	16%	23%	18%	18%	20%	16%	13%
SATISFIED (7-10)	1733	898	833	156	285	266	272	754	563	549	284	337	1452	130	92	58
	76%	74%	77%	62%	69%	77% a	79% ab	80% ab	76%	79%	71%	75%	75%	73%	79%	81%
Answered	2293	1210	1081	254	412	347	344	937	744	699	399	452	1927	177	117	72
Mean score	7.7	7.6	7.8	6.9	7.4 a	7.7 a	7.8 ab	7.9 ab	7.6	7.8	7.5	7.7	7.7	7.5	7.8	8.1 ab
Standard deviation	1.96	2.00	1.91	2.08	1.93	1.82	1.83	1.97	1.99	1.89	1.94	2.04	1.96	1.93	1.87	2.06
Standard error	.04	.06	.06	.13	.10	.09	.10	.06	.07	.08	.09	.09	.05	.12	.11	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2301	1928	373	730	1528	656	1593	238	339	306	656	1436	830
Effective Weighted Sample		1891	1596	299	598	1255	535	1311	194	277	248	535	1174	691
Total		2293	1972	321	719	1530	646	1595	233	332	294	646	1440	827
1 - Extremely dissatisfied	(1.0)	21	21	-	5	16	2	17	2	*	-	2	9	13
		1%	1%	-%	1%	1%	*%	1%	1%	*%	-%	*%	1%	2%
2	(2.0)	13	10	3	1	12	1	12	*	*	1	1	7	6
		1%	1%	1%	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%
3	(3.0)	49	47	2	21	29	20	29	8	9	9	20	31	18
		2%	2%	1%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%
4	(4.0)	58	53	5	27	27	19	33	9	7	6	19	35	21
		3%	3%	1%	4% b	2%	3%	2%	4%	2%	2%	3%	2%	3%
5	(5.0)	192	166	26	69	120	56	131	30	31	18	56	133	57
		8%	8%	8%	10%	8%	9%	8%	13%	9%	6%	9%	9%	7%
6	(6.0)	226	200	26	89	133	74	146	33	37	24	74	155	70
		10%	10%	8%	12%	9%	12%	9%	14%	11%	8%	12%	11%	8%
7	(7.0)	390	335	55	123	262	110	275	38	53	47	110	264	121
		17%	17%	17%	17%	17%	17%	17%	16%	16%	16%	17%	18%	15%
8	(8.0)	496	430	65	137	344	127	353	27	68	73	127	321	170
		22%	22%	20%	19%	23%	20%	22%	12%	20%	25% a	20%	22%	21%
9	(9.0)	343	292	50	102	235	97	240	36	50	47	97	205	135
		15%	15%	16%	14%	15%	15%	15%	15%	15%	16%	15%	14%	16%
10 - Extremely satisfied	(10.0)	504	417	87	146	352	139	359	50	77	70	139	280	217
		22%	21%	27%	20%	23%	22%	23%	22%	23%	24%	22%	19%	26% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2301	1928	373	730	1528	656	1593	238	339	306	656	1436	830
Effective Weighted Sample	1891	1596	299	598	1255	535	1311	194	277	248	535	1174	691
Total	2293	1972	321	719	1530	646	1595	233	332	294	646	1440	827
DISSATISFIED (1-4)	142	132	10	54	84	42	91	19	17	16	42	82	58
	6%	7%	3%	7%	5%	7%	6%	8%	5%	5%	7%	6%	7%
NEUTRAL (5-6)	418	365	53	157	253	130	278	63	68	42	130	289	126
	18%	19%	16%	22% b	17%	20%	17%	27% c	20%	14%	20%	20%	15%
SATISFIED (7-10)	1733	1475	258	508	1193	474	1227	151	247	237	474	1070	643
	76%	75%	80%	71%	78% a	73%	77%	65%	75%	80% a	73%	74%	78%
Answered	2293	1972	321	719	1530	646	1595	233	332	294	646	1440	827
Mean score	7.7	7.6	8.0 a	7.5	7.7 a	7.6	7.7	7.4	7.7	7.9 a	7.6	7.6	7.8
Standard deviation	1.96	1.98	1.81	1.98	1.94	1.93	1.96	2.11	1.88	1.83	1.93	1.90	2.06
Standard error	.04	.05	.09	.07	.05	.08	.05	.14	.10	.10	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2301	1974	1736	565	327	2301	2146	2301	1510	528	2301	-	191	444	1666
Effective Weighted Sample		1891	1623	1421	469	267	1891	1766	1891	1249	438	1891	-	154	367	1370
Total		2293	1965	1716	577	328	2293	2145	2293	1518	537	2293	-	180	447	1667
1 - Extremely dissatisfied	(1.0)	21 1%	19 1%	17 1%	4 1%	3 1%	21 1%	17 1%	21 1%	10 1%	8 2%	21 1%	** **	17 9% bc	- -%	5 *%
2	(2.0)	13 1%	11 1%	9 1%	4 1%	2 1%	13 1%	12 1%	13 1%	11 1%	3 *%	13 1%	** **	4 2% c	4 1%	5 *%
3	(3.0)	49 2%	48 2%	45 3%	5 1%	1 *%	49 2%	46 2%	49 2%	31 2%	5 1%	49 2%	** **	32 18% bc	14 3% c	3 *%
4	(4.0)	58 3%	55 3%	51 3%	7 1%	3 1%	58 3%	53 2%	58 3%	45 3%	11 2%	58 3%	** **	24 13% bc	17 4% c	17 1%
5	(5.0)	192 8%	173 9%	149 9%	43 7%	19 6%	192 8%	169 8%	192 8% d	121 8%	24 4%	192 8% d	** **	28 16% c	103 23% c	61 4%
6	(6.0)	226 10%	211 11% cd	192 11% cd	34 6%	15 5%	226 10% cd	207 10%	226 10%	161 11%	42 8%	226 10%	** **	26 15% c	84 19% c	115 7%
7	(7.0)	390 17%	357 18% cd	316 18% cd	74 13%	33 10%	390 17% d	373 17%	390 17%	289 19%	85 16%	390 17%	** **	15 9%	85 19% a	289 17% a
8	(8.0)	496 22%	432 22%	380 22%	116 20%	64 20%	496 22%	463 22%	496 22%	337 22%	130 24%	496 22%	** **	8 5%	74 16% a	414 25% ab
9	(9.0)	343 15%	280 14%	238 14%	105 18%	63 19%	343 15%	322 15%	343 15%	226 15%	93 17%	343 15%	** **	9 5%	31 7%	303 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2301	1974	1736	565	327	2301	2146	2301	1510	528	2301	-	191	444	1666
Effective Weighted Sample		1891	1623	1421	469	267	1891	1766	1891	1249	438	1891	-	154	367	1370
Total		2293	1965	1716	577	328	2293	2145	2293	1518	537	2293	-	180	447	1667
10 - Extremely satisfied	(10.0)	504	379	321	184	125	504	481	504	286	136	504	**	16	34	455
		22%	19%	19%	32% abe	38% abe	22%	22%	22%	19%	25% c	22%	**	9%	8%	27% ab
DISSATISFIED (1-4)		142	134	121	21	9	142	129	142	97	26	142	**	77	35	30
		6%	7% d	7% cd	4%	3%	6%	6%	6%	6%	5%	6%	**	43% bc	8% c	2%
NEUTRAL (5-6)		418	384	341	77	35	418	375	418	282	66	418	**	54	188	176
		18%	20% cd	20% cd	13%	11%	18% d	18% d	18% d	19% d	12%	18% d	**	30% c	42% c	11%
SATISFIED (7-10)		1733	1448	1254	479	285	1733	1640	1733	1139	445	1733	**	48	223	1461
		76%	74%	73%	83% abe	87% abe	76%	76%	76%	75%	83% abce	76%	**	27%	50% a	88% ab
Answered		2293	1965	1716	577	328	2293	2145	2293	1518	537	2293	**	180	447	1667
Mean score		7.7	7.5	7.5	8.2 abe	8.4 abe	7.7	7.7	7.7	7.6	8.0 abce	7.7	**	5.2	6.6 a	8.2 ab
Standard deviation		1.96	1.96	1.96	1.88	1.79	1.96	1.94	1.96	1.90	1.88	1.96	**	2.54	1.78	1.57
Standard error		.04	.04	.05	.08	.10	.04	.04	.04	.05	.08	.04	**	.18	.08	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total		471	372	99	58	89	110	79	135	182	111	94	84	331	49	45	46
Effective Weighted Sample		397	310	87	53	75	95	70	110	159	93	78	70	318	47	42	42
Total		486	379	107	54	101	97	94	139	197	126	83	79	423	32	18	13
1 - Extremely dissatisfied	(1.0)	2	2	**	**	**	-	**	-	2	-	**	**	2	**	**	**
		*%	*%	**	**	**	-%	**	-%	1%	-%	**	**	*%	**	**	**
2	(2.0)	4	2	**	**	**	-	**	-	2	1	**	**	4	**	**	**
		1%	1%	**	**	**	-%	**	-%	1%	1%	**	**	1%	**	**	**
3	(3.0)	4	3	**	**	**	-	**	-	3	-	**	**	4	**	**	**
		1%	1%	**	**	**	-%	**	-%	1%	-%	**	**	1%	**	**	**
4	(4.0)	10	5	**	**	**	2	**	3	5	5	**	**	8	**	**	**
		2%	1%	**	**	**	2%	**	2%	3%	4%	**	**	2%	**	**	**
5	(5.0)	25	23	**	**	**	2	**	6	10	4	**	**	24	**	**	**
		5%	6%	**	**	**	2%	**	4%	5%	3%	**	**	6%	**	**	**
6	(6.0)	42	31	**	**	**	6	**	16	16	16	**	**	35	**	**	**
		9%	8%	**	**	**	6%	**	11%	8%	13%	**	**	8%	**	**	**
7	(7.0)	94	68	**	**	**	22	**	30	30	33	**	**	85	**	**	**
		19%	18%	**	**	**	23%	**	21%	15%	26%	**	**	20%	**	**	**
8	(8.0)	118	100	**	**	**	18	**	35	52	28	**	**	102	**	**	**
		24%	26%	**	**	**	19%	**	25%	26%	22%	**	**	24%	**	**	**
9	(9.0)	80	59	**	**	**	21	**	17	36	15	**	**	68	**	**	**
		16%	15%	**	**	**	22%	**	13%	18%	12%	**	**	16%	**	**	**
10 - Extremely satisfied	(10.0)	108	88	**	**	**	26	**	33	41	23	**	**	91	**	**	**
		22%	23%	**	**	**	27%	**	24%	21%	18%	**	**	22%	**	**	**
DISSATISFIED (1-4)		19	12	**	**	**	2	**	3	12	6	**	**	17	**	**	**
		4%	3%	**	**	**	2%	**	2%	6%	5%	**	**	4%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	471	372	99	58	89	110	79	135	182	111	94	84	331	49	45	46
Effective Weighted Sample	397	310	87	53	75	95	70	110	159	93	78	70	318	47	42	42
Total	486	379	107	54	101	97	94	139	197	126	83	79	423	32	18	13
NEUTRAL (5-6)	67	53	**	**	**	8	**	22	27	21	**	**	59	**	**	**
	14%	14%	**	**	**	8%	**	16%	14%	16%	**	**	14%	**	**	**
SATISFIED (7-10)	400	314	**	**	**	88	**	115	159	100	**	**	347	**	**	**
	82%	83%	**	**	**	90%	**	83%	80%	79%	**	**	82%	**	**	**
Answered	486	379	**	**	**	97	**	139	197	126	**	**	423	**	**	**
Mean score	7.9	7.9	**	**	**	8.3	**	8.0	7.8	7.6	**	**	7.9	**	**	**
Standard deviation	1.74	1.72	**	**	**	1.47	**	1.56	1.88	1.66	**	**	1.75	**	**	**
Standard error	.08	.09	**	**	**	.14	**	.13	.14	.16	**	**	.10	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total		471	420	51	198	266	178	285	67	97	80	178	342	121
Effective Weighted Sample		397	355	42	169	221	152	238	57	83	68	152	289	101
Total		486	440	46	202	276	183	294	66	97	83	183	359	120
1 - Extremely dissatisfied	(1.0)	2	2	**	2	-	2	-	**	**	**	2	2	-
		*%	*%	**	1%	-%	1%	-%	**	**	**	1%	*%	-%
2	(2.0)	4	4	**	1	2	-	2	**	**	**	-	2	1
		1%	1%	**	1%	1%	-%	1%	**	**	**	-%	1%	1%
3	(3.0)	4	4	**	1	3	1	3	**	**	**	1	4	-
		1%	1%	**	1%	1%	1%	1%	**	**	**	1%	1%	-%
4	(4.0)	10	9	**	6	4	6	4	**	**	**	6	6	4
		2%	2%	**	3%	1%	3%	1%	**	**	**	3%	2%	4%
5	(5.0)	25	23	**	7	18	3	22	**	**	**	3	16	9
		5%	5%	**	4%	7%	2%	7%	**	**	**	2%	5%	7%
6	(6.0)	42	35	**	19	23	15	27	**	**	**	15	30	12
		9%	8%	**	10%	8%	8%	9%	**	**	**	8%	8%	10%
7	(7.0)	94	83	**	38	53	36	55	**	**	**	36	68	25
		19%	19%	**	19%	19%	20%	19%	**	**	**	20%	19%	21%
8	(8.0)	118	109	**	43	74	38	79	**	**	**	38	96	22
		24%	25%	**	21%	27%	21%	27%	**	**	**	21%	27%	19%
9	(9.0)	80	73	**	36	42	36	42	**	**	**	36	60	17
		16%	17%	**	18%	15%	20%	14%	**	**	**	20%	17%	14%
10 - Extremely satisfied	(10.0)	108	98	**	49	57	46	60	**	**	**	46	75	30
		22%	22%	**	24%	21%	25%	20%	**	**	**	25%	21%	25%
DISSATISFIED (1-4)		19	18	**	10	9	9	9	**	**	**	9	14	5
		4%	4%	**	5%	3%	5%	3%	**	**	**	5%	4%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	471	420	51	198	266	178	285	67	97	80	178	342	121
Effective Weighted Sample	397	355	42	169	221	152	238	57	83	68	152	289	101
Total	486	440	46	202	276	183	294	66	97	83	183	359	120
NEUTRAL (5-6)	67	59	**	26	41	18	49	**	**	**	18	46	21
	14%	13%	**	13%	15%	10%	17%	**	**	**	10%	13%	17%
SATISFIED (7-10)	400	364	**	166	226	157	235	**	**	**	157	299	94
	82%	83%	**	82%	82%	85%	80%	**	**	**	85%	83%	78%
Answered	486	440	**	202	276	183	294	**	**	**	183	359	120
Mean score	7.9	7.9	**	7.9	7.9	8.1	7.8	**	**	**	8.1	7.9	7.8
Standard deviation	1.74	1.75	**	1.80	1.69	1.74	1.70	**	**	**	1.74	1.71	1.81
Standard error	.08	.09	**	.13	.10	.13	.10	**	**	**	.13	.09	.16

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total		471	439	402	69	32	471	445	395	372	155	456	15	48	75	348
Effective Weighted Sample		397	371	339	58	25	397	373	332	311	131	383	14	38	64	295
Total		486	457	416	70	29	486	458	405	384	164	469	17	51	82	353
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	2	2	2	2	**	**	**	2
		*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	**	**	**	*%
2	(2.0)	4	4	4	**	**	4	4	1	4	1	4	**	**	**	4
		1%	1%	1%	**	**	1%	1%	*%	1%	1%	1%	**	**	**	1%
3	(3.0)	4	4	4	**	**	4	4	2	4	3	4	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	**	**	1%
4	(4.0)	10	10	10	**	**	10	10	8	10	2	10	**	**	**	7
		2%	2%	3%	**	**	2%	2%	2%	3%	1%	2%	**	**	**	2%
5	(5.0)	25	24	21	**	**	25	25	19	21	13	25	**	**	**	9
		5%	5%	5%	**	**	5%	5%	5%	5%	8%	5%	**	**	**	3%
6	(6.0)	42	40	38	**	**	42	41	37	37	19	42	**	**	**	31
		9%	9%	9%	**	**	9%	9%	9%	10%	11%	9%	**	**	**	9%
7	(7.0)	94	89	78	**	**	94	89	83	76	27	92	**	**	**	62
		19%	20%	19%	**	**	19%	19%	20%	20%	17%	20%	**	**	**	17%
8	(8.0)	118	110	103	**	**	118	108	89	88	38	111	**	**	**	80
		24%	24%	25%	**	**	24%	24%	22%	23%	23%	24%	**	**	**	23%
9	(9.0)	80	75	68	**	**	80	72	72	63	24	75	**	**	**	66
		16%	16%	16%	**	**	16%	16%	18%	16%	14%	16%	**	**	**	19%
10 - Extremely satisfied	(10.0)	108	99	88	**	**	108	104	92	80	37	105	**	**	**	92
		22%	22%	21%	**	**	22%	23%	23%	21%	22%	22%	**	**	**	26%
DISSATISFIED (1-4)		19	19	19	**	**	19	19	13	19	8	19	**	**	**	14
		4%	4%	5%	**	**	4%	4%	3%	5%	5%	4%	**	**	**	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	471	439	402	69	32	471	445	395	372	155	456	15	48	75	348
Effective Weighted Sample	397	371	339	58	25	397	373	332	311	131	383	14	38	64	295
Total	486	457	416	70	29	486	458	405	384	164	469	17	51	82	353
NEUTRAL (5-6)	67	64	59	**	**	67	66	57	58	31	67	**	**	**	40
	14%	14%	14%	**	**	14%	14%	14%	15%	19%	14%	**	**	**	11%
SATISFIED (7-10)	400	374	338	**	**	400	373	335	307	125	383	**	**	**	299
	82%	82%	81%	**	**	82%	81%	83%	80%	76%	82%	**	**	**	85%
Answered	486	457	416	**	**	486	458	405	384	164	469	**	**	**	353
Mean score	7.9	7.9	7.8	**	**	7.9	7.9	7.9	7.8	7.7	7.9	**	**	**	8.1
Standard deviation	1.74	1.75	1.77	**	**	1.74	1.76	1.69	1.80	1.92	1.75	**	**	**	1.74
Standard error	.08	.08	.09	**	**	.08	.08	.08	.09	.15	.08	**	**	**	.09

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		166	119	47	25	42	38	24	37	72	35	34	25	124	21	9	12
Effective Weighted Sample		146	104	42	23	37	35	21	32	65	29	30	22	119	20	9	12
Total		169	124	46	23	46	36	22	42	76	37	33	24	148	15	4	3
3	(3.0)	6	6	**	**	**	**	**	**	**	**	**	**	6	**	**	**
		3%	5%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
4	(4.0)	12	10	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		7%	8%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
5	(5.0)	15	11	**	**	**	**	**	**	**	**	**	**	14	**	**	**
		9%	9%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
6	(6.0)	16	11	**	**	**	**	**	**	**	**	**	**	13	**	**	**
		9%	8%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
7	(7.0)	28	22	**	**	**	**	**	**	**	**	**	**	25	**	**	**
		17%	18%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
8	(8.0)	39	26	**	**	**	**	**	**	**	**	**	**	32	**	**	**
		23%	21%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
9	(9.0)	20	16	**	**	**	**	**	**	**	**	**	**	18	**	**	**
		12%	13%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
10 - Extremely satisfied	(10.0)	35	21	**	**	**	**	**	**	**	**	**	**	29	**	**	**
		21%	17%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
DISSATISFIED (1-4)		18	16	**	**	**	**	**	**	**	**	**	**	16	**	**	**
		10%	13%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
NEUTRAL (5-6)		30	22	**	**	**	**	**	**	**	**	**	**	28	**	**	**
		18%	18%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
SATISFIED (7-10)		121	86	**	**	**	**	**	**	**	**	**	**	104	**	**	**
		72%	70%	**	**	**	**	**	**	**	**	**	**	70%	**	**	**
Answered		169	124	**	**	**	**	**	**	**	**	**	**	148	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	166	119	47	25	42	38	24	37	72	35	34	25	124	21	9	12
Effective Weighted Sample	146	104	42	23	37	35	21	32	65	29	30	22	119	20	9	12
Total	169	124	46	23	46	36	22	42	76	37	33	24	148	15	4	3
Mean score	7.5	7.3	**	**	**	**	**	**	**	**	**	**	7.4	**	**	**
Standard deviation	1.99	2.04	**	**	**	**	**	**	**	**	**	**	2.01	**	**	**
Standard error	.15	.19	**	**	**	**	**	**	**	**	**	**	.18	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		166	152	14	88	72	78	78	30	43	44	78	129	35
Effective Weighted Sample		146	134	12	77	63	69	68	28	38	38	69	112	32
Total		169	156	13	87	76	77	82	33	41	42	77	132	35
3	(3.0)	6	6	**	**	**	**	**	**	**	**	**	4	**
		3%	4%	**	**	**	**	**	**	**	**	**	3%	**
4	(4.0)	12	10	**	**	**	**	**	**	**	**	**	11	**
		7%	6%	**	**	**	**	**	**	**	**	**	8%	**
5	(5.0)	15	15	**	**	**	**	**	**	**	**	**	11	**
		9%	9%	**	**	**	**	**	**	**	**	**	8%	**
6	(6.0)	16	15	**	**	**	**	**	**	**	**	**	11	**
		9%	10%	**	**	**	**	**	**	**	**	**	9%	**
7	(7.0)	28	26	**	**	**	**	**	**	**	**	**	26	**
		17%	17%	**	**	**	**	**	**	**	**	**	20%	**
8	(8.0)	39	35	**	**	**	**	**	**	**	**	**	32	**
		23%	22%	**	**	**	**	**	**	**	**	**	24%	**
9	(9.0)	20	19	**	**	**	**	**	**	**	**	**	12	**
		12%	12%	**	**	**	**	**	**	**	**	**	9%	**
10 - Extremely satisfied	(10.0)	35	32	**	**	**	**	**	**	**	**	**	24	**
		21%	20%	**	**	**	**	**	**	**	**	**	18%	**
DISSATISFIED (1-4)		18	16	**	**	**	**	**	**	**	**	**	15	**
		10%	10%	**	**	**	**	**	**	**	**	**	11%	**
NEUTRAL (5-6)		30	29	**	**	**	**	**	**	**	**	**	22	**
		18%	19%	**	**	**	**	**	**	**	**	**	17%	**
SATISFIED (7-10)		121	111	**	**	**	**	**	**	**	**	**	95	**
		72%	71%	**	**	**	**	**	**	**	**	**	72%	**
Answered		169	156	**	**	**	**	**	**	**	**	**	132	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	166	152	14	88	72	78	78	30	43	44	78	129	35
Effective Weighted Sample	146	134	12	77	63	69	68	28	38	38	69	112	32
Total	169	156	13	87	76	77	82	33	41	42	77	132	35
Mean score	7.5	7.5	**	**	**	**	**	**	**	**	**	7.4	**
Standard deviation	1.99	1.99	**	**	**	**	**	**	**	**	**	1.94	**
Standard error	.15	.16	**	**	**	**	**	**	**	**	**	.17	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		166	160	150	16	6	166	153	149	137	64	160	6	23	37	106
Effective Weighted Sample		146	140	131	14	5	146	134	132	121	56	141	5	20	34	93
Total		169	163	152	17	6	169	156	152	138	65	162	7	26	38	105
3	(3.0)	6	6	6	**	**	6	6	6	5	**	6	**	**	**	3
		3%	3%	4%	**	**	3%	4%	4%	3%	**	3%	**	**	**	2%
4	(4.0)	12	12	12	**	**	12	10	11	12	**	12	**	**	**	6
		7%	7%	8%	**	**	7%	6%	7%	9%	**	7%	**	**	**	6%
5	(5.0)	15	15	14	**	**	15	12	14	14	**	14	**	**	**	2
		9%	9%	9%	**	**	9%	8%	9%	10%	**	8%	**	**	**	2%
6	(6.0)	16	15	15	**	**	16	16	14	13	**	16	**	**	**	6
		9%	9%	10%	**	**	9%	10%	9%	10%	**	10%	**	**	**	6%
7	(7.0)	28	26	24	**	**	28	26	26	22	**	28	**	**	**	18
		17%	16%	16%	**	**	17%	17%	17%	16%	**	17%	**	**	**	17%
8	(8.0)	39	39	33	**	**	39	35	33	29	**	35	**	**	**	25
		23%	24%	22%	**	**	23%	23%	22%	21%	**	22%	**	**	**	24%
9	(9.0)	20	17	16	**	**	20	19	18	15	**	20	**	**	**	16
		12%	11%	11%	**	**	12%	12%	12%	11%	**	12%	**	**	**	15%
10 - Extremely satisfied	(10.0)	35	34	34	**	**	35	32	31	29	**	32	**	**	**	29
		21%	21%	22%	**	**	21%	20%	20%	21%	**	20%	**	**	**	28%
DISSATISFIED (1-4)		18	18	18	**	**	18	16	17	17	**	18	**	**	**	8
		10%	11%	12%	**	**	10%	10%	11%	12%	**	11%	**	**	**	8%
NEUTRAL (5-6)		30	29	28	**	**	30	28	28	27	**	29	**	**	**	8
		18%	18%	19%	**	**	18%	18%	18%	20%	**	18%	**	**	**	8%
SATISFIED (7-10)		121	116	106	**	**	121	112	108	95	**	115	**	**	**	88
		72%	71%	70%	**	**	72%	72%	71%	68%	**	71%	**	**	**	84%
Answered		169	163	152	**	**	169	156	152	138	**	162	**	**	**	105

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	166	160	150	16	6	166	153	149	137	64	160	6	23	37	106
Effective Weighted Sample	146	140	131	14	5	146	134	132	121	56	141	5	20	34	93
Total	169	163	152	17	6	169	156	152	138	65	162	7	26	38	105
Mean score	7.5	7.4	7.4	**	**	7.5	7.5	7.4	7.4	**	7.4	**	**	**	8.0
Standard deviation	1.99	2.00	2.05	**	**	1.99	1.98	2.02	2.06	**	2.00	**	**	**	1.85
Standard error	.15	.16	.17	**	**	.15	.16	.17	.18	**	.16	**	**	**	.18

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted total		543	293	248	91	95	83	64	210	211	137	100	95	397	59	49	38
Effective Weighted Sample		465	250	213	79	83	72	56	180	184	118	84	84	379	57	46	36
Total		574	307	265	82	112	74	74	231	229	164	88	92	503	42	19	10
1 - Extremely dissatisfied	(1.0)	2	1	*	**	**	**	**	-	-	1	1	**	1	**	**	**
		*%	*%	*%	**	**	**	**	-%	-%	1%	1%	**	*%	**	**	**
2	(2.0)	3	1	2	**	**	**	**	-	2	-	1	**	3	**	**	**
		1%	*%	1%	**	**	**	**	-%	1%	-%	1%	**	1%	**	**	**
3	(3.0)	2	2	-	**	**	**	**	1	1	1	-	**	2	**	**	**
		*%	1%	-%	**	**	**	**	1%	1%	1%	-%	**	*%	**	**	**
4	(4.0)	19	13	6	**	**	**	**	2	10	3	5	**	16	**	**	**
		3%	4%	2%	**	**	**	**	1%	4%	2%	6%	**	3%	**	**	**
5	(5.0)	42	21	20	**	**	**	**	11	10	8	12	**	34	**	**	**
		7%	7%	8%	**	**	**	**	5%	4%	5%	14% a	**	7%	**	**	**
6	(6.0)	57	27	30	**	**	**	**	15	23	9	9	**	45	**	**	**
		10%	9%	11%	**	**	**	**	7%	10%	6%	10%	**	9%	**	**	**
7	(7.0)	79	47	32	**	**	**	**	32	33	24	11	**	69	**	**	**
		14%	15%	12%	**	**	**	**	14%	14%	14%	13%	**	14%	**	**	**
8	(8.0)	140	83	57	**	**	**	**	58	47	56	21	**	129	**	**	**
		24%	27%	21%	**	**	**	**	25%	21%	34% a	24%	**	26%	**	**	**
9	(9.0)	88	36	52	**	**	**	**	46	44	21	11	**	77	**	**	**
		15%	12%	20%	**	**	**	**	20%	19%	13%	12%	**	15%	**	**	**
10 - Extremely satisfied	(10.0)	141	75	66	**	**	**	**	66	59	41	17	**	126	**	**	**
		25%	25%	25%	**	**	**	**	29%	26%	25%	19%	**	25%	**	**	**
DISSATISFIED (1-4)		26	17	9	**	**	**	**	3	13	5	7	**	22	**	**	**
		5%	6%	3%	**	**	**	**	1%	6%	3%	8%	**	4%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	c	~d	a	~b	~c	~d
Unweighted total	543	293	248	91	95	83	64	210	211	137	100	95	397	59	49	38
Effective Weighted Sample	465	250	213	79	83	72	56	180	184	118	84	84	379	57	46	36
Total	574	307	265	82	112	74	74	231	229	164	88	92	503	42	19	10
NEUTRAL (5-6)	99	48	50	**	**	**	**	26	33	18	22	**	79	**	**	**
	17%	16%	19%	**	**	**	**	11%	15%	11%	25% b	**	16%	**	**	**
SATISFIED (7-10)	449	242	206	**	**	**	**	201	183	142	60	**	401	**	**	**
	78%	79%	78%	**	**	**	**	87%	80%	86% c	68%	**	80%	**	**	**
Answered	574	307	265	**	**	**	**	231	229	164	88	**	503	**	**	**
Mean score	7.9	7.8	8.0	**	**	**	**	8.3	8.0	8.1	7.4	**	7.9	**	**	**
Standard deviation	1.82	1.84	1.79	**	**	**	**	1.54	1.82	1.66	2.03	**	1.79	**	**	**
Standard error	.08	.11	.11	**	**	**	**	.11	.13	.14	.20	**	.09	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total		543	476	67	189	342	174	357	72	93	84	174	354	186
Effective Weighted Sample		465	409	57	161	295	148	307	63	79	69	148	300	163
Total		574	512	62	197	365	183	378	78	96	85	183	375	196
1 - Extremely dissatisfied	(1.0)	2	2	**	1	-	*	*	**	**	**	*	1	*
		*%	*%	**	*%	-%	*%	*%	**	**	**	*%	*%	*%
2	(2.0)	3	3	**	3	-	3	-	**	**	**	3	2	1
		1%	1%	**	2%	-%	2%	-%	**	**	**	2%	1%	1%
3	(3.0)	2	1	**	1	1	-	2	**	**	**	-	2	-
		*%	*%	**	1%	*%	-%	1%	**	**	**	-%	1%	-%
4	(4.0)	19	19	**	10	8	10	8	**	**	**	10	15	4
		3%	4%	**	5%	2%	5%	2%	**	**	**	5%	4%	2%
5	(5.0)	42	38	**	15	26	13	28	**	**	**	13	32	8
		7%	7%	**	8%	7%	7%	7%	**	**	**	7%	9%	4%
6	(6.0)	57	54	**	24	31	24	31	**	**	**	24	37	20
		10%	10%	**	12%	8%	13%	8%	**	**	**	13%	10%	10%
7	(7.0)	79	71	**	26	51	23	55	**	**	**	23	57	23
		14%	14%	**	13%	14%	12%	15%	**	**	**	12%	15%	12%
8	(8.0)	140	123	**	41	94	39	96	**	**	**	39	89	51
		24%	24%	**	21%	26%	21%	25%	**	**	**	21%	24%	26%
9	(9.0)	88	81	**	23	64	23	65	**	**	**	23	55	33
		15%	16%	**	12%	17%	12%	17%	**	**	**	12%	15%	17%
10 - Extremely satisfied	(10.0)	141	121	**	52	89	48	93	**	**	**	48	84	57
		25%	24%	**	26%	25%	26%	25%	**	**	**	26%	23%	29%
DISSATISFIED (1-4)		26	25	**	15	9	14	11	**	**	**	14	21	5
		5%	5%	**	8%	2%	7%	3%	**	**	**	7%	6%	3%
					b									

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	543	476	67	189	342	174	357	72	93	84	174	354	186
Effective Weighted Sample	465	409	57	161	295	148	307	63	79	69	148	300	163
Total	574	512	62	197	365	183	378	78	96	85	183	375	196
NEUTRAL (5-6)	99	92	**	39	57	38	59	**	**	**	38	69	28
	17%	18%	**	20%	16%	20%	16%	**	**	**	20%	18%	14%
SATISFIED (7-10)	449	395	**	142	299	132	309	**	**	**	132	285	163
	78%	77%	**	72%	82%	72%	82%	**	**	**	72%	76%	83%
Answered	574	512	**	197	365	183	378	**	**	**	183	375	196
Mean score	7.9	7.8	**	7.7	8.0	7.7	8.0	**	**	**	7.7	7.7	8.2
Standard deviation	1.82	1.83	**	2.03	1.65	2.00	1.68	**	**	**	2.00	1.87	1.67
Standard error	.08	.08	**	.15	.09	.15	.09	**	**	**	.15	.10	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total		543	485	445	98	58	543	507	444	384	137	526	17	57	111	375
Effective Weighted Sample		465	413	378	87	52	465	435	377	328	115	451	14	49	95	321
Total		574	509	465	109	64	574	536	467	406	141	555	19	60	120	393
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	1	2	1	-	2	**	**	*	*
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	*%	*%
2	(2.0)	3	3	3	**	**	3	3	2	3	1	3	**	**	1	-
		1%	1%	1%	**	**	1%	1%	*%	1%	1%	1%	**	**	1%	-%
3	(3.0)	2	2	2	**	**	2	2	1	1	-	2	**	**	1	1
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	1%	*%
4	(4.0)	19	18	17	**	**	19	17	16	15	5	17	**	**	8	6
		3%	4%	4%	**	**	3%	3%	3%	4%	3%	3%	**	**	6% c	2%
5	(5.0)	42	36	34	**	**	42	41	38	33	10	41	**	**	21	14
		7%	7%	7%	**	**	7%	8%	8%	8%	7%	7%	**	**	18% c	4%
6	(6.0)	57	54	53	**	**	57	50	49	43	14	53	**	**	19	29
		10%	11%	11%	**	**	10%	9%	10%	11%	10%	10%	**	**	16%	7%
7	(7.0)	79	69	67	**	**	79	76	70	60	16	79	**	**	16	57
		14%	14%	14%	**	**	14%	14%	15%	15%	11%	14%	**	**	13%	14%
8	(8.0)	140	127	114	**	**	140	131	117	103	42	137	**	**	24	102
		24%	25%	24%	**	**	24%	24%	25%	25%	30%	25%	**	**	20%	26%
9	(9.0)	88	79	65	**	**	88	84	70	63	17	87	**	**	8	75
		15%	16%	14%	**	**	15%	16%	15%	15%	12%	16%	**	**	7%	19% b
10 - Extremely satisfied	(10.0)	141	118	108	**	**	141	130	104	83	36	133	**	**	21	108
		25%	23%	23%	**	**	25%	24%	22%	21%	26%	24%	**	**	18%	28%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 145

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	543	485	445	98	58	543	507	444	384	137	526	17	57	111	375
Effective Weighted Sample	465	413	378	87	52	465	435	377	328	115	451	14	49	95	321
Total	574	509	465	109	64	574	536	467	406	141	555	19	60	120	393
DISSATISFIED (1-4)	26	25	24	**	**	26	24	21	21	6	24	**	**	10	7
	5%	5%	5%	**	**	5%	5%	4%	5%	4%	4%	**	**	8% c	2%
NEUTRAL (5-6)	99	90	87	**	**	99	91	86	76	24	94	**	**	41	44
	17%	18%	19%	**	**	17%	17%	19%	19%	17%	17%	**	**	34% c	11%
SATISFIED (7-10)	449	393	354	**	**	449	420	360	309	111	436	**	**	69	342
	78%	77%	76%	**	**	78%	78%	77%	76%	78%	79%	**	**	58%	87% b
Answered	574	509	465	**	**	574	536	467	406	141	555	**	**	120	393
Mean score	7.9	7.8	7.8	**	**	7.9	7.9	7.8	7.7	7.9	7.9	**	**	7.1	8.3 b
Standard deviation	1.82	1.83	1.85	**	**	1.82	1.82	1.80	1.83	1.78	1.81	**	**	2.00	1.54
Standard error	.08	.08	.09	**	**	.08	.08	.09	.09	.15	.08	**	**	.19	.08

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total		339	191	148	41	61	82	68	87	108	94	77	60	206	64	33	36
Effective Weighted Sample		277	157	120	35	49	68	58	70	89	77	60	54	197	62	31	35
Total		330	187	143	34	64	74	70	87	105	104	62	58	264	44	13	10
2	(2.0)	1	-	1	**	**	**	**	**	1	**	**	**	1	**	**	**
		*%	-%	1%	**	**	**	**	**	1%	**	**	**	*%	**	**	**
3	(3.0)	3	1	2	**	**	**	**	**	1	**	**	**	2	**	**	**
		1%	*%	2%	**	**	**	**	**	1%	**	**	**	1%	**	**	**
4	(4.0)	6	4	2	**	**	**	**	**	1	**	**	**	4	**	**	**
		2%	2%	1%	**	**	**	**	**	1%	**	**	**	1%	**	**	**
5	(5.0)	29	13	16	**	**	**	**	**	12	**	**	**	25	**	**	**
		9%	7%	11%	**	**	**	**	**	11%	**	**	**	10%	**	**	**
6	(6.0)	31	19	12	**	**	**	**	**	15	**	**	**	26	**	**	**
		9%	10%	8%	**	**	**	**	**	14%	**	**	**	10%	**	**	**
7	(7.0)	66	38	28	**	**	**	**	**	18	**	**	**	54	**	**	**
		20%	20%	20%	**	**	**	**	**	17%	**	**	**	20%	**	**	**
8	(8.0)	74	48	26	**	**	**	**	**	18	**	**	**	54	**	**	**
		23%	26%	18%	**	**	**	**	**	17%	**	**	**	20%	**	**	**
9	(9.0)	45	33	12	**	**	**	**	**	16	**	**	**	39	**	**	**
		14%	18%	8%	**	**	**	**	**	16%	**	**	**	15%	**	**	**
10 - Extremely satisfied	(10.0)	74	32	42	**	**	**	**	**	23	**	**	**	58	**	**	**
		23%	17%	30%	**	**	**	**	**	22%	**	**	**	22%	**	**	**
DISSATISFIED (1-4)		10	4	5	**	**	**	**	**	3	**	**	**	7	**	**	**
		3%	2%	4%	**	**	**	**	**	2%	**	**	**	3%	**	**	**
NEUTRAL (5-6)		60	31	29	**	**	**	**	**	27	**	**	**	52	**	**	**
		18%	17%	20%	**	**	**	**	**	25%	**	**	**	20%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	339	191	148	41	61	82	68	87	108	94	77	60	206	64	33	36
Effective Weighted Sample	277	157	120	35	49	68	58	70	89	77	60	54	197	62	31	35
Total	330	187	143	34	64	74	70	87	105	104	62	58	264	44	13	10
SATISFIED (7-10)	260	151	109	**	**	**	**	**	76	**	**	**	205	**	**	**
	79%	81%	76%	**	**	**	**	**	72%	**	**	**	78%	**	**	**
Answered	330	187	143	**	**	**	**	**	105	**	**	**	264	**	**	**
Mean score	7.8	7.8	7.8	**	**	**	**	**	7.7	**	**	**	7.8	**	**	**
Standard deviation	1.73	1.57	1.92	**	**	**	**	**	1.85	**	**	**	1.75	**	**	**
Standard error	.09	.11	.16	**	**	**	**	**	.18	**	**	**	.12	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		339	308	31	147	186	133	198	44	64	64	133	271	66
Effective Weighted Sample		277	251	26	121	151	109	161	37	53	53	109	222	54
Total		330	303	27	141	183	129	194	41	64	63	129	270	59
2	(2.0)	1	-	**	-	1	-	1	**	**	**	-	1	**
		*%	-%	**	-%	1%	-%	1%	**	**	**	-%	*%	**
3	(3.0)	3	2	**	3	-	3	-	**	**	**	3	1	**
		1%	1%	**	2%	-%	2%	-%	**	**	**	2%	1%	**
4	(4.0)	6	6	**	1	4	1	4	**	**	**	1	4	**
		2%	2%	**	1%	2%	1%	2%	**	**	**	1%	2%	**
5	(5.0)	29	25	**	11	18	8	19	**	**	**	8	25	**
		9%	8%	**	7%	10%	6%	10%	**	**	**	6%	9%	**
6	(6.0)	31	30	**	14	16	13	17	**	**	**	13	24	**
		9%	10%	**	10%	9%	10%	9%	**	**	**	10%	9%	**
7	(7.0)	66	58	**	27	37	22	42	**	**	**	22	51	**
		20%	19%	**	19%	20%	17%	22%	**	**	**	17%	19%	**
8	(8.0)	74	71	**	28	44	26	46	**	**	**	26	59	**
		23%	23%	**	20%	24%	20%	24%	**	**	**	20%	22%	**
9	(9.0)	45	43	**	16	29	16	29	**	**	**	16	42	**
		14%	14%	**	12%	16%	13%	15%	**	**	**	13%	16%	**
10 - Extremely satisfied	(10.0)	74	69	**	40	34	39	35	**	**	**	39	62	**
		23%	23%	**	29%	19%	30%	18%	**	**	**	30%	23%	**
DISSATISFIED (1-4)		10	8	**	4	5	4	5	**	**	**	4	7	**
		3%	3%	**	3%	3%	3%	3%	**	**	**	3%	3%	**
NEUTRAL (5-6)		60	55	**	25	33	21	36	**	**	**	21	49	**
		18%	18%	**	18%	18%	17%	19%	**	**	**	17%	18%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	339	308	31	147	186	133	198	44	64	64	133	271	66
Effective Weighted Sample	277	251	26	121	151	109	161	37	53	53	109	222	54
Total	330	303	27	141	183	129	194	41	64	63	129	270	59
SATISFIED (7-10)	260	241	**	112	144	103	153	**	**	**	103	213	**
	79%	79%	**	80%	79%	80%	79%	**	**	**	80%	79%	**
Answered	330	303	**	141	183	129	194	**	**	**	129	270	**
Mean score	7.8	7.9	**	7.9	7.7	8.0	7.7	**	**	**	8.0	7.9	**
Standard deviation	1.73	1.68	**	1.78	1.69	1.79	1.67	**	**	**	1.79	1.73	**
Standard error	.09	.10	**	.15	.12	.16	.12	**	**	**	.16	.10	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		339	328	314	25	11	339	300	248	246	92	322	17	54	60	225
Effective Weighted Sample		277	267	255	22	10	277	245	201	199	76	264	13	44	47	186
Total		330	316	303	27	14	330	294	242	239	95	315	14	51	57	222
2	(2.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	-%
3	(3.0)	3	3	3	**	**	3	2	2	2	**	3	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
4	(4.0)	6	6	6	**	**	6	6	4	6	**	6	**	**	**	2
		2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	1%
5	(5.0)	29	29	29	**	**	29	21	22	18	**	27	**	**	**	6
		9%	9%	10%	**	**	9%	7%	9%	8%	**	8%	**	**	**	3%
6	(6.0)	31	30	30	**	**	31	28	25	26	**	31	**	**	**	13
		9%	9%	10%	**	**	9%	9%	10%	11%	**	10%	**	**	**	6%
7	(7.0)	66	63	60	**	**	66	61	54	47	**	64	**	**	**	47
		20%	20%	20%	**	**	20%	21%	22%	20%	**	20%	**	**	**	21%
8	(8.0)	74	71	68	**	**	74	65	55	52	**	70	**	**	**	50
		23%	23%	23%	**	**	23%	22%	23%	22%	**	22%	**	**	**	23%
9	(9.0)	45	42	39	**	**	45	42	33	32	**	44	**	**	**	39
		14%	13%	13%	**	**	14%	14%	14%	14%	**	14%	**	**	**	18%
10 - Extremely satisfied	(10.0)	74	71	67	**	**	74	69	47	54	**	71	**	**	**	63
		23%	22%	22%	**	**	23%	24%	19%	23%	**	23%	**	**	**	28%
DISSATISFIED (1-4)		10	10	10	**	**	10	9	8	9	**	10	**	**	**	3
		3%	3%	3%	**	**	3%	3%	3%	4%	**	3%	**	**	**	1%
NEUTRAL (5-6)		60	59	59	**	**	60	48	46	44	**	57	**	**	**	20
		18%	19%	19%	**	**	18%	16%	19%	18%	**	18%	**	**	**	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	339	328	314	25	11	339	300	248	246	92	322	17	54	60	225
Effective Weighted Sample	277	267	255	22	10	277	245	201	199	76	264	13	44	47	186
Total	330	316	303	27	14	330	294	242	239	95	315	14	51	57	222
SATISFIED (7-10)	260	248	234	**	**	260	237	189	185	**	249	**	**	**	199
	79%	78%	77%	**	**	79%	81%	78%	78%	**	79%	**	**	**	90%
Answered	330	316	303	**	**	330	294	242	239	**	315	**	**	**	222
Mean score	7.8	7.8	7.8	**	**	7.8	7.9	7.7	7.8	**	7.8	**	**	**	8.3
Standard deviation	1.73	1.74	1.76	**	**	1.73	1.70	1.71	1.76	**	1.73	**	**	**	1.48
Standard error	.09	.10	.10	**	**	.09	.10	.11	.11	**	.10	**	**	**	.10

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted total		601	267	333	117	151	149	90	94	171	173	155	102	426	82	71	22
Effective Weighted Sample		518	231	285	106	128	130	80	81	151	148	129	92	408	79	67	20
Total		621	276	344	106	173	142	103	96	184	192	139	105	532	55	27	7
3	(3.0)	7	2	5	-	3	2	**	**	4	2	-	1	6	**	**	**
		1%	1%	1%	-%	2%	1%	**	**	2%	1%	-%	1%	1%	**	**	**
4	(4.0)	13	5	7	6	2	2	**	**	4	2	4	3	11	**	**	**
		2%	2%	2%	5%	1%	2%	**	**	2%	1%	3%	3%	2%	**	**	**
5	(5.0)	33	19	14	7	12	6	**	**	7	9	9	8	30	**	**	**
		5%	7%	4%	7%	7%	4%	**	**	4%	4%	6%	7%	6%	**	**	**
6	(6.0)	64	34	30	11	21	7	**	**	19	20	16	9	55	**	**	**
		10%	12%	9%	10%	12%	5%	**	**	10%	10%	12%	9%	10%	**	**	**
7	(7.0)	134	68	66	17	36	36	**	**	50	39	29	16	120	**	**	**
		22%	25%	19%	16%	21%	26%	**	**	27%	20%	21%	15%	23%	**	**	**
8	(8.0)	165	68	97	28	41	40	**	**	40	67	30	28	131	**	**	**
		27%	25%	28%	27%	24%	28%	**	**	22%	35%	21%	27%	25%	**	**	**
9	(9.0)	104	54	50	16	27	25	**	**	31	32	30	11	94	**	**	**
		17%	20%	15%	15%	16%	17%	**	**	17%	17%	21%	10%	18%	**	**	**
10 - Extremely satisfied	(10.0)	101	25	75	21	32	24	**	**	28	22	22	29	85	**	**	**
		16%	9%	22% a	20%	18%	17%	**	**	15%	11%	16%	28% b	16%	**	**	**
DISSATISFIED (1-4)		20	8	12	6	5	4	**	**	8	4	4	4	17	**	**	**
		3%	3%	3%	5%	3%	3%	**	**	4%	2%	3%	4%	3%	**	**	**
NEUTRAL (5-6)		97	53	44	18	33	13	**	**	26	28	25	17	85	**	**	**
		16%	19%	13%	17%	19%	9%	**	**	14%	15%	18%	16%	16%	**	**	**
SATISFIED (7-10)		505	216	288	82	135	125	**	**	150	160	110	84	431	**	**	**
		81%	78%	84%	78%	78%	88%	**	**	81%	83%	79%	80%	81%	**	**	**
Answered		621	276	344	106	173	142	**	**	184	192	139	105	532	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d
Unweighted total	601	267	333	117	151	149	90	94	171	173	155	102	426	82	71	22
Effective Weighted Sample	518	231	285	106	128	130	80	81	151	148	129	92	408	79	67	20
Total	621	276	344	106	173	142	103	96	184	192	139	105	532	55	27	7
Mean score	7.8	7.6	7.9 a	7.8	7.7	7.9	**	**	7.7	7.8	7.8	8.0	7.8	**	**	**
Standard deviation	1.58	1.50	1.62	1.72	1.66	1.52	**	**	1.62	1.41	1.59	1.77	1.58	**	**	**
Standard error	.06	.09	.09	.16	.13	.12	**	**	.12	.11	.13	.18	.08	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total		601	549	52	283	310	258	333	102	129	121	258	445	148
Effective Weighted Sample		518	476	44	245	266	224	286	88	111	106	224	382	130
Total		621	580	41	298	315	276	335	111	140	124	276	472	143
3	(3.0)	7	7	**	3	3	3	3	3	-	-	3	5	2
		1%	1%	**	1%	1%	1%	1%	3%	-%	-%	1%	1%	1%
4	(4.0)	13	11	**	8	5	6	6	3	1	2	6	5	7
		2%	2%	**	3%	1%	2%	2%	3%	1%	2%	2%	1%	5% a
5	(5.0)	33	29	**	12	20	11	22	6	4	4	11	21	11
		5%	5%	**	4%	6%	4%	7%	5%	3%	3%	4%	4%	8%
6	(6.0)	64	59	**	27	36	23	39	11	15	8	23	47	16
		10%	10%	**	9%	11%	8%	12%	10%	11%	7%	8%	10%	11%
7	(7.0)	134	129	**	68	63	63	68	29	35	24	63	110	23
		22%	22%	**	23%	20%	23%	20%	26%	25%	19%	23%	23%	16%
8	(8.0)	165	156	**	73	91	69	93	22	30	35	69	124	40
		27%	27%	**	24%	29%	25%	28%	20%	22%	29%	25%	26%	28%
9	(9.0)	104	99	**	47	57	45	59	15	28	21	45	86	18
		17%	17%	**	16%	18%	16%	18%	14%	20%	17%	16%	18%	13%
10 - Extremely satisfied	(10.0)	101	90	**	61	39	56	44	22	26	29	56	74	25
		16%	16%	**	20%	12%	20%	13%	20%	19%	24%	20%	16%	18%
DISSATISFIED (1-4)		20	18	**	11	8	9	9	6	1	2	9	11	9
		3%	3%	**	4%	2%	3%	3%	6%	1%	2%	3%	2%	6%
NEUTRAL (5-6)		97	88	**	39	56	34	61	17	19	12	34	68	27
		16%	15%	**	13%	18%	12%	18%	15%	14%	10%	12%	14%	19%
SATISFIED (7-10)		505	474	**	248	251	233	265	88	120	109	233	394	107
		81%	82%	**	83%	80%	84%	79%	79%	86%	88%	84%	83%	75%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total	601	549	52	283	310	258	333	102	129	121	258	445	148
Effective Weighted Sample	518	476	44	245	266	224	286	88	111	106	224	382	130
Total	621	580	41	298	315	276	335	111	140	124	276	472	143
Answered	621	580	**	298	315	276	335	111	140	124	276	472	143
Mean score	7.8	7.8	**	7.9	7.7	7.9	7.7	7.7	8.0	8.1	7.9	7.8	7.6
Standard deviation	1.58	1.56	**	1.61	1.52	1.59	1.54	1.76	1.42	1.47	1.59	1.51	1.76
Standard error	.06	.07	**	.10	.09	.10	.08	.17	.12	.13	.10	.07	.14

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	b	c
Unweighted total		601	570	551	50	31	601	526	415	410	97	558	43	70	148	383
Effective Weighted Sample		518	489	473	45	28	518	452	358	356	83	479	39	60	127	331
Total		621	589	569	52	32	621	539	429	429	104	573	48	71	160	391
3	(3.0)	7	7	7	**	**	7	7	6	6	**	7	**	**	2	*
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	1%	*%
4	(4.0)	13	11	11	**	**	13	10	8	6	**	11	**	**	7	2
		2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	4% c	1%
5	(5.0)	33	30	30	**	**	33	25	27	22	**	31	**	**	18	8
		5%	5%	5%	**	**	5%	5%	6%	5%	**	5%	**	**	11% c	2%
6	(6.0)	64	61	60	**	**	64	55	51	44	**	60	**	**	33	28
		10%	10%	11%	**	**	10%	10%	12%	10%	**	11%	**	**	21% c	7%
7	(7.0)	134	122	118	**	**	134	124	96	102	**	127	**	**	32	84
		22%	21%	21%	**	**	22%	23%	22%	24%	**	22%	**	**	20%	21%
8	(8.0)	165	159	157	**	**	165	148	121	115	**	154	**	**	36	115
		27%	27%	28%	**	**	27%	27%	28%	27%	**	27%	**	**	22%	29%
9	(9.0)	104	101	94	**	**	104	84	59	74	**	91	**	**	18	76
		17%	17%	16%	**	**	17%	16%	14%	17%	**	16%	**	**	11%	20%
10 - Extremely satisfied	(10.0)	101	98	93	**	**	101	87	60	59	**	90	**	**	14	77
		16%	17%	16%	**	**	16%	16%	14%	14%	**	16%	**	**	9%	20% b
DISSATISFIED (1-4)		20	18	18	**	**	20	17	15	12	**	19	**	**	9	3
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	6% c	1%
NEUTRAL (5-6)		97	91	90	**	**	97	80	79	66	**	92	**	**	51	36
		16%	15%	16%	**	**	16%	15%	18%	15%	**	16%	**	**	32% c	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	b	c
Unweighted total	601	570	551	50	31	601	526	415	410	97	558	43	70	148	383
Effective Weighted Sample	518	489	473	45	28	518	452	358	356	83	479	39	60	127	331
Total	621	589	569	52	32	621	539	429	429	104	573	48	71	160	391
SATISFIED (7-10)	505	479	462	**	**	505	442	336	351	**	463	**	**	100	352
	81%	81%	81%	**	**	81%	82%	78%	82%	**	81%	**	**	63%	90% b
Answered	621	589	569	**	**	621	539	429	429	**	573	**	**	160	391
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.6	7.7	**	7.7	**	**	7.1	8.1 b
Standard deviation	1.58	1.58	1.58	**	**	1.58	1.55	1.58	1.52	**	1.58	**	**	1.66	1.33
Standard error	.06	.07	.07	**	**	.06	.07	.08	.08	**	.07	**	**	.14	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total		717	303	413	87	120	151	143	216	204	203	165	145	516	74	93	34
Effective Weighted Sample		607	257	348	76	101	127	127	183	177	172	135	127	490	72	87	32
Total		760	324	436	79	144	137	160	241	221	242	148	150	664	50	37	10
2	(2.0)	1	-	1	**	-	-	-	-	1	-	-	-	1	**	**	**
		*%	-%	*%	**	-%	-%	-%	-%	*%	-%	-%	-%	*%	**	**	**
3	(3.0)	5	2	3	**	*	-	-	3	1	-	*	3	4	**	**	**
		1%	1%	1%	**	*%	-%	-%	1%	*%	-%	*%	2%	1%	**	**	**
4	(4.0)	9	5	4	**	4	1	2	*	7	1	2	-	6	**	**	**
		1%	1%	1%	**	3%	*%	2%	*%	3%	*%	1%	-%	1%	**	**	**
5	(5.0)	42	21	21	**	7	9	8	8	15	12	5	10	39	**	**	**
		6%	7%	5%	**	5%	7%	5%	3%	7%	5%	4%	6%	6%	**	**	**
6	(6.0)	77	50	27	**	16	8	22	22	28	17	18	14	71	**	**	**
		10%	16% b	6%	**	11%	6%	14%	9%	13%	7%	12%	9%	11%	**	**	**
7	(7.0)	134	60	73	**	16	24	25	56	52	39	28	15	111	**	**	**
		18%	19%	17%	**	11%	17%	16%	23%	23% d	16%	19%	10%	17%	**	**	**
8	(8.0)	168	75	93	**	31	33	35	49	46	60	34	28	146	**	**	**
		22%	23%	21%	**	21%	24%	22%	20%	21%	25%	23%	19%	22%	**	**	**
9	(9.0)	136	46	90	**	31	25	27	43	34	63	22	17	121	**	**	**
		18%	14%	21%	**	22%	18%	17%	18%	15%	26% d	15%	11%	18%	**	**	**
10 - Extremely satisfied	(10.0)	188	64	124	**	39	37	40	59	37	48	40	64	165	**	**	**
		25%	20%	28%	**	27%	27%	25%	25%	17%	20%	27%	42% abc	25%	**	**	**
DISSATISFIED (1-4)		15	6	9	**	4	1	2	4	9	1	2	3	12	**	**	**
		2%	2%	2%	**	3%	*%	2%	2%	4%	*%	1%	2%	2%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	717	303	413	87	120	151	143	216	204	203	165	145	516	74	93	34
Effective Weighted Sample	607	257	348	76	101	127	127	183	177	172	135	127	490	72	87	32
Total	760	324	436	79	144	137	160	241	221	242	148	150	664	50	37	10
NEUTRAL (5-6)	119	71	48	**	23	18	30	30	43	30	23	23	110	**	**	**
	16%	22% b	11%	**	16%	13%	19%	12%	20%	12%	16%	16%	17%	**	**	**
SATISFIED (7-10)	626	246	379	**	117	118	127	208	169	211	123	123	542	**	**	**
	82%	76%	87% a	**	81%	86%	80%	86%	77%	87% a	83%	82%	82%	**	**	**
Answered	760	324	436	**	144	137	160	241	221	242	148	150	664	**	**	**
Mean score	8.0	7.8	8.2 a	**	8.2	8.2	8.0	8.1	7.6	8.2 a	8.1	8.4 a	8.0	**	**	**
Standard deviation	1.63	1.63	1.60	**	1.66	1.53	1.61	1.56	1.67	1.41	1.56	1.82	1.64	**	**	**
Standard error	.06	.09	.08	**	.15	.12	.13	.11	.12	.10	.12	.15	.07	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total		717	611	106	270	437	240	466	68	130	126	240	495	205
Effective Weighted Sample		607	522	88	231	369	206	392	59	110	109	206	420	175
Total		760	671	90	281	470	254	496	76	133	134	254	536	213
2	(2.0)	1	1	-	1	-	-	-	**	-	-	-	-	1
		*%	*%	-%	*%	-%	-%	-%	**	-%	-%	-%	-%	*%
3	(3.0)	5	5	-	1	3	-	5	**	-	-	-	1	3
		1%	1%	-%	*%	1%	-%	1%	**	-%	-%	-%	*%	2%
4	(4.0)	9	8	1	3	6	3	6	**	1	1	3	8	1
		1%	1%	1%	1%	1%	1%	1%	**	*%	*%	1%	1%	1%
5	(5.0)	42	40	2	21	21	16	26	**	8	10	16	26	14
		6%	6%	2%	7%	5%	6%	5%	**	6%	8%	6%	5%	7%
6	(6.0)	77	70	7	35	41	31	45	**	11	17	31	56	19
		10%	10%	8%	12%	9%	12%	9%	**	8%	12%	12%	10%	9%
7	(7.0)	134	116	18	39	91	37	93	**	19	18	37	99	35
		18%	17%	20%	14%	19%	14%	19%	**	14%	13%	14%	18%	16%
8	(8.0)	168	151	17	62	105	54	113	**	34	26	54	127	39
		22%	22%	19%	22%	22%	21%	23%	**	25%	20%	21%	24%	18%
9	(9.0)	136	116	20	48	88	47	89	**	25	23	47	101	34
		18%	17%	23%	17%	19%	18%	18%	**	19%	17%	18%	19%	16%
10 - Extremely satisfied	(10.0)	188	164	24	72	114	68	119	**	36	40	68	118	66
		25%	24%	27%	26%	24%	27%	24%	**	27%	30%	27%	22%	31%
DISSATISFIED (1-4)		15	14	1	5	9	3	11	**	1	1	3	9	6
		2%	2%	1%	2%	2%	1%	2%	**	*%	*%	1%	2%	3%
NEUTRAL (5-6)		119	110	9	55	63	47	71	**	19	27	47	82	34
		16%	16%	10%	20%	13%	18%	14%	**	15%	20%	18%	15%	16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	717	611	106	270	437	240	466	68	130	126	240	495	205
Effective Weighted Sample	607	522	88	231	369	206	392	59	110	109	206	420	175
Total	760	671	90	281	470	254	496	76	133	134	254	536	213
SATISFIED (7-10)	626	547	79	220	398	205	413	**	113	107	205	445	174
	82%	82%	89%	79%	85%	81%	83%	**	85%	80%	81%	83%	82%
Answered	760	671	90	281	470	254	496	**	133	134	254	536	213
Mean score	8.0	8.0	8.3	8.0	8.1	8.1	8.0	**	8.2	8.1	8.1	8.0	8.1
Standard deviation	1.63	1.65	1.45	1.70	1.58	1.61	1.61	**	1.53	1.65	1.61	1.55	1.78
Standard error	.06	.07	.14	.10	.08	.10	.07	**	.13	.15	.10	.07	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		717	680	632	85	37	717	631	450	435	116	661	56	100	151	466
Effective Weighted Sample		607	574	531	76	33	607	536	383	371	99	562	46	81	127	398
Total		760	719	659	101	41	760	666	476	461	128	698	62	107	160	494
2	(2.0)	1	1	1	**	**	1	1	1	1	-	1	**	1	-	-
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	1%	-%	-%
3	(3.0)	5	5	5	**	**	5	3	3	3	1	3	**	3	*	1
		1%	1%	1%	**	**	1%	*%	1%	1%	1%	*%	**	3%	*%	*%
4	(4.0)	9	9	9	**	**	9	9	8	6	4	9	**	2	4	3
		1%	1%	1%	**	**	1%	1%	2%	1%	3%	1%	**	2%	2%	1%
5	(5.0)	42	42	38	**	**	42	34	29	25	9	37	**	10	17	15
		6%	6%	6%	**	**	6%	5%	6%	5%	7%	5%	**	10% c	11% c	3%
6	(6.0)	77	74	71	**	**	77	69	51	54	18	72	**	7	23	46
		10%	10%	11%	**	**	10%	10%	11%	12%	14%	10%	**	7%	14%	9%
7	(7.0)	134	133	121	**	**	134	121	88	88	19	128	**	26	32	76
		18%	18%	18%	**	**	18%	18%	18%	19%	15%	18%	**	25%	20%	15%
8	(8.0)	168	161	150	**	**	168	148	116	99	32	157	**	14	41	112
		22%	22%	23%	**	**	22%	22%	24%	21%	25%	22%	**	14%	26%	23%
9	(9.0)	136	128	119	**	**	136	120	78	88	25	121	**	19	15	101
		18%	18%	18%	**	**	18%	18%	16%	19%	19%	17%	**	18%	10%	20% b
10 - Extremely satisfied	(10.0)	188	167	146	**	**	188	162	102	97	21	170	**	22	27	138
		25%	23%	22%	**	**	25%	24%	22%	21%	16%	24%	**	21%	17%	28%
DISSATISFIED (1-4)		15	15	15	**	**	15	13	11	9	5	13	**	6	4	4
		2%	2%	2%	**	**	2%	2%	2%	2%	4%	2%	**	6% c	3%	1%
NEUTRAL (5-6)		119	116	109	**	**	119	103	80	80	27	109	**	18	40	62
		16%	16%	17%	**	**	16%	15%	17%	17%	21%	16%	**	17%	25% c	12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	717	680	632	85	37	717	631	450	435	116	661	56	100	151	466
Effective Weighted Sample	607	574	531	76	33	607	536	383	371	99	562	46	81	127	398
Total	760	719	659	101	41	760	666	476	461	128	698	62	107	160	494
SATISFIED (7-10)	626	589	536	**	**	626	551	385	372	96	576	**	83	116	428
	82%	82%	81%	**	**	82%	83%	81%	81%	75%	83%	**	77%	72%	87% b
Answered	760	719	659	**	**	760	666	476	461	128	698	**	107	160	494
Mean score	8.0	8.0	8.0	**	**	8.0	8.0	7.9	7.9	7.7	8.0	**	7.6	7.5	8.3 ab
Standard deviation	1.63	1.63	1.63	**	**	1.63	1.61	1.63	1.61	1.69	1.61	**	1.92	1.66	1.49
Standard error	.06	.06	.06	**	**	.06	.06	.08	.08	.16	.06	**	.19	.13	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted total		429	179	249	35	65	76	71	182	109	119	97	104	304	63	41	21
Effective Weighted Sample		369	155	214	31	53	67	60	160	93	107	80	94	292	61	39	20
Total		460	199	260	32	70	74	76	207	112	154	84	109	394	44	16	5
1 - Extremely dissatisfied	(1.0)	1	1	-	**	**	**	**	-	-	1	**	-	1	**	**	**
		*%	1%	-%	**	**	**	**	-%	-%	1%	**	-%	*%	**	**	**
2	(2.0)	3	1	1	**	**	**	**	-	3	-	**	-	3	**	**	**
		1%	1%	1%	**	**	**	**	-%	3%	-%	**	-%	1%	**	**	**
3	(3.0)	2	1	1	**	**	**	**	-	-	-	**	-	1	**	**	**
		*%	1%	*%	**	**	**	**	-%	-%	-%	**	-%	*%	**	**	**
4	(4.0)	13	5	9	**	**	**	**	2	5	4	**	2	12	**	**	**
		3%	2%	3%	**	**	**	**	1%	5%	2%	**	2%	3%	**	**	**
5	(5.0)	21	15	7	**	**	**	**	7	7	7	**	5	20	**	**	**
		5%	7%	3%	**	**	**	**	3%	7%	4%	**	5%	5%	**	**	**
6	(6.0)	44	20	24	**	**	**	**	27	16	12	**	10	41	**	**	**
		10%	10%	9%	**	**	**	**	13%	14%	8%	**	9%	10%	**	**	**
7	(7.0)	69	32	37	**	**	**	**	22	20	24	**	13	57	**	**	**
		15%	16%	14%	**	**	**	**	11%	18%	15%	**	12%	14%	**	**	**
8	(8.0)	105	39	65	**	**	**	**	53	22	42	**	25	85	**	**	**
		23%	20%	25%	**	**	**	**	26%	20%	27%	**	23%	22%	**	**	**
9	(9.0)	75	34	41	**	**	**	**	39	13	25	**	13	62	**	**	**
		16%	17%	16%	**	**	**	**	19%	11%	16%	**	12%	16%	**	**	**
10 - Extremely satisfied	(10.0)	125	50	75	**	**	**	**	59	25	39	**	40	112	**	**	**
		27%	25%	29%	**	**	**	**	28%	23%	25%	**	36%	28%	**	**	**
DISSATISFIED (1-4)		19	8	11	**	**	**	**	2	8	5	**	2	17	**	**	**
		4%	4%	4%	**	**	**	**	1%	7%	3%	**	2%	4%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	d	a	~b	~c	~d
Unweighted total	429	179	249	35	65	76	71	182	109	119	97	104	304	63	41	21
Effective Weighted Sample	369	155	214	31	53	67	60	160	93	107	80	94	292	61	39	20
Total	460	199	260	32	70	74	76	207	112	154	84	109	394	44	16	5
NEUTRAL (5-6)	66	35	31	**	**	**	**	33	23	19	**	16	61	**	**	**
	14%	18%	12%	**	**	**	**	16%	21%	13%	**	14%	15%	**	**	**
SATISFIED (7-10)	375	156	218	**	**	**	**	173	81	130	**	91	316	**	**	**
	82%	78%	84%	**	**	**	**	83%	72%	84%	**	84%	80%	**	**	**
Answered	460	199	260	**	**	**	**	207	112	154	**	109	394	**	**	**
Mean score	8.0	7.9	8.2	**	**	**	**	8.3	7.6	8.1	**	8.3 a	8.0	**	**	**
Standard deviation	1.77	1.86	1.69	**	**	**	**	1.51	1.97	1.68	**	1.66	1.81	**	**	**
Standard error	.09	.14	.11	**	**	**	**	.11	.19	.15	**	.16	.10	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total		429	369	60	134	285	127	292	43	65	64	127	270	153
Effective Weighted Sample		369	318	52	117	243	113	248	38	56	57	113	230	134
Total		460	402	58	144	306	140	310	45	71	71	140	289	164
1 - Extremely dissatisfied	(1.0)	1	1	**	-	-	-	-	**	**	**	-	1	-
		*%	*%	**	-%	-%	-%	-%	**	**	**	-%	*%	-%
2	(2.0)	3	3	**	3	-	3	-	**	**	**	3	3	-
		1%	1%	**	2%	-%	2%	-%	**	**	**	2%	1%	-%
3	(3.0)	2	2	**	1	1	1	1	**	**	**	1	1	1
		*%	*%	**	1%	*%	1%	*%	**	**	**	1%	*%	*%
4	(4.0)	13	12	**	10	3	10	3	**	**	**	10	10	4
		3%	3%	**	7% b	1%	7% b	1%	**	**	**	7%	3%	2%
5	(5.0)	21	21	**	9	12	9	12	**	**	**	9	14	7
		5%	5%	**	6%	4%	7%	4%	**	**	**	7%	5%	4%
6	(6.0)	44	36	**	6	36	6	36	**	**	**	6	28	17
		10%	9%	**	4%	12%	4%	12%	**	**	**	4%	10%	10%
7	(7.0)	69	62	**	31	38	30	39	**	**	**	30	49	21
		15%	16%	**	22%	12%	22%	13%	**	**	**	22%	17%	12%
8	(8.0)	105	88	**	27	77	24	79	**	**	**	24	64	39
		23%	22%	**	19%	25%	17%	26%	**	**	**	17%	22%	24%
9	(9.0)	75	71	**	19	53	19	53	**	**	**	19	48	25
		16%	18%	**	13%	17%	14%	17%	**	**	**	14%	17%	15%
10 - Extremely satisfied	(10.0)	125	105	**	38	86	37	88	**	**	**	37	71	51
		27%	26%	**	27%	28%	27%	28%	**	**	**	27%	25%	31%
DISSATISFIED (1-4)		19	18	**	14	4	14	4	**	**	**	14	15	4
		4%	5%	**	9% b	1%	10% b	1%	**	**	**	10%	5%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	429	369	60	134	285	127	292	43	65	64	127	270	153
Effective Weighted Sample	369	318	52	117	243	113	248	38	56	57	113	230	134
Total	460	402	58	144	306	140	310	45	71	71	140	289	164
NEUTRAL (5-6)	66	57	**	15	48	15	48	**	**	**	15	42	24
	14%	14%	**	11%	16%	11%	16%	**	**	**	11%	14%	15%
SATISFIED (7-10)	375	326	**	115	254	111	258	**	**	**	111	233	136
	82%	81%	**	80%	83%	79%	83%	**	**	**	79%	80%	83%
Answered	460	402	**	144	306	140	310	**	**	**	140	289	164
Mean score	8.0	8.0	**	7.7	8.2	7.7	8.2	**	**	**	7.7	7.9	8.2
Standard deviation	1.77	1.79	**	2.02	1.56	2.04	1.55	**	**	**	2.04	1.82	1.66
Standard error	.09	.09	**	.17	.09	.18	.09	**	**	**	.18	.11	.13

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		429	391	351	78	38	429	390	277	247	69	406	23	68	88	273
Effective Weighted Sample		369	335	299	70	35	369	338	237	212	59	350	19	58	75	235
Total		460	415	368	91	44	460	419	292	265	75	434	26	73	94	293
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	-%
2	(2.0)	3	3	3	**	**	3	3	1	3	**	3	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
3	(3.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
		*%	*%	*%	**	**	*%	*%	1%	1%	**	*%	**	**	**	-%
4	(4.0)	13	13	13	**	**	13	12	9	12	**	13	**	**	**	7
		3%	3%	4%	**	**	3%	3%	3%	5%	**	3%	**	**	**	3%
5	(5.0)	21	20	18	**	**	21	17	17	13	**	20	**	**	**	6
		5%	5%	5%	**	**	5%	4%	6%	5%	**	5%	**	**	**	2%
6	(6.0)	44	39	35	**	**	44	43	36	31	**	44	**	**	**	22
		10%	9%	9%	**	**	10%	10%	12%	12%	**	10%	**	**	**	8%
7	(7.0)	69	69	62	**	**	69	67	54	47	**	68	**	**	**	41
		15%	17%	17%	**	**	15%	16%	18%	18%	**	16%	**	**	**	14%
8	(8.0)	105	95	85	**	**	105	97	69	62	**	100	**	**	**	78
		23%	23%	23%	**	**	23%	23%	24%	23%	**	23%	**	**	**	27%
9	(9.0)	75	66	58	**	**	75	66	35	34	**	67	**	**	**	48
		16%	16%	16%	**	**	16%	16%	12%	13%	**	15%	**	**	**	16%
10 - Extremely satisfied	(10.0)	125	107	91	**	**	125	111	69	61	**	116	**	**	**	89
		27%	26%	25%	**	**	27%	27%	24%	23%	**	27%	**	**	**	30%
DISSATISFIED (1-4)		19	19	19	**	**	19	18	13	18	**	19	**	**	**	9
		4%	5%	5%	**	**	4%	4%	5%	7%	**	4%	**	**	**	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	429	391	351	78	38	429	390	277	247	69	406	23	68	88	273
Effective Weighted Sample	369	335	299	70	35	369	338	237	212	59	350	19	58	75	235
Total	460	415	368	91	44	460	419	292	265	75	434	26	73	94	293
NEUTRAL (5-6)	66	59	53	**	**	66	60	52	43	**	64	**	**	**	28
	14%	14%	14%	**	**	14%	14%	18%	16%	**	15%	**	**	**	10%
SATISFIED (7-10)	375	338	297	**	**	375	341	226	204	**	350	**	**	**	256
	82%	81%	81%	**	**	82%	81%	77%	77%	**	81%	**	**	**	87%
Answered	460	415	368	**	**	460	419	292	265	**	434	**	**	**	293
Mean score	8.0	8.0	7.9	**	**	8.0	8.0	7.8	7.7	**	8.0	**	**	**	8.3
Standard deviation	1.77	1.78	1.80	**	**	1.77	1.77	1.80	1.89	**	1.78	**	**	**	1.58
Standard error	.09	.09	.10	**	**	.09	.09	.11	.12	**	.09	**	**	**	.10

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total		352	135	217	78	114	97	39	24	105	97	88	62	223	40	62	27
Effective Weighted Sample		288	110	177	68	91	80	34	18	90	80	67	53	212	39	59	25
Total		332	124	207	67	116	86	43	19	110	99	69	54	273	27	24	7
1 - Extremely dissatisfied	(1.0)	1	-	1	**	-	**	**	**	-	**	**	**	1	**	**	**
		*%	-%	*%	**	-%	**	**	**	-%	**	**	**	*%	**	**	**
2	(2.0)	1	-	1	**	1	**	**	**	1	**	**	**	-	**	**	**
		*%	-%	*%	**	1%	**	**	**	1%	**	**	**	-%	**	**	**
3	(3.0)	4	4	-	**	3	**	**	**	3	**	**	**	4	**	**	**
		1%	3%	-%	**	3%	**	**	**	3%	**	**	**	2%	**	**	**
4	(4.0)	10	2	7	**	5	**	**	**	6	**	**	**	8	**	**	**
		3%	2%	4%	**	4%	**	**	**	5%	**	**	**	3%	**	**	**
5	(5.0)	24	13	11	**	9	**	**	**	15	**	**	**	21	**	**	**
		7%	11%	5%	**	8%	**	**	**	14%	**	**	**	8%	**	**	**
6	(6.0)	47	14	32	**	15	**	**	**	20	**	**	**	42	**	**	**
		14%	11%	16%	**	13%	**	**	**	18%	**	**	**	15%	**	**	**
7	(7.0)	59	28	30	**	19	**	**	**	21	**	**	**	49	**	**	**
		18%	23%	15%	**	16%	**	**	**	19%	**	**	**	18%	**	**	**
8	(8.0)	75	24	51	**	25	**	**	**	15	**	**	**	57	**	**	**
		23%	19%	25%	**	21%	**	**	**	14%	**	**	**	21%	**	**	**
9	(9.0)	46	18	28	**	14	**	**	**	13	**	**	**	35	**	**	**
		14%	14%	13%	**	12%	**	**	**	12%	**	**	**	13%	**	**	**
10 - Extremely satisfied	(10.0)	66	21	45	**	27	**	**	**	17	**	**	**	57	**	**	**
		20%	17%	22%	**	23%	**	**	**	16%	**	**	**	21%	**	**	**
DISSATISFIED (1-4)		16	6	9	**	9	**	**	**	9	**	**	**	13	**	**	**
		5%	5%	4%	**	8%	**	**	**	8%	**	**	**	5%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	352	135	217	78	114	97	39	24	105	97	88	62	223	40	62	27
Effective Weighted Sample	288	110	177	68	91	80	34	18	90	80	67	53	212	39	59	25
Total	332	124	207	67	116	86	43	19	110	99	69	54	273	27	24	7
NEUTRAL (5-6)	71	27	43	**	24	**	**	**	35	**	**	**	63	**	**	**
	21%	22%	21%	**	20%	**	**	**	32%	**	**	**	23%	**	**	**
SATISFIED (7-10)	245	90	155	**	84	**	**	**	66	**	**	**	197	**	**	**
	74%	73%	75%	**	72%	**	**	**	60%	**	**	**	72%	**	**	**
Answered	332	124	207	**	116	**	**	**	110	**	**	**	273	**	**	**
Mean score	7.6	7.5	7.8	**	7.6	**	**	**	7.1	**	**	**	7.6	**	**	**
Standard deviation	1.79	1.82	1.77	**	1.95	**	**	**	1.96	**	**	**	1.82	**	**	**
Standard error	.10	.16	.12	**	.18	**	**	**	.19	**	**	**	.12	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		352	315	37	193	151	175	169	75	94	77	175	278	69
Effective Weighted Sample		288	260	30	159	123	143	139	61	78	63	143	226	57
Total		332	306	26	184	142	167	159	71	91	71	167	267	60
1 - Extremely dissatisfied	(1.0)	1	1	**	-	-	-	-	**	**	**	-	-	**
		*%	*%	**	-%	-%	-%	-%	**	**	**	-%	-%	**
2	(2.0)	1	1	**	-	1	-	1	**	**	**	-	1	**
		*%	*%	**	-%	1%	-%	*%	**	**	**	-%	*%	**
3	(3.0)	4	4	**	3	1	3	1	**	**	**	3	4	**
		1%	1%	**	2%	1%	2%	1%	**	**	**	2%	2%	**
4	(4.0)	10	10	**	8	1	6	3	**	**	**	6	5	**
		3%	3%	**	4%	1%	4%	2%	**	**	**	4%	2%	**
5	(5.0)	24	22	**	14	10	13	11	**	**	**	13	20	**
		7%	7%	**	7%	7%	8%	7%	**	**	**	8%	7%	**
6	(6.0)	47	44	**	21	25	17	28	**	**	**	17	36	**
		14%	14%	**	11%	17%	10%	18%	**	**	**	10%	14%	**
7	(7.0)	59	54	**	25	34	23	35	**	**	**	23	55	**
		18%	18%	**	13%	24%	14%	22%	**	**	**	14%	21%	**
8	(8.0)	75	70	**	39	36	36	40	**	**	**	36	58	**
		23%	23%	**	21%	25%	21%	25%	**	**	**	21%	22%	**
9	(9.0)	46	44	**	27	16	26	17	**	**	**	26	37	**
		14%	14%	**	15%	11%	16%	11%	**	**	**	16%	14%	**
10 - Extremely satisfied	(10.0)	66	57	**	47	18	43	22	**	**	**	43	50	**
		20%	19%	**	26%	13%	26%	14%	**	**	**	26%	19%	**
					b									
DISSATISFIED (1-4)		16	16	**	11	3	9	5	**	**	**	9	10	**
		5%	5%	**	6%	2%	6%	3%	**	**	**	6%	4%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	352	315	37	193	151	175	169	75	94	77	175	278	69
Effective Weighted Sample	288	260	30	159	123	143	139	61	78	63	143	226	57
Total	332	306	26	184	142	167	159	71	91	71	167	267	60
NEUTRAL (5-6)	71	66	**	34	35	30	39	**	**	**	30	56	**
	21%	21%	**	19%	25%	18%	25%	**	**	**	18%	21%	**
SATISFIED (7-10)	245	225	**	139	104	128	115	**	**	**	128	201	**
	74%	73%	**	75%	73%	76%	72%	**	**	**	76%	75%	**
Answered	332	306	**	184	142	167	159	**	**	**	167	267	**
Mean score	7.6	7.6	**	7.8	7.5	7.9	7.5	**	**	**	7.9	7.6	**
Standard deviation	1.79	1.79	**	1.87	1.57	1.86	1.61	**	**	**	1.86	1.73	**
Standard error	.10	.10	**	.13	.13	.14	.12	**	**	**	.14	.10	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		352	339	324	28	13	352	307	250	245	62	331	21	36	90	226
Effective Weighted Sample		288	277	265	23	11	288	252	202	202	52	270	18	29	73	186
Total		332	321	307	24	10	332	292	239	235	64	311	20	33	83	215
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	-	1	**	1	**	**	**	1
		*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	*%
2	(2.0)	1	1	1	**	**	1	1	-	1	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	-%
3	(3.0)	4	4	4	**	**	4	4	4	3	**	4	**	**	**	3
		1%	1%	1%	**	**	1%	1%	2%	1%	**	1%	**	**	**	1%
4	(4.0)	10	10	10	**	**	10	10	8	10	**	10	**	**	**	5
		3%	3%	3%	**	**	3%	3%	3%	4%	**	3%	**	**	**	2%
5	(5.0)	24	24	21	**	**	24	24	20	17	**	24	**	**	**	13
		7%	7%	7%	**	**	7%	8%	8%	7%	**	8%	**	**	**	6%
6	(6.0)	47	44	44	**	**	47	42	38	40	**	46	**	**	**	20
		14%	14%	14%	**	**	14%	14%	16%	17%	**	15%	**	**	**	9%
7	(7.0)	59	58	54	**	**	59	53	44	39	**	55	**	**	**	34
		18%	18%	17%	**	**	18%	18%	18%	16%	**	18%	**	**	**	16%
8	(8.0)	75	74	71	**	**	75	66	50	52	**	72	**	**	**	55
		23%	23%	23%	**	**	23%	23%	21%	22%	**	23%	**	**	**	26%
9	(9.0)	46	43	41	**	**	46	37	28	33	**	40	**	**	**	33
		14%	13%	13%	**	**	14%	13%	12%	14%	**	13%	**	**	**	16%
10 - Extremely satisfied	(10.0)	66	63	62	**	**	66	55	47	40	**	60	**	**	**	52
		20%	20%	20%	**	**	20%	19%	20%	17%	**	19%	**	**	**	24%
DISSATISFIED (1-4)		16	16	16	**	**	16	16	12	14	**	16	**	**	**	9
		5%	5%	5%	**	**	5%	5%	5%	6%	**	5%	**	**	**	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	352	339	324	28	13	352	307	250	245	62	331	21	36	90	226
Effective Weighted Sample	288	277	265	23	11	288	252	202	202	52	270	18	29	73	186
Total	332	321	307	24	10	332	292	239	235	64	311	20	33	83	215
NEUTRAL (5-6)	71	68	65	**	**	71	66	58	58	**	70	**	**	**	33
	21%	21%	21%	**	**	21%	22%	24%	24%	**	22%	**	**	**	15%
SATISFIED (7-10)	245	237	226	**	**	245	211	168	163	**	226	**	**	**	174
	74%	74%	74%	**	**	74%	72%	70%	69%	**	73%	**	**	**	81%
Answered	332	321	307	**	**	332	292	239	235	**	311	**	**	**	215
Mean score	7.6	7.6	7.6	**	**	7.6	7.5	7.5	7.5	**	7.6	**	**	**	7.9
Standard deviation	1.79	1.80	1.81	**	**	1.79	1.82	1.81	1.84	**	1.81	**	**	**	1.77
Standard error	.10	.10	.10	**	**	.10	.10	.11	.12	**	.10	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		236	109	126	23	48	48	36	81	67	67	48	54	147	27	30	32
Effective Weighted Sample		191	86	104	20	41	38	32	65	58	53	36	45	141	26	28	29
Total		229	104	124	17	55	37	40	80	72	68	38	50	189	18	12	9
1 - Extremely dissatisfied	(1.0)	*	*	-	**	**	**	**	**	**	**	**	**	-	**	**	**
		*%	*%	-%	**	**	**	**	**	**	**	**	**	-%	**	**	**
4	(4.0)	2	1	1	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	1%	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**
5	(5.0)	14	6	8	**	**	**	**	**	**	**	**	**	12	**	**	**
		6%	5%	7%	**	**	**	**	**	**	**	**	**	6%	**	**	**
6	(6.0)	21	11	10	**	**	**	**	**	**	**	**	**	18	**	**	**
		9%	10%	8%	**	**	**	**	**	**	**	**	**	10%	**	**	**
7	(7.0)	28	20	8	**	**	**	**	**	**	**	**	**	24	**	**	**
		12%	19% b	6%	**	**	**	**	**	**	**	**	**	13%	**	**	**
8	(8.0)	68	29	38	**	**	**	**	**	**	**	**	**	60	**	**	**
		30%	28%	31%	**	**	**	**	**	**	**	**	**	32%	**	**	**
9	(9.0)	30	14	15	**	**	**	**	**	**	**	**	**	21	**	**	**
		13%	13%	12%	**	**	**	**	**	**	**	**	**	11%	**	**	**
10 - Extremely satisfied	(10.0)	67	24	43	**	**	**	**	**	**	**	**	**	53	**	**	**
		29%	23%	35%	**	**	**	**	**	**	**	**	**	28%	**	**	**
DISSATISFIED (1-4)		2	1	1	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	1%	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**
NEUTRAL (5-6)		34	16	18	**	**	**	**	**	**	**	**	**	30	**	**	**
		15%	16%	15%	**	**	**	**	**	**	**	**	**	16%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	236	109	126	23	48	48	36	81	67	67	48	54	147	27	30	32
Effective Weighted Sample	191	86	104	20	41	38	32	65	58	53	36	45	141	26	28	29
Total	229	104	124	17	55	37	40	80	72	68	38	50	189	18	12	9
SATISFIED (7-10)	192	87	104	**	**	**	**	**	**	**	**	**	158	**	**	**
	84%	84%	84%	**	**	**	**	**	**	**	**	**	84%	**	**	**
Answered	229	104	124	**	**	**	**	**	**	**	**	**	189	**	**	**
Mean score	8.2	8.0	8.4	**	**	**	**	**	**	**	**	**	8.1	**	**	**
Standard deviation	1.57	1.53	1.59	**	**	**	**	**	**	**	**	**	1.55	**	**	**
Standard error	.10	.15	.14	**	**	**	**	**	**	**	**	**	.13	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		236	209	27	93	139	88	144	34	47	38	88	157	75
Effective Weighted Sample		191	171	21	75	112	72	115	25	39	33	72	126	62
Total		229	208	21	90	134	86	138	30	45	38	86	154	71
1 - Extremely dissatisfied	(1.0)	*	*	**	**	-	**	*	**	**	**	**	-	**
		*%	*%	**	**	-%	**	*%	**	**	**	**	-%	**
4	(4.0)	2	2	**	**	-	**	-	**	**	**	**	2	**
		1%	1%	**	**	-%	**	-%	**	**	**	**	1%	**
5	(5.0)	14	12	**	**	10	**	10	**	**	**	**	10	**
		6%	6%	**	**	8%	**	7%	**	**	**	**	7%	**
6	(6.0)	21	18	**	**	11	**	13	**	**	**	**	12	**
		9%	9%	**	**	8%	**	9%	**	**	**	**	8%	**
7	(7.0)	28	26	**	**	16	**	16	**	**	**	**	20	**
		12%	13%	**	**	12%	**	12%	**	**	**	**	13%	**
8	(8.0)	68	61	**	**	43	**	44	**	**	**	**	48	**
		30%	29%	**	**	32%	**	32%	**	**	**	**	31%	**
9	(9.0)	30	28	**	**	17	**	17	**	**	**	**	23	**
		13%	13%	**	**	13%	**	13%	**	**	**	**	15%	**
10 - Extremely satisfied	(10.0)	67	60	**	**	37	**	37	**	**	**	**	39	**
		29%	29%	**	**	27%	**	27%	**	**	**	**	25%	**
DISSATISFIED (1-4)		2	2	**	**	-	**	*	**	**	**	**	2	**
		1%	1%	**	**	-%	**	*%	**	**	**	**	1%	**
NEUTRAL (5-6)		34	31	**	**	21	**	23	**	**	**	**	22	**
		15%	15%	**	**	16%	**	17%	**	**	**	**	14%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	236	209	27	93	139	88	144	34	47	38	88	157	75
Effective Weighted Sample	191	171	21	75	112	72	115	25	39	33	72	126	62
Total	229	208	21	90	134	86	138	30	45	38	86	154	71
SATISFIED (7-10)	192	175	**	**	113	**	115	**	**	**	**	131	**
	84%	84%	**	**	84%	**	83%	**	**	**	**	85%	**
Answered	229	208	**	**	134	**	138	**	**	**	**	154	**
Mean score	8.2	8.2	**	**	8.2	**	8.1	**	**	**	**	8.1	**
Standard deviation	1.57	1.57	**	**	1.53	**	1.56	**	**	**	**	1.54	**
Standard error	.10	.11	**	**	.13	**	.13	**	**	**	**	.12	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		236	221	193	43	15	236	218	158	165	47	229	7	25	51	160
Effective Weighted Sample		191	180	156	35	11	191	176	128	132	39	184	7	20	38	132
Total		229	217	187	42	12	229	209	156	158	47	220	9	23	48	158
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	-	-	*	**	*	**	**	**	-
		*%	*%	*%	**	**	*%	-%	-%	*%	**	*%	**	**	**	-%
4	(4.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
5	(5.0)	14	14	12	**	**	14	12	10	10	**	12	**	**	**	7
		6%	6%	7%	**	**	6%	6%	7%	6%	**	6%	**	**	**	4%
6	(6.0)	21	19	17	**	**	21	16	13	13	**	18	**	**	**	8
		9%	9%	9%	**	**	9%	8%	8%	8%	**	8%	**	**	**	5%
7	(7.0)	28	26	22	**	**	28	25	22	25	**	26	**	**	**	23
		12%	12%	12%	**	**	12%	12%	14%	16%	**	12%	**	**	**	15%
8	(8.0)	68	67	55	**	**	68	62	47	46	**	67	**	**	**	44
		30%	31%	29%	**	**	30%	30%	30%	29%	**	30%	**	**	**	28%
9	(9.0)	30	29	26	**	**	30	30	21	22	**	30	**	**	**	23
		13%	13%	14%	**	**	13%	14%	13%	14%	**	14%	**	**	**	15%
10 - Extremely satisfied	(10.0)	67	60	52	**	**	67	62	41	39	**	64	**	**	**	52
		29%	28%	28%	**	**	29%	30%	26%	25%	**	29%	**	**	**	33%
DISSATISFIED (1-4)		2	2	2	**	**	2	2	2	2	**	2	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
NEUTRAL (5-6)		34	33	30	**	**	34	29	23	23	**	30	**	**	**	14
		15%	15%	16%	**	**	15%	14%	15%	15%	**	14%	**	**	**	9%
SATISFIED (7-10)		192	182	155	**	**	192	178	131	132	**	187	**	**	**	143
		84%	84%	83%	**	**	84%	85%	84%	84%	**	85%	**	**	**	91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	236	221	193	43	15	236	218	158	165	47	229	7	25	51	160
Effective Weighted Sample	191	180	156	35	11	191	176	128	132	39	184	7	20	38	132
Total	229	217	187	42	12	229	209	156	158	47	220	9	23	48	158
Answered	229	217	187	**	**	229	209	156	158	**	220	**	**	**	158
Mean score	8.2	8.2	8.1	**	**	8.2	8.2	8.1	8.1	**	8.2	**	**	**	8.4
Standard deviation	1.57	1.57	1.60	**	**	1.57	1.54	1.56	1.57	**	1.55	**	**	**	1.45
Standard error	.10	.11	.11	**	**	.10	.10	.12	.12	**	.10	**	**	**	.11

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		172	106	66	24	35	35	33	45	86	34	35	17	121	14	22	15
Effective Weighted Sample		143	88	55	21	31	29	27	38	72	29	28	15	116	14	21	14
Total		177	113	64	21	43	29	34	49	92	40	29	16	155	9	8	4
3	(3.0)	2	1	**	**	**	**	**	**	**	**	**	**	2	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	(4.0)	6	3	**	**	**	**	**	**	**	**	**	**	4	**	**	**
		3%	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
5	(5.0)	15	12	**	**	**	**	**	**	**	**	**	**	14	**	**	**
		9%	10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
6	(6.0)	13	10	**	**	**	**	**	**	**	**	**	**	11	**	**	**
		7%	9%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
7	(7.0)	48	30	**	**	**	**	**	**	**	**	**	**	44	**	**	**
		27%	26%	**	**	**	**	**	**	**	**	**	**	29%	**	**	**
8	(8.0)	39	21	**	**	**	**	**	**	**	**	**	**	31	**	**	**
		22%	18%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
9	(9.0)	31	21	**	**	**	**	**	**	**	**	**	**	29	**	**	**
		18%	18%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
10 - Extremely satisfied	(10.0)	24	16	**	**	**	**	**	**	**	**	**	**	19	**	**	**
		13%	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
DISSATISFIED (1-4)		7	5	**	**	**	**	**	**	**	**	**	**	6	**	**	**
		4%	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
NEUTRAL (5-6)		28	21	**	**	**	**	**	**	**	**	**	**	25	**	**	**
		16%	19%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
SATISFIED (7-10)		141	87	**	**	**	**	**	**	**	**	**	**	124	**	**	**
		80%	77%	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
Answered		177	113	**	**	**	**	**	**	**	**	**	**	155	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	172	106	66	24	35	35	33	45	86	34	35	17	121	14	22	15
Effective Weighted Sample	143	88	55	21	31	29	27	38	72	29	28	15	116	14	21	14
Total	177	113	64	21	43	29	34	49	92	40	29	16	155	9	8	4
Mean score	7.6	7.5	**	**	**	**	**	**	**	**	**	**	7.6	**	**	**
Standard deviation	1.63	1.69	**	**	**	**	**	**	**	**	**	**	1.63	**	**	**
Standard error	.12	.16	**	**	**	**	**	**	**	**	**	**	.15	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		172	145	27	75	93	68	100	17	34	41	68	136	35
Effective Weighted Sample		143	123	20	62	77	57	83	16	30	33	57	112	30
Total		177	156	21	76	97	70	103	20	35	41	70	140	36
3	(3.0)	2	1	**	**	**	**	1	**	**	**	**	1	**
		1%	*%	**	**	**	**	1%	**	**	**	**	1%	**
4	(4.0)	6	5	**	**	**	**	3	**	**	**	**	6	**
		3%	3%	**	**	**	**	3%	**	**	**	**	4%	**
5	(5.0)	15	14	**	**	**	**	10	**	**	**	**	11	**
		9%	9%	**	**	**	**	9%	**	**	**	**	8%	**
6	(6.0)	13	12	**	**	**	**	11	**	**	**	**	9	**
		7%	8%	**	**	**	**	11%	**	**	**	**	7%	**
7	(7.0)	48	42	**	**	**	**	31	**	**	**	**	37	**
		27%	27%	**	**	**	**	31%	**	**	**	**	27%	**
8	(8.0)	39	32	**	**	**	**	22	**	**	**	**	35	**
		22%	20%	**	**	**	**	21%	**	**	**	**	25%	**
9	(9.0)	31	29	**	**	**	**	15	**	**	**	**	24	**
		18%	18%	**	**	**	**	14%	**	**	**	**	17%	**
10 - Extremely satisfied	(10.0)	24	21	**	**	**	**	10	**	**	**	**	18	**
		13%	14%	**	**	**	**	10%	**	**	**	**	13%	**
DISSATISFIED (1-4)		7	6	**	**	**	**	4	**	**	**	**	7	**
		4%	4%	**	**	**	**	4%	**	**	**	**	5%	**
NEUTRAL (5-6)		28	26	**	**	**	**	21	**	**	**	**	20	**
		16%	17%	**	**	**	**	20%	**	**	**	**	14%	**
SATISFIED (7-10)		141	124	**	**	**	**	78	**	**	**	**	114	**
		80%	79%	**	**	**	**	75%	**	**	**	**	81%	**
Answered		177	156	**	**	**	**	103	**	**	**	**	140	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	172	145	27	75	93	68	100	17	34	41	68	136	35
Effective Weighted Sample	143	123	20	62	77	57	83	16	30	33	57	112	30
Total	177	156	21	76	97	70	103	20	35	41	70	140	36
Mean score	7.6	7.6	**	**	**	**	7.3	**	**	**	**	7.6	**
Standard deviation	1.63	1.63	**	**	**	**	1.58	**	**	**	**	1.61	**
Standard error	.12	.14	**	**	**	**	.16	**	**	**	**	.14	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		172	167	155	17	5	172	162	145	147	66	166	6	17	31	124
Effective Weighted Sample		143	139	129	14	4	143	135	121	123	56	139	4	15	25	103
Total		177	173	161	16	4	177	167	150	152	71	172	5	19	31	127
3	(3.0)	2	2	2	**	**	2	2	2	1	**	2	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
4	(4.0)	6	6	5	**	**	6	6	4	5	**	6	**	**	**	2
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	1%
5	(5.0)	15	15	15	**	**	15	14	14	15	**	15	**	**	**	6
		9%	9%	10%	**	**	9%	8%	9%	10%	**	9%	**	**	**	5%
6	(6.0)	13	13	12	**	**	13	13	13	13	**	13	**	**	**	7
		7%	7%	7%	**	**	7%	8%	8%	8%	**	7%	**	**	**	6%
7	(7.0)	48	47	44	**	**	48	47	45	43	**	48	**	**	**	36
		27%	27%	28%	**	**	27%	28%	30%	28%	**	28%	**	**	**	29%
8	(8.0)	39	39	35	**	**	39	36	32	30	**	36	**	**	**	30
		22%	22%	22%	**	**	22%	22%	21%	20%	**	21%	**	**	**	24%
9	(9.0)	31	30	26	**	**	31	28	21	25	**	28	**	**	**	23
		18%	17%	16%	**	**	18%	17%	14%	17%	**	16%	**	**	**	18%
10 - Extremely satisfied	(10.0)	24	22	21	**	**	24	22	20	19	**	24	**	**	**	21
		13%	13%	13%	**	**	13%	13%	13%	13%	**	14%	**	**	**	16%
DISSATISFIED (1-4)		7	7	7	**	**	7	7	6	6	**	7	**	**	**	3
		4%	4%	4%	**	**	4%	4%	4%	4%	**	4%	**	**	**	2%
NEUTRAL (5-6)		28	28	27	**	**	28	27	27	28	**	28	**	**	**	13
		16%	16%	17%	**	**	16%	16%	18%	18%	**	16%	**	**	**	10%
SATISFIED (7-10)		141	137	127	**	**	141	133	117	118	**	136	**	**	**	111
		80%	79%	79%	**	**	80%	79%	78%	78%	**	79%	**	**	**	87%
Answered		177	173	161	**	**	177	167	150	152	**	172	**	**	**	127

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	172	167	155	17	5	172	162	145	147	66	166	6	17	31	124
Effective Weighted Sample	143	139	129	14	4	143	135	121	123	56	139	4	15	25	103
Total	177	173	161	16	4	177	167	150	152	71	172	5	19	31	127
Mean score	7.6	7.6	7.5	**	**	7.6	7.6	7.5	7.5	**	7.6	**	**	**	7.9
Standard deviation	1.63	1.63	1.65	**	**	1.63	1.63	1.63	1.64	**	1.65	**	**	**	1.49
Standard error	.12	.13	.13	**	**	.12	.13	.14	.14	**	.13	**	**	**	.13

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		132	74	58	13	17	20	20	62	48	39	24	21	99	12	14	7
Effective Weighted Sample		115	63	52	13	14	17	17	55	42	33	21	20	95	12	13	6
Total		143	79	64	13	21	18	22	68	52	45	24	22	127	9	5	2
1 - Extremely dissatisfied	(1.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	132	74	58	13	17	20	20	62	48	39	24	21	99	12	14	7
Effective Weighted Sample	115	63	52	13	14	17	17	55	42	33	21	20	95	12	13	6
Total	143	79	64	13	21	18	22	68	52	45	24	22	127	9	5	2
SATISFIED (7-10)	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	143	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.87	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		132	120	12	34	96	34	96	14	12	17	34	94	34
Effective Weighted Sample		115	105	10	30	83	30	83	12	10	15	30	83	30
Total		143	132	11	37	104	37	104	15	12	18	37	106	36
1 - Extremely dissatisfied	(1.0)	1	1	**	**	**	**	**	**	**	**	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	4	3	**	**	**	**	**	**	**	**	**	**	**
		3%	2%	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	5	**	**	**	**	**	**	**	**	**	**	**
		3%	4%	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	13	12	**	**	**	**	**	**	**	**	**	**	**
		9%	9%	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	16	16	**	**	**	**	**	**	**	**	**	**	**
		11%	12%	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	24	24	**	**	**	**	**	**	**	**	**	**	**
		17%	18%	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	40	34	**	**	**	**	**	**	**	**	**	**	**
		28%	26%	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	19	17	**	**	**	**	**	**	**	**	**	**	**
		13%	13%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	23	21	**	**	**	**	**	**	**	**	**	**	**
		16%	16%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		10	9	**	**	**	**	**	**	**	**	**	**	**
		7%	7%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		29	28	**	**	**	**	**	**	**	**	**	**	**
		20%	21%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	132	120	12	34	96	34	96	14	12	17	34	94	34
Effective Weighted Sample	115	105	10	30	83	30	83	12	10	15	30	83	30
Total	143	132	11	37	104	37	104	15	12	18	37	106	36
SATISFIED (7-10)	105	96	**	**	**	**	**	**	**	**	**	**	**
	73%	72%	**	**	**	**	**	**	**	**	**	**	**
Answered	143	132	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.5	7.4	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.87	1.88	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	.17	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	~c	~d	e	~f	~a	~b	~c
Unweighted total		132	119	106	26	13	132	122	103	95	42	129	3	23	33	76
Effective Weighted Sample		115	103	91	24	12	115	105	88	82	34	112	3	20	30	66
Total		143	128	113	30	15	143	131	105	100	40	139	4	26	37	80
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	1	**	**	1	**	**	**	**
		1%	1%	1%	**	**	1%	1%	1%	**	**	1%	**	**	**	**
3	(3.0)	4	4	4	**	**	4	1	3	**	**	4	**	**	**	**
		3%	3%	3%	**	**	3%	1%	3%	**	**	3%	**	**	**	**
4	(4.0)	5	5	5	**	**	5	5	5	**	**	5	**	**	**	**
		3%	4%	4%	**	**	3%	4%	5%	**	**	3%	**	**	**	**
5	(5.0)	13	10	10	**	**	13	13	11	**	**	13	**	**	**	**
		9%	8%	9%	**	**	9%	10%	11%	**	**	9%	**	**	**	**
6	(6.0)	16	13	13	**	**	16	16	9	**	**	16	**	**	**	**
		11%	10%	12%	**	**	11%	12%	9%	**	**	11%	**	**	**	**
7	(7.0)	24	19	17	**	**	24	22	17	**	**	24	**	**	**	**
		17%	15%	15%	**	**	17%	17%	16%	**	**	17%	**	**	**	**
8	(8.0)	40	37	30	**	**	40	33	21	**	**	35	**	**	**	**
		28%	29%	26%	**	**	28%	25%	20%	**	**	25%	**	**	**	**
9	(9.0)	19	18	13	**	**	19	18	17	**	**	19	**	**	**	**
		13%	14%	11%	**	**	13%	14%	17%	**	**	13%	**	**	**	**
10 - Extremely satisfied	(10.0)	23	21	21	**	**	23	23	21	**	**	23	**	**	**	**
		16%	17%	18%	**	**	16%	17%	20%	**	**	16%	**	**	**	**
DISSATISFIED (1-4)		10	10	10	**	**	10	7	9	**	**	10	**	**	**	**
		7%	8%	9%	**	**	7%	5%	8%	**	**	7%	**	**	**	**
NEUTRAL (5-6)		29	23	23	**	**	29	29	21	**	**	29	**	**	**	**
		20%	18%	20%	**	**	20%	22%	20%	**	**	21%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	~c	~d	e	~f	~a	~b	~c
Unweighted total	132	119	106	26	13	132	122	103	95	42	129	3	23	33	76
Effective Weighted Sample	115	103	91	24	12	115	105	88	82	34	112	3	20	30	66
Total	143	128	113	30	15	143	131	105	100	40	139	4	26	37	80
SATISFIED (7-10)	105	96	80	**	**	105	95	76	**	**	101	**	**	**	**
	73%	75%	71%	**	**	73%	73%	72%	**	**	73%	**	**	**	**
Answered	143	128	113	**	**	143	131	105	**	**	139	**	**	**	**
Mean score	7.5	7.5	7.4	**	**	7.5	7.5	7.5	**	**	7.5	**	**	**	**
Standard deviation	1.87	1.91	1.99	**	**	1.87	1.84	2.05	**	**	1.90	**	**	**	**
Standard error	.16	.18	.19	**	**	.16	.17	.20	**	**	.17	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		86	53	33	16	27	18	9	16	48	15	16	7	63	12	7	4
Effective Weighted Sample		75	46	30	15	24	16	8	13	43	13	13	7	60	12	7	4
Total		88	55	34	16	30	17	9	17	51	17	13	8	76	9	3	1
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	86	53	33	16	27	18	9	16	48	15	16	7	63	12	7	4
Effective Weighted Sample	75	46	30	15	24	16	8	13	43	13	13	7	60	12	7	4
Total	88	55	34	16	30	17	9	17	51	17	13	8	76	9	3	1
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		86	81	5	51	33	47	37	17	24	23	47	66	20
Effective Weighted Sample		75	71	4	47	28	43	32	16	22	21	43	58	17
Total		88	84	4	55	32	51	36	20	26	23	51	68	20
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	86	81	5	51	33	47	37	17	24	23	47	66	20
Effective Weighted Sample	75	71	4	47	28	43	32	16	22	21	43	58	17
Total	88	84	4	55	32	51	36	20	26	23	51	68	20
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		86	86	80	6	-	86	84	82	82	43	86	-	13	13	60
Effective Weighted Sample		75	75	70	6	-	75	73	72	72	36	75	-	10	12	54
Total		88	88	82	6	-	88	86	85	84	43	88	-	11	15	62
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	86	86	80	6	-	86	84	82	82	43	86	-	13	13	60
Effective Weighted Sample	75	75	70	6	-	75	73	72	72	36	75	-	10	12	54
Total	88	88	82	6	-	88	86	85	84	43	88	-	11	15	62
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		97	68	29	10	32	12	13	30	41	24	20	12	72	7	14	4
Effective Weighted Sample		83	59	24	9	28	11	12	25	35	21	17	11	69	7	13	4
Total		108	77	30	9	40	10	15	34	47	29	19	12	96	5	5	1
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	97	68	29	10	32	12	13	30	41	24	20	12	72	7	14	4
Effective Weighted Sample	83	59	24	9	28	11	12	25	35	21	17	11	69	7	13	4
Total	108	77	30	9	40	10	15	34	47	29	19	12	96	5	5	1
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		97	89	8	39	55	38	56	14	15	21	38	73	24
Effective Weighted Sample		83	76	7	34	46	33	47	13	13	18	33	63	20
Total		108	98	9	43	61	42	63	16	14	22	42	85	22
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	97	89	8	39	55	38	56	14	15	21	38	73	24
Effective Weighted Sample	83	76	7	34	46	33	47	13	13	18	33	63	20
Total	108	98	9	43	61	42	63	16	14	22	42	85	22
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		97	95	91	6	2	97	87	81	78	35	91	6	20	24	53
Effective Weighted Sample		83	81	77	6	2	83	74	70	66	30	77	6	16	20	47
Total		108	105	101	6	2	108	93	89	83	38	98	10	22	25	60
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	97	95	91	6	2	97	87	81	78	35	91	6	20	24	53
Effective Weighted Sample	83	81	77	6	2	83	74	70	66	30	77	6	16	20	47
Total	108	105	101	6	2	108	93	89	83	38	98	10	22	25	60
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total		574	358	216	69	103	109	78	215	243	161	99	71	382	57	92	43
Effective Weighted Sample		476	298	179	64	88	92	62	174	210	131	79	60	365	55	87	40
Total		588	374	214	67	122	98	79	222	261	176	83	68	497	39	40	12
1 - Extremely dissatisfied	(1.0)	2	2	-	**	-	-	**	2	-	2	**	**	2	**	**	**
		*%	*%	-%	**	-%	-%	**	1%	-%	1%	**	**	*%	**	**	**
2	(2.0)	4	2	2	**	2	-	**	1	3	-	**	**	3	**	**	**
		1%	*%	1%	**	2%	-%	**	*%	1%	-%	**	**	1%	**	**	**
3	(3.0)	9	7	2	**	1	-	**	4	6	2	**	**	8	**	**	**
		2%	2%	1%	**	1%	-%	**	2%	2%	1%	**	**	2%	**	**	**
4	(4.0)	5	3	2	**	1	1	**	-	3	-	**	**	3	**	**	**
		1%	1%	1%	**	1%	1%	**	-%	1%	-%	**	**	1%	**	**	**
5	(5.0)	31	25	6	**	10	4	**	7	10	6	**	**	27	**	**	**
		5%	7%	3%	**	9%	4%	**	3%	4%	4%	**	**	5%	**	**	**
6	(6.0)	52	40	12	**	14	10	**	17	27	12	**	**	44	**	**	**
		9%	11%	6%	**	11%	10%	**	8%	10%	7%	**	**	9%	**	**	**
7	(7.0)	90	65	25	**	15	14	**	30	43	25	**	**	78	**	**	**
		15%	17%	12%	**	12%	14%	**	13%	16%	14%	**	**	16%	**	**	**
8	(8.0)	126	77	49	**	27	20	**	46	48	40	**	**	105	**	**	**
		21%	21%	23%	**	22%	20%	**	21%	18%	23%	**	**	21%	**	**	**
9	(9.0)	115	72	42	**	21	18	**	50	54	37	**	**	99	**	**	**
		19%	19%	20%	**	17%	18%	**	23%	21%	21%	**	**	20%	**	**	**
10 - Extremely satisfied	(10.0)	152	79	74	**	30	31	**	63	68	51	**	**	126	**	**	**
		26%	21%	34%	**	25%	32%	**	28%	26%	29%	**	**	25%	**	**	**
				a													
DISSATISFIED (1-4)		19	13	6	**	5	1	**	7	11	4	**	**	15	**	**	**
		3%	4%	3%	**	4%	1%	**	3%	4%	2%	**	**	3%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	574	358	216	69	103	109	78	215	243	161	99	71	382	57	92	43
Effective Weighted Sample	476	298	179	64	88	92	62	174	210	131	79	60	365	55	87	40
Total	588	374	214	67	122	98	79	222	261	176	83	68	497	39	40	12
NEUTRAL (5-6)	83	65	18	**	24	14	**	24	38	18	**	**	71	**	**	**
	14%	17% b	8%	**	20%	14%	**	11%	14%	10%	**	**	14%	**	**	**
SATISFIED (7-10)	483	293	190	**	93	84	**	189	213	154	**	**	409	**	**	**
	82%	78%	89% a	**	76%	85%	**	85%	81%	88%	**	**	82%	**	**	**
Answered	586	371	214	**	122	98	**	220	261	176	**	**	495	**	**	**
Mean score	8.1	7.8	8.4 a	**	7.9	8.3	**	8.2	8.0	8.3	**	**	8.1	**	**	**
Standard deviation	1.76	1.79	1.66	**	1.89	1.57	**	1.74	1.81	1.67	**	**	1.75	**	**	**
Standard error	.07	.09	.11	**	.19	.15	**	.12	.12	.13	**	**	.09	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total		574	487	87	183	381	166	396	69	88	72	166	405	160
Effective Weighted Sample		476	408	69	154	313	139	326	58	75	60	139	334	138
Total		588	512	76	186	392	170	406	70	88	72	170	415	169
1 - Extremely dissatisfied	(1.0)	2	2	**	-	2	-	2	**	**	**	-	-	2
		*%	*%	**	-%	*%	-%	*%	**	**	**	-%	-%	1%
2	(2.0)	4	4	**	2	2	-	4	**	**	**	-	3	1
		1%	1%	**	1%	1%	-%	1%	**	**	**	-%	1%	1%
3	(3.0)	9	9	**	5	5	3	6	**	**	**	3	7	2
		2%	2%	**	2%	1%	2%	1%	**	**	**	2%	2%	1%
4	(4.0)	5	4	**	3	2	1	3	**	**	**	1	3	1
		1%	1%	**	1%	*%	1%	1%	**	**	**	1%	1%	1%
5	(5.0)	31	31	**	10	19	8	21	**	**	**	8	25	5
		5%	6%	**	5%	5%	4%	5%	**	**	**	4%	6%	3%
6	(6.0)	52	45	**	18	33	18	33	**	**	**	18	36	16
		9%	9%	**	9%	9%	10%	8%	**	**	**	10%	9%	10%
7	(7.0)	90	80	**	29	57	26	61	**	**	**	26	74	15
		15%	16%	**	16%	15%	15%	15%	**	**	**	15%	18%	9%
8	(8.0)	126	107	**	36	88	33	91	**	**	**	33	80	44
		21%	21%	**	19%	22%	19%	22%	**	**	**	19%	19%	26%
9	(9.0)	115	99	**	32	81	32	81	**	**	**	32	78	36
		19%	19%	**	17%	21%	19%	20%	**	**	**	19%	19%	21%
10 - Extremely satisfied	(10.0)	152	129	**	52	100	50	103	**	**	**	50	106	45
		26%	25%	**	28%	26%	29%	25%	**	**	**	29%	26%	26%
DISSATISFIED (1-4)		19	19	**	9	10	4	15	**	**	**	4	13	7
		3%	4%	**	5%	3%	3%	4%	**	**	**	3%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	574	487	87	183	381	166	396	69	88	72	166	405	160
Effective Weighted Sample	476	408	69	154	313	139	326	58	75	60	139	334	138
Total	588	512	76	186	392	170	406	70	88	72	170	415	169
NEUTRAL (5-6)	83	76	**	27	52	25	54	**	**	**	25	61	22
	14%	15%	**	15%	13%	15%	13%	**	**	**	15%	15%	13%
SATISFIED (7-10)	483	415	**	150	327	140	335	**	**	**	140	339	140
	82%	81%	**	81%	83%	83%	82%	**	**	**	83%	82%	83%
Answered	586	510	**	186	389	170	404	**	**	**	170	413	168
Mean score	8.1	8.0	**	8.0	8.1	8.2	8.0	**	**	**	8.2	8.0	8.2
Standard deviation	1.76	1.81	**	1.86	1.71	1.70	1.79	**	**	**	1.70	1.75	1.80
Standard error	.07	.08	**	.14	.09	.13	.09	**	**	**	.13	.09	.14

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total		574	569	508	66	5	574	558	528	498	574	574	-	39	68	467
Effective Weighted Sample		476	472	420	56	5	476	463	438	413	476	476	-	32	59	386
Total		588	583	521	67	5	588	571	537	512	588	588	-	41	73	475
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	2	-	2	2	**	**	**	-
		*%	*%	*%	**	**	*%	*%	*%	-%	*%	*%	**	**	**	-%
2	(2.0)	4	3	3	**	**	4	4	4	4	4	4	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	*%
3	(3.0)	9	9	9	**	**	9	9	7	9	9	9	**	**	**	-
		2%	2%	2%	**	**	2%	2%	1%	2%	2%	2%	**	**	**	-%
4	(4.0)	5	5	5	**	**	5	5	5	4	5	5	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	**	**	**	*%
5	(5.0)	31	31	27	**	**	31	29	28	30	31	31	**	**	**	9
		5%	5%	5%	**	**	5%	5%	5%	6%	5%	5%	**	**	**	2%
6	(6.0)	52	52	48	**	**	52	52	47	45	52	52	**	**	**	35
		9%	9%	9%	**	**	9%	9%	9%	9%	9%	9%	**	**	**	7%
7	(7.0)	90	89	79	**	**	90	87	77	76	90	90	**	**	**	71
		15%	15%	15%	**	**	15%	15%	14%	15%	15%	15%	**	**	**	15%
8	(8.0)	126	125	112	**	**	126	120	114	107	126	126	**	**	**	106
		21%	21%	21%	**	**	21%	21%	21%	21%	21%	21%	**	**	**	22%
9	(9.0)	115	113	98	**	**	115	112	107	104	115	115	**	**	**	108
		19%	19%	19%	**	**	19%	20%	20%	20%	19%	19%	**	**	**	23%
10 - Extremely satisfied	(10.0)	152	151	136	**	**	152	149	146	133	152	152	**	**	**	141
		26%	26%	26%	**	**	26%	26%	27%	26%	26%	26%	**	**	**	30%
DISSATISFIED (1-4)		19	19	19	**	**	19	19	17	17	19	19	**	**	**	3
		3%	3%	4%	**	**	3%	3%	3%	3%	3%	3%	**	**	**	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	574	569	508	66	5	574	558	528	498	574	574	-	39	68	467
Effective Weighted Sample	476	472	420	56	5	476	463	438	413	476	476	-	32	59	386
Total	588	583	521	67	5	588	571	537	512	588	588	-	41	73	475
NEUTRAL (5-6)	83	83	75	**	**	83	81	74	75	83	83	**	**	**	44
	14%	14%	14%	**	**	14%	14%	14%	15%	14%	14%	**	**	**	9%
SATISFIED (7-10)	483	479	425	**	**	483	469	445	420	483	483	**	**	**	425
	82%	82%	82%	**	**	82%	82%	83%	82%	82%	82%	**	**	**	90%
Answered	586	581	518	**	**	586	569	536	511	586	586	**	**	**	472
Mean score	8.1	8.1	8.0	**	**	8.1	8.1	8.1	8.1	8.1	8.1	**	**	**	8.4
Standard deviation	1.76	1.76	1.78	**	**	1.76	1.77	1.76	1.76	1.76	1.76	**	**	**	1.42
Standard error	.07	.07	.08	**	**	.07	.08	.08	.08	.07	.07	**	**	**	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total		460	234	223	116	118	112	62	52	170	147	89	54	326	53	48	33
Effective Weighted Sample		390	196	191	103	99	93	54	45	146	127	72	47	312	51	46	31
Total		475	235	237	108	134	100	74	58	176	168	78	53	411	37	19	8
2	(2.0)	1	1	-	1	-	-	**	**	-	-	**	**	1	**	**	**
		*%	*%	-%	1%	-%	-%	**	**	-%	-%	**	**	*%	**	**	**
3	(3.0)	9	5	3	2	3	2	**	**	3	3	**	**	8	**	**	**
		2%	2%	1%	2%	2%	2%	**	**	2%	2%	**	**	2%	**	**	**
4	(4.0)	5	3	2	2	-	3	**	**	2	1	**	**	4	**	**	**
		1%	1%	1%	2%	-%	3%	**	**	1%	*%	**	**	1%	**	**	**
5	(5.0)	15	8	7	3	8	2	**	**	8	4	**	**	13	**	**	**
		3%	3%	3%	3%	6%	2%	**	**	4%	2%	**	**	3%	**	**	**
6	(6.0)	36	20	15	10	8	6	**	**	13	10	**	**	30	**	**	**
		8%	8%	6%	9%	6%	6%	**	**	7%	6%	**	**	7%	**	**	**
7	(7.0)	73	36	37	20	27	9	**	**	31	22	**	**	64	**	**	**
		15%	15%	16%	18%	20%	9%	**	**	18%	13%	**	**	16%	**	**	**
8	(8.0)	122	64	56	33	20	28	**	**	43	54	**	**	106	**	**	**
		26%	27%	24%	30%	15%	28%	**	**	24%	32%	**	**	26%	**	**	**
9	(9.0)	83	38	46	12	28	19	**	**	35	21	**	**	77	**	**	**
		18%	16%	19%	11%	21%	19%	**	**	20%	13%	**	**	19%	**	**	**
10 - Extremely satisfied	(10.0)	129	60	69	25	38	31	**	**	42	53	**	**	107	**	**	**
		27%	25%	29%	23%	29%	31%	**	**	24%	32%	**	**	26%	**	**	**
DISSATISFIED (1-4)		15	9	6	6	3	4	**	**	5	3	**	**	13	**	**	**
		3%	4%	2%	5%	2%	4%	**	**	3%	2%	**	**	3%	**	**	**
NEUTRAL (5-6)		50	28	22	13	16	8	**	**	20	14	**	**	43	**	**	**
		11%	12%	9%	12%	12%	8%	**	**	12%	8%	**	**	10%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	~c	~d	a	~b	~c	~d
Unweighted total	460	234	223	116	118	112	62	52	170	147	89	54	326	53	48	33
Effective Weighted Sample	390	196	191	103	99	93	54	45	146	127	72	47	312	51	46	31
Total	475	235	237	108	134	100	74	58	176	168	78	53	411	37	19	8
SATISFIED (7-10)	408	198	208	90	114	88	**	**	151	151	**	**	354	**	**	**
	86%	84%	88%	83%	85%	88%	**	**	86%	90%	**	**	86%	**	**	**
Answered	473	235	236	108	132	100	**	**	176	168	**	**	409	**	**	**
Mean score	8.2	8.1	8.3	7.9	8.2	8.3	**	**	8.1	8.4	**	**	8.2	**	**	**
Standard deviation	1.64	1.70	1.57	1.75	1.67	1.63	**	**	1.62	1.51	**	**	1.63	**	**	**
Standard error	.08	.11	.11	.16	.15	.15	**	**	.12	.12	**	**	.09	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted total		460	413	47	219	233	188	262	79	112	75	188	372	83
Effective Weighted Sample		390	350	41	184	200	158	224	69	95	62	158	314	72
Total		475	431	44	222	247	194	273	85	116	74	194	388	84
2	(2.0)	1	1	**	-	1	-	1	**	-	**	-	1	**
		*%	*%	**	-%	*%	-%	*%	**	-%	**	-%	*%	**
3	(3.0)	9	9	**	4	5	2	5	**	2	**	2	7	**
		2%	2%	**	2%	2%	1%	2%	**	2%	**	1%	2%	**
4	(4.0)	5	5	**	4	1	4	1	**	1	**	4	4	**
		1%	1%	**	2%	1%	2%	1%	**	1%	**	2%	1%	**
5	(5.0)	15	14	**	11	3	8	6	**	7	**	8	10	**
		3%	3%	**	5%	1%	4%	2%	**	6%	**	4%	3%	**
6	(6.0)	36	32	**	16	20	14	21	**	7	**	14	32	**
		8%	7%	**	7%	8%	7%	8%	**	6%	**	7%	8%	**
7	(7.0)	73	71	**	38	35	32	40	**	23	**	32	59	**
		15%	16%	**	17%	14%	17%	15%	**	20%	**	17%	15%	**
8	(8.0)	122	105	**	54	66	45	75	**	21	**	45	95	**
		26%	24%	**	24%	27%	23%	27%	**	18%	**	23%	25%	**
9	(9.0)	83	77	**	39	43	33	48	**	20	**	33	74	**
		18%	18%	**	17%	17%	17%	18%	**	17%	**	17%	19%	**
10 - Extremely satisfied	(10.0)	129	116	**	56	71	54	73	**	34	**	54	105	**
		27%	27%	**	25%	29%	28%	27%	**	29%	**	28%	27%	**
DISSATISFIED (1-4)		15	15	**	7	7	6	8	**	3	**	6	13	**
		3%	3%	**	3%	3%	3%	3%	**	3%	**	3%	3%	**
NEUTRAL (5-6)		50	45	**	28	23	23	28	**	15	**	23	42	**
		11%	10%	**	12%	9%	12%	10%	**	13%	**	12%	11%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	~c	d	a	~b
Unweighted total	460	413	47	219	233	188	262	79	112	75	188	372	83
Effective Weighted Sample	390	350	41	184	200	158	224	69	95	62	158	314	72
Total	475	431	44	222	247	194	273	85	116	74	194	388	84
SATISFIED (7-10)	408	369	**	187	215	165	236	**	98	**	165	333	**
	86%	86%	**	84%	87%	85%	86%	**	84%	**	85%	86%	**
Answered	473	430	**	222	245	194	272	**	116	**	194	388	**
Mean score	8.2	8.1	**	8.1	8.3	8.1	8.2	**	8.1	**	8.1	8.2	**
Standard deviation	1.64	1.67	**	1.67	1.62	1.66	1.61	**	1.74	**	1.66	1.65	**
Standard error	.08	.08	**	.11	.11	.12	.10	**	.16	**	.12	.09	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total		460	454	445	15	6	460	409	316	338	104	434	26	45	99	316
Effective Weighted Sample		390	384	376	14	5	390	345	267	285	89	367	23	37	82	271
Total		475	469	460	15	6	475	420	324	344	108	446	29	45	100	330
2	(2.0)	1	1	-	**	**	1	1	1	1	1	1	**	**	**	-
		*%	*%	-%	**	**	*%	*%	*%	*%	1%	*%	**	**	**	-%
3	(3.0)	9	9	9	**	**	9	9	6	9	1	9	**	**	**	5
		2%	2%	2%	**	**	2%	2%	2%	2%	1%	2%	**	**	**	1%
4	(4.0)	5	5	4	**	**	5	5	5	4	1	5	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	**	**	**	1%
5	(5.0)	15	15	14	**	**	15	11	10	9	3	11	**	**	**	6
		3%	3%	3%	**	**	3%	3%	3%	3%	3%	2%	**	**	**	2%
6	(6.0)	36	36	36	**	**	36	33	26	27	12	34	**	**	**	18
		8%	8%	8%	**	**	8%	8%	8%	8%	11%	8%	**	**	**	5%
7	(7.0)	73	73	71	**	**	73	71	60	57	17	73	**	**	**	50
		15%	16%	15%	**	**	15%	17%	19%	17%	16%	16%	**	**	**	15%
8	(8.0)	122	121	120	**	**	122	108	88	95	21	115	**	**	**	92
		26%	26%	26%	**	**	26%	26%	27%	28%	19%	26%	**	**	**	28%
9	(9.0)	83	82	81	**	**	83	72	58	58	24	78	**	**	**	62
		18%	17%	18%	**	**	18%	17%	18%	17%	22%	18%	**	**	**	19%
10 - Extremely satisfied	(10.0)	129	125	124	**	**	129	109	71	84	29	118	**	**	**	94
		27%	27%	27%	**	**	27%	26%	22%	25%	27%	27%	**	**	**	28%
DISSATISFIED (1-4)		15	15	13	**	**	15	15	11	14	3	15	**	**	**	7
		3%	3%	3%	**	**	3%	4%	4%	4%	3%	3%	**	**	**	2%
NEUTRAL (5-6)		50	50	50	**	**	50	43	36	36	15	45	**	**	**	24
		11%	11%	11%	**	**	11%	10%	11%	10%	14%	10%	**	**	**	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	460	454	445	15	6	460	409	316	338	104	434	26	45	99	316
Effective Weighted Sample	390	384	376	14	5	390	345	267	285	89	367	23	37	82	271
Total	475	469	460	15	6	475	420	324	344	108	446	29	45	100	330
SATISFIED (7-10)	408	402	395	**	**	408	360	277	294	90	384	**	**	**	298
	86%	86%	86%	**	**	86%	86%	85%	85%	83%	86%	**	**	**	90%
Answered	473	467	458	**	**	473	419	324	344	108	444	**	**	**	329
Mean score	8.2	8.2	8.2	**	**	8.2	8.1	8.0	8.1	8.1	8.2	**	**	**	8.3
Standard deviation	1.64	1.64	1.61	**	**	1.64	1.65	1.62	1.67	1.71	1.63	**	**	**	1.48
Standard error	.08	.08	.08	**	**	.08	.08	.09	.09	.17	.08	**	**	**	.08

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		218	123	95	38	62	61	29	28	93	47	46	32	173	25	10	10
Effective Weighted Sample		194	108	87	36	57	54	26	25	84	41	41	29	165	24	10	9
Total		233	130	103	37	79	55	29	32	101	55	43	33	210	17	4	3
1 - Extremely dissatisfied	(1.0)	2	2	**	**	**	**	**	**	**	**	**	**	2	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
3	(3.0)	3	2	**	**	**	**	**	**	**	**	**	**	3	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	(4.0)	6	4	**	**	**	**	**	**	**	**	**	**	5	**	**	**
		3%	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
5	(5.0)	15	10	**	**	**	**	**	**	**	**	**	**	13	**	**	**
		7%	8%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
6	(6.0)	25	16	**	**	**	**	**	**	**	**	**	**	21	**	**	**
		11%	12%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
7	(7.0)	33	22	**	**	**	**	**	**	**	**	**	**	29	**	**	**
		14%	17%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
8	(8.0)	60	33	**	**	**	**	**	**	**	**	**	**	57	**	**	**
		26%	26%	**	**	**	**	**	**	**	**	**	**	27%	**	**	**
9	(9.0)	38	13	**	**	**	**	**	**	**	**	**	**	34	**	**	**
		16%	10%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
10 - Extremely satisfied	(10.0)	49	25	**	**	**	**	**	**	**	**	**	**	42	**	**	**
		21%	19%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
DISSATISFIED (1-4)		11	8	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		5%	6%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
NEUTRAL (5-6)		40	26	**	**	**	**	**	**	**	**	**	**	35	**	**	**
		17%	20%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	218	123	95	38	62	61	29	28	93	47	46	32	173	25	10	10
Effective Weighted Sample	194	108	87	36	57	54	26	25	84	41	41	29	165	24	10	9
Total	233	130	103	37	79	55	29	32	101	55	43	33	210	17	4	3
SATISFIED (7-10)	180	93	**	**	**	**	**	**	**	**	**	**	162	**	**	**
	77%	72%	**	**	**	**	**	**	**	**	**	**	77%	**	**	**
Answered	230	127	**	**	**	**	**	**	**	**	**	**	207	**	**	**
Mean score	7.8	7.5	**	**	**	**	**	**	**	**	**	**	7.8	**	**	**
Standard deviation	1.80	1.89	**	**	**	**	**	**	**	**	**	**	1.80	**	**	**
Standard error	.12	.17	**	**	**	**	**	**	**	**	**	**	.14	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	~b	a	b	~a	~b	~c	d	a	~b
Unweighted total		218	199	19	118	92	106	104	46	54	48	106	174	43
Effective Weighted Sample		194	179	15	106	82	95	93	41	49	43	95	154	39
Total		233	218	15	124	103	111	116	49	58	49	111	187	46
1 - Extremely dissatisfied	(1.0)	2	2	**	-	**	-	2	**	**	**	-	2	**
		1%	1%	**	-%	**	-%	1%	**	**	**	-%	1%	**
3	(3.0)	3	3	**	3	**	2	1	**	**	**	2	3	**
		1%	1%	**	2%	**	2%	1%	**	**	**	2%	2%	**
4	(4.0)	6	6	**	4	**	4	1	**	**	**	4	4	**
		3%	3%	**	3%	**	4%	1%	**	**	**	4%	2%	**
5	(5.0)	15	15	**	8	**	8	7	**	**	**	8	10	**
		7%	7%	**	6%	**	7%	6%	**	**	**	7%	5%	**
6	(6.0)	25	23	**	10	**	9	16	**	**	**	9	20	**
		11%	11%	**	8%	**	8%	14%	**	**	**	8%	11%	**
7	(7.0)	33	31	**	15	**	14	17	**	**	**	14	28	**
		14%	14%	**	12%	**	13%	15%	**	**	**	13%	15%	**
8	(8.0)	60	58	**	32	**	28	31	**	**	**	28	52	**
		26%	27%	**	26%	**	25%	27%	**	**	**	25%	28%	**
9	(9.0)	38	34	**	19	**	16	21	**	**	**	16	28	**
		16%	16%	**	15%	**	15%	18%	**	**	**	15%	15%	**
10 - Extremely satisfied	(10.0)	49	43	**	32	**	31	17	**	**	**	31	39	**
		21%	20%	**	26%	**	28%	14%	**	**	**	28%	21%	**
DISSATISFIED (1-4)		11	11	**	7	**	6	4	**	**	**	6	8	**
		5%	5%	**	6%	**	6%	3%	**	**	**	6%	4%	**
NEUTRAL (5-6)		40	38	**	17	**	16	23	**	**	**	16	30	**
		17%	18%	**	14%	**	15%	20%	**	**	**	15%	16%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	~b	a	b	~a	~b	~c	d	a	~b
Unweighted total	218	199	19	118	92	106	104	46	54	48	106	174	43
Effective Weighted Sample	194	179	15	106	82	95	93	41	49	43	95	154	39
Total	233	218	15	124	103	111	116	49	58	49	111	187	46
SATISFIED (7-10)	180	166	**	97	**	89	86	**	**	**	89	147	**
	77%	76%	**	79%	**	80%	74%	**	**	**	80%	79%	**
Answered	230	215	**	122	**	111	113	**	**	**	111	185	**
Mean score	7.8	7.8	**	7.9	**	8.0	7.7	**	**	**	8.0	7.8	**
Standard deviation	1.80	1.81	**	1.84	**	1.84	1.74	**	**	**	1.84	1.78	**
Standard error	.12	.13	**	.17	**	.18	.17	**	**	**	.18	.14	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		218	216	208	10	2	218	204	174	189	70	211	7	30	37	151
Effective Weighted Sample		194	193	186	9	2	194	182	155	168	63	189	6	27	33	135
Total		233	231	222	12	3	233	219	186	201	77	226	8	32	41	161
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
3	(3.0)	3	3	3	**	**	3	3	3	3	**	3	**	**	**	1
		1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	1%
4	(4.0)	6	6	6	**	**	6	6	6	6	**	6	**	**	**	2
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	1%
5	(5.0)	15	15	14	**	**	15	14	13	12	**	15	**	**	**	4
		7%	7%	7%	**	**	7%	6%	7%	6%	**	7%	**	**	**	3%
6	(6.0)	25	25	23	**	**	25	22	20	22	**	25	**	**	**	14
		11%	11%	11%	**	**	11%	10%	11%	11%	**	11%	**	**	**	9%
7	(7.0)	33	33	33	**	**	33	31	27	29	**	31	**	**	**	19
		14%	14%	15%	**	**	14%	14%	15%	15%	**	14%	**	**	**	12%
8	(8.0)	60	60	56	**	**	60	57	51	56	**	59	**	**	**	47
		26%	26%	25%	**	**	26%	26%	27%	28%	**	26%	**	**	**	29%
9	(9.0)	38	38	36	**	**	38	37	24	28	**	37	**	**	**	29
		16%	17%	16%	**	**	16%	17%	13%	14%	**	16%	**	**	**	18%
10 - Extremely satisfied	(10.0)	49	46	46	**	**	49	44	37	41	**	45	**	**	**	41
		21%	20%	21%	**	**	21%	20%	20%	20%	**	20%	**	**	**	26%
DISSATISFIED (1-4)		11	11	11	**	**	11	11	11	11	**	11	**	**	**	4
		5%	5%	5%	**	**	5%	5%	6%	5%	**	5%	**	**	**	3%
NEUTRAL (5-6)		40	40	38	**	**	40	36	33	34	**	40	**	**	**	19
		17%	17%	17%	**	**	17%	16%	18%	17%	**	18%	**	**	**	12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	218	216	208	10	2	218	204	174	189	70	211	7	30	37	151
Effective Weighted Sample	194	193	186	9	2	194	182	155	168	63	189	6	27	33	135
Total	233	231	222	12	3	233	219	186	201	77	226	8	32	41	161
SATISFIED (7-10)	180	177	170	**	**	180	170	139	153	**	172	**	**	**	136
	77%	77%	77%	**	**	77%	77%	75%	76%	**	76%	**	**	**	85%
Answered	230	228	219	**	**	230	216	183	198	**	223	**	**	**	159
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.7	7.7	**	7.8	**	**	**	8.2
Standard deviation	1.80	1.79	1.81	**	**	1.80	1.80	1.86	1.82	**	1.81	**	**	**	1.65
Standard error	.12	.12	.13	**	**	.12	.13	.14	.13	**	.12	**	**	**	.13

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		159	102	57	25	44	30	29	31	65	34	39	21	115	18	14	12
Effective Weighted Sample		136	86	50	22	38	26	26	26	57	29	32	20	110	18	13	12
Total		165	107	59	21	52	27	32	34	70	39	35	22	145	13	5	3
2	(2.0)	*	-	**	**	**	**	**	**	**	**	**	**	-	**	**	**
		*%	-%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
3	(3.0)	1	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	(4.0)	6	2	**	**	**	**	**	**	**	**	**	**	5	**	**	**
		4%	2%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
5	(5.0)	16	11	**	**	**	**	**	**	**	**	**	**	15	**	**	**
		10%	10%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
6	(6.0)	14	10	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		9%	9%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
7	(7.0)	21	15	**	**	**	**	**	**	**	**	**	**	20	**	**	**
		13%	14%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
8	(8.0)	37	26	**	**	**	**	**	**	**	**	**	**	32	**	**	**
		22%	24%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**
9	(9.0)	25	16	**	**	**	**	**	**	**	**	**	**	22	**	**	**
		15%	15%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
10 - Extremely satisfied	(10.0)	44	26	**	**	**	**	**	**	**	**	**	**	39	**	**	**
		27%	24%	**	**	**	**	**	**	**	**	**	**	27%	**	**	**
DISSATISFIED (1-4)		8	4	**	**	**	**	**	**	**	**	**	**	6	**	**	**
		5%	3%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
NEUTRAL (5-6)		31	20	**	**	**	**	**	**	**	**	**	**	25	**	**	**
		19%	19%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**
SATISFIED (7-10)		127	83	**	**	**	**	**	**	**	**	**	**	113	**	**	**
		77%	78%	**	**	**	**	**	**	**	**	**	**	78%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	159	102	57	25	44	30	29	31	65	34	39	21	115	18	14	12
Effective Weighted Sample	136	86	50	22	38	26	26	26	57	29	32	20	110	18	13	12
Total	165	107	59	21	52	27	32	34	70	39	35	22	145	13	5	3
Answered	165	107	**	**	**	**	**	**	**	**	**	**	145	**	**	**
Mean score	7.9	7.9	**	**	**	**	**	**	**	**	**	**	7.9	**	**	**
Standard deviation	1.85	1.78	**	**	**	**	**	**	**	**	**	**	1.84	**	**	**
Standard error	.15	.18	**	**	**	**	**	**	**	**	**	**	.17	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		159	149	10	86	69	80	75	33	43	38	80	123	31
Effective Weighted Sample		136	126	9	74	59	69	63	29	36	33	69	106	27
Total		165	154	11	90	72	86	76	36	43	40	86	130	33
2	(2.0)	*	*	**	**	**	**	**	**	**	**	**	*	**
		*%	*%	**	**	**	**	**	**	**	**	**	*%	**
3	(3.0)	1	1	**	**	**	**	**	**	**	**	**	1	**
		1%	1%	**	**	**	**	**	**	**	**	**	1%	**
4	(4.0)	6	6	**	**	**	**	**	**	**	**	**	5	**
		4%	4%	**	**	**	**	**	**	**	**	**	3%	**
5	(5.0)	16	15	**	**	**	**	**	**	**	**	**	6	**
		10%	10%	**	**	**	**	**	**	**	**	**	5%	**
6	(6.0)	14	14	**	**	**	**	**	**	**	**	**	12	**
		9%	9%	**	**	**	**	**	**	**	**	**	9%	**
7	(7.0)	21	20	**	**	**	**	**	**	**	**	**	17	**
		13%	13%	**	**	**	**	**	**	**	**	**	13%	**
8	(8.0)	37	36	**	**	**	**	**	**	**	**	**	31	**
		22%	23%	**	**	**	**	**	**	**	**	**	24%	**
9	(9.0)	25	25	**	**	**	**	**	**	**	**	**	23	**
		15%	16%	**	**	**	**	**	**	**	**	**	18%	**
10 - Extremely satisfied	(10.0)	44	37	**	**	**	**	**	**	**	**	**	34	**
		27%	24%	**	**	**	**	**	**	**	**	**	26%	**
DISSATISFIED (1-4)		8	8	**	**	**	**	**	**	**	**	**	6	**
		5%	5%	**	**	**	**	**	**	**	**	**	5%	**
NEUTRAL (5-6)		31	29	**	**	**	**	**	**	**	**	**	18	**
		19%	19%	**	**	**	**	**	**	**	**	**	14%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	159	149	10	86	69	80	75	33	43	38	80	123	31
Effective Weighted Sample	136	126	9	74	59	69	63	29	36	33	69	106	27
Total	165	154	11	90	72	86	76	36	43	40	86	130	33
SATISFIED (7-10)	127	117	**	**	**	**	**	**	**	**	**	105	**
	77%	76%	**	**	**	**	**	**	**	**	**	81%	**
Answered	165	154	**	**	**	**	**	**	**	**	**	130	**
Mean score	7.9	7.8	**	**	**	**	**	**	**	**	**	8.0	**
Standard deviation	1.85	1.84	**	**	**	**	**	**	**	**	**	1.76	**
Standard error	.15	.15	**	**	**	**	**	**	**	**	**	.16	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		159	158	150	9	1	159	147	127	137	54	155	4	21	31	107
Effective Weighted Sample		136	135	128	8	1	136	125	108	116	46	132	4	19	26	91
Total		165	164	155	10	1	165	153	131	140	58	161	5	24	33	109
2	(2.0)	*	*	*	**	**	*	*	-	*	**	*	**	**	**	*
		*%	*%	*%	**	**	*%	*%	-%	*%	**	*%	**	**	**	*%
3	(3.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	*
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
4	(4.0)	6	6	6	**	**	6	6	6	6	**	6	**	**	**	4
		4%	4%	4%	**	**	4%	4%	5%	4%	**	4%	**	**	**	3%
5	(5.0)	16	16	16	**	**	16	14	16	15	**	16	**	**	**	2
		10%	10%	10%	**	**	10%	9%	12%	10%	**	10%	**	**	**	2%
6	(6.0)	14	14	14	**	**	14	12	14	14	**	14	**	**	**	9
		9%	9%	9%	**	**	9%	8%	11%	10%	**	9%	**	**	**	8%
7	(7.0)	21	21	19	**	**	21	21	19	19	**	21	**	**	**	17
		13%	13%	12%	**	**	13%	14%	14%	13%	**	13%	**	**	**	15%
8	(8.0)	37	37	33	**	**	37	36	29	30	**	36	**	**	**	25
		22%	22%	21%	**	**	22%	23%	22%	21%	**	22%	**	**	**	23%
9	(9.0)	25	25	25	**	**	25	25	16	21	**	25	**	**	**	19
		15%	16%	16%	**	**	15%	17%	12%	15%	**	16%	**	**	**	17%
10 - Extremely satisfied	(10.0)	44	43	40	**	**	44	38	30	33	**	40	**	**	**	34
		27%	26%	26%	**	**	27%	25%	23%	24%	**	25%	**	**	**	31%
DISSATISFIED (1-4)		8	8	8	**	**	8	8	7	8	**	8	**	**	**	4
		5%	5%	5%	**	**	5%	5%	6%	5%	**	5%	**	**	**	4%
NEUTRAL (5-6)		31	31	31	**	**	31	26	30	29	**	31	**	**	**	10
		19%	19%	20%	**	**	19%	17%	23%	21%	**	19%	**	**	**	10%
SATISFIED (7-10)		127	126	117	**	**	127	120	93	103	**	122	**	**	**	95
		77%	77%	75%	**	**	77%	78%	71%	74%	**	76%	**	**	**	87%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	159	158	150	9	1	159	147	127	137	54	155	4	21	31	107
Effective Weighted Sample	136	135	128	8	1	136	125	108	116	46	132	4	19	26	91
Total	165	164	155	10	1	165	153	131	140	58	161	5	24	33	109
Answered	165	164	155	**	**	165	153	131	140	**	161	**	**	**	109
Mean score	7.9	7.9	7.8	**	**	7.9	7.9	7.6	7.7	**	7.8	**	**	**	8.3
Standard deviation	1.85	1.85	1.88	**	**	1.85	1.83	1.89	1.89	**	1.85	**	**	**	1.64
Standard error	.15	.15	.15	**	**	.15	.15	.17	.16	**	.15	**	**	**	.16

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		137	87	50	20	40	33	17	27	53	35	34	15	97	18	10	12
Effective Weighted Sample		118	75	43	19	33	29	16	22	46	31	27	14	93	17	10	11
Total		139	86	53	20	42	31	18	28	54	41	31	13	120	13	4	3
1 - Extremely dissatisfied	(1.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	137	87	50	20	40	33	17	27	53	35	34	15	97	18	10	12
Effective Weighted Sample	118	75	43	19	33	29	16	22	46	31	27	14	93	17	10	11
Total	139	86	53	20	42	31	18	28	54	41	31	13	120	13	4	3
NEUTRAL (5-6)	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	139	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		137	124	13	79	54	74	58	30	44	40	74	110	26
Effective Weighted Sample		118	106	11	68	46	63	49	26	35	35	63	94	23
Total		139	127	12	81	55	76	59	31	41	41	76	111	27
1 - Extremely dissatisfied	(1.0)	1	1	**	**	**	**	**	**	**	**	**	1	**
		1%	1%	**	**	**	**	**	**	**	**	**	1%	**
2	(2.0)	2	2	**	**	**	**	**	**	**	**	**	2	**
		1%	2%	**	**	**	**	**	**	**	**	**	2%	**
3	(3.0)	1	1	**	**	**	**	**	**	**	**	**	-	**
		1%	1%	**	**	**	**	**	**	**	**	**	-%	**
4	(4.0)	4	4	**	**	**	**	**	**	**	**	**	4	**
		3%	3%	**	**	**	**	**	**	**	**	**	4%	**
5	(5.0)	8	6	**	**	**	**	**	**	**	**	**	5	**
		5%	5%	**	**	**	**	**	**	**	**	**	4%	**
6	(6.0)	17	14	**	**	**	**	**	**	**	**	**	16	**
		12%	11%	**	**	**	**	**	**	**	**	**	14%	**
7	(7.0)	29	25	**	**	**	**	**	**	**	**	**	23	**
		21%	20%	**	**	**	**	**	**	**	**	**	20%	**
8	(8.0)	25	24	**	**	**	**	**	**	**	**	**	19	**
		18%	19%	**	**	**	**	**	**	**	**	**	17%	**
9	(9.0)	24	24	**	**	**	**	**	**	**	**	**	21	**
		18%	19%	**	**	**	**	**	**	**	**	**	19%	**
10 - Extremely satisfied	(10.0)	29	26	**	**	**	**	**	**	**	**	**	20	**
		21%	20%	**	**	**	**	**	**	**	**	**	18%	**
DISSATISFIED (1-4)		8	8	**	**	**	**	**	**	**	**	**	7	**
		6%	7%	**	**	**	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	137	124	13	79	54	74	58	30	44	40	74	110	26
Effective Weighted Sample	118	106	11	68	46	63	49	26	35	35	63	94	23
Total	139	127	12	81	55	76	59	31	41	41	76	111	27
NEUTRAL (5-6)	24	20	**	**	**	**	**	**	**	**	**	21	**
	18%	15%	**	**	**	**	**	**	**	**	**	18%	**
SATISFIED (7-10)	106	99	**	**	**	**	**	**	**	**	**	83	**
	76%	78%	**	**	**	**	**	**	**	**	**	75%	**
Answered	139	127	**	**	**	**	**	**	**	**	**	111	**
Mean score	7.7	7.7	**	**	**	**	**	**	**	**	**	7.6	**
Standard deviation	1.92	1.93	**	**	**	**	**	**	**	**	**	1.92	**
Standard error	.16	.17	**	**	**	**	**	**	**	**	**	.18	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total		137	134	134	3	3	137	128	123	125	51	133	4	13	29	95
Effective Weighted Sample		118	115	115	3	3	118	109	106	108	44	114	4	11	25	81
Total		139	135	135	4	4	139	130	126	129	53	135	4	12	29	98
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	**
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	**
2	(2.0)	2	2	2	**	**	2	2	2	1	**	2	**	**	**	**
		1%	1%	1%	**	**	1%	1%	2%	1%	**	1%	**	**	**	**
3	(3.0)	1	1	1	**	**	1	1	-	-	**	1	**	**	**	**
		1%	1%	1%	**	**	1%	1%	-%	-%	**	1%	**	**	**	**
4	(4.0)	4	4	4	**	**	4	4	4	4	**	4	**	**	**	**
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	**
5	(5.0)	8	8	8	**	**	8	8	8	8	**	8	**	**	**	**
		5%	6%	6%	**	**	5%	6%	6%	6%	**	6%	**	**	**	**
6	(6.0)	17	17	17	**	**	17	16	16	15	**	16	**	**	**	**
		12%	12%	12%	**	**	12%	12%	12%	11%	**	12%	**	**	**	**
7	(7.0)	29	29	29	**	**	29	28	27	28	**	28	**	**	**	**
		21%	21%	21%	**	**	21%	21%	21%	21%	**	20%	**	**	**	**
8	(8.0)	25	25	25	**	**	25	24	22	25	**	25	**	**	**	**
		18%	18%	18%	**	**	18%	18%	17%	19%	**	18%	**	**	**	**
9	(9.0)	24	21	21	**	**	24	22	24	22	**	24	**	**	**	**
		18%	16%	16%	**	**	18%	17%	19%	17%	**	18%	**	**	**	**
10 - Extremely satisfied	(10.0)	29	28	28	**	**	29	26	23	25	**	27	**	**	**	**
		21%	20%	20%	**	**	21%	20%	18%	20%	**	20%	**	**	**	**
DISSATISFIED (1-4)		8	8	8	**	**	8	8	7	6	**	8	**	**	**	**
		6%	6%	6%	**	**	6%	6%	6%	5%	**	6%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total	137	134	134	3	3	137	128	123	125	51	133	4	13	29	95
Effective Weighted Sample	118	115	115	3	3	118	109	106	108	44	114	4	11	25	81
Total	139	135	135	4	4	139	130	126	129	53	135	4	12	29	98
NEUTRAL (5-6)	24	24	24	**	**	24	23	23	22	**	23	**	**	**	**
	18%	18%	18%	**	**	18%	18%	18%	17%	**	17%	**	**	**	**
SATISFIED (7-10)	106	102	102	**	**	106	99	96	100	**	104	**	**	**	**
	76%	76%	76%	**	**	76%	76%	76%	78%	**	77%	**	**	**	**
Answered	139	135	135	**	**	139	130	126	129	**	135	**	**	**	**
Mean score	7.7	7.6	7.6	**	**	7.7	7.6	7.6	7.7	**	7.7	**	**	**	**
Standard deviation	1.92	1.92	1.92	**	**	1.92	1.92	1.89	1.83	**	1.92	**	**	**	**
Standard error	.16	.17	.17	**	**	.16	.17	.17	.16	**	.17	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1181	587	588	283	292	250	146	210	361	324	251	245	753	162	144	122
Effective Weighted Sample		956	481	469	242	239	199	125	169	302	259	196	207	714	156	136	115
Total		1151	582	562	240	333	205	163	210	372	347	206	226	957	105	56	33
1 - Extremely dissatisfied	(1.0)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-
		*%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
3	(3.0)	12	4	6	4	6	1	-	-	5	4	1	1	10	1	*	*
		1%	1%	1%	2%	2%	1%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%
4	(4.0)	14	7	6	1	4	1	3	5	6	2	3	4	13	1	*	-
		1%	1%	1%	1%	1%	1%	2%	2%	2%	*%	1%	2%	1%	1%	1%	-%
5	(5.0)	33	22	11	9	10	6	4	3	5	12	6	10	29	2	1	1
		3%	4%	2%	4%	3%	3%	2%	2%	1%	4%	3%	5%	3%	2%	1%	2%
6	(6.0)	72	44	28	17	16	10	10	19	23	20	15	15	62	7	3	1
		6%	8%	5%	7%	5%	5%	6%	9%	6%	6%	7%	7%	6%	6%	5%	4%
7	(7.0)	129	81	47	27	30	23	19	30	39	31	24	35	109	12	6	3
		11%	14% b	8%	11%	9%	11%	12%	14%	10%	9%	12%	16%	11%	11%	10%	9%
8	(8.0)	253	132	121	49	72	49	28	55	90	74	47	41	208	26	12	7
		22%	23%	22%	20%	22%	24%	17%	26%	24%	21%	23%	18%	22%	25%	21%	21%
9	(9.0)	207	101	106	25	75	37	34	36	65	74	42	26	177	14	10	5
		18%	17%	19%	11%	22% a	18%	21% a	17%	17%	21% d	20%	12%	18%	14%	18%	16%
10 - Extremely satisfied	(10.0)	427	190	234	104	120	75	65	61	140	127	68	92	345	41	25	15
		37%	33%	42% a	44% e	36%	37%	40%	29%	38%	37%	33%	41%	36%	39%	44%	47%
DISSATISFIED (1-4)		27	11	13	7	10	3	3	5	11	7	4	6	24	2	1	*
		2%	2%	2%	3%	3%	1%	2%	2%	3%	2%	2%	2%	2%	2%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1181	587	588	283	292	250	146	210	361	324	251	245	753	162	144	122
Effective Weighted Sample	956	481	469	242	239	199	125	169	302	259	196	207	714	156	136	115
Total	1151	582	562	240	333	205	163	210	372	347	206	226	957	105	56	33
NEUTRAL (5-6)	105	66	39	26	26	17	14	22	27	32	21	25	91	9	3	2
	9%	11%	7%	11%	8%	8%	9%	11%	7%	9%	10%	11%	10%	8%	6%	5%
SATISFIED (7-10)	1015	503	507	205	297	184	146	183	333	307	181	195	838	94	52	30
	88%	87%	90%	86%	89%	89%	90%	87%	90%	88%	88%	86%	88%	89%	93%	93%
Answered	1147	581	559	238	333	203	163	210	371	345	206	225	953	105	56	32
Mean score	8.5	8.3	8.7 a	8.5	8.5	8.6	8.6	8.3	8.5	8.5	8.4	8.4	8.5	8.5	8.8	8.9
Standard deviation	1.59	1.59	1.55	1.77	1.61	1.49	1.51	1.51	1.56	1.60	1.54	1.69	1.61	1.56	1.44	1.41
Standard error	.05	.07	.06	.11	.09	.09	.12	.10	.08	.09	.10	.11	.06	.12	.12	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1181	1029	152	475	683	402	754	167	187	178	402	828	336
Effective Weighted Sample		956	836	123	384	555	328	609	134	152	148	328	669	277
Total		1151	1021	129	460	671	398	731	165	181	179	398	828	311
1 - Extremely dissatisfied	(1.0)	1	1	-	1	-	1	-	-	-	1	1	-	1
		*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%
3	(3.0)	12	10	1	9	3	6	5	4	1	1	6	7	5
		1%	1%	1%	2%	*%	2%	1%	2%	1%	1%	2%	1%	2%
4	(4.0)	14	14	-	3	10	3	10	2	*	1	3	9	5
		1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
5	(5.0)	33	32	1	15	18	14	19	7	6	6	14	21	12
		3%	3%	1%	3%	3%	3%	3%	4%	4%	3%	3%	2%	4%
6	(6.0)	72	64	8	27	44	21	49	14	8	7	21	51	20
		6%	6%	7%	6%	7%	5%	7%	8%	4%	4%	5%	6%	6%
7	(7.0)	129	115	14	48	81	47	82	25	21	15	47	81	47
		11%	11%	11%	11%	12%	12%	11%	15%	11%	9%	12%	10%	15%
8	(8.0)	253	219	34	102	147	85	164	29	39	44	85	189	63
		22%	21%	26%	22%	22%	21%	22%	18%	22%	24%	21%	23%	20%
9	(9.0)	207	192	14	83	121	75	129	26	33	36	75	162	43
		18%	19%	11%	18%	18%	19%	18%	16%	18%	20%	19%	20%	14%
10 - Extremely satisfied	(10.0)	427	370	56	173	244	147	269	58	73	68	147	308	113
		37%	36%	44%	38%	36%	37%	37%	35%	40%	38%	37%	37%	36%
DISSATISFIED (1-4)		27	25	1	12	13	10	15	5	2	3	10	16	10
		2%	2%	1%	3%	2%	3%	2%	3%	1%	2%	3%	2%	3%
NEUTRAL (5-6)		105	96	9	42	62	35	68	21	14	13	35	72	32
		9%	9%	7%	9%	9%	9%	9%	13%	8%	7%	9%	9%	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1181	1029	152	475	683	402	754	167	187	178	402	828	336
Effective Weighted Sample	956	836	123	384	555	328	609	134	152	148	328	669	277
Total	1151	1021	129	460	671	398	731	165	181	179	398	828	311
SATISFIED (7-10)	1015	896	119	406	593	353	644	138	165	163	353	740	267
	88%	88%	92%	88%	88%	89%	88%	84%	91%	91%	89%	89%	86%
Answered	1147	1018	129	460	667	398	727	165	181	179	398	827	309
Mean score	8.5	8.5	8.7	8.5	8.5	8.5	8.5	8.2	8.6	8.6	8.5	8.6	8.3
Standard deviation	1.59	1.61	1.46	1.66	1.54	1.64	1.56	1.78	1.49	1.55	1.64	1.52	1.74
Standard error	.05	.05	.12	.08	.06	.08	.06	.14	.11	.12	.08	.05	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total		1181	1152	1098	83	29	1181	980	702	737	220	1050	131	185	275	721
Effective Weighted Sample		956	934	887	70	23	956	798	571	603	179	852	104	149	221	587
Total		1151	1127	1069	82	24	1151	965	692	730	220	1026	124	177	280	694
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	- -%	- -%
3	(3.0)	12 1%	12 1%	12 1%	** **	** **	12 1%	9 1%	4 1%	8 1%	- -%	10 1%	1 1%	6 4% c	3 1%	2 *%
4	(4.0)	14 1%	14 1%	11 1%	** **	** **	14 1%	11 1%	8 1%	7 1%	2 1%	13 1%	2 1%	5 3%	1 *%	8 1%
5	(5.0)	33 3%	31 3%	29 3%	** **	** **	33 3%	26 3%	17 2%	14 2%	5 2%	29 3%	4 3%	8 4%	15 5% c	11 2%
6	(6.0)	72 6%	70 6%	68 6%	** **	** **	72 6%	64 7%	48 7%	44 6%	16 7%	68 7%	4 3%	9 5%	31 11% c	32 5%
7	(7.0)	129 11%	127 11%	121 11%	** **	** **	129 11%	109 11%	82 12%	87 12%	32 15%	119 12%	11 8%	15 9%	42 15%	72 10%
8	(8.0)	253 22%	242 21%	228 21%	** **	** **	253 22%	209 22%	156 23%	158 22%	57 26%	223 22%	30 24%	42 24%	56 20%	155 22%
9	(9.0)	207 18%	204 18%	193 18%	** **	** **	207 18%	174 18%	135 20%	143 20%	46 21%	187 18%	19 16%	28 16%	38 14%	140 20%
10 - Extremely satisfied	(10.0)	427 37%	422 37%	402 38%	** **	** **	427 37%	361 37%	238 34%	268 37%	62 28%	375 37%	51 41%	62 35%	92 33%	273 39%
DISSATISFIED (1-4)		27 2%	26 2%	23 2%	** **	** **	27 2%	20 2%	12 2%	15 2%	2 1%	23 2%	4 3%	12 7% c	5 2%	10 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1181	1152	1098	83	29	1181	980	702	737	220	1050	131	185	275	721
Effective Weighted Sample	956	934	887	70	23	956	798	571	603	179	852	104	149	221	587
Total	1151	1127	1069	82	24	1151	965	692	730	220	1026	124	177	280	694
NEUTRAL (5-6)	105	101	97	**	**	105	90	65	58	21	97	8	17	46	43
	9%	9%	9%	**	**	9%	9%	9%	8%	9%	9%	7%	9%	16% c	6%
SATISFIED (7-10)	1015	996	945	**	**	1015	853	612	655	198	904	111	147	228	640
	88%	88%	88%	**	**	88%	88%	88%	90%	90%	88%	90%	83%	82%	92% ab
Answered	1147	1123	1065	**	**	1147	963	689	728	220	1024	123	176	278	693
Mean score	8.5	8.5	8.5	**	**	8.5	8.5	8.5	8.5	8.4	8.5	8.6	8.2	8.2	8.7 ab
Standard deviation	1.59	1.59	1.59	**	**	1.59	1.57	1.52	1.53	1.40	1.58	1.68	1.94	1.70	1.42
Standard error	.05	.05	.05	**	**	.05	.05	.06	.06	.09	.05	.15	.14	.10	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		128	74	54	37	31	32	19	9	53	28	30	17	81	7	13	27
Effective Weighted Sample		101	60	41	32	25	25	14	8	42	23	22	15	78	7	12	26
Total		112	70	42	32	33	22	15	9	50	25	23	14	95	5	5	7
3	(3.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		82	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		7.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		2.02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	128	74	54	37	31	32	19	9	53	28	30	17	81	7	13	27
Effective Weighted Sample	101	60	41	32	25	25	14	8	42	23	22	15	78	7	12	26
Total	112	70	42	32	33	22	15	9	50	25	23	14	95	5	5	7
Standard error	.18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		128	112	16	74	51	66	58	32	30	32	66	101	26
Effective Weighted Sample		101	90	11	61	38	55	43	28	24	28	55	78	22
Total		112	102	10	69	41	63	47	33	26	30	63	86	25
3	(3.0)	4	4	**	**	**	**	**	**	**	**	**	4	**
		4%	4%	**	**	**	**	**	**	**	**	**	5%	**
4	(4.0)	3	3	**	**	**	**	**	**	**	**	**	3	**
		3%	3%	**	**	**	**	**	**	**	**	**	4%	**
5	(5.0)	12	12	**	**	**	**	**	**	**	**	**	6	**
		11%	12%	**	**	**	**	**	**	**	**	**	7%	**
6	(6.0)	8	8	**	**	**	**	**	**	**	**	**	8	**
		8%	8%	**	**	**	**	**	**	**	**	**	9%	**
7	(7.0)	15	12	**	**	**	**	**	**	**	**	**	10	**
		13%	12%	**	**	**	**	**	**	**	**	**	11%	**
8	(8.0)	22	21	**	**	**	**	**	**	**	**	**	17	**
		20%	21%	**	**	**	**	**	**	**	**	**	20%	**
9	(9.0)	14	13	**	**	**	**	**	**	**	**	**	9	**
		13%	13%	**	**	**	**	**	**	**	**	**	10%	**
10 - Extremely satisfied	(10.0)	30	26	**	**	**	**	**	**	**	**	**	28	**
		27%	26%	**	**	**	**	**	**	**	**	**	33%	**
DISSATISFIED (1-4)		8	8	**	**	**	**	**	**	**	**	**	8	**
		7%	7%	**	**	**	**	**	**	**	**	**	9%	**
NEUTRAL (5-6)		20	20	**	**	**	**	**	**	**	**	**	14	**
		18%	19%	**	**	**	**	**	**	**	**	**	16%	**
SATISFIED (7-10)		82	72	**	**	**	**	**	**	**	**	**	64	**
		73%	71%	**	**	**	**	**	**	**	**	**	74%	**
Answered		110	100	**	**	**	**	**	**	**	**	**	85	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total	128	112	16	74	51	66	58	32	30	32	66	101	26
Effective Weighted Sample	101	90	11	61	38	55	43	28	24	28	55	78	22
Total	112	102	10	69	41	63	47	33	26	30	63	86	25
Mean score	7.7	7.7	**	**	**	**	**	**	**	**	**	7.8	**
Standard deviation	2.02	2.06	**	**	**	**	**	**	**	**	**	2.12	**
Standard error	.18	.20	**	**	**	**	**	**	**	**	**	.21	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	~b	c	~d	e	~f	~a	~b	~c
Unweighted total		128	128	126	2	-	128	118	99	107	39	123	5	16	30	82
Effective Weighted Sample		101	101	100	2	-	101	94	81	87	35	97	4	13	23	66
Total		112	112	110	3	-	112	103	93	99	42	108	4	15	24	74
3	(3.0)	4	4	4	**	**	4	4	**	4	**	4	**	**	**	**
		4%	4%	4%	**	**	4%	4%	**	4%	**	4%	**	**	**	**
4	(4.0)	3	3	3	**	**	3	3	**	3	**	3	**	**	**	**
		3%	3%	3%	**	**	3%	3%	**	3%	**	3%	**	**	**	**
5	(5.0)	12	12	10	**	**	12	10	**	9	**	12	**	**	**	**
		11%	11%	9%	**	**	11%	10%	**	9%	**	11%	**	**	**	**
6	(6.0)	8	8	8	**	**	8	8	**	8	**	8	**	**	**	**
		8%	8%	8%	**	**	8%	8%	**	8%	**	8%	**	**	**	**
7	(7.0)	15	15	15	**	**	15	12	**	13	**	14	**	**	**	**
		13%	13%	14%	**	**	13%	12%	**	13%	**	13%	**	**	**	**
8	(8.0)	22	22	22	**	**	22	21	**	20	**	21	**	**	**	**
		20%	20%	21%	**	**	20%	20%	**	20%	**	19%	**	**	**	**
9	(9.0)	14	14	13	**	**	14	13	**	13	**	14	**	**	**	**
		13%	13%	12%	**	**	13%	13%	**	13%	**	13%	**	**	**	**
10 - Extremely satisfied	(10.0)	30	30	30	**	**	30	28	**	27	**	29	**	**	**	**
		27%	27%	28%	**	**	27%	27%	**	28%	**	26%	**	**	**	**
DISSATISFIED (1-4)		8	8	8	**	**	8	8	**	8	**	8	**	**	**	**
		7%	7%	7%	**	**	7%	7%	**	8%	**	7%	**	**	**	**
NEUTRAL (5-6)		20	20	19	**	**	20	19	**	17	**	20	**	**	**	**
		18%	18%	17%	**	**	18%	18%	**	17%	**	19%	**	**	**	**
SATISFIED (7-10)		82	82	81	**	**	82	75	**	73	**	78	**	**	**	**
		73%	73%	74%	**	**	73%	72%	**	74%	**	72%	**	**	**	**
Answered		110	110	107	**	**	110	101	**	97	**	106	**	**	**	**
Mean score		7.7	7.7	7.8	**	**	7.7	7.8	**	7.8	**	7.7	**	**	**	**
Standard deviation		2.02	2.02	2.01	**	**	2.02	2.05	**	2.05	**	2.04	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	~b	c	~d	e	~f	~a	~b	~c
Unweighted total	128	128	126	2	-	128	118	99	107	39	123	5	16	30	82
Effective Weighted Sample	101	101	100	2	-	101	94	81	87	35	97	4	13	23	66
Total	112	112	110	3	-	112	103	93	99	42	108	4	15	24	74
Standard error	.18	.18	.18	**	**	.18	.19	**	.20	**	.19	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total		702	356	345	75	141	164	122	200	235	200	144	123	427	118	73	84
Effective Weighted Sample		569	289	279	65	116	130	104	161	194	166	110	103	408	114	68	79
Total		683	345	337	69	156	128	130	201	231	221	118	113	551	80	29	23
1 - Extremely dissatisfied	(1.0)	2	2	*	**	2	-	-	*	1	-	1	*	1	1	**	**
		*%	1%	*%	**	1%	-%	-%	*%	*%	-%	1%	*%	*%	1%	**	**
2	(2.0)	1	1	-	**	-	-	1	-	-	1	-	-	1	-	**	**
		*%	*%	-%	**	-%	-%	1%	-%	-%	1%	-%	-%	*%	-%	**	**
3	(3.0)	7	4	3	**	-	2	-	3	3	1	3	*	6	-	**	**
		1%	1%	1%	**	-%	1%	-%	2%	1%	*%	3%	*%	1%	-%	**	**
4	(4.0)	14	7	8	**	5	1	4	3	6	1	2	5	11	3	**	**
		2%	2%	2%	**	3%	*%	3%	1%	3%	1%	2%	4%	2%	3%	**	**
5	(5.0)	28	13	15	**	8	4	5	7	3	7	8	10	25	1	**	**
		4%	4%	5%	**	5%	3%	4%	4%	1%	3%	7%	9% a	4%	2%	**	**
6	(6.0)	43	22	20	**	17	6	5	12	14	13	7	9	32	8	**	**
		6%	7%	6%	**	11%	4%	4%	6%	6%	6%	6%	8%	6%	11%	**	**
7	(7.0)	109	61	48	**	20	21	24	34	34	36	19	20	88	10	**	**
		16%	18%	14%	**	13%	16%	18%	17%	15%	16%	16%	17%	16%	12%	**	**
8	(8.0)	167	83	84	**	33	32	29	58	63	56	24	24	130	24	**	**
		24%	24%	25%	**	21%	25%	22%	29%	27%	25%	20%	21%	24%	31%	**	**
9	(9.0)	128	67	61	**	20	30	24	37	48	46	24	10	110	11	**	**
		19%	19%	18%	**	13%	23%	18%	19%	21% d	21%	20%	9%	20%	13%	**	**
10 - Extremely satisfied	(10.0)	181	84	97	**	49	33	40	45	57	59	30	35	144	22	**	**
		26%	24%	29%	**	31%	26%	31%	22%	25%	27%	25%	31%	26%	28%	**	**
DISSATISFIED (1-4)		25	14	10	**	7	2	5	6	10	3	7	5	20	3	**	**
		4%	4%	3%	**	4%	2%	4%	3%	4%	1%	6%	4%	4%	4%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total	702	356	345	75	141	164	122	200	235	200	144	123	427	118	73	84
Effective Weighted Sample	569	289	279	65	116	130	104	161	194	166	110	103	408	114	68	79
Total	683	345	337	69	156	128	130	201	231	221	118	113	551	80	29	23
NEUTRAL (5-6)	71	35	35	**	25	10	9	20	18	19	15	19	57	10	**	**
	10%	10%	10%	**	16%	8%	7%	10%	8%	9%	12%	17%	10%	12%	**	**
SATISFIED (7-10)	585	295	290	**	122	116	116	174	203	197	96	89	472	67	**	**
	86%	86%	86%	**	78%	91% b	89%	87%	88%	89%	82%	79%	86%	84%	**	**
Answered	681	344	336	**	154	128	130	201	231	219	118	113	549	80	**	**
Mean score	8.1	8.1	8.2	**	8.0	8.3	8.3	8.1	8.2	8.3	7.9	7.9	8.1	8.1	**	**
Standard deviation	1.69	1.73	1.64	**	1.91	1.49	1.67	1.59	1.62	1.49	1.96	1.86	1.69	1.72	**	**
Standard error	.06	.09	.09	**	.16	.12	.15	.11	.11	.11	.16	.17	.08	.16	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted total		702	608	94	281	411	258	432	99	133	132	258	483	205
Effective Weighted Sample		569	496	75	223	338	205	354	78	108	106	205	390	169
Total		683	606	77	267	408	246	427	94	126	128	246	471	202
1 - Extremely dissatisfied	(1.0)	2	2	**	1	2	1	2	**	1	-	1	2	*
		*%	*%	**	*%	*%	*%	*%	**	1%	-%	*%	*%	*%
2	(2.0)	1	1	**	-	-	-	-	**	-	-	-	1	-
		*%	*%	**	-%	-%	-%	-%	**	-%	-%	-%	*%	-%
3	(3.0)	7	6	**	1	5	1	5	**	1	1	1	4	2
		1%	1%	**	*%	1%	*%	1%	**	1%	1%	*%	1%	1%
4	(4.0)	14	12	**	10	4	9	4	**	5	4	9	8	6
		2%	2%	**	4%	1%	4%	1%	**	4%	3%	4%	2%	3%
5	(5.0)	28	27	**	14	14	13	15	**	7	7	13	15	13
		4%	4%	**	5%	3%	5%	4%	**	6%	6%	5%	3%	7%
6	(6.0)	43	41	**	15	26	14	27	**	9	4	14	28	15
		6%	7%	**	6%	6%	6%	6%	**	8%	4%	6%	6%	7%
7	(7.0)	109	90	**	42	65	37	69	**	21	22	37	74	34
		16%	15%	**	16%	16%	15%	16%	**	17%	17%	15%	16%	17%
8	(8.0)	167	143	**	57	110	53	114	**	20	33	53	115	49
		24%	24%	**	21%	27%	22%	27%	**	16%	26%	22%	24%	24%
9	(9.0)	128	116	**	53	75	48	80	**	25	21	48	90	38
		19%	19%	**	20%	18%	19%	19%	**	20%	16%	19%	19%	19%
10 - Extremely satisfied	(10.0)	181	166	**	73	105	70	109	**	37	35	70	132	44
		26%	27%	**	27%	26%	28%	25%	**	29%	27%	28%	28%	22%
DISSATISFIED (1-4)		25	21	**	12	11	11	11	**	6	5	11	16	9
		4%	4%	**	4%	3%	4%	3%	**	5%	4%	4%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	702	608	94	281	411	258	432	99	133	132	258	483	205
Effective Weighted Sample	569	496	75	223	338	205	354	78	108	106	205	390	169
Total	683	606	77	267	408	246	427	94	126	128	246	471	202
NEUTRAL (5-6)	71	68	**	30	40	27	42	**	17	12	27	43	28
	10%	11%	**	11%	10%	11%	10%	**	13%	9%	11%	9%	14%
SATISFIED (7-10)	585	515	**	226	356	208	372	**	103	111	208	411	165
	86%	85%	**	84%	87%	84%	87%	**	82%	87%	84%	87%	82%
Answered	681	604	**	267	407	246	426	**	126	128	246	469	202
Mean score	8.1	8.2	**	8.1	8.2	8.1	8.2	**	8.1	8.1	8.1	8.2	7.9
Standard deviation	1.69	1.71	**	1.73	1.61	1.74	1.60	**	1.86	1.66	1.74	1.66	1.72
Standard error	.06	.07	**	.10	.08	.11	.08	**	.16	.14	.11	.08	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		702	692	675	27	10	702	607	462	483	165	648	54	106	131	465
Effective Weighted Sample		569	560	544	25	9	569	491	370	392	137	526	43	87	103	380
Total		683	674	654	29	9	683	592	444	468	169	632	51	106	122	454
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	1	1	-	2	**	1	-	1
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	1%	-%	*%
2	(2.0)	1	1	1	**	**	1	1	1	1	-	1	**	1	-	-
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	1%	-%	-%
3	(3.0)	7	7	6	**	**	7	6	6	5	3	7	**	3	1	3
		1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	3%	1%	1%
4	(4.0)	14	14	14	**	**	14	14	13	12	2	14	**	3	7	5
		2%	2%	2%	**	**	2%	2%	3%	2%	1%	2%	**	3%	6% c	1%
5	(5.0)	28	26	24	**	**	28	25	14	16	4	26	**	7	16	5
		4%	4%	4%	**	**	4%	4%	3%	4%	2%	4%	**	6% c	13% c	1%
6	(6.0)	43	43	40	**	**	43	37	32	27	16	42	**	11	10	22
		6%	6%	6%	**	**	6%	6%	7%	6%	9%	7%	**	10%	8%	5%
7	(7.0)	109	107	106	**	**	109	93	78	77	31	102	**	14	24	71
		16%	16%	16%	**	**	16%	16%	18%	16%	19%	16%	**	13%	19%	16%
8	(8.0)	167	164	161	**	**	167	144	111	120	37	153	**	23	31	113
		24%	24%	25%	**	**	24%	24%	25%	26%	22%	24%	**	21%	26%	25%
9	(9.0)	128	127	124	**	**	128	114	86	92	40	119	**	16	13	100
		19%	19%	19%	**	**	19%	19%	19%	20%	24%	19%	**	15%	10%	22% b
10 - Extremely satisfied	(10.0)	181	179	175	**	**	181	153	102	117	36	164	**	27	20	134
		26%	27%	27%	**	**	26%	26%	23%	25%	21%	26%	**	25%	16%	29% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	702	692	675	27	10	702	607	462	483	165	648	54	106	131	465
Effective Weighted Sample	569	560	544	25	9	569	491	370	392	137	526	43	87	103	380
Total	683	674	654	29	9	683	592	444	468	169	632	51	106	122	454
DISSATISFIED (1-4)	25	25	23	**	**	25	24	21	19	6	24	**	8	8	9
	4%	4%	4%	**	**	4%	4%	5%	4%	3%	4%	**	8% c	7%	2%
NEUTRAL (5-6)	71	69	64	**	**	71	61	46	43	20	68	**	17	26	27
	10%	10%	10%	**	**	10%	10%	10%	9%	12%	11%	**	16% c	22% c	6%
SATISFIED (7-10)	585	578	565	**	**	585	504	376	405	144	537	**	79	88	418
	86%	86%	86%	**	**	86%	85%	85%	87%	85%	85%	**	74%	72%	92% ab
Answered	681	671	652	**	**	681	590	444	468	169	630	**	104	122	454
Mean score	8.1	8.1	8.2	**	**	8.1	8.1	8.0	8.1	8.1	8.1	**	7.7	7.4	8.4 ab
Standard deviation	1.69	1.69	1.67	**	**	1.69	1.71	1.70	1.67	1.61	1.70	**	2.10	1.81	1.46
Standard error	.06	.06	.06	**	**	.06	.07	.08	.08	.13	.07	**	.20	.16	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		72	48	24	13	16	23	5	15	33	16	11	12	47	10	8	7
Effective Weighted Sample		60	40	21	12	13	20	4	12	29	13	8	10	45	10	8	6
Total		68	44	24	11	16	22	7	13	31	17	8	12	56	7	3	2
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	72	48	24	13	16	23	5	15	33	16	11	12	47	10	8	7
Effective Weighted Sample	60	40	21	12	13	20	4	12	29	13	8	10	45	10	8	6
Total	68	44	24	11	16	22	7	13	31	17	8	12	56	7	3	2
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		72	67	5	35	35	34	35	15	23	18	34	52	19
Effective Weighted Sample		60	56	4	30	29	29	29	12	19	15	29	44	16
Total		68	64	4	32	33	31	33	14	22	16	31	50	17
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	72	67	5	35	35	34	35	15	23	18	34	52	19
Effective Weighted Sample	60	56	4	30	29	29	29	12	19	15	29	44	16
Total	68	64	4	32	33	31	33	14	22	16	31	50	17
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		72	71	66	6	1	72	66	60	63	31	70	2	13	18	41
Effective Weighted Sample		60	59	55	6	1	60	55	50	53	26	58	2	12	15	34
Total		68	67	62	5	1	68	61	56	60	29	65	2	12	18	38
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn?

Base : Those who have used TuneIn in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	72	71	66	6	1	72	66	60	63	31	70	2	13	18	41
Effective Weighted Sample	60	59	55	6	1	60	55	50	53	26	58	2	12	15	34
Total	68	67	62	5	1	68	61	56	60	29	65	2	12	18	38
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		134	69	65	20	31	34	26	23	60	41	23	10	96	16	9	13
Effective Weighted Sample		113	59	54	18	28	27	22	20	52	34	19	9	92	16	9	13
Total		144	75	69	19	42	30	27	27	68	48	19	9	128	10	4	3
4	(4.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		115	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		144	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		8.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		1.78	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Unweighted total		134	127	7	64	67	58	72	25	28	27	58	109	24
Effective Weighted Sample		113	107	6	53	57	48	61	21	21	24	48	91	21
Total		144	138	6	68	74	62	79	26	24	33	62	116	28
4	(4.0)	4	4	**	**	**	**	**	**	**	**	**	4	**
		3%	3%	**	**	**	**	**	**	**	**	**	3%	**
5	(5.0)	15	13	**	**	**	**	**	**	**	**	**	10	**
		10%	10%	**	**	**	**	**	**	**	**	**	8%	**
6	(6.0)	11	11	**	**	**	**	**	**	**	**	**	11	**
		8%	8%	**	**	**	**	**	**	**	**	**	9%	**
7	(7.0)	20	19	**	**	**	**	**	**	**	**	**	16	**
		14%	14%	**	**	**	**	**	**	**	**	**	14%	**
8	(8.0)	32	29	**	**	**	**	**	**	**	**	**	27	**
		22%	21%	**	**	**	**	**	**	**	**	**	23%	**
9	(9.0)	18	18	**	**	**	**	**	**	**	**	**	15	**
		13%	13%	**	**	**	**	**	**	**	**	**	13%	**
10 - Extremely satisfied	(10.0)	44	44	**	**	**	**	**	**	**	**	**	33	**
		31%	32%	**	**	**	**	**	**	**	**	**	29%	**
DISSATISFIED (1-4)		4	4	**	**	**	**	**	**	**	**	**	4	**
		3%	3%	**	**	**	**	**	**	**	**	**	3%	**
NEUTRAL (5-6)		25	24	**	**	**	**	**	**	**	**	**	21	**
		18%	17%	**	**	**	**	**	**	**	**	**	18%	**
SATISFIED (7-10)		115	110	**	**	**	**	**	**	**	**	**	91	**
		80%	80%	**	**	**	**	**	**	**	**	**	79%	**
Answered		144	138	**	**	**	**	**	**	**	**	**	116	**
Mean score		8.0	8.1	**	**	**	**	**	**	**	**	**	8.0	**
Standard deviation		1.78	1.79	**	**	**	**	**	**	**	**	**	1.77	**
Standard error		.15	.16	**	**	**	**	**	**	**	**	**	.17	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c
Unweighted total		134	133	132	2	1	134	124	110	109	57	127	7	22	26	86
Effective Weighted Sample		113	112	111	2	1	113	104	93	92	50	106	6	18	22	72
Total		144	143	142	3	2	144	132	119	116	62	135	9	22	29	94
4	(4.0)	4	4	3	**	**	4	2	4	4	**	4	**	**	**	**
		3%	3%	2%	**	**	3%	2%	3%	3%	**	3%	**	**	**	**
5	(5.0)	15	15	15	**	**	15	15	12	13	**	15	**	**	**	**
		10%	10%	10%	**	**	10%	11%	10%	11%	**	11%	**	**	**	**
6	(6.0)	11	11	11	**	**	11	11	11	10	**	11	**	**	**	**
		8%	8%	8%	**	**	8%	8%	9%	9%	**	8%	**	**	**	**
7	(7.0)	20	20	20	**	**	20	18	16	17	**	18	**	**	**	**
		14%	14%	14%	**	**	14%	14%	13%	15%	**	13%	**	**	**	**
8	(8.0)	32	32	32	**	**	32	29	25	23	**	29	**	**	**	**
		22%	23%	23%	**	**	22%	22%	21%	20%	**	21%	**	**	**	**
9	(9.0)	18	18	18	**	**	18	18	16	15	**	18	**	**	**	**
		13%	13%	13%	**	**	13%	14%	14%	13%	**	14%	**	**	**	**
10 - Extremely satisfied	(10.0)	44	43	43	**	**	44	39	35	34	**	40	**	**	**	**
		31%	30%	30%	**	**	31%	29%	30%	29%	**	30%	**	**	**	**
DISSATISFIED (1-4)		4	4	3	**	**	4	2	4	4	**	4	**	**	**	**
		3%	3%	2%	**	**	3%	2%	3%	3%	**	3%	**	**	**	**
NEUTRAL (5-6)		25	25	25	**	**	25	25	23	23	**	25	**	**	**	**
		18%	18%	18%	**	**	18%	19%	19%	20%	**	19%	**	**	**	**
SATISFIED (7-10)		115	113	113	**	**	115	104	92	88	**	106	**	**	**	**
		80%	79%	80%	**	**	80%	79%	77%	76%	**	78%	**	**	**	**
Answered		144	143	142	**	**	144	132	119	116	**	135	**	**	**	**
Mean score		8.0	8.0	8.0	**	**	8.0	8.0	8.0	7.9	**	8.0	**	**	**	**
Standard deviation		1.78	1.78	1.75	**	**	1.78	1.76	1.82	1.84	**	1.80	**	**	**	**
Standard error		.15	.15	.15	**	**	.15	.16	.17	.18	**	.16	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total		805	421	382	143	197	199	113	153	222	202	180	201	586	81	60	78
Effective Weighted Sample		684	354	328	127	165	171	97	133	192	172	146	176	561	78	57	73
Total		826	426	399	131	227	183	118	167	233	228	165	200	728	54	23	21
3	(3.0)	3	1	2	2	-	-	-	2	-	1	3	-	3	**	**	**
		*%	*%	1%	1%	-%	-%	-%	1%	-%	*%	2%	-%	*%	**	**	**
4	(4.0)	10	7	3	1	6	2	*	1	*	5	1	4	9	**	**	**
		1%	2%	1%	1%	3%	1%	*%	*%	*%	2%	1%	2%	1%	**	**	**
5	(5.0)	43	23	20	11	10	9	8	5	10	12	14	7	40	**	**	**
		5%	5%	5%	8%	5%	5%	7%	3%	4%	5%	9%	4%	5%	**	**	**
6	(6.0)	78	41	36	13	20	20	16	8	25	20	11	21	72	**	**	**
		9%	10%	9%	10%	9%	11%	14%	5%	11%	9%	7%	11%	10%	**	**	**
7	(7.0)	137	71	66	20	29	36	15	37	50	33	29	25	122	**	**	**
		17%	17%	16%	15%	13%	20%	12%	22%	21%	14%	18%	12%	17%	**	**	**
8	(8.0)	169	90	79	26	48	38	28	29	47	57	30	35	148	**	**	**
		20%	21%	20%	19%	21%	21%	24%	17%	20%	25%	18%	18%	20%	**	**	**
9	(9.0)	164	84	80	25	47	34	26	33	54	40	29	40	146	**	**	**
		20%	20%	20%	19%	20%	18%	22%	20%	23%	18%	18%	20%	20%	**	**	**
10 - Extremely satisfied	(10.0)	222	109	112	35	67	44	24	53	48	61	47	66	189	**	**	**
		27%	26%	28%	26%	29%	24%	20%	31%	20%	27%	29%	33% a	26%	**	**	**
DISSATISFIED (1-4)		14	8	5	3	6	2	*	2	*	5	4	4	12	**	**	**
		2%	2%	1%	2%	3%	1%	*%	1%	*%	2%	2%	2%	2%	**	**	**
NEUTRAL (5-6)		121	64	57	24	30	29	25	14	34	32	25	29	112	**	**	**
		15%	15%	14%	18%	13%	16%	21% e	8%	15%	14%	15%	14%	15%	**	**	**
SATISFIED (7-10)		691	353	337	105	191	152	93	151	198	191	136	166	604	**	**	**
		84%	83%	85%	80%	84%	83%	79%	91%	85%	84%	82%	83%	83%	**	**	**
Answered		826	426	399	131	227	183	118	167	233	228	165	200	728	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	805	421	382	143	197	199	113	153	222	202	180	201	586	81	60	78
Effective Weighted Sample	684	354	328	127	165	171	97	133	192	172	146	176	561	78	57	73
Total	826	426	399	131	227	183	118	167	233	228	165	200	728	54	23	21
Mean score	8.2	8.1	8.2	8.0	8.2	8.1	8.0	8.3	8.1	8.1	8.1	8.3	8.1	**	**	**
Standard deviation	1.60	1.60	1.59	1.73	1.63	1.56	1.56	1.53	1.45	1.62	1.75	1.63	1.61	**	**	**
Standard error	.06	.08	.08	.15	.12	.11	.15	.12	.10	.11	.13	.12	.07	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total		805	732	73	350	432	306	474	124	149	136	306	552	237
Effective Weighted Sample		684	628	59	292	373	257	406	105	128	113	257	465	205
Total		826	771	55	347	457	308	494	133	151	126	308	567	244
3	(3.0)	3	3	**	1	3	-	3	-	-	-	-	1	2
		*%	*%	**	*%	1%	-%	1%	-%	-%	-%	-%	*%	1%
4	(4.0)	10	10	**	6	2	5	2	2	2	2	5	6	4
		1%	1%	**	2%	*%	2%	*%	2%	2%	1%	2%	1%	2%
5	(5.0)	43	43	**	20	23	18	25	10	4	8	18	30	13
		5%	6%	**	6%	5%	6%	5%	8%	3%	6%	6%	5%	6%
6	(6.0)	78	77	**	32	45	29	48	8	17	14	29	58	19
		9%	10%	**	9%	10%	10%	10%	6%	12%	11%	10%	10%	8%
7	(7.0)	137	130	**	58	78	46	89	14	23	22	46	95	40
		17%	17%	**	17%	17%	15%	18%	11%	16%	17%	15%	17%	16%
8	(8.0)	169	154	**	68	88	62	93	23	29	27	62	113	52
		20%	20%	**	20%	19%	20%	19%	17%	19%	22%	20%	20%	21%
9	(9.0)	164	155	**	64	99	56	106	31	25	20	56	118	44
		20%	20%	**	18%	22%	18%	22%	23%	17%	16%	18%	21%	18%
10 - Extremely satisfied	(10.0)	222	199	**	98	119	91	126	44	50	33	91	146	69
		27%	26%	**	28%	26%	29%	26%	34%	33%	26%	29%	26%	28%
DISSATISFIED (1-4)		14	13	**	7	5	5	6	2	2	2	5	7	6
		2%	2%	**	2%	1%	2%	1%	2%	2%	1%	2%	1%	3%
NEUTRAL (5-6)		121	120	**	52	68	47	73	18	21	22	47	88	32
		15%	16%	**	15%	15%	15%	15%	14%	14%	17%	15%	15%	13%
SATISFIED (7-10)		691	638	**	287	384	255	415	112	127	102	255	472	205
		84%	83%	**	83%	84%	83%	84%	85%	84%	81%	83%	83%	84%
Answered		826	771	**	347	457	308	494	133	151	126	308	567	244

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	a	b	c	d	a	b
Unweighted total	805	732	73	350	432	306	474	124	149	136	306	552	237
Effective Weighted Sample	684	628	59	292	373	257	406	105	128	113	257	465	205
Total	826	771	55	347	457	308	494	133	151	126	308	567	244
Mean score	8.2	8.1	**	8.1	8.2	8.2	8.1	8.4	8.3	8.1	8.2	8.1	8.2
Standard deviation	1.60	1.61	**	1.64	1.57	1.63	1.58	1.66	1.59	1.62	1.63	1.58	1.66
Standard error	.06	.06	**	.09	.08	.09	.07	.15	.13	.14	.09	.07	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		805	770	729	76	35	805	668	447	515	143	719	86	136	220	449
Effective Weighted Sample		684	651	615	69	32	684	570	369	438	120	611	73	114	193	377
Total		826	786	736	90	40	826	691	443	530	148	740	86	136	232	458
3	(3.0)	3 *%	3 *%	2 *%	** **	** **	3 *%	3 *%	1 *%	1 *%	1 1%	3 *%	** **	2 1%	2 1%	- -%
4	(4.0)	10 1%	10 1%	10 1%	** **	** **	10 1%	9 1%	5 1%	8 2%	2 1%	10 1%	** **	1 1%	7 3% c	2 *%
5	(5.0)	43 5%	40 5%	36 5%	** **	** **	43 5%	36 5%	25 6%	29 5%	6 4%	43 6%	** **	5 4%	26 11% c	13 3%
6	(6.0)	78 9%	71 9%	69 9%	** **	** **	78 9%	67 10%	30 7%	52 10%	12 8%	68 9%	** **	10 7%	43 18% ac	25 5%
7	(7.0)	137 17%	133 17%	124 17%	** **	** **	137 17%	117 17%	64 14%	95 18%	26 18%	125 17%	** **	20 15%	46 20%	70 15%
8	(8.0)	169 20%	164 21%	155 21%	** **	** **	169 20%	135 20%	95 22%	109 21%	30 20%	152 21%	** **	28 21%	40 17%	100 22%
9	(9.0)	164 20%	159 20%	150 20%	** **	** **	164 20%	140 20%	102 23%	103 19%	41 28%	146 20%	** **	33 24% b	28 12%	103 22% b
10 - Extremely satisfied	(10.0)	222 27%	206 26%	188 26%	** **	** **	222 27%	183 27%	121 27%	133 25%	30 20%	193 26%	** **	37 27%	40 17%	145 32% b
DISSATISFIED (1-4)		14 2%	14 2%	13 2%	** **	** **	14 2%	12 2%	7 1%	9 2%	3 2%	13 2%	** **	3 2%	9 4% c	2 *%
NEUTRAL (5-6)		121 15%	111 14%	105 14%	** **	** **	121 15%	104 15%	54 12%	81 15%	17 12%	111 15%	** **	15 11%	68 30% ac	37 8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	805	770	729	76	35	805	668	447	515	143	719	86	136	220	449
Effective Weighted Sample	684	651	615	69	32	684	570	369	438	120	611	73	114	193	377
Total	826	786	736	90	40	826	691	443	530	148	740	86	136	232	458
SATISFIED (7-10)	691	662	618	**	**	691	576	382	440	128	616	**	118	154	418
	84%	84%	84%	**	**	84%	83%	86%	83%	86%	83%	**	87% b	67%	91% b
Answered	826	786	736	**	**	826	691	443	530	148	740	**	136	232	458
Mean score	8.2	8.1	8.1	**	**	8.2	8.1	8.3	8.1	8.1	8.1	**	8.3 b	7.4	8.5 b
Standard deviation	1.60	1.59	1.58	**	**	1.60	1.61	1.56	1.60	1.52	1.61	**	1.58	1.76	1.39
Standard error	.06	.06	.06	**	**	.06	.06	.07	.07	.13	.06	**	.14	.12	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		192	111	80	61	62	33	16	20	52	47	58	35	122	27	21	22
Effective Weighted Sample		156	91	64	51	53	25	15	15	43	38	45	31	116	26	20	20
Total		184	108	74	49	72	27	17	18	52	49	48	34	153	17	8	5
1 - Extremely dissatisfied	(1.0)	*	-	**	**	**	**	**	**	**	**	**	**	-	**	**	**
		*%	-%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
3	(3.0)	3	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	(4.0)	3	1	**	**	**	**	**	**	**	**	**	**	2	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
5	(5.0)	23	15	**	**	**	**	**	**	**	**	**	**	22	**	**	**
		12%	14%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
6	(6.0)	16	9	**	**	**	**	**	**	**	**	**	**	15	**	**	**
		9%	9%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
7	(7.0)	23	14	**	**	**	**	**	**	**	**	**	**	19	**	**	**
		13%	13%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
8	(8.0)	30	18	**	**	**	**	**	**	**	**	**	**	24	**	**	**
		17%	17%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
9	(9.0)	33	20	**	**	**	**	**	**	**	**	**	**	28	**	**	**
		18%	19%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
10 - Extremely satisfied	(10.0)	53	28	**	**	**	**	**	**	**	**	**	**	42	**	**	**
		29%	26%	**	**	**	**	**	**	**	**	**	**	27%	**	**	**
DISSATISFIED (1-4)		6	3	**	**	**	**	**	**	**	**	**	**	4	**	**	**
		3%	2%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
NEUTRAL (5-6)		39	25	**	**	**	**	**	**	**	**	**	**	36	**	**	**
		21%	23%	**	**	**	**	**	**	**	**	**	**	24%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	192	111	80	61	62	33	16	20	52	47	58	35	122	27	21	22
Effective Weighted Sample	156	91	64	51	53	25	15	15	43	38	45	31	116	26	20	20
Total	184	108	74	49	72	27	17	18	52	49	48	34	153	17	8	5
SATISFIED (7-10)	139	80	**	**	**	**	**	**	**	**	**	**	113	**	**	**
	76%	75%	**	**	**	**	**	**	**	**	**	**	74%	**	**	**
Answered	184	108	**	**	**	**	**	**	**	**	**	**	153	**	**	**
Mean score	7.9	7.9	**	**	**	**	**	**	**	**	**	**	7.9	**	**	**
Standard deviation	1.90	1.88	**	**	**	**	**	**	**	**	**	**	1.89	**	**	**
Standard error	.14	.18	**	**	**	**	**	**	**	**	**	**	.17	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		192	178	14	92	96	77	111	32	35	34	77	138	53
Effective Weighted Sample		156	144	12	77	77	65	89	28	30	28	65	111	44
Total		184	172	11	94	87	81	100	36	37	34	81	136	47
1 - Extremely dissatisfied	(1.0)	*	*	**	**	**	**	-	**	**	**	**	*	**
		*%	*%	**	**	**	**	-%	**	**	**	**	*%	**
3	(3.0)	3	2	**	**	**	**	1	**	**	**	**	2	**
		1%	1%	**	**	**	**	1%	**	**	**	**	2%	**
4	(4.0)	3	3	**	**	**	**	3	**	**	**	**	1	**
		1%	2%	**	**	**	**	3%	**	**	**	**	1%	**
5	(5.0)	23	22	**	**	**	**	12	**	**	**	**	16	**
		12%	13%	**	**	**	**	12%	**	**	**	**	12%	**
6	(6.0)	16	16	**	**	**	**	8	**	**	**	**	14	**
		9%	9%	**	**	**	**	8%	**	**	**	**	10%	**
7	(7.0)	23	22	**	**	**	**	17	**	**	**	**	14	**
		13%	13%	**	**	**	**	17%	**	**	**	**	10%	**
8	(8.0)	30	26	**	**	**	**	13	**	**	**	**	25	**
		17%	15%	**	**	**	**	13%	**	**	**	**	18%	**
9	(9.0)	33	32	**	**	**	**	22	**	**	**	**	27	**
		18%	19%	**	**	**	**	22%	**	**	**	**	20%	**
10 - Extremely satisfied	(10.0)	53	49	**	**	**	**	24	**	**	**	**	37	**
		29%	28%	**	**	**	**	24%	**	**	**	**	27%	**
DISSATISFIED (1-4)		6	5	**	**	**	**	4	**	**	**	**	4	**
		3%	3%	**	**	**	**	4%	**	**	**	**	3%	**
NEUTRAL (5-6)		39	38	**	**	**	**	20	**	**	**	**	29	**
		21%	22%	**	**	**	**	20%	**	**	**	**	22%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	192	178	14	92	96	77	111	32	35	34	77	138	53
Effective Weighted Sample	156	144	12	77	77	65	89	28	30	28	65	111	44
Total	184	172	11	94	87	81	100	36	37	34	81	136	47
SATISFIED (7-10)	139	129	**	**	**	**	75	**	**	**	**	103	**
	76%	75%	**	**	**	**	76%	**	**	**	**	76%	**
Answered	184	172	**	**	**	**	100	**	**	**	**	136	**
Mean score	7.9	7.9	**	**	**	**	7.8	**	**	**	**	8.0	**
Standard deviation	1.90	1.91	**	**	**	**	1.88	**	**	**	**	1.88	**
Standard error	.14	.14	**	**	**	**	.18	**	**	**	**	.16	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		192	185	174	18	7	192	161	132	131	49	180	12	30	44	118
Effective Weighted Sample		156	150	141	15	6	156	131	107	107	42	146	10	26	35	95
Total		184	179	166	17	5	184	154	127	128	50	171	12	32	39	113
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
3	(3.0)	3	3	3	**	**	3	3	1	1	**	3	**	**	**	-
		1%	1%	2%	**	**	1%	2%	1%	1%	**	1%	**	**	**	-%
4	(4.0)	3	3	2	**	**	3	2	3	3	**	3	**	**	**	*
		1%	2%	1%	**	**	1%	2%	2%	2%	**	2%	**	**	**	*%
5	(5.0)	23	22	21	**	**	23	18	18	19	**	20	**	**	**	8
		12%	13%	13%	**	**	12%	12%	14%	15%	**	12%	**	**	**	7%
6	(6.0)	16	16	15	**	**	16	14	12	9	**	15	**	**	**	9
		9%	9%	9%	**	**	9%	9%	10%	7%	**	8%	**	**	**	8%
7	(7.0)	23	23	22	**	**	23	20	15	14	**	22	**	**	**	13
		13%	13%	13%	**	**	13%	13%	12%	11%	**	13%	**	**	**	12%
8	(8.0)	30	30	29	**	**	30	22	22	21	**	28	**	**	**	17
		17%	17%	18%	**	**	17%	14%	18%	17%	**	16%	**	**	**	15%
9	(9.0)	33	32	29	**	**	33	27	24	20	**	31	**	**	**	23
		18%	18%	17%	**	**	18%	18%	19%	16%	**	18%	**	**	**	20%
10 - Extremely satisfied	(10.0)	53	49	45	**	**	53	47	32	40	**	49	**	**	**	42
		29%	28%	27%	**	**	29%	30%	25%	31%	**	29%	**	**	**	37%
DISSATISFIED (1-4)		6	6	5	**	**	6	5	4	5	**	6	**	**	**	1
		3%	3%	3%	**	**	3%	3%	3%	4%	**	3%	**	**	**	1%
NEUTRAL (5-6)		39	39	36	**	**	39	32	30	29	**	35	**	**	**	17
		21%	22%	22%	**	**	21%	21%	23%	22%	**	20%	**	**	**	15%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	192	185	174	18	7	192	161	132	131	49	180	12	30	44	118
Effective Weighted Sample	156	150	141	15	6	156	131	107	107	42	146	10	26	35	95
Total	184	179	166	17	5	184	154	127	128	50	171	12	32	39	113
SATISFIED (7-10)	139	135	125	**	**	139	117	93	95	**	131	**	**	**	95
	76%	75%	75%	**	**	76%	76%	73%	74%	**	76%	**	**	**	84%
Answered	184	179	166	**	**	184	154	127	128	**	171	**	**	**	113
Mean score	7.9	7.9	7.9	**	**	7.9	8.0	7.8	7.9	**	8.0	**	**	**	8.4
Standard deviation	1.90	1.90	1.89	**	**	1.90	1.93	1.90	1.98	**	1.90	**	**	**	1.69
Standard error	.14	.14	.14	**	**	.14	.15	.17	.17	**	.14	**	**	**	.16

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2164	1031	1130	235	311	399	402	817	670	644	430	420	1446	256	268	194
Effective Weighted Sample		1796	858	935	203	251	330	341	688	575	533	347	354	1380	247	250	179
Total		2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
1 - Extremely dissatisfied	(1.0)	8	5	4	-	1	-	4	3	3	2	1	3	8	-	-	*
		*%	*%	*%	-%	*%	-%	1%	*%	*%	*%	*%	1%	*%	-%	-%	*%
2	(2.0)	2	1	1	1	-	-	-	1	-	1	-	1	2	-	-	-
		*%	*%	*%	1%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%	-%	-%
3	(3.0)	23	13	10	3	4	5	5	6	9	8	2	4	20	2	*	1
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
4	(4.0)	42	27	14	6	4	5	8	18	11	10	7	13	32	6	3	1
		2%	3%	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	2%
5	(5.0)	164	94	70	19	34	23	31	57	48	48	33	35	143	10	8	3
		7%	9%	6%	9%	10%	7%	7%	7%	7%	7%	9%	8%	8%	6%	7%	5%
6	(6.0)	191	87	105	29	35	31	33	63	60	56	38	37	165	14	8	5
		9%	8%	9%	14% e	10%	9%	8%	7%	8%	8%	10%	9%	9%	8%	7%	8%
7	(7.0)	408	226	181	48	69	75	88	128	140	150	69	49	362	21	18	6
		18%	21% b	16%	23% e	20%	21% e	20%	15%	20% d	21% d	18%	12%	19% b	12%	16%	12%
8	(8.0)	565	273	292	45	62	95	116	246	178	200	97	91	475	47	32	12
		26%	26%	25%	21%	18%	27% b	27%	28% b	25%	28%	26%	22%	25%	27%	28%	21%
9	(9.0)	328	159	169	26	54	50	70	129	116	95	56	61	272	29	18	9
		15%	15%	15%	12%	16%	14%	16%	15%	16%	13%	15%	15%	15%	16%	16%	17%
10 - Extremely satisfied	(10.0)	483	179	303	35	81	64	79	224	144	152	74	113	392	48	25	19
		22%	17%	26% a	16%	24%	18%	18%	26% acd	20%	21%	20%	28% ac	21%	27%	22%	34% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2164	1031	1130	235	311	399	402	817	670	644	430	420	1446	256	268	194
Effective Weighted Sample	1796	858	935	203	251	330	341	688	575	533	347	354	1380	247	250	179
Total	2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
DISSATISFIED (1-4)	75	45	30	10	10	11	17	28	23	21	10	21	62	8	3	2
	3%	4%	3%	5%	3%	3%	4%	3%	3%	3%	3%	5%	3%	5%	3%	3%
NEUTRAL (5-6)	356	180	174	48	69	54	64	120	108	105	71	72	308	24	17	7
	16%	17%	15%	23% e	20%	16%	15%	14%	15%	14%	19%	18%	16%	14%	15%	13%
SATISFIED (7-10)	1784	837	945	154	266	284	353	727	577	597	296	314	1501	144	93	46
	81%	79%	82%	73%	77%	81%	81%	83% a	81%	83%	78%	77%	80%	82%	83%	83%
Answered	2215	1063	1150	212	345	349	434	876	708	722	378	407	1871	176	113	55
Mean score	7.8	7.6	8.0 a	7.5	7.8	7.8	7.8	8.0 a	7.8	7.9	7.8	7.9	7.8	8.1	8.0	8.3 a
Standard deviation	1.73	1.73	1.70	1.75	1.80	1.62	1.74	1.71	1.70	1.65	1.68	1.93	1.73	1.74	1.63	1.79
Standard error	.04	.05	.05	.11	.10	.08	.09	.06	.07	.07	.08	.09	.05	.11	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2164	1815	349	669	1453	592	1526	204	307	289	592	1386	744
Effective Weighted Sample		1796	1512	289	547	1213	484	1273	163	253	238	484	1143	628
Total		2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
1 - Extremely dissatisfied	(1.0)	8	7	1	*	8	*	8	-	*	-	*	6	3
		*%	*%	*%	*%	1%	*%	1%	-%	*%	-%	*%	*%	*%
2	(2.0)	2	1	1	-	2	-	2	-	-	-	-	1	1
		*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%
3	(3.0)	23	21	2	7	16	5	17	2	3	1	5	15	7
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	(4.0)	42	30	12	7	35	6	35	2	3	4	6	25	15
		2%	2%	4%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%
5	(5.0)	164	142	22	44	118	34	127	16	13	18	34	100	64
		7%	7%	7%	7%	8%	6%	8%	8%	4%	6%	6%	7%	8%
6	(6.0)	191	170	22	70	118	57	130	17	31	24	57	132	57
		9%	9%	7%	11%	8%	10%	8%	9%	10%	9%	10%	9%	7%
7	(7.0)	408	359	49	130	271	118	283	34	62	59	118	289	114
		18%	19%	15%	20%	18%	20%	18%	17%	20%	20%	20%	20% b	15%
8	(8.0)	565	480	85	156	391	140	407	38	72	79	140	361	197
		26%	25%	27%	24%	26%	24%	26%	19%	23%	28%	24%	25%	26%
9	(9.0)	328	285	43	98	224	94	227	37	50	39	94	210	116
		15%	15%	14%	15%	15%	16%	14%	19%	16%	14%	16%	15%	15%
10 - Extremely satisfied	(10.0)	483	405	78	146	331	132	343	49	73	62	132	282	193
		22%	21%	25%	22%	22%	23%	22%	25%	24%	22%	23%	20%	25% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2164	1815	349	669	1453	592	1526	204	307	289	592	1386	744
Effective Weighted Sample	1796	1512	289	547	1213	484	1273	163	253	238	484	1143	628
Total	2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
DISSATISFIED (1-4)	75	59	17	14	61	11	63	4	6	5	11	47	26
	3%	3%	5%	2%	4%	2%	4%	2%	2%	2%	2%	3%	3%
NEUTRAL (5-6)	356	311	44	114	235	92	257	34	44	43	92	233	121
	16%	16%	14%	17%	16%	16%	16%	17%	14%	15%	16%	16%	16%
SATISFIED (7-10)	1784	1529	255	530	1216	485	1259	158	257	238	485	1142	620
	81%	81%	81%	81%	80%	83%	80%	81%	84%	83%	83%	80%	81%
Answered	2215	1899	316	657	1513	588	1579	195	306	286	588	1422	767
Mean score	7.8	7.8	7.9	7.9	7.8	8.0	7.8	8.0	8.0	7.9	8.0	7.8	7.9
Standard deviation	1.73	1.71	1.81	1.64	1.77	1.60	1.77	1.71	1.58	1.57	1.60	1.70	1.77
Standard error	.04	.04	.10	.06	.05	.07	.05	.12	.09	.09	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2164	2164	1820	344	-	2164	2164	1346	1418	469	2164	-	203	447	1514
Effective Weighted Sample		1796	1796	1497	300	-	1796	1796	1109	1173	387	1796	-	166	372	1258
Total		2215	2215	1835	380	-	2215	2215	1368	1452	480	2215	-	205	462	1548
1 - Extremely dissatisfied	(1.0)	8 *%	8 *%	7 *%	2 *%	** **	8 *%	8 *%	2 *%	* *%	- -%	8 *%	** **	8 4% bc	- -%	* *%
2	(2.0)	2 *%	2 *%	2 *%	- -%	** **	2 *%	2 *%	1 *%	1 *%	- -%	2 *%	** **	2 1% c	- -%	- -%
3	(3.0)	23 1%	23 1%	20 1%	3 1%	** **	23 1%	23 1%	14 1%	11 1%	3 1%	23 1%	** **	15 7% bc	5 1%	3 *%
4	(4.0)	42 2%	42 2%	39 2%	2 1%	** **	42 2%	42 2%	23 2%	27 2%	10 2%	42 2%	** **	20 10% bc	10 2%	12 1%
5	(5.0)	164 7%	164 7%	127 7%	37 10%	** **	164 7%	164 7% d	75 5%	85 6%	17 4%	164 7% d	** **	52 26% c	81 17% c	31 2%
6	(6.0)	191 9%	191 9%	164 9%	27 7%	** **	191 9%	191 9%	108 8%	129 9%	32 7%	191 9%	** **	24 12% c	98 21% ac	69 4%
7	(7.0)	408 18%	408 18%	340 19%	68 18%	** **	408 18%	408 18%	263 19%	277 19%	85 18%	408 18%	** **	31 15%	127 27% ac	250 16%
8	(8.0)	565 26%	565 26%	480 26%	85 22%	** **	565 26%	565 26%	348 25%	375 26%	109 23%	565 26%	** **	19 9%	86 19% a	460 30% ab
9	(9.0)	328 15%	328 15%	267 15%	61 16%	** **	328 15%	328 15%	227 17%	243 17%	92 19%	328 15%	** **	13 6%	18 4%	297 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2164	2164	1820	344	-	2164	2164	1346	1418	469	2164	-	203	447	1514
Effective Weighted Sample		1796	1796	1497	300	-	1796	1796	1109	1173	387	1796	-	166	372	1258
Total		2215	2215	1835	380	-	2215	2215	1368	1452	480	2215	-	205	462	1548
10 - Extremely satisfied	(10.0)	483	483	387	96	**	483	483	307	304	132	483	**	21	37	425
		22%	22%	21%	25%	**	22%	22%	22%	21%	27% c	22%	**	10%	8%	27% ab
DISSATISFIED (1-4)		75	75	69	7	**	75	75	40	39	13	75	**	45	15	15
		3%	3%	4%	2%	**	3%	3%	3%	3%	3%	3%	**	22% bc	3% c	1%
NEUTRAL (5-6)		356	356	292	64	**	356	356	183	214	49	356	**	76	179	100
		16%	16%	16%	17%	**	16%	16% d	13%	15%	10%	16% d	**	37% c	39% c	6%
SATISFIED (7-10)		1784	1784	1474	310	**	1784	1784	1145	1199	418	1784	**	83	268	1432
		81%	81%	80%	81%	**	81%	81%	84%	83%	87% ae	81%	**	41%	58% a	93% ab
Answered		2215	2215	1835	380	**	2215	2215	1368	1452	480	2215	**	205	462	1548
Mean score		7.8	7.8	7.8	8.0	**	7.8	7.8	8.0	7.9	8.2 ace	7.8	**	6.0	6.8 a	8.4 ab
Standard deviation		1.73	1.73	1.73	1.73	**	1.73	1.73	1.64	1.61	1.59	1.73	**	2.29	1.52	1.36
Standard error		.04	.04	.04	.09	**	.04	.04	.04	.04	.07	.04	**	.16	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		1362	591	769	122	232	246	235	527	390	411	270	291	928	106	205	123
Effective Weighted Sample		1121	488	631	107	191	200	194	440	331	341	213	245	885	102	192	116
Total		1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
1 - Extremely dissatisfied	(1.0)	11	7	3	-	2	3	1	5	3	7	*	*	9	-	2	-
		1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	*%	*%	1%	-%	2%	-%
2	(2.0)	13	7	6	4	2	1	2	5	7	4	2	1	11	1	1	-
		1%	1%	1%	3%	1%	*%	1%	1%	2%	1%	1%	*%	1%	2%	1%	-%
3	(3.0)	21	15	6	1	3	4	5	8	7	7	3	4	18	1	2	*
		1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
4	(4.0)	42	26	16	3	12	1	9	16	12	13	12	5	37	2	2	1
		3%	4%	2%	2%	5%	1%	4%	3%	3%	3%	5%	2%	3%	2%	3%	2%
5	(5.0)	112	61	51	6	25	14	17	51	35	42	14	22	100	1	9	2
		8%	10%	6%	5%	9%	6%	7%	9%	8%	9%	6%	8%	8%	2%	10% b	6%
6	(6.0)	136	71	65	13	31	19	26	47	49	37	23	27	114	8	11	3
		10%	11%	8%	12%	11%	9%	10%	8%	12%	8%	10%	10%	9%	11%	13%	8%
7	(7.0)	293	149	143	24	62	46	50	111	87	100	46	60	257	13	16	7
		21%	24%	18%	22%	23%	21%	20%	20%	21%	21%	19%	21%	21%	17%	18%	22%
8	(8.0)	334	141	193	29	50	51	59	145	91	120	66	58	291	18	17	7
		24%	23%	25%	26%	18%	24%	24%	26%	22%	25%	28%	20%	24%	25%	20%	22%
9	(9.0)	171	62	108	14	35	23	34	65	45	63	32	31	146	10	10	4
		12%	10%	14%	13%	13%	11%	14%	11%	11%	13%	14%	11%	12%	14%	12%	12%
10 - Extremely satisfied	(10.0)	280	86	195	16	51	53	45	115	77	87	39	78	235	18	17	9
		20%	14%	25% a	15%	19%	25%	18%	20%	19%	18%	17%	27% bc	19%	25%	20%	28%
DISSATISFIED (1-4)		87	56	31	7	20	10	16	33	29	31	16	11	75	4	7	1
		6%	9% b	4%	7%	7%	5%	7%	6%	7%	6%	7%	4%	6%	5%	8%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1362	591	769	122	232	246	235	527	390	411	270	291	928	106	205	123
Effective Weighted Sample	1121	488	631	107	191	200	194	440	331	341	213	245	885	102	192	116
Total	1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
NEUTRAL (5-6)	248	132	116	18	56	33	42	98	83	79	37	49	214	10	20	5
	18%	21% b	15%	17%	20%	15%	17%	17%	20%	16%	15%	17%	18%	13%	23%	14%
SATISFIED (7-10)	1078	438	639	83	198	173	188	436	299	370	183	226	929	60	61	28
	76%	70%	81% a	77%	72%	80%	76%	77%	73%	77%	78%	79%	76%	82%	70%	83% c
Answered	1413	626	786	108	274	216	247	568	411	479	236	286	1219	73	87	34
Mean score	7.6	7.2	7.9 a	7.5	7.4	7.8	7.6	7.6	7.4	7.5	7.6	7.9 a	7.6	7.9	7.4	8.0 c
Standard deviation	1.90	1.95	1.79	1.85	1.93	1.91	1.84	1.90	1.96	1.94	1.77	1.81	1.89	1.80	2.10	1.70
Standard error	.05	.08	.06	.17	.13	.12	.12	.08	.10	.10	.11	.11	.06	.17	.15	.15

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		1362	1155	207	432	915	381	961	142	189	179	381	871	469
Effective Weighted Sample		1121	957	168	351	759	310	796	113	156	146	310	706	398
Total		1413	1230	182	434	963	389	1004	140	199	179	389	901	492
1 - Extremely dissatisfied	(1.0)	11	7	3	3	7	3	7	1	3	2	3	6	5
		1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
2	(2.0)	13	12	1	3	10	1	11	1	-	-	1	8	5
		1%	1%	1%	1%	1%	*%	1%	1%	-%	-%	*%	1%	1%
3	(3.0)	21	18	3	4	16	4	17	3	1	-	4	7	14
		1%	2%	1%	1%	2%	1%	2%	2%	1%	-%	1%	1%	3%
4	(4.0)	42	35	6	11	30	9	32	-	5	4	9	27	14
		3%	3%	3%	3%	3%	2%	3%	-%	3%	2%	2%	3%	3%
5	(5.0)	112	100	12	33	77	32	78	17	13	12	32	71	40
		8%	8%	7%	8%	8%	8%	8%	12%	7%	7%	8%	8%	8%
6	(6.0)	136	119	17	40	96	37	99	14	22	21	37	89	45
		10%	10%	9%	9%	10%	9%	10%	10%	11%	12%	9%	10%	9%
7	(7.0)	293	264	29	94	193	79	205	24	41	30	79	203	84
		21%	21%	16%	22%	20%	20%	20%	17%	21%	17%	20%	22%	17%
8	(8.0)	334	291	43	92	239	82	249	22	45	48	82	205	127
		24%	24%	24%	21%	25%	21%	25%	16%	23%	27%	21%	23%	26%
9	(9.0)	171	141	30	59	111	51	119	25	19	19	51	115	53
		12%	11%	16%	14%	12%	13%	12%	18%	10%	11%	13%	13%	11%
10 - Extremely satisfied	(10.0)	280	242	38	95	183	91	187	33	49	44	91	170	106
		20%	20%	21%	22%	19%	23%	19%	24%	25%	24%	23%	19%	22%
DISSATISFIED (1-4)		87	74	13	22	64	17	67	5	9	6	17	49	38
		6%	6%	7%	5%	7%	4%	7%	3%	5%	3%	4%	5%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1362	1155	207	432	915	381	961	142	189	179	381	871	469
Effective Weighted Sample	1121	957	168	351	759	310	796	113	156	146	310	706	398
Total	1413	1230	182	434	963	389	1004	140	199	179	389	901	492
NEUTRAL (5-6)	248	218	29	73	173	69	177	31	35	33	69	160	85
	18%	18%	16%	17%	18%	18%	18%	22%	18%	18%	18%	18%	17%
SATISFIED (7-10)	1078	938	140	339	726	303	760	105	154	140	303	692	370
	76%	76%	77%	78%	75%	78%	76%	75%	77%	79%	78%	77%	75%
Answered	1413	1230	182	434	963	389	1004	140	199	179	389	901	492
Mean score	7.6	7.6	7.7	7.7	7.5	7.7	7.5	7.8	7.7	7.8	7.7	7.6	7.6
Standard deviation	1.90	1.88	2.00	1.87	1.91	1.86	1.90	1.94	1.89	1.77	1.86	1.84	2.01
Standard error	.05	.06	.14	.09	.06	.10	.06	.16	.14	.13	.10	.06	.09

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		1362	1362	1167	195	-	1362	1267	818	845	282	1306	56	177	256	929
Effective Weighted Sample		1121	1121	954	167	-	1121	1044	671	690	231	1076	45	144	207	770
Total		1413	1413	1199	213	-	1413	1316	845	865	290	1355	58	178	266	969
1 - Extremely dissatisfied	(1.0)	11	11	9	1	**	11	10	7	7	3	11	**	1	5	5
		1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	**	*%	2%	1%
2	(2.0)	13	13	13	-	**	13	13	6	7	*	13	**	4	3	6
		1%	1%	1%	-%	**	1%	1%	1%	1%	*%	1%	**	2%	1%	1%
3	(3.0)	21	21	18	3	**	21	18	14	13	7	21	**	8	5	9
		1%	1%	2%	1%	**	1%	1%	2%	1%	2%	2%	**	4% c	2%	1%
4	(4.0)	42	42	34	8	**	42	40	23	28	15	40	**	9	11	22
		3%	3%	3%	4%	**	3%	3%	3%	3%	5%	3%	**	5%	4%	2%
5	(5.0)	112	112	90	22	**	112	107	53	70	18	109	**	31	36	44
		8%	8%	7%	10%	**	8%	8%	6%	8%	6%	8%	**	17% c	14% c	5%
6	(6.0)	136	136	123	13	**	136	132	90	85	43	132	**	20	39	77
		10%	10%	10%	6%	**	10%	10%	11%	10%	15%	10%	**	11%	15% c	8%
7	(7.0)	293	293	242	50	**	293	267	184	188	64	283	**	30	59	203
		21%	21%	20%	24%	**	21%	20%	22%	22%	22%	21%	**	17%	22%	21%
8	(8.0)	334	334	278	56	**	334	315	197	198	57	322	**	26	62	246
		24%	24%	23%	26%	**	24%	24%	23%	23%	20%	24%	**	15%	23%	25% a
9	(9.0)	171	171	148	23	**	171	158	109	110	29	163	**	19	22	130
		12%	12%	12%	11%	**	12%	12%	13%	13%	10%	12%	**	11%	8%	13%
10 - Extremely satisfied	(10.0)	280	280	244	36	**	280	255	162	159	54	261	**	30	24	226
		20%	20%	20%	17%	**	20%	19%	19%	18%	19%	19%	**	17%	9%	23% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (previously ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (previously ITV Hub or ITV Hub+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1362	1362	1167	195	-	1362	1267	818	845	282	1306	56	177	256	929
Effective Weighted Sample	1121	1121	954	167	-	1121	1044	671	690	231	1076	45	144	207	770
Total	1413	1413	1199	213	-	1413	1316	845	865	290	1355	58	178	266	969
DISSATISFIED (1-4)	87	87	74	12	**	87	82	50	55	25	85	**	21	24	41
	6%	6%	6%	6%	**	6%	6%	6%	6%	9%	6%	**	12% c	9% c	4%
NEUTRAL (5-6)	248	248	213	35	**	248	240	143	155	60	241	**	52	75	121
	18%	18%	18%	16%	**	18%	18%	17%	18%	21%	18%	**	29% c	28% c	13%
SATISFIED (7-10)	1078	1078	912	166	**	1078	994	652	655	204	1029	**	106	167	806
	76%	76%	76%	78%	**	76%	76%	77%	76%	70%	76%	**	59%	63%	83% ab
Answered	1413	1413	1199	213	**	1413	1316	845	865	290	1355	**	178	266	969
Mean score	7.6	7.6	7.6	7.5	**	7.6	7.6	7.6	7.5	7.4	7.6	**	6.9	6.9	7.9 ab
Standard deviation	1.90	1.90	1.91	1.80	**	1.90	1.90	1.86	1.89	1.94	1.90	**	2.18	1.92	1.75
Standard error	.05	.05	.06	.13	**	.05	.05	.07	.06	.12	.05	**	.16	.12	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total		245	116	128	29	44	54	46	72	77	74	51	43	85	149	3	8
Effective Weighted Sample		211	100	110	25	39	47	41	63	67	65	42	38	81	144	3	8
Total		215	105	109	23	48	42	35	66	71	70	37	38	108	103	1	2
1 - Extremely dissatisfied	(1.0)	1	-	1	**	**	**	**	**	**	**	**	**	**	-	**	**
		1%	-%	1%	**	**	**	**	**	**	**	**	**	**	-%	**	**
2	(2.0)	2	1	1	**	**	**	**	**	**	**	**	**	**	1	**	**
		1%	1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**
3	(3.0)	4	1	2	**	**	**	**	**	**	**	**	**	**	1	**	**
		2%	1%	2%	**	**	**	**	**	**	**	**	**	**	1%	**	**
4	(4.0)	12	6	6	**	**	**	**	**	**	**	**	**	**	3	**	**
		5%	6%	5%	**	**	**	**	**	**	**	**	**	**	3%	**	**
5	(5.0)	12	7	4	**	**	**	**	**	**	**	**	**	**	4	**	**
		5%	7%	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**
6	(6.0)	16	11	5	**	**	**	**	**	**	**	**	**	**	7	**	**
		7%	11%	4%	**	**	**	**	**	**	**	**	**	**	7%	**	**
7	(7.0)	35	17	17	**	**	**	**	**	**	**	**	**	**	17	**	**
		16%	17%	16%	**	**	**	**	**	**	**	**	**	**	16%	**	**
8	(8.0)	59	25	34	**	**	**	**	**	**	**	**	**	**	36	**	**
		27%	24%	31%	**	**	**	**	**	**	**	**	**	**	35%	**	**
9	(9.0)	28	10	18	**	**	**	**	**	**	**	**	**	**	14	**	**
		13%	10%	16%	**	**	**	**	**	**	**	**	**	**	14%	**	**
10 - Extremely satisfied	(10.0)	48	25	22	**	**	**	**	**	**	**	**	**	**	21	**	**
		22%	24%	20%	**	**	**	**	**	**	**	**	**	**	20%	**	**
DISSATISFIED (1-4)		19	9	9	**	**	**	**	**	**	**	**	**	**	5	**	**
		9%	8%	9%	**	**	**	**	**	**	**	**	**	**	4%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	245	116	128	29	44	54	46	72	77	74	51	43	85	149	3	8
Effective Weighted Sample	211	100	110	25	39	47	41	63	67	65	42	38	81	144	3	8
Total	215	105	109	23	48	42	35	66	71	70	37	38	108	103	1	2
NEUTRAL (5-6)	28	18	9	**	**	**	**	**	**	**	**	**	**	11	**	**
	13%	18%	8%	**	**	**	**	**	**	**	**	**	**	11%	**	**
SATISFIED (7-10)	169	78	91	**	**	**	**	**	**	**	**	**	**	88	**	**
	79%	74%	83%	**	**	**	**	**	**	**	**	**	**	85%	**	**
Answered	215	105	109	**	**	**	**	**	**	**	**	**	**	103	**	**
Mean score	7.7	7.6	7.8	**	**	**	**	**	**	**	**	**	**	7.9	**	**
Standard deviation	1.95	1.96	1.91	**	**	**	**	**	**	**	**	**	**	1.65	**	**
Standard error	.12	.18	.17	**	**	**	**	**	**	**	**	**	**	.14	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		245	227	18	92	149	85	153	37	47	37	85	171	71
Effective Weighted Sample		211	195	16	79	128	73	132	33	38	33	73	148	60
Total		215	201	14	86	125	80	129	36	43	35	80	153	59
1 - Extremely dissatisfied	(1.0)	1	1	**	**	-	**	-	**	**	**	**	1	**
		1%	1%	**	**	-%	**	-%	**	**	**	**	1%	**
2	(2.0)	2	2	**	**	1	**	1	**	**	**	**	1	**
		1%	1%	**	**	*%	**	*%	**	**	**	**	1%	**
3	(3.0)	4	3	**	**	2	**	4	**	**	**	**	3	**
		2%	1%	**	**	1%	**	3%	**	**	**	**	2%	**
4	(4.0)	12	10	**	**	7	**	8	**	**	**	**	8	**
		5%	5%	**	**	5%	**	6%	**	**	**	**	5%	**
5	(5.0)	12	10	**	**	9	**	9	**	**	**	**	6	**
		5%	5%	**	**	8%	**	7%	**	**	**	**	4%	**
6	(6.0)	16	15	**	**	9	**	9	**	**	**	**	11	**
		7%	8%	**	**	7%	**	7%	**	**	**	**	7%	**
7	(7.0)	35	32	**	**	19	**	19	**	**	**	**	28	**
		16%	16%	**	**	15%	**	15%	**	**	**	**	18%	**
8	(8.0)	59	56	**	**	38	**	39	**	**	**	**	40	**
		27%	28%	**	**	30%	**	30%	**	**	**	**	26%	**
9	(9.0)	28	28	**	**	12	**	12	**	**	**	**	21	**
		13%	14%	**	**	10%	**	10%	**	**	**	**	14%	**
10 - Extremely satisfied	(10.0)	48	44	**	**	29	**	29	**	**	**	**	34	**
		22%	22%	**	**	23%	**	22%	**	**	**	**	22%	**
DISSATISFIED (1-4)		19	16	**	**	9	**	12	**	**	**	**	13	**
		9%	8%	**	**	7%	**	9%	**	**	**	**	8%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	245	227	18	92	149	85	153	37	47	37	85	171	71
Effective Weighted Sample	211	195	16	79	128	73	132	33	38	33	73	148	60
Total	215	201	14	86	125	80	129	36	43	35	80	153	59
NEUTRAL (5-6)	28	25	**	**	18	**	18	**	**	**	**	17	**
	13%	13%	**	**	14%	**	14%	**	**	**	**	11%	**
SATISFIED (7-10)	169	160	**	**	98	**	99	**	**	**	**	123	**
	79%	79%	**	**	78%	**	77%	**	**	**	**	81%	**
Answered	215	201	**	**	125	**	129	**	**	**	**	153	**
Mean score	7.7	7.7	**	**	7.7	**	7.6	**	**	**	**	7.8	**
Standard deviation	1.95	1.92	**	**	1.86	**	1.95	**	**	**	**	1.93	**
Standard error	.12	.13	**	**	.15	**	.16	**	**	**	**	.15	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		245	245	224	21	-	245	235	164	181	63	242	3	29	39	177
Effective Weighted Sample		211	211	191	20	-	211	202	142	155	55	208	3	25	33	152
Total		215	215	197	17	-	215	207	149	162	62	213	2	23	32	160
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
2	(2.0)	2	2	2	**	**	2	2	1	2	**	2	**	**	**	*
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	*%
3	(3.0)	4	4	4	**	**	4	4	3	2	**	4	**	**	**	1
		2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	**	*%
4	(4.0)	12	12	12	**	**	12	10	9	12	**	12	**	**	**	6
		5%	5%	6%	**	**	5%	5%	6%	7%	**	6%	**	**	**	4%
5	(5.0)	12	12	12	**	**	12	12	12	9	**	12	**	**	**	7
		5%	5%	6%	**	**	5%	6%	8%	6%	**	5%	**	**	**	5%
6	(6.0)	16	16	13	**	**	16	16	13	13	**	16	**	**	**	7
		7%	7%	6%	**	**	7%	8%	9%	8%	**	7%	**	**	**	4%
7	(7.0)	35	35	32	**	**	35	34	26	28	**	35	**	**	**	28
		16%	16%	16%	**	**	16%	16%	18%	17%	**	16%	**	**	**	18%
8	(8.0)	59	59	57	**	**	59	54	39	43	**	58	**	**	**	46
		27%	27%	29%	**	**	27%	26%	26%	27%	**	27%	**	**	**	29%
9	(9.0)	28	28	24	**	**	28	27	19	19	**	27	**	**	**	22
		13%	13%	12%	**	**	13%	13%	13%	12%	**	13%	**	**	**	14%
10 - Extremely satisfied	(10.0)	48	48	42	**	**	48	48	26	33	**	48	**	**	**	42
		22%	22%	21%	**	**	22%	23%	18%	20%	**	22%	**	**	**	26%
DISSATISFIED (1-4)		19	19	19	**	**	19	17	15	17	**	19	**	**	**	7
		9%	9%	9%	**	**	9%	8%	10%	10%	**	9%	**	**	**	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	245	245	224	21	-	245	235	164	181	63	242	3	29	39	177
Effective Weighted Sample	211	211	191	20	-	211	202	142	155	55	208	3	25	33	152
Total	215	215	197	17	-	215	207	149	162	62	213	2	23	32	160
NEUTRAL (5-6)	28	28	24	**	**	28	28	24	22	**	28	**	**	**	14
	13%	13%	12%	**	**	13%	13%	16%	14%	**	13%	**	**	**	9%
SATISFIED (7-10)	169	169	155	**	**	169	162	110	123	**	167	**	**	**	139
	79%	79%	78%	**	**	79%	78%	74%	76%	**	78%	**	**	**	87%
Answered	215	215	197	**	**	215	207	149	162	**	213	**	**	**	160
Mean score	7.7	7.7	7.6	**	**	7.7	7.7	7.4	7.5	**	7.7	**	**	**	8.1
Standard deviation	1.95	1.95	1.97	**	**	1.95	1.96	1.99	2.01	**	1.95	**	**	**	1.66
Standard error	.12	.12	.13	**	**	.12	.13	.16	.15	**	.13	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total		90	58	32	19	30	25	7	9	39	22	22	7	57	10	20	3
Effective Weighted Sample		75	49	26	17	27	20	6	7	35	18	17	6	55	10	18	3
Total		84	54	31	15	35	19	7	9	42	20	15	7	69	7	8	1
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	58	32	19	30	25	7	9	39	22	22	7	57	10	20	3
Effective Weighted Sample	75	49	26	17	27	20	6	7	35	18	17	6	55	10	18	3
Total	84	54	31	15	35	19	7	9	42	20	15	7	69	7	8	1
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total		90	86	4	49	38	47	40	28	26	22	47	73	17
Effective Weighted Sample		75	72	3	44	29	42	30	24	23	20	42	61	14
Total		84	81	4	51	29	50	31	28	27	24	50	69	15
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	90	86	4	49	38	47	40	28	26	22	47	73	17
Effective Weighted Sample	75	72	3	44	29	42	30	24	23	20	42	61	14
Total	84	81	4	51	29	50	31	28	27	24	50	69	15
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		90	90	87	3	-	90	83	80	82	34	90	-	8	24	58
Effective Weighted Sample		75	75	73	3	-	75	69	69	70	29	75	-	7	19	49
Total		84	84	83	2	-	84	78	80	80	33	84	-	7	23	54
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	90	90	87	3	-	90	83	80	82	34	90	-	8	24	58
Effective Weighted Sample	75	75	73	3	-	75	69	69	70	29	75	-	7	19	49
Total	84	84	83	2	-	84	78	80	80	33	84	-	7	23	54
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		989	459	528	103	174	194	156	362	297	293	196	203	642	127	116	104
Effective Weighted Sample		812	376	435	94	137	158	131	298	247	240	160	171	612	123	109	97
Total		1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
2	(2.0)	3	1	2	1	-	1	1	-	1	1	1	-	2	1	-	-
		*%	*%	*%	1%	-%	1%	1%	-%	*%	*%	*%	-%	*%	1%	-%	-%
3	(3.0)	12	7	5	1	4	1	3	3	2	*	1	9	9	2	1	-
		1%	2%	1%	1%	2%	1%	2%	1%	1%	*%	*%	5% ab	1%	2%	2%	-%
4	(4.0)	23	13	10	4	4	7	2	6	12	5	7	-	21	1	-	1
		2%	3%	2%	4%	2%	4%	1%	2%	4%	2%	4%	-%	3%	1%	-%	4%
5	(5.0)	82	38	43	9	18	17	10	28	19	33	15	15	71	6	3	2
		8%	8%	8%	9%	9%	10%	6%	7%	6%	10%	8%	8%	8%	7%	6%	6%
6	(6.0)	115	55	59	12	25	16	21	42	38	35	21	21	97	6	9	3
		11%	12%	11%	12%	13%	9%	13%	11%	12%	11%	12%	11%	12%	7%	17%	10%
7	(7.0)	226	118	108	23	44	37	33	88	68	73	42	43	192	19	9	6
		23%	25%	20%	23%	23%	22%	20%	23%	22%	23%	25%	22%	23%	22%	18%	20%
8	(8.0)	260	114	145	25	51	38	46	100	89	95	38	39	215	23	14	9
		26%	24%	27%	25%	27%	22%	28%	26%	28%	29%	22%	20%	26%	26%	27%	30%
9	(9.0)	123	57	66	10	21	23	28	41	36	32	27	28	99	13	7	3
		12%	12%	12%	10%	11%	13%	17%	11%	12%	10%	16%	15%	12%	15%	14%	12%
10 - Extremely satisfied	(10.0)	158	64	93	14	22	32	20	69	45	50	22	40	130	15	7	5
		16%	14%	18%	14%	12%	19%	13%	18%	15%	15%	13%	21%	16%	18%	15%	17%
DISSATISFIED (1-4)		38	22	16	5	9	9	6	9	15	7	8	9	32	4	1	1
		4%	5%	3%	5%	5%	5%	4%	2%	5%	2%	4%	5%	4%	4%	2%	4%
NEUTRAL (5-6)		197	93	102	21	43	32	30	70	58	68	35	36	167	13	12	5
		20%	20%	19%	22%	22%	19%	19%	19%	19%	21%	21%	19%	20%	15%	24%	17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	989	459	528	103	174	194	156	362	297	293	196	203	642	127	116	104
Effective Weighted Sample	812	376	435	94	137	158	131	298	247	240	160	171	612	123	109	97
Total	1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
SATISFIED (7-10)	766	353	413	72	139	131	127	298	238	249	129	150	636	70	37	23
	77%	75%	78%	73%	73%	76%	78%	79%	77%	77%	75%	77%	76%	81%	75%	79%
Answered	1001	468	531	99	190	172	164	377	311	323	172	195	835	86	50	29
Mean score	7.6	7.5	7.7	7.4	7.4	7.6	7.6	7.7	7.5	7.6	7.5	7.7	7.5	7.7	7.6	7.7
Standard deviation	1.66	1.66	1.65	1.72	1.66	1.79	1.63	1.59	1.64	1.58	1.65	1.83	1.66	1.73	1.58	1.62
Standard error	.05	.08	.07	.17	.13	.13	.13	.08	.09	.09	.12	.13	.07	.15	.15	.16

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		989	852	137	321	656	293	682	108	143	140	293	640	333
Effective Weighted Sample		812	702	113	261	541	237	563	88	115	113	237	525	277
Total		1001	881	120	321	667	296	690	109	145	140	296	656	334
2	(2.0)	3	3	-	-	2	-	2	-	-	-	-	2	1
		*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%
3	(3.0)	12	11	1	4	8	4	8	2	3	2	4	2	9
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	3% a
4	(4.0)	23	21	2	10	14	10	14	6	2	4	10	19	4
		2%	2%	1%	3%	2%	3%	2%	5%	1%	3%	3%	3%	1%
5	(5.0)	82	74	7	24	57	23	58	8	11	12	23	49	32
		8%	8%	6%	7%	9%	8%	8%	8%	7%	9%	8%	8%	9%
6	(6.0)	115	100	15	42	71	37	75	11	21	13	37	78	36
		11%	11%	13%	13%	11%	13%	11%	10%	14%	9%	13%	12%	11%
7	(7.0)	226	189	37	66	153	62	157	20	32	32	62	153	69
		23%	21%	31%	21%	23%	21%	23%	18%	22%	23%	21%	23%	21%
8	(8.0)	260	236	23	77	182	68	190	26	34	31	68	176	82
		26%	27%	20%	24%	27%	23%	28%	23%	23%	22%	23%	27%	24%
9	(9.0)	123	111	12	48	74	45	77	16	23	21	45	83	38
		12%	13%	10%	15%	11%	15%	11%	15%	16%	15%	15%	13%	11%
10 - Extremely satisfied	(10.0)	158	136	22	51	106	46	110	21	21	24	46	93	65
		16%	15%	18%	16%	16%	16%	16%	19%	14%	17%	16%	14%	19%
DISSATISFIED (1-4)		38	35	3	13	24	13	24	7	5	6	13	23	14
		4%	4%	3%	4%	4%	4%	3%	7%	3%	4%	4%	3%	4%
NEUTRAL (5-6)		197	174	22	66	129	61	133	19	31	26	61	128	67
		20%	20%	19%	21%	19%	20%	19%	17%	22%	18%	20%	19%	20%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	989	852	137	321	656	293	682	108	143	140	293	640	333
Effective Weighted Sample	812	702	113	261	541	237	563	88	115	113	237	525	277
Total	1001	881	120	321	667	296	690	109	145	140	296	656	334
SATISFIED (7-10)	766	672	94	241	515	222	534	83	109	108	222	505	253
	77%	76%	79%	75%	77%	75%	77%	76%	75%	77%	75%	77%	76%
Answered	1001	881	120	321	667	296	690	109	145	140	296	656	334
Mean score	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6
Standard deviation	1.66	1.67	1.60	1.67	1.65	1.69	1.64	1.81	1.64	1.71	1.69	1.59	1.78
Standard error	.05	.06	.14	.09	.06	.10	.06	.17	.14	.14	.10	.06	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		989	989	865	124	-	989	925	647	676	239	955	34	128	170	691
Effective Weighted Sample		812	812	707	105	-	812	763	528	553	191	786	26	103	138	573
Total		1001	1001	866	135	-	1001	942	645	680	237	970	31	116	175	710
2	(2.0)	3	3	3	-	**	3	3	3	3	-	3	**	3	-	-
		*%	*%	*%	-%	**	*%	*%	*%	*%	-%	*%	**	2% c	-%	-%
3	(3.0)	12	12	12	-	**	12	11	7	8	2	12	**	6	3	3
		1%	1%	1%	-%	**	1%	1%	1%	1%	1%	1%	**	5% c	2%	*%
4	(4.0)	23	23	19	5	**	23	23	17	14	6	23	**	8	5	10
		2%	2%	2%	3%	**	2%	2%	3%	2%	2%	2%	**	7% c	3%	1%
5	(5.0)	82	82	64	18	**	82	76	47	48	14	80	**	15	36	31
		8%	8%	7%	13%	**	8%	8%	7%	7%	6%	8%	**	13% c	21% c	4%
6	(6.0)	115	115	98	17	**	115	107	66	80	25	110	**	21	38	56
		11%	11%	11%	13%	**	11%	11%	10%	12%	11%	11%	**	18% c	22% c	8%
7	(7.0)	226	226	199	27	**	226	210	150	166	60	219	**	19	31	176
		23%	23%	23%	20%	**	23%	22%	23%	24%	26%	23%	**	16%	18%	25%
8	(8.0)	260	260	228	32	**	260	250	167	179	55	254	**	19	32	209
		26%	26%	26%	23%	**	26%	27%	26%	26%	23%	26%	**	16%	18%	29% ab
9	(9.0)	123	123	108	15	**	123	111	80	81	30	116	**	13	16	94
		12%	12%	12%	11%	**	12%	12%	12%	12%	13%	12%	**	11%	9%	13%
10 - Extremely satisfied	(10.0)	158	158	136	22	**	158	152	106	102	43	154	**	13	13	131
		16%	16%	16%	16%	**	16%	16%	17%	15%	18%	16%	**	12%	8%	18% b
DISSATISFIED (1-4)		38	38	33	5	**	38	37	27	25	8	38	**	17	9	13
		4%	4%	4%	3%	**	4%	4%	4%	4%	3%	4%	**	14% c	5%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Channel 4/ Channel 4+ (previously All4/ All4+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Channel/ Channel 4+ (previously All4/ All4+) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	989	989	865	124	-	989	925	647	676	239	955	34	128	170	691
Effective Weighted Sample	812	812	707	105	-	812	763	528	553	191	786	26	103	138	573
Total	1001	1001	866	135	-	1001	942	645	680	237	970	31	116	175	710
NEUTRAL (5-6)	197	197	162	35	**	197	183	114	128	40	190	**	36	74	87
	20%	20%	19%	26%	**	20%	19%	18%	19%	17%	20%	**	31% c	42% c	12%
SATISFIED (7-10)	766	766	671	95	**	766	722	504	527	189	742	**	63	92	611
	77%	77%	78%	70%	**	77%	77%	78%	78%	80%	77%	**	55%	53%	86% ab
Answered	1001	1001	866	135	**	1001	942	645	680	237	970	**	116	175	710
Mean score	7.6	7.6	7.6	7.4	**	7.6	7.6	7.6	7.6	7.7	7.6	**	6.8	6.8	7.9 ab
Standard deviation	1.66	1.66	1.65	1.71	**	1.66	1.67	1.67	1.63	1.62	1.67	**	2.09	1.68	1.46
Standard error	.05	.05	.06	.15	**	.05	.05	.07	.06	.10	.05	**	.18	.13	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total		622	286	336	52	76	110	100	284	173	171	139	139	395	87	75	65
Effective Weighted Sample		512	234	279	47	64	90	83	233	147	140	110	118	378	84	70	61
Total		615	282	334	45	84	95	99	292	179	183	119	135	506	59	31	19
1 - Extremely dissatisfied	(1.0)	2	2	*	**	**	*	-	*	2	-	-	-	2	**	**	**
		*%	1%	*%	**	**	1%	-%	*%	1%	-%	-%	-%	*%	**	**	**
2	(2.0)	2	1	1	**	**	-	-	-	1	-	1	-	2	**	**	**
		*%	*%	*%	**	**	-%	-%	-%	1%	-%	1%	-%	*%	**	**	**
3	(3.0)	6	6	-	**	**	-	1	3	2	2	-	2	6	**	**	**
		1%	2%	-%	**	**	-%	1%	1%	1%	1%	-%	2%	1%	**	**	**
4	(4.0)	27	17	10	**	**	3	5	13	8	7	6	5	23	**	**	**
		4%	6%	3%	**	**	3%	5%	4%	5%	4%	5%	4%	5%	**	**	**
5	(5.0)	65	34	31	**	**	9	8	38	21	21	12	10	54	**	**	**
		10%	12%	9%	**	**	9%	8%	13%	12%	11%	10%	8%	11%	**	**	**
6	(6.0)	90	49	41	**	**	10	11	37	23	21	22	24	77	**	**	**
		15%	18%	12%	**	**	10%	11%	13%	13%	11%	19%	18%	15%	**	**	**
7	(7.0)	125	55	70	**	**	22	26	57	40	43	19	23	105	**	**	**
		20%	20%	21%	**	**	23%	27%	20%	22%	24%	16%	17%	21%	**	**	**
8	(8.0)	136	66	69	**	**	17	17	73	38	47	26	25	109	**	**	**
		22%	24%	21%	**	**	17%	17%	25%	21%	26%	22%	18%	22%	**	**	**
9	(9.0)	56	20	36	**	**	11	12	20	15	13	12	15	44	**	**	**
		9%	7%	11%	**	**	12%	12%	7%	9%	7%	10%	11%	9%	**	**	**
10 - Extremely satisfied	(10.0)	107	33	74	**	**	24	18	50	28	29	20	31	84	**	**	**
		17%	12%	22% a	**	**	25%	19%	17%	15%	16%	17%	23%	17%	**	**	**
DISSATISFIED (1-4)		37	25	12	**	**	3	6	16	14	9	7	8	33	**	**	**
		6%	9% b	3%	**	**	3%	6%	6%	8%	5%	6%	6%	6%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	622	286	336	52	76	110	100	284	173	171	139	139	395	87	75	65
Effective Weighted Sample	512	234	279	47	64	90	83	233	147	140	110	118	378	84	70	61
Total	615	282	334	45	84	95	99	292	179	183	119	135	506	59	31	19
NEUTRAL (5-6)	155	83	72	**	**	19	19	75	44	41	35	34	131	**	**	**
	25%	29%	22%	**	**	20%	19%	26%	25%	23%	29%	25%	26%	**	**	**
SATISFIED (7-10)	423	173	250	**	**	74	74	200	121	132	77	93	342	**	**	**
	69%	62%	75% a	**	**	77%	75%	69%	68%	72%	65%	69%	68%	**	**	**
Answered	615	282	334	**	**	95	99	292	179	183	119	135	506	**	**	**
Mean score	7.4	7.0	7.7 a	**	**	7.8	7.5	7.3	7.2	7.4	7.3	7.6	7.3	**	**	**
Standard deviation	1.83	1.85	1.76	**	**	1.80	1.78	1.80	1.93	1.71	1.81	1.87	1.84	**	**	**
Standard error	.07	.11	.10	**	**	.17	.18	.11	.15	.13	.15	.16	.09	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total		622	530	92	199	418	184	432	67	92	91	184	356	254
Effective Weighted Sample		512	441	72	165	343	152	354	54	79	75	152	293	211
Total		615	539	76	197	412	181	426	63	93	92	181	348	259
1 - Extremely dissatisfied	(1.0)	2	2	**	2	*	*	2	**	**	**	*	2	-
		*%	*%	**	1%	*%	*%	*%	**	**	**	*%	1%	-%
2	(2.0)	2	2	**	2	-	1	1	**	**	**	1	2	-
		*%	*%	**	1%	-%	1%	*%	**	**	**	1%	1%	-%
3	(3.0)	6	4	**	1	5	-	6	**	**	**	-	-	6
		1%	1%	**	*%	1%	-%	1%	**	**	**	-%	-%	2%
4	(4.0)	27	25	**	11	15	11	15	**	**	**	11	11	15
		4%	5%	**	6%	4%	6%	4%	**	**	**	6%	3%	6%
5	(5.0)	65	60	**	14	49	13	50	**	**	**	13	35	29
		10%	11%	**	7%	12%	7%	12%	**	**	**	7%	10%	11%
6	(6.0)	90	80	**	35	55	31	58	**	**	**	31	58	31
		15%	15%	**	18%	13%	17%	14%	**	**	**	17%	17%	12%
7	(7.0)	125	110	**	38	85	37	86	**	**	**	37	75	49
		20%	20%	**	19%	21%	20%	20%	**	**	**	20%	22%	19%
8	(8.0)	136	120	**	33	101	33	101	**	**	**	33	69	64
		22%	22%	**	17%	24%	18%	24%	**	**	**	18%	20%	25%
9	(9.0)	56	52	**	21	35	17	39	**	**	**	17	32	22
		9%	10%	**	10%	9%	10%	9%	**	**	**	10%	9%	8%
10 - Extremely satisfied	(10.0)	107	84	**	40	66	37	69	**	**	**	37	63	44
		17%	16%	**	20%	16%	20%	16%	**	**	**	20%	18%	17%
DISSATISFIED (1-4)		37	33	**	17	20	13	24	**	**	**	13	16	20
		6%	6%	**	8%	5%	7%	6%	**	**	**	7%	5%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	622	530	92	199	418	184	432	67	92	91	184	356	254
Effective Weighted Sample	512	441	72	165	343	152	354	54	79	75	152	293	211
Total	615	539	76	197	412	181	426	63	93	92	181	348	259
NEUTRAL (5-6)	155	139	**	49	105	44	108	**	**	**	44	92	60
	25%	26%	**	25%	25%	24%	25%	**	**	**	24%	27%	23%
SATISFIED (7-10)	423	366	**	131	287	124	295	**	**	**	124	240	179
	69%	68%	**	67%	70%	68%	69%	**	**	**	68%	69%	69%
Answered	615	539	**	197	412	181	426	**	**	**	181	348	259
Mean score	7.4	7.3	**	7.3	7.4	7.4	7.3	**	**	**	7.4	7.4	7.3
Standard deviation	1.83	1.82	**	2.00	1.75	1.88	1.82	**	**	**	1.88	1.82	1.86
Standard error	.07	.08	**	.14	.09	.14	.09	**	**	**	.14	.10	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 173

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total		622	622	544	78	-	622	577	395	416	149	593	29	97	100	425
Effective Weighted Sample		512	512	446	67	-	512	477	324	340	121	490	22	77	81	354
Total		615	615	531	84	-	615	576	387	401	146	590	25	91	101	424
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	2	2	2	2	2	**	**	-	1
		*%	*%	*%	**	**	*%	*%	1%	*%	2%	*%	**	**	-%	*%
2	(2.0)	2	2	2	**	**	2	2	1	2	1	2	**	**	-	1
		*%	*%	*%	**	**	*%	*%	*%	1%	1%	*%	**	**	-%	*%
3	(3.0)	6	6	4	**	**	6	6	4	-	2	6	**	**	-	2
		1%	1%	1%	**	**	1%	1%	1%	-%	1%	1%	**	**	-%	*%
4	(4.0)	27	27	25	**	**	27	25	21	19	6	27	**	**	6	13
		4%	4%	5%	**	**	4%	4%	5%	5%	4%	4%	**	**	6%	3%
5	(5.0)	65	65	50	**	**	65	60	34	42	13	63	**	**	20	28
		10%	10%	9%	**	**	10%	10%	9%	10%	9%	11%	**	**	20% c	7%
6	(6.0)	90	90	79	**	**	90	85	59	68	27	89	**	**	28	53
		15%	15%	15%	**	**	15%	15%	15%	17%	19%	15%	**	**	28% c	13%
7	(7.0)	125	125	106	**	**	125	119	73	88	26	121	**	**	20	90
		20%	20%	20%	**	**	20%	21%	19%	22%	18%	20%	**	**	20%	21%
8	(8.0)	136	136	120	**	**	136	124	88	87	29	127	**	**	17	103
		22%	22%	23%	**	**	22%	22%	23%	22%	20%	21%	**	**	16%	24%
9	(9.0)	56	56	49	**	**	56	51	40	34	13	53	**	**	3	43
		9%	9%	9%	**	**	9%	9%	10%	8%	9%	9%	**	**	3%	10%
10 - Extremely satisfied	(10.0)	107	107	94	**	**	107	100	65	60	27	101	**	**	7	90
		17%	17%	18%	**	**	17%	17%	17%	15%	19%	17%	**	**	7%	21% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	622	622	544	78	-	622	577	395	416	149	593	29	97	100	425
Effective Weighted Sample	512	512	446	67	-	512	477	324	340	121	490	22	77	81	354
Total	615	615	531	84	-	615	576	387	401	146	590	25	91	101	424
DISSATISFIED (1-4)	37	37	33	**	**	37	36	28	24	11	37	**	**	6	16
	6%	6%	6%	**	**	6%	6%	7%	6%	8%	6%	**	**	6%	4%
NEUTRAL (5-6)	155	155	128	**	**	155	145	93	109	40	152	**	**	48	82
	25%	25%	24%	**	**	25%	25%	24%	27%	27%	26%	**	**	47% c	19%
SATISFIED (7-10)	423	423	369	**	**	423	395	266	268	95	402	**	**	47	325
	69%	69%	70%	**	**	69%	69%	69%	67%	65%	68%	**	**	47%	77% b
Answered	615	615	531	**	**	615	576	387	401	146	590	**	**	101	424
Mean score	7.4	7.4	7.4	**	**	7.4	7.3	7.4	7.3	7.3	7.3	**	**	6.6	7.7 b
Standard deviation	1.83	1.83	1.84	**	**	1.83	1.84	1.85	1.78	2.01	1.84	**	**	1.53	1.71
Standard error	.07	.07	.08	**	**	.07	.08	.09	.09	.16	.08	**	**	.15	.08

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total		684	386	297	88	109	172	129	186	232	210	136	106	420	104	97	63
Effective Weighted Sample		562	316	245	78	87	141	108	153	196	174	108	87	402	100	91	59
Total		666	372	292	78	117	149	136	186	227	224	118	96	535	71	42	17
1 - Extremely dissatisfied	(1.0)	2	-	*	**	-	-	1	-	1	-	*	-	1	-	**	**
		*%	-%	*%	**	-%	-%	1%	-%	1%	-%	*%	-%	*%	-%	**	**
2	(2.0)	3	2	1	**	2	-	-	-	-	*	3	-	3	-	**	**
		*%	*%	*%	**	2%	-%	-%	-%	-%	*%	2%	-%	*%	-%	**	**
3	(3.0)	4	2	2	**	-	-	1	1	2	1	-	1	4	-	**	**
		1%	1%	1%	**	-%	-%	1%	1%	1%	1%	-%	1%	1%	-%	**	**
4	(4.0)	8	5	3	**	4	1	-	2	4	1	1	2	6	2	**	**
		1%	1%	1%	**	4%	*%	-%	1%	2%	1%	1%	2%	1%	3%	**	**
5	(5.0)	34	21	13	**	5	8	6	7	9	13	6	6	32	1	**	**
		5%	6%	5%	**	4%	6%	5%	4%	4%	6%	5%	7%	6%	1%	**	**
6	(6.0)	48	31	17	**	9	10	11	9	20	16	7	6	41	3	**	**
		7%	8%	6%	**	7%	7%	8%	5%	9%	7%	6%	6%	8%	4%	**	**
7	(7.0)	127	74	53	**	24	23	22	44	47	38	18	24	115	6	**	**
		19%	20%	18%	**	20%	16%	16%	24%	21%	17%	15%	25%	21% b	8%	**	**
8	(8.0)	185	105	80	**	29	50	36	55	70	64	32	19	140	31	**	**
		28%	28%	27%	**	25%	33%	26%	30%	31%	28%	27%	20%	26%	43% a	**	**
9	(9.0)	109	63	46	**	10	23	26	35	36	40	21	12	76	15	**	**
		16%	17%	16%	**	9%	16%	19%	19%	16%	18%	17%	13%	14%	22%	**	**
10 - Extremely satisfied	(10.0)	145	69	77	**	35	34	33	32	38	51	30	26	117	14	**	**
		22%	18%	26%	**	30%	23%	24%	17%	17%	23%	25%	27%	22%	20%	**	**
DISSATISFIED (1-4)		17	9	6	**	6	1	2	3	7	3	4	3	14	2	**	**
		3%	2%	2%	**	5%	*%	2%	2%	3%	1%	3%	3%	3%	3%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d
Unweighted total	684	386	297	88	109	172	129	186	232	210	136	106	420	104	97	63
Effective Weighted Sample	562	316	245	78	87	141	108	153	196	174	108	87	402	100	91	59
Total	666	372	292	78	117	149	136	186	227	224	118	96	535	71	42	17
NEUTRAL (5-6)	83	52	31	**	13	18	17	16	29	29	13	12	73	3	**	**
	12%	14%	11%	**	11%	12%	13%	9%	13%	13%	11%	12%	14%	4%	**	**
SATISFIED (7-10)	566	311	255	**	97	131	116	166	191	192	101	82	448	66	**	**
	85%	84%	87%	**	83%	87%	86%	90%	84%	86%	85%	85%	84%	93%	**	**
Answered	666	372	292	**	117	149	136	186	227	224	118	96	535	71	**	**
Mean score	8.0	7.9	8.1	**	8.0	8.1	8.1	8.0	7.8	8.1	8.1	8.0	7.9	8.3	**	**
Standard deviation	1.62	1.57	1.60	**	1.82	1.43	1.65	1.42	1.58	1.53	1.77	1.71	1.65	1.30	**	**
Standard error	.06	.08	.09	**	.17	.11	.15	.10	.10	.11	.15	.17	.08	.13	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total		684	579	105	276	394	248	422	85	126	119	248	502	170
Effective Weighted Sample		562	477	88	227	324	203	347	69	102	100	203	411	142
Total		666	579	87	267	383	239	412	78	119	121	239	491	166
1 - Extremely dissatisfied	(1.0)	2	*	1	*	-	*	-	**	-	-	*	2	-
		*%	*%	1%	*%	-%	*%	-%	**	-%	-%	*%	*%	-%
2	(2.0)	3	3	-	3	*	1	2	**	1	-	1	3	-
		*%	1%	-%	1%	*%	1%	*%	**	1%	-%	1%	1%	-%
3	(3.0)	4	3	1	-	3	-	3	**	-	-	-	3	1
		1%	1%	1%	-%	1%	-%	1%	**	-%	-%	-%	1%	1%
4	(4.0)	8	8	-	3	5	3	5	**	3	2	3	5	3
		1%	1%	-%	1%	1%	1%	1%	**	3%	2%	1%	1%	2%
5	(5.0)	34	32	2	19	14	16	17	**	5	8	16	20	15
		5%	6%	3%	7%	4%	7%	4%	**	4%	6%	7%	4%	9%
6	(6.0)	48	47	2	26	22	19	29	**	7	9	19	37	11
		7%	8%	2%	10%	6%	8%	7%	**	6%	7%	8%	8%	7%
7	(7.0)	127	111	16	47	76	41	82	**	23	16	41	90	36
		19%	19%	18%	18%	20%	17%	20%	**	19%	13%	17%	18%	22%
8	(8.0)	185	148	37	67	114	64	117	**	33	36	64	140	44
		28%	26%	42%	25%	30%	27%	28%	**	27%	30%	27%	28%	26%
				a										
9	(9.0)	109	95	14	41	66	36	71	**	18	21	36	82	25
		16%	16%	16%	15%	17%	15%	17%	**	15%	18%	15%	17%	15%
10 - Extremely satisfied	(10.0)	145	132	13	61	83	58	86	**	29	29	58	109	31
		22%	23%	15%	23%	22%	24%	21%	**	24%	24%	24%	22%	19%
DISSATISFIED (1-4)		17	14	2	6	8	5	10	**	5	2	5	13	4
		3%	2%	3%	2%	2%	2%	2%	**	4%	2%	2%	3%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	~a	b	c	d	a	b
Unweighted total	684	579	105	276	394	248	422	85	126	119	248	502	170
Effective Weighted Sample	562	477	88	227	324	203	347	69	102	100	203	411	142
Total	666	579	87	267	383	239	412	78	119	121	239	491	166
NEUTRAL (5-6)	83	78	4	45	36	35	46	**	12	16	35	57	26
	12%	14%	5%	17% b	9%	15%	11%	**	10%	14%	15%	12%	16%
SATISFIED (7-10)	566	486	80	216	339	199	356	**	102	102	199	421	136
	85%	84%	92%	81%	88%	83%	86%	**	86%	85%	83%	86%	82%
Answered	666	579	87	267	383	239	412	**	119	121	239	491	166
Mean score	8.0	8.0	8.0	7.9	8.1	8.0	8.0	**	8.0	8.1	8.0	8.0	7.8
Standard deviation	1.62	1.63	1.54	1.69	1.50	1.65	1.54	**	1.68	1.55	1.65	1.62	1.60
Standard error	.06	.07	.15	.10	.08	.10	.08	**	.15	.14	.10	.07	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total		684	684	630	54	-	684	621	424	461	157	644	40	98	141	445
Effective Weighted Sample		562	562	517	46	-	562	510	343	376	129	528	34	80	117	365
Total		666	666	615	51	-	666	606	403	446	155	625	40	94	142	430
1 - Extremely dissatisfied	(1.0)	2	2	2	**	**	2	*	*	*	-	*	**	**	-	*
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	**	**	-%	*%
2	(2.0)	3	3	3	**	**	3	3	3	3	1	3	**	**	1	-
		*%	*%	*%	**	**	*%	*%	1%	1%	1%	*%	**	**	1%	-%
3	(3.0)	4	4	4	**	**	4	4	4	4	-	4	**	**	1	1
		1%	1%	1%	**	**	1%	1%	1%	1%	-%	1%	**	**	1%	*%
4	(4.0)	8	8	7	**	**	8	8	5	7	1	8	**	**	2	4
		1%	1%	1%	**	**	1%	1%	1%	2%	1%	1%	**	**	1%	1%
5	(5.0)	34	34	33	**	**	34	33	25	28	8	33	**	**	18	10
		5%	5%	5%	**	**	5%	5%	6%	6%	5%	5%	**	**	12% c	2%
6	(6.0)	48	48	46	**	**	48	45	25	38	6	46	**	**	22	20
		7%	7%	7%	**	**	7%	7%	6%	8%	4%	7%	**	**	15% c	5%
7	(7.0)	127	127	120	**	**	127	123	78	96	31	124	**	**	31	77
		19%	19%	19%	**	**	19%	20%	19%	21%	20%	20%	**	**	22%	18%
8	(8.0)	185	185	173	**	**	185	164	106	110	32	172	**	**	37	126
		28%	28%	28%	**	**	28%	27%	26%	25%	21%	28%	**	**	26%	29%
9	(9.0)	109	109	98	**	**	109	98	65	74	26	101	**	**	14	81
		16%	16%	16%	**	**	16%	16%	16%	17%	17%	16%	**	**	10%	19%
10 - Extremely satisfied	(10.0)	145	145	128	**	**	145	128	93	86	50	132	**	**	16	110
		22%	22%	21%	**	**	22%	21%	23%	19%	32% ace	21%	**	**	12%	26% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	684	684	630	54	-	684	621	424	461	157	644	40	98	141	445
Effective Weighted Sample	562	562	517	46	-	562	510	343	376	129	528	34	80	117	365
Total	666	666	615	51	-	666	606	403	446	155	625	40	94	142	430
DISSATISFIED (1-4)	17	17	16	**	**	17	16	12	14	3	16	**	**	4	5
	3%	3%	3%	**	**	3%	3%	3%	3%	2%	2%	**	**	3%	1%
NEUTRAL (5-6)	83	83	79	**	**	83	78	50	66	14	80	**	**	39	30
	12%	12%	13%	**	**	12%	13%	12%	15%	9%	13%	**	**	28% c	7%
SATISFIED (7-10)	566	566	519	**	**	566	513	341	366	139	530	**	**	99	395
	85%	85%	84%	**	**	85%	85%	85%	82%	90%	85%	**	**	69%	92% b
Answered	666	666	615	**	**	666	606	403	446	155	625	**	**	142	430
Mean score	8.0	8.0	7.9	**	**	8.0	7.9	8.0	7.8	8.3 c	8.0	**	**	7.3	8.3 b
Standard deviation	1.62	1.62	1.62	**	**	1.62	1.61	1.67	1.67	1.61	1.60	**	**	1.66	1.39
Standard error	.06	.06	.06	**	**	.06	.06	.08	.08	.13	.06	**	**	.14	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		253	151	102	20	37	56	31	109	83	61	57	52	170	31	36	16
Effective Weighted Sample		214	128	86	18	32	48	25	93	73	49	47	45	163	30	33	15
Total		252	153	99	18	43	49	29	112	88	62	51	51	212	21	15	4
1 - Extremely dissatisfied	(1.0)	*	*	-	**	**	**	**	-	**	**	**	**	-	**	**	**
		*%	*%	-%	**	**	**	**	-%	**	**	**	**	-%	**	**	**
3	(3.0)	6	4	2	**	**	**	**	2	**	**	**	**	5	**	**	**
		2%	2%	2%	**	**	**	**	2%	**	**	**	**	2%	**	**	**
4	(4.0)	7	5	2	**	**	**	**	1	**	**	**	**	6	**	**	**
		3%	3%	2%	**	**	**	**	1%	**	**	**	**	3%	**	**	**
5	(5.0)	33	25	8	**	**	**	**	11	**	**	**	**	29	**	**	**
		13%	16%	8%	**	**	**	**	10%	**	**	**	**	14%	**	**	**
6	(6.0)	34	21	13	**	**	**	**	14	**	**	**	**	28	**	**	**
		13%	14%	13%	**	**	**	**	13%	**	**	**	**	13%	**	**	**
7	(7.0)	50	28	23	**	**	**	**	25	**	**	**	**	43	**	**	**
		20%	18%	23%	**	**	**	**	22%	**	**	**	**	20%	**	**	**
8	(8.0)	46	32	14	**	**	**	**	28	**	**	**	**	38	**	**	**
		18%	21%	14%	**	**	**	**	24%	**	**	**	**	18%	**	**	**
9	(9.0)	34	21	13	**	**	**	**	13	**	**	**	**	30	**	**	**
		13%	14%	13%	**	**	**	**	11%	**	**	**	**	14%	**	**	**
10 - Extremely satisfied	(10.0)	42	17	25	**	**	**	**	19	**	**	**	**	32	**	**	**
		17%	11%	25% a	**	**	**	**	17%	**	**	**	**	15%	**	**	**
DISSATISFIED (1-4)		13	9	4	**	**	**	**	3	**	**	**	**	11	**	**	**
		5%	6%	4%	**	**	**	**	3%	**	**	**	**	5%	**	**	**
NEUTRAL (5-6)		66	46	20	**	**	**	**	25	**	**	**	**	58	**	**	**
		26%	30%	21%	**	**	**	**	22%	**	**	**	**	27%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	253	151	102	20	37	56	31	109	83	61	57	52	170	31	36	16
Effective Weighted Sample	214	128	86	18	32	48	25	93	73	49	47	45	163	30	33	15
Total	252	153	99	18	43	49	29	112	88	62	51	51	212	21	15	4
SATISFIED (7-10)	173	98	75	**	**	**	**	84	**	**	**	**	142	**	**	**
	69%	64%	75%	**	**	**	**	75%	**	**	**	**	67%	**	**	**
Answered	252	153	99	**	**	**	**	112	**	**	**	**	212	**	**	**
Mean score	7.4	7.1	7.7	**	**	**	**	7.5	**	**	**	**	7.3	**	**	**
Standard deviation	1.84	1.81	1.83	**	**	**	**	1.70	**	**	**	**	1.83	**	**	**
Standard error	.12	.15	.18	**	**	**	**	.16	**	**	**	**	.14	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		253	219	34	84	166	77	173	29	45	41	77	153	95
Effective Weighted Sample		214	186	28	72	140	66	145	23	38	36	66	129	81
Total		252	222	30	82	165	76	171	27	45	40	76	151	97
1 - Extremely dissatisfied	(1.0)	*	*	**	**	-	**	*	**	**	**	**	-	**
		*%	*%	**	**	-%	**	*%	**	**	**	**	-%	**
3	(3.0)	6	5	**	**	3	**	4	**	**	**	**	3	**
		2%	2%	**	**	2%	**	2%	**	**	**	**	2%	**
4	(4.0)	7	7	**	**	5	**	5	**	**	**	**	2	**
		3%	3%	**	**	3%	**	3%	**	**	**	**	2%	**
5	(5.0)	33	33	**	**	19	**	19	**	**	**	**	20	**
		13%	15%	**	**	11%	**	11%	**	**	**	**	13%	**
6	(6.0)	34	30	**	**	22	**	24	**	**	**	**	18	**
		13%	14%	**	**	13%	**	14%	**	**	**	**	12%	**
7	(7.0)	50	43	**	**	35	**	35	**	**	**	**	31	**
		20%	19%	**	**	21%	**	21%	**	**	**	**	21%	**
8	(8.0)	46	37	**	**	34	**	35	**	**	**	**	21	**
		18%	17%	**	**	21%	**	20%	**	**	**	**	14%	**
9	(9.0)	34	32	**	**	22	**	23	**	**	**	**	26	**
		13%	14%	**	**	13%	**	13%	**	**	**	**	17%	**
10 - Extremely satisfied	(10.0)	42	36	**	**	25	**	27	**	**	**	**	31	**
		17%	16%	**	**	15%	**	16%	**	**	**	**	20%	**
DISSATISFIED (1-4)		13	12	**	**	8	**	9	**	**	**	**	5	**
		5%	5%	**	**	5%	**	5%	**	**	**	**	3%	**
NEUTRAL (5-6)		66	63	**	**	41	**	43	**	**	**	**	38	**
		26%	28%	**	**	25%	**	25%	**	**	**	**	25%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	253	219	34	84	166	77	173	29	45	41	77	153	95
Effective Weighted Sample	214	186	28	72	140	66	145	23	38	36	66	129	81
Total	252	222	30	82	165	76	171	27	45	40	76	151	97
SATISFIED (7-10)	173	147	**	**	117	**	120	**	**	**	**	109	**
	69%	66%	**	**	71%	**	70%	**	**	**	**	72%	**
Answered	252	222	**	**	165	**	171	**	**	**	**	151	**
Mean score	7.4	7.3	**	**	7.4	**	7.4	**	**	**	**	7.6	**
Standard deviation	1.84	1.86	**	**	1.76	**	1.80	**	**	**	**	1.83	**
Standard error	.12	.13	**	**	.14	**	.14	**	**	**	**	.15	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		253	253	225	28	-	253	238	178	197	84	245	8	42	53	158
Effective Weighted Sample		214	214	189	25	-	214	202	151	166	72	208	6	37	44	132
Total		252	252	223	29	-	252	238	178	192	85	244	8	43	52	157
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	-	-	*	**	*	**	**	**	-
		*%	*%	*%	**	**	*%	-%	-%	*%	**	*%	**	**	**	-%
3	(3.0)	6	6	5	**	**	6	5	4	6	**	6	**	**	**	1
		2%	2%	2%	**	**	2%	2%	2%	3%	**	2%	**	**	**	1%
4	(4.0)	7	7	6	**	**	7	7	5	6	**	7	**	**	**	2
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	1%
5	(5.0)	33	33	29	**	**	33	33	26	26	**	33	**	**	**	16
		13%	13%	13%	**	**	13%	14%	15%	13%	**	13%	**	**	**	10%
6	(6.0)	34	34	26	**	**	34	30	26	25	**	32	**	**	**	16
		13%	13%	12%	**	**	13%	13%	14%	13%	**	13%	**	**	**	10%
7	(7.0)	50	50	45	**	**	50	49	33	40	**	50	**	**	**	37
		20%	20%	20%	**	**	20%	21%	19%	21%	**	21%	**	**	**	23%
8	(8.0)	46	46	40	**	**	46	43	35	36	**	44	**	**	**	32
		18%	18%	18%	**	**	18%	18%	19%	19%	**	18%	**	**	**	21%
9	(9.0)	34	34	33	**	**	34	32	26	24	**	33	**	**	**	23
		13%	13%	15%	**	**	13%	13%	15%	13%	**	14%	**	**	**	15%
10 - Extremely satisfied	(10.0)	42	42	38	**	**	42	39	24	29	**	39	**	**	**	30
		17%	17%	17%	**	**	17%	17%	13%	15%	**	16%	**	**	**	19%
DISSATISFIED (1-4)		13	13	10	**	**	13	12	9	12	**	13	**	**	**	3
		5%	5%	5%	**	**	5%	5%	5%	6%	**	5%	**	**	**	2%
NEUTRAL (5-6)		66	66	55	**	**	66	63	52	51	**	65	**	**	**	32
		26%	26%	25%	**	**	26%	26%	29%	27%	**	26%	**	**	**	20%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	253	253	225	28	-	253	238	178	197	84	245	8	42	53	158
Effective Weighted Sample	214	214	189	25	-	214	202	151	166	72	208	6	37	44	132
Total	252	252	223	29	-	252	238	178	192	85	244	8	43	52	157
SATISFIED (7-10)	173	173	157	**	**	173	163	117	129	**	167	**	**	**	122
	69%	69%	71%	**	**	69%	69%	66%	67%	**	68%	**	**	**	78%
Answered	252	252	223	**	**	252	238	178	192	**	244	**	**	**	157
Mean score	7.4	7.4	7.5	**	**	7.4	7.4	7.3	7.3	**	7.4	**	**	**	7.7
Standard deviation	1.84	1.84	1.84	**	**	1.84	1.83	1.80	1.86	**	1.84	**	**	**	1.67
Standard error	.12	.12	.12	**	**	.12	.12	.14	.13	**	.12	**	**	**	.13

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total		353	206	146	38	81	82	67	85	133	88	65	67	233	42	44	34
Effective Weighted Sample		292	174	118	34	68	72	58	63	118	70	51	56	223	41	42	31
Total		351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
1 - Extremely dissatisfied	(1.0)	1	-	1	**	**	**	**	**	-	**	**	**	1	**	**	**
		*%	-%	1%	**	**	**	**	**	-%	**	**	**	*%	**	**	**
2	(2.0)	2	2	-	**	**	**	**	**	1	**	**	**	1	**	**	**
		1%	1%	-%	**	**	**	**	**	1%	**	**	**	*%	**	**	**
3	(3.0)	4	3	1	**	**	**	**	**	3	**	**	**	4	**	**	**
		1%	1%	1%	**	**	**	**	**	2%	**	**	**	1%	**	**	**
4	(4.0)	8	3	5	**	**	**	**	**	4	**	**	**	6	**	**	**
		2%	2%	3%	**	**	**	**	**	2%	**	**	**	2%	**	**	**
5	(5.0)	25	14	10	**	**	**	**	**	10	**	**	**	23	**	**	**
		7%	7%	7%	**	**	**	**	**	7%	**	**	**	8%	**	**	**
6	(6.0)	37	27	10	**	**	**	**	**	21	**	**	**	34	**	**	**
		10%	13%	7%	**	**	**	**	**	14%	**	**	**	12%	**	**	**
7	(7.0)	62	36	26	**	**	**	**	**	25	**	**	**	52	**	**	**
		18%	17%	18%	**	**	**	**	**	17%	**	**	**	17%	**	**	**
8	(8.0)	79	50	29	**	**	**	**	**	32	**	**	**	71	**	**	**
		22%	24%	20%	**	**	**	**	**	21%	**	**	**	24%	**	**	**
9	(9.0)	62	35	28	**	**	**	**	**	31	**	**	**	52	**	**	**
		18%	17%	19%	**	**	**	**	**	20%	**	**	**	18%	**	**	**
10 - Extremely satisfied	(10.0)	71	38	33	**	**	**	**	**	24	**	**	**	51	**	**	**
		20%	18%	23%	**	**	**	**	**	16%	**	**	**	17%	**	**	**
DISSATISFIED (1-4)		15	8	7	**	**	**	**	**	7	**	**	**	12	**	**	**
		4%	4%	5%	**	**	**	**	**	5%	**	**	**	4%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	353	206	146	38	81	82	67	85	133	88	65	67	233	42	44	34
Effective Weighted Sample	292	174	118	34	68	72	58	63	118	70	51	56	223	41	42	31
Total	351	208	142	34	91	75	75	76	150	86	53	62	296	28	18	9
NEUTRAL (5-6)	62	41	20	**	**	**	**	**	31	**	**	**	57	**	**	**
	18%	20%	14%	**	**	**	**	**	21%	**	**	**	19%	**	**	**
SATISFIED (7-10)	274	159	115	**	**	**	**	**	112	**	**	**	227	**	**	**
	78%	76%	81%	**	**	**	**	**	75%	**	**	**	77%	**	**	**
Answered	351	208	142	**	**	**	**	**	150	**	**	**	296	**	**	**
Mean score	7.8	7.7	7.9	**	**	**	**	**	7.7	**	**	**	7.7	**	**	**
Standard deviation	1.79	1.76	1.82	**	**	**	**	**	1.75	**	**	**	1.76	**	**	**
Standard error	.10	.12	.15	**	**	**	**	**	.15	**	**	**	.12	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total		353	314	39	169	180	155	194	52	79	72	155	258	89
Effective Weighted Sample		292	261	33	144	145	133	157	44	68	62	133	214	74
Total		351	320	31	174	174	160	188	54	80	73	160	260	88
1 - Extremely dissatisfied	(1.0)	1	-	**	-	1	-	1	**	**	**	-	-	**
		*%	-%	**	-%	1%	-%	1%	**	**	**	-%	-%	**
2	(2.0)	2	2	**	1	1	1	1	**	**	**	1	1	**
		1%	1%	**	*%	1%	*%	1%	**	**	**	*%	*%	**
3	(3.0)	4	3	**	3	2	1	3	**	**	**	1	4	**
		1%	1%	**	1%	1%	1%	2%	**	**	**	1%	1%	**
4	(4.0)	8	7	**	3	5	2	6	**	**	**	2	4	**
		2%	2%	**	2%	3%	1%	3%	**	**	**	1%	1%	**
5	(5.0)	25	24	**	14	11	14	11	**	**	**	14	18	**
		7%	8%	**	8%	6%	9%	6%	**	**	**	9%	7%	**
6	(6.0)	37	33	**	14	22	12	25	**	**	**	12	26	**
		10%	10%	**	8%	13%	7%	13%	**	**	**	7%	10%	**
7	(7.0)	62	54	**	33	28	29	32	**	**	**	29	43	**
		18%	17%	**	19%	16%	18%	17%	**	**	**	18%	17%	**
8	(8.0)	79	74	**	41	37	38	40	**	**	**	38	61	**
		22%	23%	**	24%	21%	24%	21%	**	**	**	24%	23%	**
9	(9.0)	62	57	**	30	33	30	33	**	**	**	30	50	**
		18%	18%	**	17%	19%	19%	17%	**	**	**	19%	19%	**
10 - Extremely satisfied	(10.0)	71	65	**	37	34	34	37	**	**	**	34	53	**
		20%	20%	**	21%	20%	21%	20%	**	**	**	21%	20%	**
DISSATISFIED (1-4)		15	12	**	6	9	4	11	**	**	**	4	8	**
		4%	4%	**	4%	5%	2%	6%	**	**	**	2%	3%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	353	314	39	169	180	155	194	52	79	72	155	258	89
Effective Weighted Sample	292	261	33	144	145	133	157	44	68	62	133	214	74
Total	351	320	31	174	174	160	188	54	80	73	160	260	88
NEUTRAL (5-6)	62	57	**	28	34	25	36	**	**	**	25	45	**
	18%	18%	**	16%	19%	16%	19%	**	**	**	16%	17%	**
SATISFIED (7-10)	274	251	**	140	132	131	141	**	**	**	131	207	**
	78%	78%	**	81%	76%	82%	75%	**	**	**	82%	80%	**
Answered	351	320	**	174	174	160	188	**	**	**	160	260	**
Mean score	7.8	7.8	**	7.8	7.7	7.9	7.7	**	**	**	7.9	7.9	**
Standard deviation	1.79	1.75	**	1.74	1.85	1.69	1.88	**	**	**	1.69	1.70	**
Standard error	.10	.10	**	.13	.14	.14	.13	**	**	**	.14	.11	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		353	353	353	-	-	353	326	233	248	74	334	19	46	74	233
Effective Weighted Sample		292	292	292	-	-	292	270	194	207	63	277	16	34	65	193
Total		351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
1 - Extremely dissatisfied	(1.0)	1	1	1	**	**	1	1	-	-	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	-%	-%	**	*%	**	**	**	-%
2	(2.0)	2	2	2	**	**	2	2	2	1	**	2	**	**	**	1
		1%	1%	1%	**	**	1%	1%	1%	*%	**	1%	**	**	**	*%
3	(3.0)	4	4	4	**	**	4	3	4	4	**	4	**	**	**	2
		1%	1%	1%	**	**	1%	1%	2%	2%	**	1%	**	**	**	1%
4	(4.0)	8	8	8	**	**	8	8	7	7	**	8	**	**	**	5
		2%	2%	2%	**	**	2%	2%	3%	3%	**	2%	**	**	**	2%
5	(5.0)	25	25	25	**	**	25	23	14	15	**	23	**	**	**	8
		7%	7%	7%	**	**	7%	7%	6%	6%	**	7%	**	**	**	3%
6	(6.0)	37	37	37	**	**	37	36	25	25	**	36	**	**	**	18
		10%	10%	10%	**	**	10%	11%	11%	10%	**	11%	**	**	**	8%
7	(7.0)	62	62	62	**	**	62	59	39	50	**	61	**	**	**	35
		18%	18%	18%	**	**	18%	18%	17%	20%	**	18%	**	**	**	15%
8	(8.0)	79	79	79	**	**	79	67	46	48	**	69	**	**	**	57
		22%	22%	22%	**	**	22%	21%	20%	19%	**	21%	**	**	**	25%
9	(9.0)	62	62	62	**	**	62	60	44	48	**	60	**	**	**	48
		18%	18%	18%	**	**	18%	19%	19%	19%	**	18%	**	**	**	21%
10 - Extremely satisfied	(10.0)	71	71	71	**	**	71	65	52	50	**	66	**	**	**	58
		20%	20%	20%	**	**	20%	20%	22%	20%	**	20%	**	**	**	25%
DISSATISFIED (1-4)		15	15	15	**	**	15	14	14	12	**	15	**	**	**	7
		4%	4%	4%	**	**	4%	4%	6%	5%	**	5%	**	**	**	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	353	353	353	-	-	353	326	233	248	74	334	19	46	74	233
Effective Weighted Sample	292	292	292	-	-	292	270	194	207	63	277	16	34	65	193
Total	351	351	351	-	-	351	324	234	249	80	331	20	41	80	230
NEUTRAL (5-6)	62	62	62	**	**	62	59	39	40	**	59	**	**	**	26
	18%	18%	18%	**	**	18%	18%	17%	16%	**	18%	**	**	**	11%
SATISFIED (7-10)	274	274	274	**	**	274	251	182	197	**	257	**	**	**	197
	78%	78%	78%	**	**	78%	77%	78%	79%	**	78%	**	**	**	86%
Answered	351	351	351	**	**	351	324	234	249	**	331	**	**	**	230
Mean score	7.8	7.8	7.8	**	**	7.8	7.8	7.8	7.8	**	7.8	**	**	**	8.2
Standard deviation	1.79	1.79	1.79	**	**	1.79	1.80	1.86	1.76	**	1.80	**	**	**	1.61
Standard error	.10	.10	.10	**	**	.10	.10	.12	.11	**	.10	**	**	**	.11

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total		217	126	91	23	42	47	37	68	74	56	52	35	149	27	18	23
Effective Weighted Sample		182	107	75	19	36	42	30	57	63	47	44	30	144	26	17	22
Total		224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
3	(3.0)	2	1	**	**	**	**	**	**	**	**	**	**	2	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
4	(4.0)	3	2	**	**	**	**	**	**	**	**	**	**	3	**	**	**
		1%	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
5	(5.0)	13	8	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		6%	6%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
6	(6.0)	27	14	**	**	**	**	**	**	**	**	**	**	25	**	**	**
		12%	11%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
7	(7.0)	54	35	**	**	**	**	**	**	**	**	**	**	50	**	**	**
		24%	26%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**
8	(8.0)	57	36	**	**	**	**	**	**	**	**	**	**	48	**	**	**
		25%	27%	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
9	(9.0)	23	14	**	**	**	**	**	**	**	**	**	**	18	**	**	**
		10%	10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
10 - Extremely satisfied	(10.0)	45	22	**	**	**	**	**	**	**	**	**	**	36	**	**	**
		20%	17%	**	**	**	**	**	**	**	**	**	**	19%	**	**	**
DISSATISFIED (1-4)		5	3	**	**	**	**	**	**	**	**	**	**	5	**	**	**
		2%	2%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
NEUTRAL (5-6)		40	23	**	**	**	**	**	**	**	**	**	**	35	**	**	**
		18%	17%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
SATISFIED (7-10)		179	106	**	**	**	**	**	**	**	**	**	**	153	**	**	**
		80%	80%	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
Answered		224	132	**	**	**	**	**	**	**	**	**	**	193	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	217	126	91	23	42	47	37	68	74	56	52	35	149	27	18	23
Effective Weighted Sample	182	107	75	19	36	42	30	57	63	47	44	30	144	26	17	22
Total	224	132	92	21	50	47	35	71	82	61	49	32	193	19	7	6
Mean score	7.7	7.7	**	**	**	**	**	**	**	**	**	**	7.7	**	**	**
Standard deviation	1.60	1.54	**	**	**	**	**	**	**	**	**	**	1.58	**	**	**
Standard error	.11	.14	**	**	**	**	**	**	**	**	**	**	.13	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total		217	211	6	83	129	75	136	34	44	32	75	148	66
Effective Weighted Sample		182	176	6	71	107	64	112	29	37	29	64	126	54
Total		224	218	7	86	132	79	138	35	45	35	79	158	64
3	(3.0)	2	2	**	**	-	**	-	**	**	**	**	1	**
		1%	1%	**	**	-%	**	-%	**	**	**	**	1%	**
4	(4.0)	3	3	**	**	2	**	3	**	**	**	**	1	**
		1%	1%	**	**	2%	**	2%	**	**	**	**	1%	**
5	(5.0)	13	13	**	**	8	**	8	**	**	**	**	10	**
		6%	6%	**	**	6%	**	6%	**	**	**	**	6%	**
6	(6.0)	27	27	**	**	16	**	17	**	**	**	**	22	**
		12%	12%	**	**	12%	**	12%	**	**	**	**	14%	**
7	(7.0)	54	52	**	**	33	**	35	**	**	**	**	42	**
		24%	24%	**	**	25%	**	25%	**	**	**	**	27%	**
8	(8.0)	57	52	**	**	36	**	38	**	**	**	**	33	**
		25%	24%	**	**	27%	**	28%	**	**	**	**	21%	**
9	(9.0)	23	22	**	**	12	**	13	**	**	**	**	17	**
		10%	10%	**	**	9%	**	9%	**	**	**	**	10%	**
10 - Extremely satisfied	(10.0)	45	45	**	**	24	**	25	**	**	**	**	32	**
		20%	21%	**	**	18%	**	18%	**	**	**	**	20%	**
DISSATISFIED (1-4)		5	5	**	**	2	**	3	**	**	**	**	2	**
		2%	2%	**	**	2%	**	2%	**	**	**	**	1%	**
NEUTRAL (5-6)		40	40	**	**	24	**	25	**	**	**	**	32	**
		18%	19%	**	**	18%	**	18%	**	**	**	**	20%	**
SATISFIED (7-10)		179	172	**	**	105	**	110	**	**	**	**	125	**
		80%	79%	**	**	80%	**	80%	**	**	**	**	79%	**
Answered		224	218	**	**	132	**	138	**	**	**	**	158	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	217	211	6	83	129	75	136	34	44	32	75	148	66
Effective Weighted Sample	182	176	6	71	107	64	112	29	37	29	64	126	54
Total	224	218	7	86	132	79	138	35	45	35	79	158	64
Mean score	7.7	7.7	**	**	7.7	**	7.7	**	**	**	**	7.7	**
Standard deviation	1.60	1.62	**	**	1.52	**	1.53	**	**	**	**	1.59	**
Standard error	.11	.11	**	**	.13	**	.13	**	**	**	**	.13	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total		217	217	192	25	-	217	201	152	154	59	206	11	26	45	146
Effective Weighted Sample		182	182	159	23	-	182	168	129	127	51	173	9	22	39	121
Total		224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
3	(3.0)	2	2	2	**	**	2	1	1	2	**	2	**	**	**	-
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
4	(4.0)	3	3	3	**	**	3	3	2	3	**	3	**	**	**	2
		1%	1%	2%	**	**	1%	2%	1%	2%	**	2%	**	**	**	1%
5	(5.0)	13	13	12	**	**	13	13	11	10	**	13	**	**	**	2
		6%	6%	6%	**	**	6%	6%	7%	6%	**	6%	**	**	**	2%
6	(6.0)	27	27	24	**	**	27	23	18	17	**	24	**	**	**	11
		12%	12%	13%	**	**	12%	11%	12%	11%	**	11%	**	**	**	7%
7	(7.0)	54	54	50	**	**	54	51	41	38	**	52	**	**	**	29
		24%	24%	25%	**	**	24%	24%	26%	24%	**	25%	**	**	**	20%
8	(8.0)	57	57	47	**	**	57	54	43	46	**	55	**	**	**	43
		25%	25%	24%	**	**	25%	26%	27%	29%	**	26%	**	**	**	30%
9	(9.0)	23	23	22	**	**	23	20	17	13	**	20	**	**	**	19
		10%	10%	11%	**	**	10%	10%	11%	8%	**	9%	**	**	**	13%
10 - Extremely satisfied	(10.0)	45	45	35	**	**	45	44	26	29	**	44	**	**	**	40
		20%	20%	18%	**	**	20%	21%	16%	18%	**	21%	**	**	**	27%
DISSATISFIED (1-4)		5	5	5	**	**	5	4	4	5	**	5	**	**	**	2
		2%	2%	3%	**	**	2%	2%	2%	3%	**	2%	**	**	**	1%
NEUTRAL (5-6)		40	40	36	**	**	40	35	29	27	**	37	**	**	**	13
		18%	18%	19%	**	**	18%	17%	18%	17%	**	18%	**	**	**	9%
SATISFIED (7-10)		179	179	154	**	**	179	168	127	126	**	170	**	**	**	131
		80%	80%	79%	**	**	80%	81%	79%	80%	**	80%	**	**	**	90%
Answered		224	224	195	**	**	224	208	160	158	**	213	**	**	**	146

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV On Demand or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV On Demand or Virgin Media Anywhere in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Unweighted total	217	217	192	25	-	217	201	152	154	59	206	11	26	45	146
Effective Weighted Sample	182	182	159	23	-	182	168	129	127	51	173	9	22	39	121
Total	224	224	195	29	-	224	208	160	158	66	213	11	27	51	146
Mean score	7.7	7.7	7.7	**	**	7.7	7.8	7.6	7.7	**	7.7	**	**	**	8.2
Standard deviation	1.60	1.60	1.59	**	**	1.60	1.58	1.55	1.60	**	1.61	**	**	**	1.42
Standard error	.11	.11	.12	**	**	.11	.11	.13	.13	**	.11	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		2166	1154	1009	304	381	462	375	644	765	616	411	374	1475	232	251	208
Effective Weighted Sample		1801	954	844	272	317	387	315	530	655	512	331	318	1408	223	236	192
Total		2201	1165	1033	284	436	408	403	670	799	695	350	358	1882	157	103	59
1 - Extremely dissatisfied	(1.0)	4 *%	3 *%	1 *%	1 *%	- -%	- -%	1 *%	2 *%	* *%	2 *%	* *%	2 *%	3 *%	- -%	1 1%	1 1%
2	(2.0)	12 1%	6 1%	6 1%	3 1%	1 *%	1 *%	4 1%	3 *%	6 1%	4 1%	1 *%	2 *%	10 1%	3 2%	- -%	- -%
3	(3.0)	19 1%	11 1%	8 1%	3 1%	4 1%	2 1%	3 1%	6 1%	6 1%	5 1%	2 *%	6 2%	15 1%	3 2%	- -%	1 1%
4	(4.0)	37 2%	19 2%	18 2%	9 3%	14 3% e	6 1%	3 1%	5 1%	20 2%	6 1%	7 2%	4 1%	34 2%	2 1%	1 1%	1 2%
5	(5.0)	151 7%	81 7%	67 6%	30 11% c	36 8%	21 5%	24 6%	39 6%	42 5%	48 7%	30 9%	29 8%	131 7%	10 7%	6 6%	3 5%
6	(6.0)	268 12%	143 12%	124 12%	42 15%	62 14%	59 15%	40 10%	65 10%	92 11%	75 11%	52 15%	49 14%	243 13% b	10 7%	10 10%	4 8%
7	(7.0)	488 22%	248 21%	240 23%	67 24%	87 20%	83 20%	97 24%	154 23%	174 22%	166 24%	70 20%	78 22%	424 23%	33 21%	22 21%	9 15%
8	(8.0)	548 25%	306 26%	241 23%	61 21%	90 21%	116 28%	122 30% b	160 24%	204 26%	183 26%	83 24%	77 22%	460 24%	48 31%	27 26%	12 20%
9	(9.0)	312 14%	168 14%	144 14%	29 10%	69 16%	58 14%	52 13%	105 16%	132 17%	92 13%	50 14%	37 10%	263 14%	21 13%	17 17%	11 18%
10 - Extremely satisfied	(10.0)	362 16%	180 15%	183 18%	39 14%	73 17%	62 15%	58 14%	131 20%	122 15%	113 16%	54 15%	74 21%	300 16%	26 17%	19 19%	17 29% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2166	1154	1009	304	381	462	375	644	765	616	411	374	1475	232	251	208
Effective Weighted Sample	1801	954	844	272	317	387	315	530	655	512	331	318	1408	223	236	192
Total	2201	1165	1033	284	436	408	403	670	799	695	350	358	1882	157	103	59
DISSATISFIED (1-4)	72	39	34	16	20	9	10	17	32	17	10	13	61	7	1	2
	3%	3%	3%	6%	5%	2%	3%	3%	4%	3%	3%	4%	3%	5%	1%	4%
NEUTRAL (5-6)	419	224	191	72	98	80	64	104	134	123	83	79	374	21	16	8
	19%	19%	19%	25% de	22%	20%	16%	16%	17%	18%	24%	22%	20%	13%	16%	13%
SATISFIED (7-10)	1710	902	808	195	318	319	328	550	633	554	257	266	1447	129	86	49
	78%	77%	78%	69%	73%	78% a	81% a	82% ab	79%	80%	74%	74%	77%	82%	83%	83%
Answered	2201	1165	1033	284	436	408	403	670	799	695	350	358	1882	157	103	59
Mean score	7.6	7.6	7.7	7.2	7.6	7.7 a	7.7 a	7.8 a	7.7	7.7	7.6	7.6	7.6	7.7	7.9	8.1 a
Standard deviation	1.67	1.66	1.67	1.80	1.74	1.54	1.58	1.65	1.64	1.63	1.65	1.81	1.66	1.74	1.58	1.86
Standard error	.04	.05	.05	.10	.09	.07	.08	.07	.06	.07	.08	.09	.04	.11	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		2166	1869	297	777	1337	694	1412	257	351	328	694	1505	635
Effective Weighted Sample		1801	1563	244	649	1106	578	1169	209	292	276	578	1249	534
Total		2201	1946	255	775	1370	696	1441	249	349	324	696	1547	637
1 - Extremely dissatisfied	(1.0)	4	4	-	1	3	1	3	1	*	*	1	2	2
		*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
2	(2.0)	12	11	1	5	6	5	6	3	1	1	5	10	3
		1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%
3	(3.0)	19	17	2	6	13	6	13	2	3	3	6	12	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	(4.0)	37	35	2	18	19	14	19	8	6	4	14	28	9
		2%	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%
5	(5.0)	151	137	14	42	104	32	114	9	17	13	32	104	45
		7%	7%	5%	5%	8%	5%	8%	4%	5%	4%	5%	7%	7%
								a						
6	(6.0)	268	233	35	101	163	93	171	37	44	41	93	204	61
		12%	12%	14%	13%	12%	13%	12%	15%	12%	13%	13%	13%	10%
7	(7.0)	488	434	54	163	304	140	326	41	73	77	140	348	134
		22%	22%	21%	21%	22%	20%	23%	17%	21%	24%	20%	23%	21%
8	(8.0)	548	480	68	191	337	175	352	53	90	83	175	379	165
		25%	25%	26%	25%	25%	25%	24%	21%	26%	26%	25%	25%	26%
9	(9.0)	312	274	38	116	196	105	206	38	57	46	105	218	93
		14%	14%	15%	15%	14%	15%	14%	15%	16%	14%	15%	14%	15%
10 - Extremely satisfied	(10.0)	362	321	41	131	226	124	232	58	56	55	124	242	118
		16%	17%	16%	17%	16%	18%	16%	23%	16%	17%	18%	16%	19%
DISSATISFIED (1-4)		72	67	5	30	40	27	41	14	11	8	27	51	20
		3%	3%	2%	4%	3%	4%	3%	6%	3%	3%	4%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2166	1869	297	777	1337	694	1412	257	351	328	694	1505	635
Effective Weighted Sample	1801	1563	244	649	1106	578	1169	209	292	276	578	1249	534
Total	2201	1946	255	775	1370	696	1441	249	349	324	696	1547	637
NEUTRAL (5-6)	419	370	49	144	267	125	284	45	61	54	125	308	106
	19%	19%	19%	19%	20%	18%	20%	18%	17%	17%	18%	20%	17%
SATISFIED (7-10)	1710	1509	201	601	1063	544	1116	189	277	261	544	1187	511
	78%	78%	79%	78%	78%	78%	77%	76%	79%	81%	78%	77%	80%
Answered	2201	1946	255	775	1370	696	1441	249	349	324	696	1547	637
Mean score	7.6	7.6	7.7	7.7	7.6	7.7	7.6	7.8	7.7	7.8	7.7	7.6	7.7
Standard deviation	1.67	1.68	1.57	1.68	1.66	1.69	1.65	1.88	1.60	1.57	1.69	1.65	1.69
Standard error	.04	.04	.09	.06	.05	.06	.04	.12	.09	.09	.06	.04	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2166	2044	1837	329	122	2166	2036	1510	2166	498	2166	-	177	473	1516
Effective Weighted Sample		1801	1697	1520	281	104	1801	1695	1249	1801	413	1801	-	141	401	1260
Total		2201	2075	1849	352	126	2201	2076	1518	2201	512	2201	-	168	492	1541
1 - Extremely dissatisfied	(1.0)	4 *%	4 *%	2 *%	2 1%	* *%	4 *%	4 *%	3 *%	4 *%	- -%	4 *%	** **	4 2% bc	- -%	- -%
2	(2.0)	12 1%	11 1%	10 1%	3 1%	1 1%	12 1%	8 *%	10 1%	12 1%	- -%	12 1%	** **	11 6% bc	1 *%	- -%
3	(3.0)	19 1%	18 1%	16 1%	3 1%	1 1%	19 1%	18 1%	12 1%	19 1%	2 *%	19 1%	** **	15 9% bc	1 *%	3 *%
4	(4.0)	37 2%	36 2%	34 2%	3 1%	1 1%	37 2%	34 2%	31 2%	37 2%	6 1%	37 2%	** **	11 6% c	18 4% c	9 1%
5	(5.0)	151 7%	139 7%	130 7%	21 6%	12 10%	151 7%	135 7%	86 6%	151 7%	32 6%	151 7%	** **	40 24% c	75 15% c	35 2%
6	(6.0)	268 12%	251 12%	237 13%	31 9%	17 13%	268 12%	252 12% d	158 10%	268 12% d	33 6%	268 12% d	** **	19 11%	155 31% ac	94 6%
7	(7.0)	488 22%	460 22%	399 22%	88 25%	28 22%	488 22%	463 22%	331 22%	488 22%	92 18%	488 22%	** **	30 18%	112 23%	345 22%
8	(8.0)	548 25%	520 25%	467 25%	81 23%	28 22%	548 25%	513 25%	371 24%	548 25%	132 26%	548 25%	** **	25 15%	82 17%	441 29% ab
9	(9.0)	312 14%	299 14%	254 14%	58 16%	13 11%	312 14%	302 15%	247 16%	312 14%	99 19% ce	312 14%	** **	3 2%	22 4%	287 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total		2166	2044	1837	329	122	2166	2036	1510	2166	498	2166	-	177	473	1516
Effective Weighted Sample		1801	1697	1520	281	104	1801	1695	1249	1801	413	1801	-	141	401	1260
Total		2201	2075	1849	352	126	2201	2076	1518	2201	512	2201	-	168	492	1541
10 - Extremely satisfied	(10.0)	362	338	301	62	24	362	348	269	362	116	362	**	11	25	327
		16%	16%	16%	17%	19%	16%	17%	18%	16%	23% ace	16%	**	6%	5%	21% ab
DISSATISFIED (1-4)		72	69	61	12	4	72	64	55	72	8	72	**	40	21	12
		3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	**	24% bc	4% c	1%
NEUTRAL (5-6)		419	390	366	52	29	419	387	244	419	65	419	**	60	230	129
		19%	19%	20%	15%	23%	19%	19% d	16%	19% d	13%	19% d	**	35% c	47% c	8%
SATISFIED (7-10)		1710	1616	1422	288	94	1710	1625	1219	1710	439	1710	**	68	241	1400
		78%	78%	77%	82%	74%	78%	78%	80%	78%	86% ace	78%	**	41%	49%	91% ab
Answered		2201	2075	1849	352	126	2201	2076	1518	2201	512	2201	**	168	492	1541
Mean score		7.6	7.6	7.6	7.7	7.6	7.6	7.7	7.8	7.6	8.1 abce	7.6	**	5.8	6.7 a	8.2 ab
Standard deviation		1.67	1.66	1.66	1.71	1.77	1.67	1.65	1.67	1.67	1.55	1.67	**	2.19	1.43	1.35
Standard error		.04	.04	.04	.09	.16	.04	.04	.04	.04	.07	.04	**	.16	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Extremely unfavourable	(1.0)	284	153	129	16	45	41	49	134	43	101	40	101	243	22	12	8
		6%	7%	6%	3%	6%	6%	7%	8% a	4%	7% a	5%	9% ac	7%	6%	6%	6%
2	(2.0)	91	40	51	6	23	19	19	24	18	33	12	27	76	8	6	1
		2%	2%	2%	1%	3%	3%	3%	1%	2%	2%	2%	2%	2%	2%	3%	1%
3	(3.0)	139	72	66	10	17	20	23	68	37	33	30	38	109	19	7	4
		3%	3%	3%	2%	2%	3%	3%	4%	3%	2%	4%	3%	3%	5%	4%	3%
4	(4.0)	150	78	73	15	21	36	28	49	28	44	33	45	118	17	9	6
		3%	4%	3%	3%	3%	5%	4%	3%	3%	3%	4%	4%	3%	5%	4%	5%
5	(5.0)	539	255	282	89	123	84	82	162	107	150	115	168	453	46	25	16
		12%	12%	12%	19% cde	16% de	12%	11%	9%	9%	11%	15% a	15% a	12%	12%	12%	13%
6	(6.0)	525	223	301	70	109	103	81	162	146	151	99	129	458	37	20	10
		12%	11%	13%	15% e	15% e	14% e	11%	9%	13%	11%	13%	11%	12%	10%	9%	8%
7	(7.0)	780	382	397	99	119	133	146	284	225	251	123	182	678	56	31	15
		18%	18%	17%	21%	16%	19%	20%	16%	20%	19%	16%	16%	18% d	15%	15%	12%
8	(8.0)	872	428	443	84	127	145	149	367	244	286	165	176	721	85	46	20
		20%	20%	19%	18%	17%	20%	20%	21%	22% d	21% d	21% d	15%	19%	23% d	22%	16%
9	(9.0)	453	231	222	32	76	64	79	202	137	142	80	94	379	37	23	14
		10%	11%	10%	7%	10%	9%	11%	12% a	12% d	10%	10%	8%	10%	10%	11%	11%
10 - Extremely favourable	(10.0)	567	258	308	42	88	72	79	286	147	159	87	174	468	43	27	29
		13%	12%	14%	9%	12%	10%	11%	16% acd	13%	12%	11%	15% c	13%	12%	13%	24% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
UNFAVOURABLE (1-4)	664	344	319	47	106	116	120	276	127	211	116	211	545	66	35	18
	15%	16%	14%	10%	14%	16% a	16% a	16% a	11%	16% a	15%	19% a	15%	18%	17%	15%
NEUTRAL (5-6)	1065	479	583	159	232	187	162	323	253	301	213	297	911	83	44	26
	24%	23%	26%	34% cde	31% de	26% e	22%	19%	22%	22%	27%	26%	25%	22%	21%	22%
FAVOURABLE (7-10)	2672	1299	1370	256	409	414	453	1139	753	838	455	625	2245	221	127	78
	61%	61%	60%	55%	55%	58%	62%	66% abc	67% cd	62% d	58%	55%	61%	60%	62%	63%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	6.7	6.7	6.8	6.6	6.6	6.6	6.6	6.9 c	7.0 bcd	6.7	6.7	6.5	6.7	6.6	6.7	7.1 ab
Standard deviation	2.44	2.48	2.40	2.05	2.41	2.35	2.44	2.57	2.21	2.48	2.34	2.64	2.43	2.46	2.49	2.61
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.08	.04	.11	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Extremely unfavourable	(1.0)	284 6%	250 7%	34 6%	61 5%	215 7% a	58 5%	218 7%	22 5%	26 5%	28 5%	58 5%	141 5%	127 7%
2	(2.0)	91 2%	78 2%	13 2%	21 2%	65 2%	20 2%	66 2%	9 2%	10 2%	8 2%	20 2%	54 2%	34 2%
3	(3.0)	139 3%	119 3%	20 3%	37 3%	102 3%	32 3%	106 3%	16 4%	10 2%	13 3%	32 3%	66 3%	70 4%
4	(4.0)	150 3%	134 4%	16 3%	45 3%	103 3%	35 3%	114 4%	13 3%	20 4%	15 3%	35 3%	92 4%	56 3%
5	(5.0)	539 12%	492 13% b	47 8%	162 13%	360 12%	138 12%	380 12%	65 15%	63 11%	58 11%	138 12%	308 12%	220 13%
6	(6.0)	525 12%	463 12%	62 11%	176 14%	330 11%	155 13%	350 11%	57 13%	78 14%	65 12%	155 13%	354 14% b	166 10%
7	(7.0)	780 18%	681 18%	100 17%	254 20%	504 17%	224 19%	531 17%	67 16%	110 20%	113 21%	224 19%	497 19% b	272 16%
8	(8.0)	872 20%	737 19%	134 23%	259 20%	591 20%	230 20%	620 20%	73 17%	120 21%	114 22%	230 20%	510 20%	352 20%
9	(9.0)	453 10%	392 10%	61 10%	123 9%	323 11%	116 10%	330 11%	40 9%	51 9%	55 10%	116 10%	277 11%	171 10%
10 - Extremely favourable	(10.0)	567 13%	473 12%	94 16%	159 12%	402 13%	146 13%	414 13%	64 15%	74 13%	62 12%	146 13%	297 11%	261 15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
UNFAVOURABLE (1-4)	664	581	83	164	486	145	503	61	66	65	145	353	286
	15%	15%	14%	13%	16% a	13%	16% a	14%	12%	12%	13%	14%	17%
NEUTRAL (5-6)	1065	955	110	339	690	293	730	122	140	122	293	662	386
	24%	25% b	19%	26%	23%	25%	23%	29%	25%	23%	25%	25%	22%
FAVOURABLE (7-10)	2672	2283	388	795	1820	716	1894	244	356	345	716	1581	1055
	61%	60%	67% a	61%	61%	62%	61%	57%	63%	65%	62%	61%	61%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean score	6.7	6.7	7.0 a	6.8	6.7	6.8	6.7	6.7	6.9	6.9	6.8	6.7	6.7
Standard deviation	2.44	2.44	2.45	2.27	2.51	2.30	2.49	2.43	2.25	2.28	2.30	2.32	2.56
Standard error	.04	.04	.09	.06	.05	.07	.04	.12	.09	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Extremely unfavourable	(1.0)	284 6%	234 6%	208 7%	76 6%	51 7%	284 6%	103 3% c	53 2%	35 2%	13 2%	124 3% c	161 33% abcde	284 43% bc	- -%	- -%
2	(2.0)	91 2%	81 2%	75 2%	17 1%	10 1%	91 2%	55 1%	21 1%	25 1%	3 1%	65 2%	27 6% abcde	91 14% bc	- -%	- -%
3	(3.0)	139 3%	118 3%	99 3%	40 3%	21 3%	139 3%	99 3%	42 2%	45 2%	12 2%	106 3%	32 7% abcde	139 21% bc	- -%	- -%
4	(4.0)	150 3%	132 4%	124 4% c	27 2%	18 2%	150 3%	113 3%	64 3%	63 3%	13 2%	122 3%	28 6% abcde	150 23% bc	- -%	- -%
5	(5.0)	539 12%	428 12%	385 12%	154 12%	112 15%	539 12%	386 10% d	200 9%	195 9%	34 6%	419 11% d	120 25% abcde	- -%	539 51% ac	- -%
6	(6.0)	525 12%	446 12%	398 13%	127 10%	79 10%	525 12%	457 12% d	247 11% d	297 13% df	39 7%	484 12% d	41 9%	- -%	525 49% ac	- -%
7	(7.0)	780 18%	649 18%	566 18%	215 17%	131 17%	780 18%	710 19% f	445 19% f	457 21% f	96 16% f	749 19% f	31 7%	- -%	- -%	780 29% ab
8	(8.0)	872 20%	749 21% d	640 20%	231 19%	123 16%	872 20%	813 22% f	537 23% f	508 23% f	154 26% f	847 22% f	25 5%	- -%	- -%	872 33% ab
9	(9.0)	453 10%	364 10%	303 10%	150 12%	88 12%	453 10%	433 12% f	310 14% f	269 12% f	96 16% aef	443 11% f	9 2%	- -%	- -%	453 17% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely favourable (10.0)	567	437	358	209	130	567	541	375	308	128	559	7	-	-	567
	13%	12%	11%	17%	17%	13%	15%	16%	14%	22%	14%	2%	-%	-%	21%
				abe	abe		f	f	f	abcef	f				ab
UNFAVOURABLE (1-4)	664	564	506	159	101	664	370	180	168	41	417	248	664	-	-
	15%	16%	16%	13%	13%	15%	10%	8%	8%	7%	11%	51%	100%	-%	-%
							c				bc	abcde	bc		
NEUTRAL (5-6)	1065	874	783	281	191	1065	843	447	492	73	903	161	-	1065	-
	24%	24%	25%	23%	25%	24%	23%	19%	22%	12%	23%	33%	-%	100%	-%
							bd	d	d		bd	abcde		ac	
FAVOURABLE (7-10)	2672	2199	1867	805	472	2672	2497	1667	1541	475	2599	73	-	-	2672
	61%	60%	59%	65%	62%	61%	67%	73%	70%	81%	66%	15%	-%	-%	100%
				b			f	aef	ef	abcef	f				ab
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	6.7	6.7	6.6	7.0	6.9	6.7	7.1	7.4	7.3	7.8	7.1	3.8	2.2	5.5	8.3
				abe			f	aef	ef	abcef	f			a	ab
Standard deviation	2.44	2.43	2.43	2.45	2.50	2.44	2.14	2.04	1.96	2.01	2.18	2.51	1.22	.50	1.10
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.08	.03	.11	.05	.02	.02

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	~c	d	a	~b	~c	~d
Unweighted total	504	262	240	35	72	92	94	211	83	146	98	177	318	70	66	50
Effective Weighted Sample	407	212	193	28	58	76	75	176	71	118	76	147	303	68	63	48
Total	504	262	239	27	83	79	90	226	94	164	82	164	417	48	26	13
BBC seen to have political/ social bias/ agenda-based/ woke	123	78	44	**	**	**	**	69	**	44	**	26	104	**	**	**
	24%	30% b	18%	**	**	**	**	30%	**	27%	**	16%	25%	**	**	**
Poor image of BBC (disreputable staff, corruption, not trusted)	93	54	39	**	**	**	**	45	**	33	**	28	83	**	**	**
	18%	20%	16%	**	**	**	**	20%	**	20%	**	17%	20%	**	**	**
Poor programming/ little of interest/ boring/ repetitive material (general)	93	39	53	**	**	**	**	39	**	24	**	36	77	**	**	**
	18%	15%	22%	**	**	**	**	17%	**	15%	**	22%	19%	**	**	**
Negative view of TV licence (general)	86	47	39	**	**	**	**	25	**	30	**	26	72	**	**	**
	17%	18%	16%	**	**	**	**	11%	**	18%	**	16%	17%	**	**	**
Poor value for money/ not worth the licence fee	54	27	26	**	**	**	**	27	**	21	**	18	41	**	**	**
	11%	10%	11%	**	**	**	**	12%	**	13%	**	11%	10%	**	**	**
Do not watch/ listen to BBC/ use the BBC only a little	44	19	25	**	**	**	**	12	**	17	**	16	31	**	**	**
	9%	7%	10%	**	**	**	**	5%	**	11%	**	10%	7%	**	**	**
Repeats/ nothing new	43	15	28	**	**	**	**	32	**	15	**	17	36	**	**	**
	9%	6%	12%	**	**	**	**	14%	**	9%	**	11%	9%	**	**	**
Poor quality programming	26	16	9	**	**	**	**	13	**	10	**	5	23	**	**	**
	5%	6%	4%	**	**	**	**	6%	**	6%	**	3%	6%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	~c	d	a	~b	~c	~d
Unweighted total	504	262	240	35	72	92	94	211	83	146	98	177	318	70	66	50
Effective Weighted Sample	407	212	193	28	58	76	75	176	71	118	76	147	303	68	63	48
Total	504	262	239	27	83	79	90	226	94	164	82	164	417	48	26	13
Old fashioned/ outdated	17	7	10	**	**	**	**	6	**	6	**	4	16	**	**	**
	3%	3%	4%	**	**	**	**	2%	**	4%	**	2%	4%	**	**	**
Preference for other channels/ other providers seen as better	14	5	9	**	**	**	**	4	**	3	**	6	12	**	**	**
	3%	2%	4%	**	**	**	**	2%	**	2%	**	4%	3%	**	**	**
Over-paid presenters/ unfair staff pay scales	10	2	8	**	**	**	**	9	**	3	**	2	9	**	**	**
	2%	1%	3%	**	**	**	**	4%	**	2%	**	1%	2%	**	**	**
Poor quality of broadcasting staff	8	4	4	**	**	**	**	4	**	6	**	2	6	**	**	**
	2%	2%	2%	**	**	**	**	2%	**	3%	**	1%	1%	**	**	**
Poor view of senior management team	6	3	4	**	**	**	**	6	**	4	**	2	5	**	**	**
	1%	1%	2%	**	**	**	**	3%	**	2%	**	1%	1%	**	**	**
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	3	3	-	**	**	**	**	2	**	2	**	-	3	**	**	**
	1%	1%	-%	**	**	**	**	1%	**	1%	**	-%	1%	**	**	**
Poor news reporting/ mentions of fake news	2	2	*	**	**	**	**	*	**	*	**	2	2	**	**	**
	*%	1%	*%	**	**	**	**	*%	**	*%	**	1%	*%	**	**	**
Dissatisfied with radio programming	2	2	-	**	**	**	**	2	**	-	**	-	1	**	**	**
	*%	1%	-%	**	**	**	**	1%	**	-%	**	-%	*%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	~c	d	a	~b	~c	~d
Unweighted total	504	262	240	35	72	92	94	211	83	146	98	177	318	70	66	50
Effective Weighted Sample	407	212	193	28	58	76	75	176	71	118	76	147	303	68	63	48
Total	504	262	239	27	83	79	90	226	94	164	82	164	417	48	26	13
Poor view of the elderly being charged the TV licence fee	1	1	-	**	**	**	**	1	**	1	**	-	1	**	**	**
	*%	*%	-%	**	**	**	**	*%	**	1%	**	-%	*%	**	**	**
BBC seen as not representative/ out of touch (general)	1	*	*	**	**	**	**	*	**	-	**	*	-	**	**	**
	*%	*%	*%	**	**	**	**	*%	**	-%	**	*%	-%	**	**	**
Poor representation of Scotland	1	1	-	**	**	**	**	-	**	-	**	-	-	**	**	**
	*%	*%	-%	**	**	**	**	-%	**	-%	**	-%	-%	**	**	**
Negative impressions (general)	43	21	22	**	**	**	**	13	**	10	**	20	34	**	**	**
	8%	8%	9%	**	**	**	**	6%	**	6%	**	12%	8%	**	**	**
Other	5	4	1	**	**	**	**	*	**	-	**	1	4	**	**	**
	1%	1%	*%	**	**	**	**	*%	**	-%	**	1%	1%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	504	425	79	128	363	117	373	52	50	52	117	253	226
Effective Weighted Sample	407	347	62	98	299	91	306	39	39	42	91	201	187
Total	504	436	67	114	378	107	384	46	45	50	107	255	226
BBC seen to have political/ social bias/ agenda-based/ woke	123	102	**	18	101	17	102	**	**	**	17	69	49
	24%	23%	**	16%	27%	16%	27%	**	**	**	16%	27%	22%
Poor image of BBC (disreputable staff, corruption, not trusted)	93	82	**	14	78	14	78	**	**	**	14	43	47
	18%	19%	**	13%	21%	13%	20%	**	**	**	13%	17%	21%
Poor programming/ little of interest/ boring/ repetitive material (general)	93	82	**	23	68	20	71	**	**	**	20	45	44
	18%	19%	**	20%	18%	19%	18%	**	**	**	19%	18%	20%
Negative view of TV licence (general)	86	75	**	16	69	15	71	**	**	**	15	47	34
	17%	17%	**	14%	18%	14%	18%	**	**	**	14%	18%	15%
Poor value for money/ not worth the licence fee	54	46	**	7	44	7	44	**	**	**	7	26	25
	11%	10%	**	6%	12%	7%	11%	**	**	**	7%	10%	11%
Do not watch/ listen to BBC/ use the BBC only a little	44	38	**	12	32	10	34	**	**	**	10	28	15
	9%	9%	**	10%	9%	9%	9%	**	**	**	9%	11%	6%
Repeats/ nothing new	43	34	**	7	36	7	36	**	**	**	7	11	29
	9%	8%	**	6%	9%	7%	9%	**	**	**	7%	4%	13% a
Poor quality programming	26	22	**	8	17	8	17	**	**	**	8	19	7
	5%	5%	**	7%	5%	7%	4%	**	**	**	7%	8%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	504	425	79	128	363	117	373	52	50	52	117	253	226
Effective Weighted Sample	407	347	62	98	299	91	306	39	39	42	91	201	187
Total	504	436	67	114	378	107	384	46	45	50	107	255	226
Old fashioned/ outdated	17	17	**	4	13	3	13	**	**	**	3	12	3
	3%	4%	**	4%	3%	3%	3%	**	**	**	3%	5%	1%
Preference for other channels/ other providers seen as better	14	12	**	1	13	1	13	**	**	**	1	8	6
	3%	3%	**	1%	3%	1%	3%	**	**	**	1%	3%	3%
Over-paid presenters/ unfair staff pay scales	10	10	**	1	9	1	9	**	**	**	1	3	7
	2%	2%	**	1%	2%	1%	2%	**	**	**	1%	1%	3%
Poor quality of broadcasting staff	8	8	**	2	6	2	6	**	**	**	2	4	5
	2%	2%	**	2%	2%	2%	2%	**	**	**	2%	1%	2%
Poor view of senior management team	6	6	**	-	6	-	6	**	**	**	-	2	3
	1%	1%	**	-%	2%	-%	2%	**	**	**	-%	1%	1%
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	3	3	**	2	2	2	2	**	**	**	2	2	2
	1%	1%	**	1%	*%	1%	*%	**	**	**	1%	1%	1%
Poor news reporting/ mentions of fake news	2	2	**	2	*	2	*	**	**	**	2	2	*
	*%	*%	**	2%	*%	2%	*%	**	**	**	2%	1%	*%
Dissatisfied with radio programming	2	2	**	-	2	-	2	**	**	**	-	-	2
	*%	*%	**	-%	1%	-%	1%	**	**	**	-%	-%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	504	425	79	128	363	117	373	52	50	52	117	253	226
Effective Weighted Sample	407	347	62	98	299	91	306	39	39	42	91	201	187
Total	504	436	67	114	378	107	384	46	45	50	107	255	226
Poor view of the elderly being charged the TV licence fee	1	1	**	*	1	*	1	**	**	**	*	*	1
	*%	*%	**	*%	*%	*%	*%	**	**	**	*%	*%	*%
BBC seen as not representative/ out of touch (general)	1	1	**	-	1	-	1	**	**	**	-	*	-
	*%	*%	**	-%	*%	-%	*%	**	**	**	-%	*%	-%
Poor representation of Scotland	1	1	**	1	-	1	-	**	**	**	1	1	-
	*%	*%	**	1%	-%	1%	-%	**	**	**	1%	*%	-%
Negative impressions (general)	43	38	**	15	25	14	26	**	**	**	14	18	23
	8%	9%	**	13%	7%	13%	7%	**	**	**	13%	7%	10%
Other	5	4	**	4	*	4	*	**	**	**	4	3	1
	1%	1%	**	4%	*%	4%	*%	**	**	**	4%	1%	1%
				b		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	~d	e	f	a	~b	~c
Unweighted total	504	424	379	125	80	504	245	112	102	24	281	223	504	-	-
Effective Weighted Sample	407	342	303	104	65	407	204	90	79	19	232	176	407	-	-
Total	504	424	375	129	80	504	250	110	98	26	288	216	504	-	-
BBC seen to have political/ social bias/ agenda-based/ woke	123	106	85	38	**	123	69	30	35	**	81	42	123	**	**
	24%	25%	23%	29%	**	24%	28%	28%	36% f	**	28%	19%	24%	**	**
Poor image of BBC (disreputable staff, corruption, not trusted)	93	70	64	29	**	93	50	26	19	**	60	33	93	**	**
	18%	17%	17%	23%	**	18%	20%	24%	19%	**	21%	15%	18%	**	**
Poor programming/ little of interest/ boring/ repetitive material (general)	93	82	71	21	**	93	49	17	15	**	53	39	93	**	**
	18%	19%	19%	17%	**	18%	19%	16%	15%	**	19%	18%	18%	**	**
Negative view of TV licence (general)	86	73	69	17	**	86	46	14	22	**	53	33	86	**	**
	17%	17%	18%	13%	**	17%	18%	13%	22%	**	18%	15%	17%	**	**
Poor value for money/ not worth the licence fee	54	45	39	15	**	54	28	13	15	**	32	22	54	**	**
	11%	11%	10%	12%	**	11%	11%	12%	15%	**	11%	10%	11%	**	**
Do not watch/ listen to BBC/ use the BBC only a little	44	38	35	9	**	44	8	1	1	**	10	34	44	**	**
	9%	9%	9%	7%	**	9%	3%	1%	1%	**	4%	16% abce	9%	**	**
Repeats/ nothing new	43	34	27	16	**	43	31	11	9	**	34	9	43	**	**
	9%	8%	7%	13%	**	9%	12% f	10%	9%	**	12% f	4%	9%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	~d	e	f	a	~b	~c
Unweighted total	504	424	379	125	80	504	245	112	102	24	281	223	504	-	-
Effective Weighted Sample	407	342	303	104	65	407	204	90	79	19	232	176	407	-	-
Total	504	424	375	129	80	504	250	110	98	26	288	216	504	-	-
Poor quality programming	26	21	20	6	**	26	16	5	4	**	17	9	26	**	**
	5%	5%	5%	5%	**	5%	6%	4%	4%	**	6%	4%	5%	**	**
Old fashioned/ outdated	17	17	16	1	**	17	11	2	6	**	13	4	17	**	**
	3%	4%	4%	1%	**	3%	4%	2%	6%	**	4%	2%	3%	**	**
Preference for other channels/ other providers seen as better	14	12	12	2	**	14	4	4	2	**	5	9	14	**	**
	3%	3%	3%	1%	**	3%	1%	4%	2%	**	2%	4%	3%	**	**
Over-paid presenters/ unfair staff pay scales	10	9	7	3	**	10	5	2	2	**	8	2	10	**	**
	2%	2%	2%	3%	**	2%	2%	2%	2%	**	3%	1%	2%	**	**
Poor quality of broadcasting staff	8	7	6	2	**	8	6	2	1	**	6	3	8	**	**
	2%	2%	2%	1%	**	2%	2%	2%	1%	**	2%	1%	2%	**	**
Poor view of senior management team	6	5	5	2	**	6	3	4	1	**	5	1	6	**	**
	1%	1%	1%	1%	**	1%	1%	4%	1%	**	2%	1%	1%	**	**
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	3	3	2	2	**	3	3	3	3	**	3	-	3	**	**
	1%	1%	*%	1%	**	1%	1%	3%	3%	**	1%	-%	1%	**	**
Poor news reporting/ mentions of fake news	2	2	2	-	**	2	2	-	1	**	2	-	2	**	**
	*%	1%	1%	-%	**	*%	1%	-%	1%	**	1%	-%	*%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	~d	e	f	a	~b	~c
Unweighted total	504	424	379	125	80	504	245	112	102	24	281	223	504	-	-
Effective Weighted Sample	407	342	303	104	65	407	204	90	79	19	232	176	407	-	-
Total	504	424	375	129	80	504	250	110	98	26	288	216	504	-	-
Dissatisfied with radio programming	2	1	1	1	**	2	2	2	1	**	2	-	2	**	**
	*%	*%	*%	1%	**	*%	1%	2%	1%	**	1%	-%	*%	**	**
Poor view of the elderly being charged the TV licence fee	1	1	1	-	**	1	*	-	-	**	*	1	1	**	**
	*%	*%	*%	-%	**	*%	*%	-%	-%	**	*%	*%	*%	**	**
BBC seen as not representative/ out of touch (general)	1	*	*	*	**	1	*	-	-	**	*	*	1	**	**
	*%	*%	*%	*%	**	*%	*%	-%	-%	**	*%	*%	*%	**	**
Poor representation of Scotland	1	1	1	-	**	1	1	-	1	**	1	-	1	**	**
	*%	*%	*%	-%	**	*%	*%	-%	1%	**	*%	-%	*%	**	**
Negative impressions (general)	43	39	35	8	**	43	16	6	6	**	18	25	43	**	**
	8%	9%	9%	6%	**	8%	6%	5%	6%	**	6%	12%	8%	**	**
Other	5	3	3	1	**	5	3	3	4	**	5	-	5	**	**
	1%	1%	1%	1%	**	1%	1%	3%	4% f	**	2%	-%	1%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1855	900	953	163	247	324	284	837	496	515	379	465	1187	234	225	209
Effective Weighted Sample	1522	740	781	145	200	266	238	685	423	423	304	387	1132	226	212	191
Total	1839	891	946	152	275	274	299	838	513	577	323	426	1521	161	96	62
Good range of programmes/ variety	302	132	169	26	41	44	43	148	79	108	54	61	243	33	14	12
	16%	15%	18%	17%	15%	16%	14%	18%	15%	19%	17%	14%	16%	21%	14%	19%
Good quality content (general)	215	101	114	11	24	35	44	101	65	67	34	49	184	13	14	4
	12%	11%	12%	7%	9%	13%	15%	12%	13%	12%	11%	11%	12%	8%	14% d	6%
Programmes of interest	204	99	105	12	19	16	40	117	41	52	40	71	163	24	11	6
	11%	11%	11%	8%	7%	6%	13% c	14% bc	8%	9%	12%	17% ab	11%	15%	11%	9%
Impartial/ trustworthy content/ reliable	181	99	82	10	27	27	25	92	62	63	17	38	161	13	5	3
	10%	11%	9%	7%	10%	10%	8%	11%	12% c	11% c	5%	9%	11% d	8%	5%	4%
Good quality news coverage	146	72	74	8	20	14	19	84	38	48	21	40	114	9	15	8
	8%	8%	8%	5%	7%	5%	6%	10%	7%	8%	7%	9%	7%	6%	16% ab	13% b
Good quality non-factual/ drama/ entertainment/ music content	128	42	86	7	10	17	19	74	19	45	23	40	97	13	10	7
	7%	5%	9% a	5%	4%	6%	6%	9%	4%	8%	7%	9% a	6%	8%	10%	12% a
Good quality factual/ informative/ educational content	86	29	56	9	14	11	14	37	20	34	16	16	69	10	4	3
	5%	3%	6%	6%	5%	4%	5%	4%	4%	6%	5%	4%	5%	6%	4%	5%
No advertising	82	29	52	5	9	5	11	51	17	30	17	18	67	9	5	1
	4%	3%	6%	4%	3%	2%	4%	6% c	3%	5%	5%	4%	4%	6%	5%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1855	900	953	163	247	324	284	837	496	515	379	465	1187	234	225	209
Effective Weighted Sample	1522	740	781	145	200	266	238	685	423	423	304	387	1132	226	212	191
Total	1839	891	946	152	275	274	299	838	513	577	323	426	1521	161	96	62
Positive impressions but room for improvement/ prefer other channels	71 4%	31 3%	40 4%	5 3%	13 5%	10 4%	9 3%	35 4%	31 6% cd	23 4%	7 2%	10 2%	61 4%	3 2%	4 5%	2 3%
Accessible range of content/ services/ iPlayer/ apps	70 4%	21 2%	50 5% a	7 4%	16 6% e	17 6% e	15 5%	16 2%	19 4%	28 5%	13 4%	11 2%	54 4%	7 4%	7 8% a	2 3%
Good quality radio/ enjoy listening	70 4%	27 3%	43 5%	4 2%	6 2%	6 2%	9 3%	45 5%	14 3%	28 5%	10 3%	18 4%	52 3%	3 2%	8 8% ab	8 12% ab
The BBC provides a good service (general)	65 4%	47 5% b	18 2%	4 3%	11 4%	16 6%	9 3%	25 3%	26 5%	18 3%	12 4%	10 2%	59 4%	2 1%	2 2%	2 4%
Mentions of having to pay licence fee/ cost (negative)	41 2%	11 1%	29 3%	2 1%	9 3%	8 3%	13 4% e	11 1%	8 2%	8 1%	12 4%	13 3%	31 2%	2 1%	4 4%	4 6% a
Positive impressions but mentions of bias	36 2%	20 2%	15 2%	1 1%	2 1%	6 2%	8 3%	18 2%	16 3% d	10 2%	7 2%	3 1%	30 2%	4 3%	2 2%	- -%
Good presenters/ broadcasters	34 2%	22 2%	12 1%	2 1%	- -%	8 3%	5 2%	19 2%	13 3%	10 2%	3 1%	8 2%	30 2%	1 1%	2 2%	1 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1855	900	953	163	247	324	284	837	496	515	379	465	1187	234	225	209
Effective Weighted Sample	1522	740	781	145	200	266	238	685	423	423	304	387	1132	226	212	191
Total	1839	891	946	152	275	274	299	838	513	577	323	426	1521	161	96	62
Good value for money/ satisfied with cost	28	21	7	2	1	2	6	16	11	11	3	3	24	-	2	1
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	-%	2%	2%
Good quantity of content/ volume	27	17	10	1	2	2	2	20	8	5	6	7	22	3	1	*
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%
Good sports coverage	25	20	5	1	3	3	6	11	5	8	4	8	18	4	1	2
	1%	2% b	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	3%
Positive impressions but not enough variety	24	11	14	-	3	5	6	11	3	7	10	4	18	3	2	1
	1%	1%	1%	-%	1%	2%	2%	1%	1%	1%	3% a	1%	1%	2%	3%	1%
National institution/ global reputation/ source of national pride	17	8	9	1	3	2	4	8	7	5	1	4	16	1	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%
Positive impressions (general)	354	183	171	42	70	67	47	128	118	97	67	73	296	32	14	12
	19%	21%	18%	27% de	26% e	25% e	16%	15%	23%	17%	21%	17%	19%	20%	15%	20%
Other	92	55	37	11	23	8	16	34	30	26	14	22	78	8	3	3
	5%	6%	4%	7%	8%	3%	5%	4%	6%	4%	4%	5%	5%	5%	4%	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1855	1522	333	538	1292	491	1338	178	244	230	491	1058	766
Effective Weighted Sample	1522	1258	270	442	1059	402	1099	143	202	190	402	859	641
Total	1839	1557	281	520	1293	473	1340	166	236	225	473	1054	762
Good range of programmes/ variety	302	252	50	88	211	80	219	33	35	30	80	178	121
	16%	16%	18%	17%	16%	17%	16%	20%	15%	13%	17%	17%	16%
Good quality content (general)	215	182	33	45	167	43	170	10	24	22	43	122	87
	12%	12%	12%	9%	13%	9%	13%	6%	10%	10%	9%	12%	11%
Programmes of interest	204	178	26	39	162	37	163	7	17	22	37	107	95
	11%	11%	9%	8%	13% a	8%	12%	4%	7%	10%	8%	10%	12%
Impartial/ trustworthy content/ reliable	181	157	24	41	139	37	142	11	17	17	37	94	85
	10%	10%	8%	8%	11%	8%	11%	7%	7%	8%	8%	9%	11%
Good quality news coverage	146	123	23	36	101	34	103	14	15	18	34	62	83
	8%	8%	8%	7%	8%	7%	8%	8%	6%	8%	7%	6%	11% a
Good quality non-factual/ drama/ entertainment/ music content	128	107	21	28	97	28	98	6	15	14	28	57	68
	7%	7%	7%	5%	8%	6%	7%	4%	6%	6%	6%	5%	9% a
Good quality factual/ informative/ educational content	86	67	19	23	62	19	65	6	8	8	19	51	35
	5%	4%	7%	4%	5%	4%	5%	4%	3%	3%	4%	5%	5%
No advertising	82	65	17	17	64	14	67	3	5	9	14	37	43
	4%	4%	6%	3%	5%	3%	5%	2%	2%	4%	3%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1855	1522	333	538	1292	491	1338	178	244	230	491	1058	766
Effective Weighted Sample	1522	1258	270	442	1059	402	1099	143	202	190	402	859	641
Total	1839	1557	281	520	1293	473	1340	166	236	225	473	1054	762
Positive impressions but room for improvement/ prefer other channels	71	62	8	20	51	14	57	6	7	7	14	36	34
	4%	4%	3%	4%	4%	3%	4%	4%	3%	3%	3%	3%	4%
Accessible range of content/ services/ iPlayer/ apps	70	64	6	32	37	30	39	8	20	13	30	49	21
	4%	4%	2%	6% b	3%	6% b	3%	5%	8%	6%	6%	5%	3%
Good quality radio/ enjoy listening	70	46	24	11	59	10	59	3	4	4	10	37	32
	4%	3%	9% a	2%	5%	2%	4%	2%	2%	2%	2%	3%	4%
The BBC provides a good service (general)	65	52	13	19	46	18	46	7	10	7	18	42	21
	4%	3%	5%	4%	4%	4%	3%	4%	4%	3%	4%	4%	3%
Mentions of having to pay licence fee/ cost (negative)	41	31	10	11	30	9	32	2	7	4	9	29	12
	2%	2%	4%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%
Positive impressions but mentions of bias	36	31	4	7	28	6	29	1	-	5	6	20	16
	2%	2%	2%	1%	2%	1%	2%	1%	-%	2%	1%	2%	2%
Good presenters/ broadcasters	34	33	1	7	28	7	28	*	3	4	7	23	10
	2%	2%	*%	1%	2%	1%	2%	*%	1%	2%	1%	2%	1%
Good value for money/ satisfied with cost	28	25	3	3	25	3	25	*	*	2	3	20	8
	2%	2%	1%	1%	2%	1%	2%	*%	*%	1%	1%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	1855	1522	333	538	1292	491	1338	178	244	230	491	1058	766
Effective Weighted Sample	1522	1258	270	442	1059	402	1099	143	202	190	402	859	641
Total	1839	1557	281	520	1293	473	1340	166	236	225	473	1054	762
Good quantity of content/ volume	27	24	3	7	20	6	21	2	3	3	6	16	11
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Good sports coverage	25	22	3	7	17	7	17	4	4	4	7	13	12
	1%	1%	1%	1%	1%	2%	1%	3%	2%	2%	2%	1%	2%
Positive impressions but not enough variety	24	22	3	4	20	4	20	-	2	4	4	18	7
	1%	1%	1%	1%	2%	1%	1%	-%	1%	2%	1%	2%	1%
National institution/ global reputation/ source of national pride	17	15	2	2	14	2	14	*	*	2	2	11	6
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%	1%
Positive impressions (general)	354	296	58	127	222	116	233	52	63	50	116	211	142
	19%	19%	21%	24% b	17%	25% b	17%	31%	27%	22%	25%	20%	19%
Other	92	81	12	33	59	27	64	9	14	12	27	55	36
	5%	5%	4%	6%	5%	6%	5%	5%	6%	5%	6%	5%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	1855	1511	1285	570	344	1855	1754	1214	1051	368	1812	43	-	-	1855
Effective Weighted Sample	1522	1240	1046	477	283	1522	1438	989	864	303	1487	36	-	-	1522
Total	1839	1502	1262	576	337	1839	1741	1195	1058	370	1800	39	-	-	1839
Good range of programmes/ variety	302	267	225	77	35	302	297	210	175	75	301	**	**	**	302
	16%	18% d	18% d	13%	10%	16%	17%	18%	17%	20%	17%	**	**	**	16%
Good quality content (general)	215	193	155	60	22	215	208	142	141	57	210	**	**	**	215
	12%	13% d	12% d	10%	7%	12%	12%	12%	13%	16%	12%	**	**	**	12%
Programmes of interest	204	157	127	77	47	204	197	123	98	39	199	**	**	**	204
	11%	10%	10%	13%	14%	11%	11%	10%	9%	11%	11%	**	**	**	11%
Impartial/ trustworthy content/ reliable	181	146	116	65	35	181	175	135	120	47	180	**	**	**	181
	10%	10%	9%	11%	10%	10%	10%	11%	11%	13%	10%	**	**	**	10%
Good quality news coverage	146	101	80	66	45	146	138	80	81	16	144	**	**	**	146
	8%	7%	6%	11% ab	13% abe	8%	8%	7%	8%	4%	8%	**	**	**	8%
Good quality non-factual/ drama/ entertainment/ music content	128	98	82	46	30	128	124	52	51	9	127	**	**	**	128
	7%	7%	6%	8%	9%	7%	7% bd	4%	5%	2%	7% bd	**	**	**	7%
Good quality factual/ informative/ educational content	86	67	56	30	19	86	85	51	40	10	85	**	**	**	86
	5%	4%	4%	5%	6%	5%	5%	4%	4%	3%	5%	**	**	**	5%
No advertising	82	69	60	22	13	82	80	46	39	15	81	**	**	**	82
	4%	5%	5%	4%	4%	4%	5%	4%	4%	4%	5%	**	**	**	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	1855	1511	1285	570	344	1855	1754	1214	1051	368	1812	43	-	-	1855
Effective Weighted Sample	1522	1240	1046	477	283	1522	1438	989	864	303	1487	36	-	-	1522
Total	1839	1502	1262	576	337	1839	1741	1195	1058	370	1800	39	-	-	1839
Positive impressions but room for improvement/ prefer other channels	71	59	52	18	12	71	66	44	46	9	71	**	**	**	71
	4%	4%	4%	3%	3%	4%	4%	4%	4%	2%	4%	**	**	**	4%
Accessible range of content/ services/ iPlayer/ apps	70	65	58	12	6	70	65	38	58	16	70	**	**	**	70
	4%	4%	5%	2%	2%	4%	4%	3%	5%	4%	4%	**	**	**	4%
Good quality radio/ enjoy listening	70	43	40	30	27	70	57	64	31	14	67	**	**	**	70
	4%	3%	3%	5%	8% abe	4%	3%	5% c	3%	4%	4%	**	**	**	4%
The BBC provides a good service (general)	65	62	48	17	3	65	64	54	53	29	64	**	**	**	65
	4%	4% d	4%	3%	1%	4%	4%	5%	5%	8% ae	4%	**	**	**	4%
Mentions of having to pay licence fee/ cost (negative)	41	37	35	5	4	41	39	23	26	6	39	**	**	**	41
	2%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	**	**	**	2%
Positive impressions but mentions of bias	36	34	20	15	2	36	35	22	27	11	36	**	**	**	36
	2%	2%	2%	3%	1%	2%	2%	2%	3%	3%	2%	**	**	**	2%
Good presenters/ broadcasters	34	26	19	15	9	34	34	28	21	4	34	**	**	**	34
	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%	2%	**	**	**	2%
Good value for money/ satisfied with cost	28	27	19	9	1	28	28	20	17	7	28	**	**	**	28
	2%	2%	1%	2%	*%	2%	2%	2%	2%	2%	2%	**	**	**	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	~b	c
Unweighted total	1855	1511	1285	570	344	1855	1754	1214	1051	368	1812	43	-	-	1855
Effective Weighted Sample	1522	1240	1046	477	283	1522	1438	989	864	303	1487	36	-	-	1522
Total	1839	1502	1262	576	337	1839	1741	1195	1058	370	1800	39	-	-	1839
Good quantity of content/ volume	27	22	16	10	5	27	26	18	14	7	27	**	**	**	27
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	**	**	**	1%
Good sports coverage	25	16	14	11	8	25	24	15	11	2	25	**	**	**	25
	1%	1%	1%	2%	2%	1%	1%	1%	1%	*%	1%	**	**	**	1%
Positive impressions but not enough variety	24	20	16	8	4	24	24	10	10	3	24	**	**	**	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%
National institution/ global reputation/ source of national pride	17	10	9	9	7	17	15	12	8	3	17	**	**	**	17
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	**	**	**	1%
Positive impressions (general)	354	296	262	92	58	354	331	249	219	67	343	**	**	**	354
	19%	20%	21%	16%	17%	19%	19%	21%	21%	18%	19%	**	**	**	19%
Other	92	73	65	28	20	92	78	55	51	23	83	**	**	**	92
	5%	5%	5%	5%	6%	5%	4%	5%	5%	6%	5%	**	**	**	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	160	88	70	6	24	25	38	67	27	57	29	47	132	19	6	3
		4%	4%	3%	1%	3%	3%	5% a	4% a	2%	4%	4%	4%	4%	5%	3%	2%
2	(2.0)	52	25	27	7	11	4	8	22	21	11	6	13	45	3	3	1
		1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	108	68	39	13	23	17	22	33	33	30	15	29	90	9	6	2
		2%	3% b	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%
4	(4.0)	114	61	52	12	12	21	26	44	27	30	24	34	90	13	7	4
		3%	3%	2%	3%	2%	3%	4%	3%	2%	2%	3%	3%	2%	4%	4%	3%
5	(5.0)	338	163	175	40	85	51	43	120	82	89	70	96	289	21	21	6
		8%	8%	8%	9%	11% de	7%	6%	7%	7%	7%	9%	8%	8%	6%	10% d	5%
6	(6.0)	406	192	212	75	73	68	65	126	90	127	74	116	358	28	16	5
		9%	9%	9%	16% bcde	10%	10%	9%	7%	8%	9%	9%	10%	10% d	7%	8%	4%
7	(7.0)	641	324	316	75	111	114	110	232	164	192	131	153	556	41	29	16
		15%	15%	14%	16%	15%	16%	15%	13%	14%	14%	17%	14%	15%	11%	14%	13%
8	(8.0)	960	459	501	92	145	170	178	374	241	319	167	233	797	93	46	24
		22%	22%	22%	20%	19%	24%	24%	22%	21%	24%	21%	21%	22%	25%	22%	20%
9	(9.0)	595	296	299	48	92	100	102	252	190	195	98	112	492	56	25	22
		14%	14%	13%	10%	12%	14%	14%	15%	17% d	14% d	13%	10%	13%	15%	12%	18% a
10 - Extremely well	(10.0)	834	380	454	65	127	112	114	415	232	240	136	226	690	69	42	32
		19%	18%	20%	14%	17%	16%	16%	24% abcd	20%	18%	17%	20%	19%	19%	20%	26% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	193	68	126	29	46	36	29	54	25	60	34	74	161	18	6	8
	4%	3%	6%	6%	6%	5%	4%	3%	2%	4%	4%	7%	4%	5%	3%	6%
			a	e	e					a		a				
NEGATIVE VIEW (1-4)	434	241	189	38	69	66	95	165	109	129	74	123	358	44	22	10
	10%	11%	8%	8%	9%	9%	13%	10%	10%	10%	9%	11%	10%	12%	11%	8%
		b														
NEUTRAL (5-6)	744	354	387	115	158	119	108	245	172	216	144	212	648	49	36	11
	17%	17%	17%	25%	21%	17%	15%	14%	15%	16%	18%	19%	17%	13%	18%	9%
				cde	de								d		d	
POSITIVE VIEW (7-10)	3029	1458	1570	281	475	496	504	1274	827	946	533	724	2535	259	142	94
	69%	69%	69%	61%	63%	69%	69%	73%	73%	70%	68%	64%	68%	70%	69%	77%
						a	a	ab	d	d						ac
MOST NEGATIVE (1-2)	212	112	97	13	35	29	46	89	48	68	36	60	178	22	9	3
	5%	5%	4%	3%	5%	4%	6%	5%	4%	5%	5%	5%	5%	6%	4%	3%
MOST POSITIVE (9-10)	1429	676	753	114	220	212	216	667	422	435	234	337	1182	125	68	54
	32%	32%	33%	25%	29%	30%	29%	38%	37%	32%	30%	30%	32%	34%	33%	44%
								abcd	cd							abc
Answered	4207	2053	2146	433	702	682	706	1684	1107	1291	751	1058	3540	351	200	115
Mean score	7.4	7.3	7.5	7.2	7.2	7.3	7.2	7.6	7.5	7.4	7.3	7.2	7.4	7.4	7.3	7.9
			a					abd	d							abc
Standard deviation	2.28	2.33	2.21	2.04	2.28	2.17	2.38	2.32	2.23	2.27	2.23	2.37	2.27	2.39	2.31	2.14
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.11	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	160	137	23	34	120	33	122	13	16	19	33	84	66
		4%	4%	4%	3%	4%	3%	4%	3%	3%	4%	3%	3%	4%
2	(2.0)	52	47	5	16	33	12	36	6	3	5	12	26	23
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	108	98	9	29	76	26	78	11	12	13	26	69	37
		2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%
4	(4.0)	114	107	7	33	78	31	81	9	15	17	31	66	47
		3%	3%	1%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
5	(5.0)	338	300	38	102	222	89	233	42	44	30	89	193	139
		8%	8%	6%	8%	7%	8%	7%	10%	8%	6%	8%	7%	8%
6	(6.0)	406	361	46	128	273	111	288	36	50	50	111	271	125
		9%	9%	8%	10%	9%	10%	9%	8%	9%	9%	10%	10% b	7%
7	(7.0)	641	550	91	203	424	177	447	62	87	83	177	401	233
		15%	14%	16%	16%	14%	15%	14%	15%	15%	16%	15%	15%	14%
8	(8.0)	960	837	123	286	648	257	677	81	123	127	257	579	366
		22%	22%	21%	22%	22%	22%	22%	19%	22%	24%	22%	22%	21%
9	(9.0)	595	513	82	153	423	135	442	48	73	68	135	355	235
		14%	13%	14%	12%	14%	12%	14%	11%	13%	13%	12%	14%	14%
10 - Extremely well	(10.0)	834	695	138	241	582	219	602	88	114	96	219	452	366
		19%	18%	24% a	19%	19%	19%	19%	21%	20%	18%	19%	17%	21% a
Don't know		193	173	20	71	115	63	123	30	25	25	63	100	90
		4%	5%	3%	6%	4%	5%	4%	7%	4%	5%	5%	4%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	434	390	44	113	308	102	316	39	46	55	102	245	172
	10%	10%	7%	9%	10%	9%	10%	9%	8%	10%	9%	9%	10%
NEUTRAL (5-6)	744	661	83	230	495	200	521	77	94	79	200	464	264
	17%	17%	14%	18%	17%	17%	17%	18%	17%	15%	17%	18%	15%
POSITIVE VIEW (7-10)	3029	2595	434	883	2077	788	2167	280	398	374	788	1787	1201
	69%	68%	75% a	68%	69%	68%	69%	66%	71%	70%	68%	69%	70%
MOST NEGATIVE (1-2)	212	184	28	50	154	46	157	19	19	24	46	110	89
	5%	5%	5%	4%	5%	4%	5%	5%	3%	5%	4%	4%	5%
MOST POSITIVE (9-10)	1429	1209	220	394	1005	354	1044	137	188	164	354	808	601
	32%	32%	38% a	30%	34%	31%	33%	32%	33%	31%	31%	31%	35%
Answered	4207	3646	561	1226	2880	1091	3005	396	538	508	1091	2497	1637
Mean score	7.4	7.3	7.6 a	7.4	7.4	7.4	7.4	7.4	7.5	7.4	7.4	7.4	7.5
Standard deviation	2.28	2.28	2.24	2.18	2.31	2.20	2.30	2.31	2.16	2.24	2.20	2.21	2.33
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	160	134	117	43	26	160	69	39	22	7	82	78	136	9	16
		4%	4%	4%	3%	3%	4%	2%	2%	1%	1%	2% c	16% abcde	20% bc	1%	1%
2	(2.0)	52	47	44	8	5	52	33	18	22	6	35	17	37	10	4
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% abce	6% bc	1% c	*%
3	(3.0)	108	99	90	18	9	108	77	49	46	10	83	25	80	15	13
		2%	3%	3%	1%	1%	2%	2%	2%	2%	2%	2%	5% abcde	12% bc	1% c	*%
4	(4.0)	114	100	87	27	15	114	86	55	45	9	90	24	58	34	22
		3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	5% abcde	9% bc	3% c	1%
5	(5.0)	338	283	252	86	55	338	257	126	144	32	276	62	86	187	65
		8%	8%	8%	7%	7%	8%	7%	6%	7%	5%	7%	13% abcde	13% c	18% c	2%
6	(6.0)	406	336	309	97	70	406	342	188	228	29	371	35	52	228	126
		9%	9%	10%	8%	9%	9%	9% d	8%	10% d	5%	9% d	7%	8% c	21% ac	5%
7	(7.0)	641	558	483	158	83	641	580	316	334	80	601	40	52	202	387
		15%	15% d	15% d	13%	11%	15%	16% f	14% f	15% f	14%	15% f	8%	8%	19% ac	15% a
8	(8.0)	960	789	686	274	171	960	854	530	521	149	903	56	54	195	711
		22%	22%	22%	22%	22%	22%	23% f	23% f	24% f	25% f	23% f	12%	8%	18% a	27% ab
9	(9.0)	595	488	412	183	107	595	551	372	342	89	574	21	20	58	517
		14%	13%	13%	15%	14%	14%	15% f	16% f	16% f	15% f	15% f	4%	3%	5%	19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	834	660	549	284	173	834	791	559	475	164	811	22	12	47	775
		19%	18%	17%	23%	23%	19%	21%	24%	22%	28%	21%	5%	2%	4%	29%
					abe	ab		f	ef	f	acef	f			a	ab
Don't know		193	144	126	67	49	193	70	41	23	11	93	100	78	79	35
		4%	4%	4%	5%	6%	4%	2%	2%	1%	2%	2%	21%	12%	7%	1%
						ab						c	abcde	bc	c	
NEGATIVE VIEW (1-4)		434	379	338	95	54	434	265	161	135	32	290	144	311	68	55
		10%	10%	11%	8%	7%	10%	7%	7%	6%	6%	7%	30%	47%	6%	2%
			c	cd									abcde	bc	c	
NEUTRAL (5-6)		744	618	561	183	125	744	599	314	373	61	647	97	138	415	191
		17%	17%	18%	15%	16%	17%	16%	14%	17%	10%	17%	20%	21%	39%	7%
								d		bd		bd	bd	c	ac	
POSITIVE VIEW (7-10)		3029	2495	2130	899	534	3029	2777	1777	1671	483	2889	141	137	502	2390
		69%	69%	68%	72%	70%	69%	75%	77%	76%	82%	74%	29%	21%	47%	89%
					b			f	ef	f	acef	f			a	ab
MOST NEGATIVE (1-2)		212	181	161	51	31	212	102	57	44	13	117	95	173	19	20
		5%	5%	5%	4%	4%	5%	3%	2%	2%	2%	3%	20%	26%	2%	1%
													abcde	bc	c	
MOST POSITIVE (9-10)		1429	1148	961	467	281	1429	1342	931	816	253	1385	44	31	106	1291
		32%	32%	30%	38%	37%	32%	36%	41%	37%	43%	35%	9%	5%	10%	48%
					abe	b		f	aef	f	aef	f			a	ab
Answered		4207	3493	3029	1178	714	4207	3641	2252	2179	577	3826	381	586	985	2636
Mean score		7.4	7.3	7.3	7.7	7.7	7.4	7.6	7.8	7.7	8.0	7.6	5.1	4.3	6.6	8.4
					abe	abe		f	aef	f	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.28	2.29	2.29	2.21	2.21	2.28	2.06	2.04	1.96	1.96	2.08	2.87	2.59	1.68	1.55
Standard error	.04	.04	.04	.07	.08	.04	.03	.04	.04	.08	.03	.15	.11	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	139	76	63	3	23	23	27	63	17	49	22	51	115	13	8	2
		3%	4%	3%	1%	3% a	3% a	4% a	4% a	2%	4% a	3%	5% a	3%	4%	4%	2%
2	(2.0)	47	26	20	2	5	4	12	23	14	10	7	16	40	4	2	1
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	98	60	38	7	15	14	27	35	20	32	19	26	77	11	9	2
		2%	3%	2%	1%	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%	4% ad	1%
4	(4.0)	140	73	67	9	26	25	19	60	50	26	24	40	116	12	7	4
		3%	3%	3%	2%	4%	3%	3%	3%	4% b	2%	3%	4%	3%	3%	4%	3%
5	(5.0)	418	204	212	57	73	78	75	134	96	111	89	122	345	38	27	8
		9%	10%	9%	12% e	10%	11%	10%	8%	8%	8%	11%	11%	9%	10%	13% ad	7%
6	(6.0)	508	255	253	67	101	91	76	173	124	161	98	125	445	31	22	9
		12%	12%	11%	15% e	14%	13%	10%	10%	11%	12%	13%	11%	12% d	8%	11%	8%
7	(7.0)	734	363	371	86	105	131	125	287	190	250	146	148	619	63	35	18
		17%	17%	16%	19%	14%	18%	17%	17%	17%	18% d	19% d	13%	17%	17%	17%	14%
8	(8.0)	931	447	483	90	130	152	170	389	270	300	158	203	788	79	41	24
		21%	21%	21%	19%	17%	21%	23%	22%	24% d	22%	20%	18%	21%	21%	20%	19%
9	(9.0)	443	214	228	44	75	75	65	184	140	127	73	103	373	31	19	20
		10%	10%	10%	9%	10%	10%	9%	11%	12%	9%	9%	9%	10%	8%	9%	16% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely well	(10.0)	577	261	316	47	119	74	88	249	164	165	90	159	482	46	24	24
		13%	12%	14%	10%	16% ac	10%	12%	14% c	14%	12%	11%	14%	13%	13%	12%	19% abc
Don't know		367	143	220	50	75	50	52	140	49	121	59	139	302	41	12	12
		8%	7%	10% a	11%	10%	7%	7%	8%	4%	9% a	8% a	12% ac	8%	11% c	6%	9%
NEGATIVE VIEW (1-4)		424	235	188	21	70	66	85	182	101	117	72	134	348	41	26	9
		10%	11% b	8%	5%	9% a	9% a	12% a	10% a	9%	9%	9%	12%	9%	11%	13%	7%
NEUTRAL (5-6)		926	459	465	125	174	169	150	308	220	271	188	247	790	69	50	18
		21%	22%	20%	27% e	23% e	24% e	20%	18%	19%	20%	24%	22%	21% d	19%	24% d	14%
POSITIVE VIEW (7-10)		2684	1285	1398	266	429	433	447	1108	764	842	466	613	2262	218	119	85
		61%	61%	62%	58%	57%	60%	61%	64% b	67% cd	62% d	59%	54%	61%	59%	58%	69% abc
MOST NEGATIVE (1-2)		186	101	83	5	28	27	39	87	31	58	28	68	155	17	10	3
		4%	5%	4%	1%	4% a	4% a	5% a	5% a	3%	4%	4%	6% a	4%	5%	5%	3%
MOST POSITIVE (9-10)		1019	475	545	91	195	149	153	432	303	292	162	262	855	77	44	44
		23%	22%	24%	20%	26%	21%	21%	25%	27% bc	22%	21%	23%	23%	21%	21%	35% abc
Answered		4033	1978	2051	412	674	667	683	1598	1084	1230	725	994	3399	328	195	112
Mean score		7.1	7.0	7.2 a	7.1	7.1	7.0	6.9	7.2	7.3 cd	7.1	7.0	6.9	7.1 c	7.0	6.8	7.6 abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Standard deviation	2.17	2.22	2.12	1.79	2.22	2.08	2.25	2.24	2.03	2.14	2.10	2.39	2.16	2.26	2.27	2.10
Standard error	.03	.05	.05	.08	.09	.08	.09	.06	.06	.06	.07	.07	.04	.10	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	139	116	23	27	106	25	108	8	15	14	25	65	62
		3%	3%	4%	2%	4%	2%	3%	2%	3%	3%	2%	3%	4%
2	(2.0)	47	41	6	11	34	10	35	3	5	4	10	19	24
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	98	93	5	20	76	18	77	7	5	10	18	66	29
		2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	2%	3%	2%
4	(4.0)	140	122	18	36	101	30	104	10	11	17	30	81	57
		3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%
5	(5.0)	418	370	47	122	281	107	296	40	52	40	107	245	161
		9%	10%	8%	9%	9%	9%	9%	9%	9%	8%	9%	9%	9%
6	(6.0)	508	447	61	159	338	143	353	55	61	67	143	327	173
		12%	12%	11%	12%	11%	12%	11%	13%	11%	13%	12%	13%	10%
7	(7.0)	734	642	92	228	486	202	510	81	99	94	202	450	279
		17%	17%	16%	18%	16%	18%	16%	19%	18%	18%	18%	17%	16%
8	(8.0)	931	809	122	256	650	219	684	62	128	107	219	562	354
		21%	21%	21%	20%	22%	19%	22%	14%	23% a	20%	19%	22%	20%
9	(9.0)	443	376	66	132	307	121	317	41	66	52	121	262	177
		10%	10%	11%	10%	10%	10%	10%	10%	12%	10%	10%	10%	10%
10 - Extremely well	(10.0)	577	482	94	202	364	184	382	74	86	89	184	335	237
		13%	13%	16%	16% b	12%	16% b	12%	17%	15%	17%	16%	13%	14%
Don't know		367	321	46	105	251	94	261	46	35	36	94	184	176
		8%	8%	8%	8%	8%	8%	8%	11%	6%	7%	8%	7%	10% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	424	372	51	94	318	83	325	28	35	46	83	232	171
	10%	10%	9%	7%	11% a	7%	10% a	7%	6%	9%	7%	9%	10%
NEUTRAL (5-6)	926	817	109	281	619	250	649	95	113	108	250	572	334
	21%	21%	19%	22%	21%	22%	21%	22%	20%	20%	22%	22%	19%
POSITIVE VIEW (7-10)	2684	2309	375	817	1807	727	1893	258	379	342	727	1609	1046
	61%	60%	64%	63%	60%	63%	61%	60%	67%	64%	63%	62%	61%
MOST NEGATIVE (1-2)	186	157	29	38	141	35	143	11	20	19	35	85	86
	4%	4%	5%	3%	5%	3%	5%	3%	3%	4%	3%	3%	5%
MOST POSITIVE (9-10)	1019	859	161	334	671	305	699	115	153	141	305	597	413
	23%	22%	28% a	26%	22%	26%	22%	27%	27%	27%	26%	23%	24%
Answered	4033	3499	535	1191	2744	1059	2867	381	528	496	1059	2413	1551
Mean score	7.1	7.1	7.3	7.3 b	7.0	7.3 b	7.0	7.3	7.4	7.3	7.3	7.1	7.1
Standard deviation	2.17	2.16	2.23	2.06	2.21	2.08	2.20	2.07	2.04	2.13	2.08	2.09	2.24
Standard error	.03	.04	.09	.06	.04	.06	.04	.10	.09	.09	.06	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	139	113	97	41	26	139	55	34	19	5	69	70	126	5	8
		3%	3%	3%	3%	3%	3%	1%	1%	1%	1%	2%	15% abcde	19% bc	*%	*%
2	(2.0)	47	42	38	9	5	47	28	13	13	2	31	16	38	4	5
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	3% abcde	6% bc	*%	*%
3	(3.0)	98	87	79	19	11	98	68	33	37	4	72	26	80	11	8
		2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	5% abcde	12% bc	1%	*%
4	(4.0)	140	118	112	28	22	140	110	67	58	15	119	21	72	43	25
		3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	4%	11% bc	4% c	1%
5	(5.0)	418	340	298	120	78	418	332	151	182	31	349	69	98	227	93
		9%	9%	9%	10%	10%	9%	9% bd	7%	8%	5%	9% bd	14% abcde	15% c	21% ac	3%
6	(6.0)	508	415	374	134	94	508	446	212	264	39	476	32	44	259	205
		12%	11%	12%	11%	12%	12%	12% bdf	9%	12% bdf	7%	12% bdf	7%	7%	24% ac	8%
7	(7.0)	734	619	535	199	115	734	669	414	413	107	699	34	38	196	499
		17%	17%	17%	16%	15%	17%	18% f	18% f	19% f	18% f	18% f	7%	6%	18% a	19% a
8	(8.0)	931	783	676	255	148	931	847	576	529	144	889	42	31	142	757
		21%	22%	21%	20%	19%	21%	23% f	25% f	24% f	24% f	23% f	9%	5%	13% a	28% ab
9	(9.0)	443	377	314	129	66	443	417	305	286	98	431	11	5	31	406
		10%	10%	10%	10%	9%	10%	11% f	13% f	13% f	17% aef	11% f	2%	1%	3% a	15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	577	476	400	177	101	577	553	390	335	126	566	11	9	22	545
		13%	13%	13%	14%	13%	13%	15%	17%	15%	21%	14%	2%	1%	2%	20%
								f	f	f	acef	f				ab
Don't know		367	267	233	134	100	367	187	98	66	18	218	149	122	125	120
		8%	7%	7%	11%	13%	8%	5%	4%	3%	3%	6%	31%	18%	12%	4%
					ab	abe		c				c	abcde	bc	c	
NEGATIVE VIEW (1-4)		424	360	326	97	63	424	260	148	127	26	290	133	315	62	46
		10%	10%	10%	8%	8%	10%	7%	6%	6%	4%	7%	28%	47%	6%	2%
													abcde	bc	c	
NEUTRAL (5-6)		926	755	672	254	171	926	778	362	446	70	825	101	143	486	298
		21%	21%	21%	20%	22%	21%	21%	16%	20%	12%	21%	21%	21%	46%	11%
								bd		bd		bd	d	c	ac	
POSITIVE VIEW (7-10)		2684	2255	1925	759	429	2684	2486	1685	1562	475	2585	98	84	392	2208
		61%	62%	61%	61%	56%	61%	67%	73%	71%	81%	66%	20%	13%	37%	83%
			d					f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)		186	155	136	50	31	186	83	47	32	7	100	86	163	9	13
		4%	4%	4%	4%	4%	4%	2%	2%	1%	1%	3%	18%	25%	1%	1%
													abcde	bc		
MOST POSITIVE (9-10)		1019	853	714	306	166	1019	970	696	621	225	997	22	15	53	951
		23%	23%	23%	25%	22%	23%	26%	30%	28%	38%	25%	5%	2%	5%	36%
								f	aef	f	abcef	f			a	ab
Answered		4033	3370	2923	1111	664	4033	3524	2195	2135	571	3701	333	542	940	2552
Mean score		7.1	7.1	7.0	7.2	7.1	7.1	7.3	7.6	7.5	7.9	7.3	4.8	4.0	6.3	8.0
								f	aef	ef	abcef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.17	2.17	2.17	2.16	2.18	2.17	1.97	1.92	1.86	1.76	2.00	2.67	2.34	1.46	1.52
Standard error	.03	.04	.04	.07	.08	.03	.03	.04	.04	.07	.03	.14	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	177	94	81	*	26	26	40	84	24	64	26	62	148	18	7	2
		4%	4%	4%	*%	4% a	4% a	5% a	5% a	2%	5% a	3%	5% a	4%	5%	4%	2%
2	(2.0)	64	32	31	3	12	9	18	21	16	18	13	17	54	5	4	1
		1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%
3	(3.0)	121	77	43	12	21	20	16	51	33	27	18	43	98	12	7	4
		3%	4% b	2%	3%	3%	3%	2%	3%	3%	2%	2%	4%	3%	3%	3%	4%
4	(4.0)	127	64	63	10	24	20	21	52	36	23	33	34	103	12	9	2
		3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	4% b	3%	3%	3%	4%	2%
5	(5.0)	410	184	224	72	83	61	61	132	84	120	84	122	339	35	26	10
		9%	9%	10%	16% cde	11%	9%	8%	8%	7%	9%	11%	11% a	9%	9%	12%	8%
6	(6.0)	457	218	239	55	87	96	70	148	125	130	81	121	389	34	22	12
		10%	10%	11%	12%	12%	13% e	10%	9%	11%	10%	10%	11%	11%	9%	11%	9%
7	(7.0)	781	394	386	99	121	136	142	283	207	245	143	186	675	58	35	12
		18%	19%	17%	21%	16%	19%	19%	16%	18%	18%	18%	16%	18% d	16% d	17% d	10%
8	(8.0)	841	417	424	60	113	145	149	374	220	275	156	191	707	75	34	25
		19%	20%	19%	13%	15%	20% a	20% a	22% ab	19%	20%	20%	17%	19%	20%	16%	21%
9	(9.0)	584	287	297	52	111	85	100	236	183	194	94	113	486	46	27	25
		13%	14%	13%	11%	15%	12%	14%	14%	16% d	14% d	12%	10%	13%	12%	13%	20% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely well	(10.0)	621	276	345	69	90	79	95	287	177	181	101	161	521	47	31	21
		14%	13%	15%	15%	12%	11%	13%	17% c	16%	13%	13%	14%	14%	13%	15%	17%
Don't know		219	78	138	30	58	40	24	68	28	74	34	83	181	26	4	8
		5%	4%	6% a	6%	8% de	6%	3%	4%	2%	5% a	4%	7% ac	5% c	7% c	2%	6% c
NEGATIVE VIEW (1-4)		488	267	218	25	84	75	95	209	110	133	90	156	403	47	28	10
		11%	13% b	10%	5%	11% a	11% a	13% a	12% a	10%	10%	11%	14% ab	11%	13%	13%	8%
NEUTRAL (5-6)		867	402	464	127	171	157	131	281	208	249	165	243	728	69	48	22
		20%	19%	20%	28% de	23% e	22% e	18%	16%	18%	18%	21%	21%	20%	19%	23%	18%
POSITIVE VIEW (7-10)		2827	1374	1452	280	436	444	485	1181	787	894	495	651	2390	227	127	83
		64%	65%	64%	61%	58%	62%	66% b	68% abc	69% cd	66% d	63%	57%	65%	61%	61%	68%
MOST NEGATIVE (1-2)		240	126	113	3	39	35	58	105	40	82	39	79	202	23	12	4
		5%	6%	5%	1%	5% a	5% a	8% a	6% a	4%	6%	5%	7% a	5%	6%	6%	3%
MOST POSITIVE (9-10)		1205	563	642	121	202	164	195	524	360	375	196	274	1008	93	58	46
		27%	27%	28%	26%	27%	23%	27%	30% c	32% cd	28%	25%	24%	27%	25%	28%	37% abc
Answered		4181	2043	2134	432	690	677	711	1671	1105	1276	750	1050	3521	343	202	115
Mean score		7.1	7.0	7.2	7.2	7.0	7.0	7.0	7.2	7.3 cd	7.1 d	7.0	6.8	7.1	7.0	6.9	7.5 abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Standard deviation	2.29	2.32	2.25	1.92	2.29	2.18	2.39	2.37	2.13	2.29	2.22	2.45	2.28	2.38	2.36	2.17
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.11	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	177	150	27	37	136	36	137	13	15	21	36	84	81
		4%	4%	5%	3%	5%	3%	4%	3%	3%	4%	3%	3%	5%
2	(2.0)	64	57	7	7	52	7	53	3	5	2	7	36	22
		1%	1%	1%	1%	2% a	1%	2%	1%	1%	*%	1%	1%	1%
3	(3.0)	121	110	11	31	89	30	90	12	14	12	30	68	49
		3%	3%	2%	2%	3%	3%	3%	3%	2%	2%	3%	3%	3%
4	(4.0)	127	112	15	31	92	29	94	14	15	11	29	74	50
		3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%
5	(5.0)	410	371	39	120	278	103	293	43	43	52	103	227	175
		9%	10%	7%	9%	9%	9%	9%	10%	8%	10%	9%	9%	10%
6	(6.0)	457	399	57	153	293	135	309	50	66	64	135	296	154
		10%	10%	10%	12%	10%	12%	10%	12%	12%	12%	12%	11%	9%
7	(7.0)	781	679	102	231	532	199	561	71	94	82	199	490	282
		18%	18%	18%	18%	18%	17%	18%	17%	17%	15%	17%	19%	16%
8	(8.0)	841	724	117	241	571	213	598	66	115	97	213	508	321
		19%	19%	20%	19%	19%	18%	19%	15%	20%	18%	18%	20%	19%
9	(9.0)	584	514	71	172	400	158	414	59	86	76	158	356	222
		13%	13%	12%	13%	13%	14%	13%	14%	15%	14%	14%	14%	13%
10 - Extremely well	(10.0)	621	515	106	196	420	172	442	66	76	84	172	345	270
		14%	13%	18% a	15%	14%	15%	14%	15%	14%	16%	15%	13%	16%
Don't know		219	190	30	78	132	72	137	30	33	32	72	112	101
		5%	5%	5%	6%	4%	6%	4%	7%	6%	6%	6%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	488	428	60	107	369	101	374	42	49	45	101	262	202
	11%	11%	10%	8%	12% a	9%	12% a	10%	9%	9%	9%	10%	12%
NEUTRAL (5-6)	867	770	97	273	570	238	602	93	109	115	238	523	329
	20%	20%	17%	21%	19%	21%	19%	22%	19%	22%	21%	20%	19%
POSITIVE VIEW (7-10)	2827	2432	395	839	1923	743	2015	262	372	339	743	1700	1095
	64%	64%	68%	65%	64%	64%	64%	61%	66%	64%	64%	65%	63%
MOST NEGATIVE (1-2)	240	206	34	44	188	42	190	16	20	23	42	120	102
	5%	5%	6%	3%	6% a	4%	6% a	4%	3%	4%	4%	5%	6%
MOST POSITIVE (9-10)	1205	1028	177	367	820	331	856	125	162	160	331	701	492
	27%	27%	30%	28%	27%	29%	27%	29%	29%	30%	29%	27%	28%
Answered	4181	3630	551	1219	2863	1081	2991	396	530	500	1081	2485	1625
Mean score	7.1	7.1	7.3	7.2 b	7.0	7.2	7.0	7.2	7.3	7.2	7.2	7.1	7.1
Standard deviation	2.29	2.28	2.33	2.13	2.35	2.17	2.33	2.23	2.11	2.23	2.17	2.19	2.37
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	177	145	127	50	32	177	78	40	28	7	91	86	163	8	6
		4%	4%	4%	4%	4%	4%	2%	2%	1%	1%	2% c	18% abcde	24% bc	1%	*%
2	(2.0)	64	55	50	14	9	64	44	18	18	5	48	16	57	4	3
		1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3% abce	9% bc	*%	*%
3	(3.0)	121	103	94	27	18	121	79	44	41	13	86	34	91	20	11
		3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	7% abcde	14% bc	2% c	*%
4	(4.0)	127	110	98	29	17	127	97	42	49	9	105	22	74	34	19
		3%	3%	3%	2%	2%	3%	3%	2%	2%	2%	3%	5% bcd	11% bc	3% c	1%
5	(5.0)	410	342	296	114	68	410	308	174	180	31	338	72	92	243	75
		9%	9%	9%	9%	9%	9%	8%	8%	8%	5%	9%	15% abcde	14% c	23% ac	3%
6	(6.0)	457	387	358	99	70	457	405	201	259	48	421	36	34	252	170
		10%	11%	11% c	8%	9%	10%	11%	9%	12% b	8%	11%	7%	5%	24% ac	6%
7	(7.0)	781	654	569	212	127	781	691	412	417	88	736	45	42	224	515
		18%	18%	18%	17%	17%	18%	19% f	18% f	19% f	15%	19% f	9%	6%	21% a	19% a
8	(8.0)	841	682	569	272	159	841	783	498	452	113	814	28	20	139	683
		19%	19%	18%	22% b	21%	19%	21% f	22% f	21% f	19% f	21% f	6%	3%	13% a	26% ab
9	(9.0)	584	488	426	159	96	584	554	386	368	130	572	12	6	43	536
		13%	13%	13%	13%	13%	13%	15% f	17% f	17% f	22% abcef	15% f	3%	1%	4% a	20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	621	511	426	195	110	621	595	431	357	138	608	13	4	13	604
		14%	14%	13%	16%	14%	14%	16% f	19% ef	16% f	23% acef	16% f	3%	1%	1%	23% ab
Don't know		219	161	144	75	58	219	77	45	31	6	101	118	83	86	51
		5%	4%	5%	6%	8% abe	5%	2%	2%	1%	1%	3% c	25% abcde	12% bc	8% c	2%
NEGATIVE VIEW (1-4)		488	413	369	119	75	488	298	145	136	34	330	158	384	65	38
		11%	11%	12%	10%	10%	11%	8%	6%	6%	6%	8% bc	33% abcde	58% bc	6% c	1%
NEUTRAL (5-6)		867	728	654	213	138	867	714	375	439	79	759	108	126	495	245
		20%	20%	21%	17%	18%	20%	19% d	16%	20% bd	13%	19% bd	22% bd	19% c	47% ac	9%
POSITIVE VIEW (7-10)		2827	2335	1989	838	492	2827	2622	1728	1595	469	2729	98	72	418	2337
		64%	64%	63%	67%	64%	64%	71% f	75% aef	72% f	80% acef	70% f	20%	11%	39% a	87% ab
MOST NEGATIVE (1-2)		240	199	177	63	41	240	122	58	46	12	139	102	220	12	9
		5%	5%	6%	5%	5%	5%	3%	3%	2%	2%	4% c	21% abcde	33% bc	1% c	*%
MOST POSITIVE (9-10)		1205	999	851	354	206	1205	1148	818	725	268	1180	25	10	55	1140
		27%	27%	27%	28%	27%	27%	31% f	36% aef	33% f	45% abcef	30% f	5%	1%	5% a	43% ab
Answered		4181	3476	3012	1169	705	4181	3634	2248	2170	582	3818	363	582	979	2621
Mean score		7.1	7.1	7.0	7.2 b	7.2	7.1	7.4 f	7.6 aef	7.5 ef	7.9 abcef	7.3 f	4.6	3.5	6.3 a	8.2 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.29	2.29	2.29	2.26	2.28	2.29	2.07	2.00	1.94	1.96	2.09	2.67	2.22	1.47	1.47
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.14	.09	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	193	107	84	3	30	31	44	85	36	65	27	65	161	20	9	3
		4%	5%	4%	1%	4% a	4% a	6% a	5% a	3%	5%	3%	6% a	4%	5%	4%	3%
2	(2.0)	79	45	34	6	13	14	16	31	20	23	16	20	63	7	7	2
		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
3	(3.0)	116	68	48	9	21	15	17	54	33	29	24	30	91	12	9	3
		3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%	3%	2%	3%	4%	3%
4	(4.0)	146	71	75	18	29	23	20	56	42	42	30	32	115	17	10	5
		3%	3%	3%	4%	4%	3%	3%	3%	4%	3%	4%	3%	3%	5%	5%	4%
5	(5.0)	441	222	219	63	76	66	65	171	99	128	77	137	371	37	22	12
		10%	10%	10%	14%	10%	9%	9%	10%	9%	9%	10%	12%	10%	10%	10%	9%
6	(6.0)	506	230	271	65	84	89	100	167	122	151	90	143	441	33	23	10
		11%	11%	12%	14% e	11%	12%	14% e	10%	11%	11%	11%	13%	12%	9%	11%	8%
7	(7.0)	752	372	379	90	123	143	119	277	197	248	130	178	638	62	33	18
		17%	18%	17%	19%	16%	20%	16%	16%	17%	18%	17%	16%	17%	17%	16%	14%
8	(8.0)	855	420	435	85	136	137	137	358	244	287	170	154	719	74	41	22
		19%	20%	19%	18%	18%	19%	19%	21%	22% d	21% d	22% d	14%	19%	20%	20%	18%
9	(9.0)	464	219	245	38	79	74	85	188	148	117	86	113	385	37	21	22
		11%	10%	11%	8%	11%	10%	12%	11%	13% b	9%	11%	10%	10%	10%	10%	18% abc
10 - Extremely well	(10.0)	537	243	294	44	93	78	89	233	142	155	92	148	452	43	24	18
		12%	11%	13%	10%	12%	11%	12%	13%	13%	12%	12%	13%	12%	12%	12%	15%
Don't know		313	124	188	42	65	48	42	117	51	105	45	112	267	28	9	10
		7%	6%	8% a	9%	9%	7%	6%	7%	4%	8% a	6%	10% ac	7%	8%	4%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NEGATIVE VIEW (1-4)	534	291	240	35	93	82	97	226	131	159	96	147	430	56	35	13
	12%	14% b	11%	8%	12%	11%	13% a	13% a	12%	12%	12%	13%	12%	15%	17% ad	10%
NEUTRAL (5-6)	947	453	489	128	160	155	166	338	221	279	166	281	811	70	44	21
	22%	21%	22%	28% e	21%	22%	23%	19%	19%	21%	21%	25% a	22%	19%	21%	17%
POSITIVE VIEW (7-10)	2607	1253	1354	258	431	432	430	1056	730	807	477	593	2193	216	119	79
	59%	59%	60%	56%	58%	60%	59%	61%	64% d	60% d	61% d	52%	59%	58%	58%	65%
MOST NEGATIVE (1-2)	272	152	118	9	42	45	60	117	56	88	42	85	224	27	16	5
	6%	7%	5%	2%	6% a	6% a	8% a	7% a	5%	7%	5%	8%	6%	7%	8%	4%
MOST POSITIVE (9-10)	1001	461	540	82	172	152	174	421	290	273	178	260	836	80	45	40
	23%	22%	24%	18%	23%	21%	24%	24% a	26% b	20%	23%	23%	23%	22%	22%	33% abc
Answered	4088	1997	2084	420	684	669	693	1621	1082	1246	740	1021	3435	342	198	114
Mean score	6.9	6.8	7.0 a	6.9	6.9	6.9	6.8	6.9	7.1 d	6.9	6.9	6.7	6.9	6.8	6.7	7.3 abc
Standard deviation	2.31	2.37	2.25	1.89	2.31	2.25	2.42	2.39	2.22	2.30	2.25	2.46	2.29	2.43	2.42	2.25
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.11	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	193	167	26	42	146	38	150	16	14	22	38	93	90
		4%	4%	4%	3%	5%	3%	5%	4%	3%	4%	3%	4%	5%
2	(2.0)	79	75	4	15	60	14	61	5	7	5	14	49	23
		2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%
3	(3.0)	116	99	17	26	90	24	92	9	10	11	24	66	45
		3%	3%	3%	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%
4	(4.0)	146	121	25	45	97	40	102	12	23	19	40	92	52
		3%	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	4%	3%
5	(5.0)	441	392	49	116	313	99	328	43	45	40	99	229	204
		10%	10%	9%	9%	10%	9%	10%	10%	8%	8%	9%	9%	12% a
6	(6.0)	506	440	66	160	323	146	338	45	66	78	146	335	160
		11%	12%	11%	12%	11%	13%	11%	11%	12%	15%	13%	13% b	9%
7	(7.0)	752	659	92	239	493	206	523	70	103	103	206	461	283
		17%	17%	16%	18%	16%	18%	17%	16%	18%	19%	18%	18%	16%
8	(8.0)	855	746	109	242	589	217	613	87	116	79	217	522	323
		19%	20%	19%	19%	20%	19%	20%	20%	21%	15%	19%	20%	19%
9	(9.0)	464	390	73	153	307	139	321	42	66	75	139	292	167
		11%	10%	13%	12%	10%	12%	10%	10%	12%	14%	12%	11%	10%
10 - Extremely well	(10.0)	537	460	77	167	362	151	376	61	75	69	151	307	225
		12%	12%	13%	13%	12%	13%	12%	14%	13%	13%	13%	12%	13%
Don't know		313	270	42	92	215	80	225	36	38	32	80	150	155
		7%	7%	7%	7%	7%	7%	7%	8%	7%	6%	7%	6%	9% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	534	462	71	128	393	116	404	42	54	56	116	300	210
	12%	12%	12%	10%	13% a	10%	13%	10%	10%	11%	10%	12%	12%
NEUTRAL (5-6)	947	832	115	276	636	245	665	89	111	118	245	564	364
	22%	22%	20%	21%	21%	21%	21%	21%	20%	22%	21%	22%	21%
POSITIVE VIEW (7-10)	2607	2255	352	800	1751	713	1833	260	360	326	713	1582	997
	59%	59%	61%	62%	58%	62%	59%	61%	64%	61%	62%	61%	58%
MOST NEGATIVE (1-2)	272	242	30	57	206	52	211	22	22	26	52	142	113
	6%	6%	5%	4%	7% a	5%	7%	5%	4%	5%	5%	5%	7%
MOST POSITIVE (9-10)	1001	850	151	320	669	290	697	103	141	144	290	599	392
	23%	22%	26%	25%	22%	25%	22%	24%	25%	27%	25%	23%	23%
Answered	4088	3549	539	1205	2780	1074	2903	391	525	500	1074	2446	1572
Mean score	6.9	6.9	7.0	7.1 b	6.8	7.1 b	6.8	7.1	7.2	7.0	7.1	7.0	6.9
Standard deviation	2.31	2.31	2.31	2.17	2.37	2.19	2.36	2.26	2.12	2.23	2.19	2.23	2.39
Standard error	.04	.04	.09	.06	.05	.07	.04	.11	.09	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	193	159	148	45	34	193	94	46	35	13	109	84	170	8	15
		4%	4%	5%	4%	4%	4%	3%	2%	2%	2%	3%	17%	26%	1%	1%
												c	abcde	bc		
2	(2.0)	79	70	58	21	9	79	56	32	25	5	62	17	62	14	4
		2%	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	3%	9%	1%	*%
													abcde	bc	c	
3	(3.0)	116	105	92	24	11	116	84	38	42	15	89	27	79	26	11
		3%	3%	3%	2%	1%	3%	2%	2%	2%	3%	2%	6%	12%	2%	*%
													abce	bc	c	
4	(4.0)	146	131	116	30	16	146	110	67	56	21	120	26	58	52	37
		3%	4%	4%	2%	2%	3%	3%	3%	3%	4%	3%	5%	9%	5%	1%
													abc	bc	c	
5	(5.0)	441	355	302	139	86	441	350	169	180	31	368	73	86	265	91
		10%	10%	10%	11%	11%	10%	9%	7%	8%	5%	9%	15%	13%	25%	3%
								d				d	abcde	c	ac	
6	(6.0)	506	427	381	125	79	506	455	261	290	63	475	30	33	225	248
		11%	12%	12%	10%	10%	11%	12%	11%	13%	11%	12%	6%	5%	21%	9%
								f	f	f		f			ac	a
7	(7.0)	752	637	564	188	115	752	678	423	428	98	719	32	30	183	539
		17%	18%	18%	15%	15%	17%	18%	18%	19%	17%	18%	7%	5%	17%	20%
								f	f	f	f	f			a	a
8	(8.0)	855	710	616	239	145	855	783	515	506	144	818	37	22	128	705
		19%	20%	20%	19%	19%	19%	21%	22%	23%	24%	21%	8%	3%	12%	26%
								f	f	f	f	f			a	ab
9	(9.0)	464	388	324	140	76	464	430	303	278	83	448	16	9	28	427
		11%	11%	10%	11%	10%	11%	12%	13%	13%	14%	11%	3%	1%	3%	16%
								f	f	f	f	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	537	429	358	179	108	537	510	366	293	102	524	13	9	24	504
		12%	12%	11%	14%	14%	12%	14% f	16% f	13% f	17% f	13% f	3%	1%	2%	19% ab
Don't know		313	227	198	115	85	313	161	73	67	13	187	125	108	114	91
		7%	6%	6%	9% ab	11% abe	7%	4%	3%	3%	2%	5% bc	26% abcde	16% bc	11% c	3%
NEGATIVE VIEW (1-4)		534	464	413	120	69	534	345	183	159	55	380	154	368	99	66
		12%	13% cd	13% cd	10%	9%	12%	9%	8%	7%	9%	10% c	32% abcde	55% bc	9% c	2%
NEUTRAL (5-6)		947	782	683	264	165	947	804	429	471	94	843	104	118	490	339
		22%	21%	22%	21%	22%	22%	22% d	19%	21% d	16%	22% d	22%	18% c	46% ac	13%
POSITIVE VIEW (7-10)		2607	2164	1861	746	444	2607	2401	1607	1505	427	2509	99	70	362	2175
		59%	59%	59%	60%	58%	59%	65% f	70% aef	68% aef	73% aef	64% f	21%	11%	34% a	81% ab
MOST NEGATIVE (1-2)		272	229	206	66	43	272	150	79	61	19	171	101	232	22	18
		6%	6%	7%	5%	6%	6%	4%	3%	3%	3%	4% c	21% abcde	35% bc	2% c	1%
MOST POSITIVE (9-10)		1001	817	682	319	184	1001	940	669	571	185	972	29	18	51	931
		23%	22%	22%	26% b	24%	23%	25% f	29% aef	26% f	31% aef	25% f	6%	3%	5%	35% ab
Answered		4088	3410	2958	1130	678	4088	3550	2220	2134	575	3731	356	557	951	2580
Mean score		6.9	6.9	6.8	7.1 ab	7.0	6.9	7.1 f	7.4 aef	7.3 ef	7.5 aef	7.1 f	4.6	3.5	6.1 a	7.9 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.31	2.31	2.32	2.28	2.30	2.31	2.12	2.05	1.96	2.09	2.15	2.74	2.36	1.60	1.59
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.04	.14	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	130	74	55	7	19	24	31	49	17	50	22	42	96	17	6	11
		3%	4%	2%	2%	2%	3%	4%	3%	2%	4% a	3%	4% a	3%	5%	3%	9% abc
2	(2.0)	38	30	8	3	5	4	12	14	16	9	8	5	32	3	3	1
		1%	1% b	*%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	*%
3	(3.0)	53	34	19	7	13	9	9	16	25	9	8	11	43	5	3	2
		1%	2%	1%	2%	2%	1%	1%	1%	2% b	1%	1%	1%	1%	1%	1%	2%
4	(4.0)	90	32	57	15	20	17	13	25	29	22	14	25	76	6	5	3
		2%	2%	2%	3%	3%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%
5	(5.0)	297	144	153	42	63	45	55	92	51	86	72	88	260	15	15	7
		7%	7%	7%	9% e	8%	6%	8%	5%	5%	6%	9% a	8% a	7% b	4%	7%	6%
6	(6.0)	376	197	179	55	61	85	64	111	87	112	71	106	327	22	19	8
		9%	9%	8%	12% e	8%	12% e	9%	6%	8%	8%	9%	9%	9%	6%	9%	7%
7	(7.0)	529	269	260	78	94	97	83	176	163	136	115	115	445	44	27	13
		12%	13%	11%	17% de	13%	14%	11%	10%	14% bd	10%	15% bd	10%	12%	12%	13%	10%
8	(8.0)	824	400	424	90	127	148	143	317	198	280	147	199	695	76	33	20
		19%	19%	19%	19%	17%	21%	19%	18%	17%	21%	19%	18%	19%	21%	16%	17%
9	(9.0)	646	322	324	51	109	94	105	286	187	197	107	155	541	55	30	19
		15%	15%	14%	11%	15%	13%	14%	16% a	16%	15%	14%	14%	15%	15%	15%	16%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely important (10.0)	1283	573	706	90	207	171	204	611	338	414	198	334	1071	113	64	36
	29%	27%	31% a	20%	28% a	24%	28% a	35% abcd	30%	31%	25%	29%	29%	31%	31%	29%
Don't know	134	46	86	23	31	23	16	41	22	36	22	53	115	13	3	3
	3%	2%	4% a	5% e	4%	3%	2%	2%	2%	3%	3%	5% a	3%	4%	1%	2%
NOT IMPORTANT (1-4)	311	170	139	33	56	54	64	104	86	89	53	83	248	31	16	17
	7%	8%	6%	7%	8%	8%	9%	6%	8%	7%	7%	7%	7%	8%	8%	14% ac
NEUTRAL (5-6)	673	341	332	97	124	130	119	203	139	198	143	194	587	36	35	15
	15%	16%	15%	21% e	17% e	18% e	16% e	12%	12%	15%	18% a	17% a	16% b	10%	17% b	13%
IMPORTANT (7-10)	3282	1564	1714	309	537	510	535	1390	886	1027	566	803	2752	288	153	88
	75%	74%	75%	67%	72%	71%	73%	80% abcd	78% cd	76% d	72%	71%	74%	78%	74%	72%
MOST NEGATIVE (1-2)	169	104	63	11	23	29	43	63	33	59	30	47	128	20	8	12
	4%	5% b	3%	2%	3%	4%	6% a	4%	3%	4%	4%	4%	3%	5%	4%	10% ac
MOST POSITIVE (9-10)	1929	895	1030	141	316	265	309	897	525	611	304	489	1612	168	94	55
	44%	42%	45%	31%	42% a	37%	42% a	52% abcd	46% c	45% c	39%	43%	44%	46%	45%	45%
Answered	4267	2075	2185	439	718	694	719	1697	1111	1314	762	1080	3587	356	204	120

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	7.8	7.7	8.0 a	7.4	7.7	7.6	7.7	8.1 abcd	7.9 c	7.9	7.6	7.8	7.8 d	7.9	7.8	7.5
Standard deviation	2.21	2.29	2.13	2.05	2.21	2.19	2.37	2.15	2.12	2.23	2.19	2.29	2.18	2.34	2.27	2.75
Standard error	.03	.05	.05	.09	.09	.08	.09	.05	.07	.07	.07	.07	.04	.10	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	130	106	25	38	88	36	91	16	13	20	36	73	49
		3%	3%	4%	3%	3%	3%	3%	4%	2%	4%	3%	3%	3%
2	(2.0)	38	36	2	6	30	5	31	1	2	4	5	28	9
		1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	*%	1%	1%
3	(3.0)	53	47	6	22	30	20	30	5	8	11	20	38	14
		1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%
4	(4.0)	90	81	9	23	65	19	69	7	8	7	19	50	39
		2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
5	(5.0)	297	262	36	94	194	78	210	37	36	29	78	174	117
		7%	7%	6%	7%	6%	7%	7%	9%	6%	6%	7%	7%	7%
6	(6.0)	376	329	47	135	228	122	239	45	59	51	122	247	126
		9%	9%	8%	10% b	8%	11% b	8%	11%	10%	10%	11%	10%	7%
7	(7.0)	529	467	63	184	334	155	361	53	76	72	155	339	184
		12%	12%	11%	14%	11%	13%	12%	12%	14%	13%	13%	13%	11%
8	(8.0)	824	726	98	236	559	211	585	75	102	95	211	513	301
		19%	19%	17%	18%	19%	18%	19%	18%	18%	18%	18%	20%	17%
9	(9.0)	646	559	87	175	453	155	472	44	87	78	155	377	258
		15%	15%	15%	13%	15%	13%	15%	10%	15%	15%	13%	15%	15%
10 - Extremely important	(10.0)	1283	1092	191	343	923	319	947	128	160	149	319	696	565
		29%	29%	33%	26%	31% a	28%	30%	30%	28%	28%	28%	27%	33% a
Don't know		134	117	17	39	90	35	94	16	12	17	35	61	64
		3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	2%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NOT IMPORTANT (1-4)	311	269	42	90	214	80	221	29	31	42	80	189	111
	7%	7%	7%	7%	7%	7%	7%	7%	6%	8%	7%	7%	6%
NEUTRAL (5-6)	673	591	82	229	422	200	449	81	95	81	200	421	243
	15%	15%	14%	18% b	14%	17%	14%	19%	17%	15%	17%	16%	14%
IMPORTANT (7-10)	3282	2843	439	938	2269	839	2364	301	424	393	839	1925	1308
	75%	74%	76%	72%	76%	73%	76%	70%	75%	74%	73%	74%	76%
MOST NEGATIVE (1-2)	169	142	27	44	118	41	122	17	15	24	41	100	58
	4%	4%	5%	3%	4%	4%	4%	4%	3%	4%	4%	4%	3%
MOST POSITIVE (9-10)	1929	1650	278	518	1375	474	1419	172	246	227	474	1073	824
	44%	43%	48%	40%	46% a	41%	45%	40%	44%	43%	41%	41%	48% a
Answered	4267	3703	564	1257	2905	1119	3034	411	551	516	1119	2535	1662
Mean score	7.8	7.8	7.9	7.7	7.9 a	7.7	7.9	7.7	7.9	7.7	7.7	7.7	8.0 a
Standard deviation	2.21	2.20	2.32	2.19	2.22	2.20	2.21	2.28	2.09	2.28	2.20	2.19	2.19
Standard error	.03	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	130	108	97	33	23	130	51	27	16	1	66	64	108	7	15
		3%	3%	3%	3%	3%	3%	1%	1%	1%	*%	2% c	13% abcde	16% bc	1%	1%
2	(2.0)	38	32	28	10	6	38	24	13	14	3	27	11	24	7	7
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2% abce	4% bc	1%	*%
3	(3.0)	53	53	48	5	-	53	43	25	25	3	44	9	33	12	8
		1%	1% cd	2% cd	*%	-%	1% d	1%	1%	1%	*%	1%	2%	5% bc	1% c	*%
4	(4.0)	90	78	76	14	12	90	66	40	39	8	71	19	44	29	17
		2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	4% abce	7% bc	3% c	1%
5	(5.0)	297	249	212	85	48	297	218	113	118	27	238	60	89	152	57
		7%	7%	7%	7%	6%	7%	6%	5%	5%	5%	6%	12% abcde	13% c	14% c	2%
6	(6.0)	376	330	309	67	45	376	332	170	218	47	347	28	40	196	140
		9%	9% cd	10% cd	5%	6%	9% c	9%	7%	10% b	8%	9%	6%	6%	18% ac	5%
7	(7.0)	529	455	398	131	74	529	465	293	306	69	492	37	53	170	307
		12%	13%	13%	11%	10%	12%	13% f	13% f	14% f	12%	13% f	8%	8%	16% ac	11%
8	(8.0)	824	672	588	236	152	824	726	462	458	112	763	61	57	168	599
		19%	18%	19%	19%	20%	19%	20% f	20% f	21% f	19%	19% f	13%	9%	16% a	22% ab
9	(9.0)	646	521	443	203	125	646	595	385	363	95	619	27	34	78	534
		15%	14%	14%	16%	16%	15%	16% f	17% f	16% f	16% f	16% f	6%	5%	7%	20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important (10.0)	1283	1043	867	416	240	1283	1143	740	627	217	1190	93	137	190	956
	29%	29%	27%	33% abe	31%	29%	31% f	32% f	28% f	37% acef	30% f	19%	21%	18%	36% ab
Don't know	134	97	89	45	37	134	48	24	20	7	62	72	47	54	33
	3%	3%	3%	4%	5% ab	3%	1%	1%	1%	1%	2%	15% abcde	7% c	5% c	1%
NOT IMPORTANT (1-4)	311	271	250	62	40	311	184	105	94	15	208	104	209	56	47
	7%	7% c	8% c	5%	5%	7%	5%	5%	4%	3%	5% d	22% abcde	31% bc	5% c	2%
NEUTRAL (5-6)	673	580	521	152	93	673	550	283	335	74	585	88	129	348	196
	15%	16% c	17% cd	12%	12%	15%	15%	12%	15%	13%	15%	18% b	19% c	33% ac	7%
IMPORTANT (7-10)	3282	2690	2296	986	592	3282	2929	1880	1753	493	3065	218	281	606	2396
	75%	74%	73%	79% abe	78%	75%	79% f	82% aef	80% f	84% ef	78% f	45%	42%	57% a	90% ab
MOST NEGATIVE (1-2)	169	140	125	43	29	169	75	40	29	4	93	76	132	15	22
	4%	4%	4%	3%	4%	4%	2%	2%	1%	1%	2%	16% abcde	20% bc	1%	1%
MOST POSITIVE (9-10)	1929	1563	1310	619	366	1929	1738	1125	989	312	1809	120	171	268	1490
	44%	43%	42%	50% abe	48% b	44%	47% f	49% f	45% f	53% cef	46% f	25%	26%	25%	56% ab
Answered	4267	3540	3067	1200	726	4267	3663	2269	2182	581	3857	409	618	1010	2638

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.8	7.8	7.7	8.1 abe	8.1 abe	7.8	8.0 f	8.1 ef	8.0 f	8.4 acef	8.0 f	6.3	5.8	7.2 a	8.5 ab
Standard deviation	2.21	2.23	2.24	2.11	2.13	2.21	1.98	1.92	1.87	1.73	2.03	3.12	3.22	1.96	1.56
Standard error	.03	.04	.04	.06	.08	.03	.03	.04	.04	.07	.03	.15	.13	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	118	72	44	9	16	22	24	47	17	41	19	40	85	15	6	11
		3%	3% b	2%	2%	2%	3%	3%	3%	1%	3%	2%	4% a	2%	4%	3%	9% abc
2	(2.0)	38	24	14	2	5	3	8	19	12	15	5	6	29	6	2	1
		1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
3	(3.0)	80	47	34	7	10	18	10	35	20	13	25	22	66	8	4	2
		2%	2%	1%	1%	1%	3%	1%	2%	2%	1%	3% b	2%	2%	2%	2%	2%
4	(4.0)	100	44	55	14	25	17	16	29	31	28	18	23	85	7	6	2
		2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%
5	(5.0)	362	173	190	50	68	57	76	111	79	92	84	107	305	29	20	8
		8%	8%	8%	11% e	9%	8%	10% e	6%	7%	7%	11% ab	9%	8%	8%	10%	7%
6	(6.0)	436	213	222	58	84	77	78	140	106	130	80	120	377	26	23	10
		10%	10%	10%	13% e	11%	11%	11%	8%	9%	10%	10%	11%	10%	7%	11%	8%
7	(7.0)	632	325	307	85	86	121	107	233	166	195	116	154	536	53	27	16
		14%	15%	14%	18% be	11%	17% b	15%	13%	15%	14%	15%	14%	14%	14%	13%	13%
8	(8.0)	994	480	511	97	169	154	156	418	278	328	169	219	826	93	48	27
		23%	23%	22%	21%	23%	21%	21%	24%	25% d	24% d	22%	19%	22%	25%	23%	22%
9	(9.0)	539	248	291	50	99	81	84	224	164	184	87	104	459	39	23	18
		12%	12%	13%	11%	13%	11%	11%	13%	14% d	14% d	11%	9%	12%	10%	11%	15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely important (10.0)	936	429	506	65	153	145	156	417	236	275	156	270	794	77	42	23
	21%	20%	22%	14%	20% a	20% a	21% a	24% a	21%	20%	20%	24%	21%	21%	20%	18%
Don't know	165	66	98	25	33	24	18	66	24	49	25	67	140	17	5	4
	4%	3%	4%	5%	4%	3%	2%	4%	2%	4%	3%	6% ac	4%	5%	2%	3%
NOT IMPORTANT (1-4)	336	187	147	31	57	59	59	130	80	98	67	92	264	36	19	17
	8%	9% b	6%	7%	8%	8%	8%	7%	7%	7%	8%	8%	7%	10%	9%	14% a
NEUTRAL (5-6)	798	385	411	108	152	134	154	251	186	222	164	227	682	55	43	18
	18%	18%	18%	23% e	20% e	19%	21% e	14%	16%	16%	21%	20%	18%	15%	21%	15%
IMPORTANT (7-10)	3101	1482	1615	298	507	500	504	1291	844	982	529	747	2615	261	141	84
	70%	70%	71%	65%	68%	70%	69%	74% abd	74% cd	73% d	67%	66%	71%	71%	68%	68%
MOST NEGATIVE (1-2)	155	96	58	11	22	25	32	66	29	56	24	46	114	21	9	12
	4%	5% b	3%	2%	3%	3%	4%	4%	3%	4%	3%	4%	3%	6% a	4%	10% ac
MOST POSITIVE (9-10)	1475	678	797	116	252	226	241	641	399	459	243	374	1253	116	65	41
	34%	32%	35%	25%	34% a	32%	33% a	37% a	35%	34%	31%	33%	34%	31%	32%	33%
Answered	4235	2055	2173	437	715	693	717	1672	1109	1301	759	1066	3561	352	202	119

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	7.5	7.4	7.6 a	7.2	7.5	7.4	7.4	7.7 acd	7.6 c	7.6	7.4	7.4	7.6 d	7.4	7.4	7.1
Standard deviation	2.16	2.23	2.07	1.98	2.12	2.17	2.23	2.17	2.02	2.14	2.18	2.29	2.11	2.32	2.23	2.64
Standard error	.03	.05	.04	.09	.08	.08	.08	.05	.06	.06	.07	.07	.04	.10	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	118	96	21	31	85	28	87	13	8	15	28	63	47
		3%	3%	4%	2%	3%	2%	3%	3%	1%	3%	2%	2%	3%
2	(2.0)	38	35	3	7	29	7	29	4	2	2	7	21	17
		1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%
3	(3.0)	80	72	8	25	54	21	56	8	8	10	21	48	29
		2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
4	(4.0)	100	89	11	28	69	26	70	13	9	9	26	59	40
		2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
5	(5.0)	362	324	38	123	226	104	242	38	44	54	104	212	142
		8%	8%	7%	9%	8%	9%	8%	9%	8%	10%	9%	8%	8%
6	(6.0)	436	379	57	144	276	128	292	34	68	61	128	269	161
		10%	10%	10%	11%	9%	11%	9%	8%	12%	11%	11%	10%	9%
7	(7.0)	632	554	78	167	444	138	470	50	71	56	138	397	229
		14%	15%	13%	13%	15%	12%	15%	12%	13%	11%	12%	15%	13%
8	(8.0)	994	866	128	272	694	245	721	88	134	106	245	603	375
		23%	23%	22%	21%	23%	21%	23%	21%	24%	20%	21%	23%	22%
9	(9.0)	539	471	68	173	364	156	380	57	75	79	156	334	200
		12%	12%	12%	13%	12%	14%	12%	13%	13%	15%	14%	13%	12%
10 - Extremely important	(10.0)	936	793	144	278	645	258	665	99	129	128	258	516	403
		21%	21%	25%	21%	22%	22%	21%	23%	23%	24%	22%	20%	23%
Don't know		165	142	24	49	109	42	115	23	16	12	42	75	84
		4%	4%	4%	4%	4%	4%	4%	5%	3%	2%	4%	3%	5%
														a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NOT IMPORTANT (1-4)	336	292	44	91	237	82	242	38	27	36	82	191	133
	8%	8%	8%	7%	8%	7%	8%	9%	5%	7%	7%	7%	8%
NEUTRAL (5-6)	798	703	95	267	502	232	534	72	111	115	232	481	303
	18%	18%	16%	21% b	17%	20%	17%	17%	20%	22%	20%	19%	18%
IMPORTANT (7-10)	3101	2683	418	890	2147	797	2237	293	409	369	797	1849	1207
	70%	70%	72%	69%	72%	69%	72%	69%	73%	69%	69%	71%	70%
MOST NEGATIVE (1-2)	155	131	24	38	114	35	116	17	10	17	35	84	64
	4%	3%	4%	3%	4%	3%	4%	4%	2%	3%	3%	3%	4%
MOST POSITIVE (9-10)	1475	1263	212	451	1009	414	1045	155	204	207	414	850	603
	34%	33%	37%	35%	34%	36%	33%	36%	36%	39%	36%	33%	35%
Answered	4235	3678	557	1248	2886	1112	3012	403	547	520	1112	2522	1643
Mean score	7.5	7.5	7.6	7.5	7.5	7.6	7.5	7.5	7.7	7.6	7.6	7.5	7.6
Standard deviation	2.16	2.14	2.23	2.14	2.17	2.15	2.16	2.28	1.96	2.19	2.15	2.10	2.20
Standard error	.03	.04	.09	.06	.04	.06	.04	.11	.08	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	118	93	84	34	24	118	47	18	16	1	56	61	101	7	9
		3%	3%	3%	3%	3%	3%	1%	1%	1%	*%	1%	13% abcde	15% bc	1%	*%
2	(2.0)	38	32	29	8	5	38	26	16	12	4	28	10	24	4	9
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% abce	4% bc	*%	*%
3	(3.0)	80	74	65	16	7	80	61	35	28	2	66	14	51	16	14
		2%	2%	2%	1%	1%	2%	2%	2%	1%	*%	2%	3% d	8% bc	1% c	1%
4	(4.0)	100	90	84	16	10	100	80	49	45	8	84	16	46	30	24
		2%	2%	3%	1%	1%	2%	2%	2%	2%	1%	2%	3%	7% bc	3% c	1%
5	(5.0)	362	302	271	91	60	362	274	149	147	33	300	63	98	183	81
		8%	8%	9%	7%	8%	8%	7%	6%	7%	6%	8%	13% abcde	15% c	17% c	3%
6	(6.0)	436	362	313	123	74	436	377	186	229	39	397	39	57	203	176
		10%	10%	10%	10%	10%	10%	10%	8%	10%	7%	10%	8%	9%	19% ac	7%
7	(7.0)	632	525	454	179	107	632	568	345	348	76	593	39	34	195	403
		14%	14%	14%	14%	14%	14%	15% f	15% f	16% f	13%	15% f	8%	5%	18% a	15% a
8	(8.0)	994	815	704	290	178	994	873	572	565	140	929	65	72	181	740
		23%	22%	22%	23%	23%	23%	24% f	25% f	26% f	24% f	24% f	13%	11%	17% a	28% ab
9	(9.0)	539	465	410	129	74	539	495	347	329	108	512	27	32	77	430
		12%	13%	13%	10%	10%	12%	13% f	15% f	15% f	18% aef	13% f	6%	5%	7%	16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important (10.0)	936	759	642	294	178	936	837	534	451	171	866	71	102	102	732
	21%	21%	20%	24%	23%	21%	23% f	23% f	21% f	29% abcef	22% f	15%	15% b	10%	27% ab
Don't know	165	119	101	64	47	165	72	42	30	7	88	77	47	66	52
	4%	3%	3%	5% ab	6% abe	4%	2%	2%	1%	1%	2%	16% abcde	7% c	6% c	2%
NOT IMPORTANT (1-4)	336	290	261	75	46	336	215	118	103	14	235	101	222	57	57
	8%	8%	8%	6%	6%	8%	6% d	5%	5%	2%	6% d	21% abcde	33% bc	5% c	2%
NEUTRAL (5-6)	798	664	585	214	135	798	651	335	376	72	696	102	155	387	257
	18%	18%	19%	17%	18%	18%	18% bd	15%	17%	12%	18% bd	21% bd	23% c	36% ac	10%
IMPORTANT (7-10)	3101	2565	2209	892	536	3101	2772	1799	1694	495	2900	202	240	555	2306
	70%	71%	70%	72%	70%	70%	75% f	78% aef	77% f	84% abcef	74% f	42%	36%	52% a	86% ab
MOST NEGATIVE (1-2)	155	126	113	42	30	155	73	34	29	5	84	71	126	11	19
	4%	3%	4%	3%	4%	4%	2%	2%	1%	1%	2%	15% abcde	19% bc	1%	1%
MOST POSITIVE (9-10)	1475	1224	1052	423	251	1475	1332	882	780	279	1377	98	134	179	1162
	34%	34%	33%	34%	33%	34%	36% f	38% f	35% f	47% abcef	35% f	20%	20%	17%	43% ab
Answered	4235	3518	3055	1180	717	4235	3639	2251	2172	581	3830	405	617	999	2620

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.5	7.5	7.5	7.7	7.6	7.5	7.7 f	7.8 aef	7.8 f	8.2 abcef	7.7 f	6.1	5.6	6.9 a	8.2 ab
Standard deviation	2.16	2.16	2.17	2.12	2.15	2.16	1.97	1.88	1.83	1.68	1.99	2.99	3.07	1.79	1.59
Standard error	.03	.04	.04	.06	.08	.03	.03	.04	.04	.07	.03	.15	.12	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	106	63	41	7	12	20	28	38	12	39	17	38	77	15	4	10
		2%	3%	2%	1%	2%	3%	4%	2%	1%	3% a	2%	3% a	2%	4% a	2%	8% abc
2	(2.0)	34	17	18	2	5	4	11	11	16	8	6	5	28	3	2	1
		1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%
3	(3.0)	66	38	28	5	14	12	13	22	20	12	15	19	52	6	4	3
		1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%
4	(4.0)	90	49	41	14	12	18	8	38	21	29	19	21	80	4	4	1
		2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%
5	(5.0)	332	160	172	54	82	57	56	83	63	94	85	91	277	28	18	8
		8%	8%	8%	12% e	11% e	8% e	8%	5%	6%	7%	11% ab	8%	7%	8%	9%	7%
6	(6.0)	376	196	177	57	74	78	56	111	114	102	66	94	328	23	17	7
		9%	9%	8%	12% e	10% e	11% e	8%	6%	10%	8%	8%	8%	9%	6%	8%	6%
7	(7.0)	630	305	321	74	116	109	97	233	155	179	129	167	529	57	30	13
		14%	14%	14%	16%	15%	15%	13%	13%	14%	13%	16%	15%	14%	16%	14%	11%
8	(8.0)	975	481	494	88	145	149	174	418	261	335	154	225	824	82	44	25
		22%	23%	22%	19%	19%	21%	24%	24%	23%	25% d	20%	20%	22%	22%	21%	20%
9	(9.0)	614	296	318	56	120	93	93	252	192	188	112	122	520	48	24	22
		14%	14%	14%	12%	16%	13%	13%	15%	17% d	14%	14%	11%	14%	13%	12%	18% c
10 - Extremely important	(10.0)	1024	465	559	79	135	152	176	481	254	326	161	283	855	85	56	28
		23%	22%	25%	17%	18%	21%	24% a	28% abc	22%	24%	21%	25%	23%	23%	27%	23%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	154	52	101	25	32	25	22	50	25	39	22	67	131	17	2	4
	3%	2%	4% a	5%	4%	3%	3%	3%	2%	3%	3%	6% abc	4% c	5% c	1%	3%
NOT IMPORTANT (1-4)	297	167	129	28	43	54	61	110	69	88	55	84	237	29	15	16
	7%	8% b	6%	6%	6%	8%	8%	6%	6%	7%	7%	7%	6%	8%	7%	13% ac
NEUTRAL (5-6)	708	356	349	111	156	135	112	194	176	196	151	185	605	51	36	16
	16%	17%	15%	24% de	21% e	19% e	15%	11%	16%	14%	19% b	16%	16%	14%	17%	13%
IMPORTANT (7-10)	3242	1546	1692	298	517	503	540	1385	862	1027	556	797	2729	272	154	88
	74%	73%	75%	64%	69%	70%	73% a	80% abcd	76% d	76% d	71%	70%	74%	74%	74%	72%
MOST NEGATIVE (1-2)	140	80	59	9	18	25	40	50	28	48	22	43	104	18	6	11
	3%	4%	3%	2%	2%	3%	5% abe	3%	2%	4%	3%	4%	3%	5% a	3%	9% ac
MOST POSITIVE (9-10)	1638	761	876	135	255	245	269	733	446	513	274	405	1375	132	80	51
	37%	36%	39%	29%	34%	34%	37%	42% abc	39%	38%	35%	36%	37%	36%	39%	41%
Answered	4247	2069	2170	437	716	692	713	1688	1108	1311	762	1065	3571	352	204	119
Mean score	7.7	7.6	7.8 a	7.4	7.5	7.5	7.6	7.9 abcd	7.8 c	7.8	7.5	7.6	7.7 d	7.6	7.7	7.4
Standard deviation	2.11	2.17	2.04	2.00	2.04	2.15	2.30	2.04	1.98	2.11	2.11	2.24	2.07	2.27	2.16	2.67
Standard error	.03	.05	.04	.09	.08	.08	.09	.05	.06	.06	.07	.07	.04	.10	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	106	86	20	29	74	27	76	11	10	15	27	57	43
		2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%
2	(2.0)	34	32	2	7	26	6	26	2	*	4	6	23	11
		1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
3	(3.0)	66	59	7	15	51	13	53	7	4	5	13	38	26
		1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
4	(4.0)	90	78	12	25	63	21	66	8	5	10	21	52	36
		2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
5	(5.0)	332	302	30	119	199	101	216	42	52	39	101	195	128
		8%	8%	5%	9% b	7%	9%	7%	10%	9%	7%	9%	7%	7%
6	(6.0)	376	338	38	129	239	115	249	36	60	54	115	262	109
		9%	9%	7%	10%	8%	10%	8%	8%	11%	10%	10%	10% b	6%
7	(7.0)	630	534	96	194	421	168	446	59	80	73	168	400	224
		14%	14%	16%	15%	14%	15%	14%	14%	14%	14%	15%	15%	13%
8	(8.0)	975	868	107	268	671	232	705	81	128	112	232	572	388
		22%	23%	18%	21%	22%	20%	23%	19%	23%	21%	20%	22%	22%
9	(9.0)	614	526	88	181	422	164	439	55	82	77	164	362	247
		14%	14%	15%	14%	14%	14%	14%	13%	15%	14%	14%	14%	14%
10 - Extremely important	(10.0)	1024	866	157	281	733	262	751	102	124	128	262	565	437
		23%	23%	27%	22%	24%	23%	24%	24%	22%	24%	23%	22%	25%
Don't know		154	130	23	49	97	44	101	25	18	15	44	70	77
		3%	3%	4%	4%	3%	4%	3%	6%	3%	3%	4%	3%	4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NOT IMPORTANT (1-4)	297	255	41	76	213	67	220	27	20	35	67	170	116
	7%	7%	7%	6%	7%	6%	7%	6%	3%	7%	6%	7%	7%
NEUTRAL (5-6)	708	639	69	248	439	216	466	78	112	93	216	457	237
	16%	17%	12%	19%	15%	19%	15%	18%	20%	17%	19%	18%	14%
		b		b		b						b	
IMPORTANT (7-10)	3242	2794	448	924	2247	826	2341	297	413	390	826	1899	1296
	74%	73%	77%	71%	75%	72%	75%	70%	73%	73%	72%	73%	75%
MOST NEGATIVE (1-2)	140	119	22	36	100	33	101	12	11	19	33	80	54
	3%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%
MOST POSITIVE (9-10)	1638	1392	246	462	1155	426	1190	157	206	205	426	927	684
	37%	36%	42%	36%	39%	37%	38%	37%	37%	39%	37%	36%	40%
			a										
Answered	4247	3689	558	1248	2899	1110	3027	402	545	518	1110	2526	1649
Mean score	7.7	7.7	7.8	7.6	7.7	7.7	7.7	7.6	7.7	7.7	7.7	7.6	7.8
Standard deviation	2.11	2.10	2.18	2.07	2.13	2.08	2.12	2.16	1.93	2.14	2.08	2.07	2.13
Standard error	.03	.04	.08	.06	.04	.06	.04	.11	.08	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	106	84	76	30	22	106	42	21	17	4	52	54	90	7	9
		2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	1%	11% abcde	14% bc	1%	*%
2	(2.0)	34	27	26	9	8	34	17	7	6	-	20	14	27	1	7
		1%	1%	1%	1%	1%	1%	*%	*%	*%	-%	1%	3% abcde	4% bc	*%	*%
3	(3.0)	66	62	54	12	4	66	54	30	33	6	55	11	42	15	9
		1%	2%	2%	1%	*%	1%	1%	1%	1%	1%	1%	2%	6% bc	1% c	*%
4	(4.0)	90	80	76	14	10	90	68	34	35	9	74	16	46	30	14
		2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3% b	7% bc	3% c	1%
5	(5.0)	332	284	251	81	48	332	238	131	139	33	265	67	88	186	58
		8%	8%	8%	7%	6%	8%	6%	6%	6%	6%	7%	14% abcde	13% c	17% c	2%
6	(6.0)	376	324	306	70	52	376	334	175	208	32	346	30	47	196	133
		9%	9% c	10% c	6%	7%	9% c	9%	8%	9% d	5%	9%	6%	7%	18% ac	5%
7	(7.0)	630	527	467	163	103	630	553	320	340	72	581	48	47	210	373
		14%	14%	15%	13%	13%	14%	15% f	14%	15% f	12%	15% f	10%	7%	20% ac	14% a
8	(8.0)	975	796	675	300	178	975	857	545	519	123	907	68	82	157	737
		22%	22%	21%	24%	23%	22%	23% f	24% f	24% f	21% f	23% f	14%	12%	15%	28% ab
9	(9.0)	614	505	434	180	109	614	557	383	370	106	582	33	33	81	500
		14%	14%	14%	14%	14%	14%	15% f	17% f	17% f	18% f	15% f	7%	5%	8%	19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important (10.0)	1024	836	691	333	187	1024	930	613	506	195	961	62	113	115	796
	23%	23%	22%	27%	25%	23%	25%	27%	23%	33%	25%	13%	17%	11%	30%
				b			f	cf	f	abcef	f		b		ab
Don't know	154	110	99	54	43	154	61	33	28	7	76	78	50	66	37
	3%	3%	3%	4%	6%	3%	2%	1%	1%	1%	2%	16%	8%	6%	1%
					abe							abcde	c	c	
NOT IMPORTANT (1-4)	297	254	232	65	43	297	182	93	90	19	201	96	205	54	38
	7%	7%	7%	5%	6%	7%	5%	4%	4%	3%	5%	20%	31%	5%	1%
												abcde	bc	c	
NEUTRAL (5-6)	708	608	557	151	100	708	572	306	348	66	611	97	135	382	191
	16%	17%	18%	12%	13%	16%	15%	13%	16%	11%	16%	20%	20%	36%	7%
		c	cd			c						bd	c	ac	
IMPORTANT (7-10)	3242	2665	2267	975	577	3242	2897	1861	1735	496	3031	211	274	562	2406
	74%	73%	72%	78%	76%	74%	78%	81%	79%	84%	77%	44%	41%	53%	90%
				abe			f	aef	f	acef	f			a	ab
MOST NEGATIVE (1-2)	140	111	101	39	29	140	60	29	22	4	72	69	117	8	16
	3%	3%	3%	3%	4%	3%	2%	1%	1%	1%	2%	14%	18%	1%	1%
												abcde	bc		
MOST POSITIVE (9-10)	1638	1342	1125	512	296	1638	1487	996	876	302	1543	95	146	196	1296
	37%	37%	36%	41%	39%	37%	40%	43%	40%	51%	39%	20%	22%	18%	49%
				b			f	ef	f	abcef	f				ab
Answered	4247	3527	3056	1190	720	4247	3650	2260	2173	581	3843	404	614	998	2635

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.7	7.7	7.6	7.9	7.8	7.7	7.9	8.0	7.9	8.3	7.8	6.2	5.8	6.9	8.4
				abe	b		f	aef	f	abcef	f			a	ab
Standard deviation	2.11	2.11	2.13	2.05	2.10	2.11	1.91	1.84	1.82	1.77	1.94	2.91	3.07	1.80	1.48
Standard error	.03	.04	.04	.06	.08	.03	.03	.04	.04	.07	.03	.14	.12	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	130	78	51	6	16	22	29	58	27	40	20	43	99	16	5	11
		3%	4%	2%	1%	2%	3%	4% a	3%	2%	3%	3%	4%	3%	4%	3%	9% abc
2	(2.0)	31	20	11	3	2	6	8	12	7	9	9	5	23	5	2	1
		1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
3	(3.0)	56	29	26	4	13	9	8	21	18	15	11	11	47	2	5	1
		1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
4	(4.0)	114	55	60	16	15	26	11	46	23	40	25	26	91	13	6	4
		3%	3%	3%	4%	2%	4%	2%	3%	2%	3%	3%	2%	2%	4%	3%	3%
5	(5.0)	365	179	185	61	76	60	67	102	76	95	84	109	310	25	21	9
		8%	8%	8%	13% ce	10% e	8%	9% e	6%	7%	7%	11% ab	10%	8%	7%	10%	8%
6	(6.0)	457	236	221	62	75	83	81	156	121	136	75	125	396	34	19	8
		10%	11%	10%	13% e	10%	12%	11%	9%	11%	10%	10%	11%	11%	9%	9%	7%
7	(7.0)	640	306	334	62	117	110	102	249	179	181	119	160	543	54	27	16
		15%	14%	15%	13%	16%	15%	14%	14%	16%	13%	15%	14%	15%	15%	13%	13%
8	(8.0)	852	426	426	85	138	137	140	353	223	281	155	193	695	84	49	25
		19%	20%	19%	18%	18%	19%	19%	20%	20%	21%	20%	17%	19%	23%	24%	20%
9	(9.0)	584	281	303	55	105	92	94	239	181	183	98	121	503	39	23	18
		13%	13%	13%	12%	14%	13%	13%	14%	16% d	14%	13%	11%	14%	11%	11%	15%
10 - Extremely important	(10.0)	1006	452	550	85	157	149	172	443	248	320	166	273	852	82	46	26
		23%	21%	24%	18%	21%	21%	23%	25% a	22%	24%	21%	24%	23%	22%	22%	21%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	165	59	105	24	34	24	23	60	29	49	22	66	142	15	4	4
	4%	3%	5% a	5%	5%	3%	3%	3%	3%	4%	3%	6% ac	4%	4%	2%	3%
NOT IMPORTANT (1-4)	332	182	148	29	46	63	56	137	76	105	65	86	260	37	18	17
	8%	9%	7%	6%	6%	9%	8%	8%	7%	8%	8%	8%	7%	10%	9%	14% a
NEUTRAL (5-6)	822	415	406	122	151	143	147	258	197	231	159	234	706	59	39	18
	19%	20%	18%	26% e	20% e	20% e	20% e	15%	17%	17%	20%	21%	19%	16%	19%	14%
IMPORTANT (7-10)	3082	1465	1612	286	517	487	508	1284	831	966	539	747	2593	259	145	85
	70%	69%	71%	62%	69%	68%	69%	74% ac	73% d	72% d	69%	66%	70%	70%	70%	69%
MOST NEGATIVE (1-2)	162	98	62	9	18	28	37	69	35	50	29	48	121	21	7	12
	4%	5% b	3%	2%	2%	4%	5% a	4%	3%	4%	4%	4%	3%	6% a	4%	10% ac
MOST POSITIVE (9-10)	1590	733	853	139	262	241	266	682	429	503	264	394	1355	121	70	44
	36%	35%	38%	30%	35%	34%	36%	39% a	38%	37%	34%	35%	37%	33%	34%	36%
Answered	4235	2062	2166	438	714	694	712	1679	1104	1302	763	1067	3559	354	203	119
Mean score	7.6	7.4	7.7 a	7.3	7.5	7.4	7.5	7.7 ac	7.6	7.6	7.4	7.5	7.6 d	7.4	7.5	7.2
Standard deviation	2.19	2.25	2.11	2.04	2.09	2.21	2.29	2.21	2.09	2.18	2.19	2.28	2.15	2.32	2.22	2.66
Standard error	.03	.05	.05	.09	.08	.08	.09	.05	.06	.06	.07	.07	.04	.10	.10	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	130	110	20	31	98	29	100	11	14	15	29	77	49
		3%	3%	4%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%
2	(2.0)	31	30	1	9	19	8	20	5	1	4	8	19	12
		1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
3	(3.0)	56	48	8	20	36	17	37	8	4	8	17	36	16
		1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%
4	(4.0)	114	102	12	27	85	24	87	7	14	12	24	62	51
		3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%
5	(5.0)	365	329	36	106	244	85	264	36	46	34	85	196	160
		8%	9%	6%	8%	8%	7%	8%	8%	8%	6%	7%	8%	9%
6	(6.0)	457	400	57	161	288	145	304	48	69	63	145	309	142
		10%	10%	10%	12%	10%	13%	10%	11%	12%	12%	13%	12% b	8%
7	(7.0)	640	557	83	183	430	155	458	62	78	64	155	402	229
		15%	15%	14%	14%	14%	13%	15%	15%	14%	12%	13%	15%	13%
8	(8.0)	852	742	111	238	588	220	604	74	107	103	220	495	348
		19%	19%	19%	18%	20%	19%	19%	17%	19%	19%	19%	19%	20%
9	(9.0)	584	503	81	188	388	167	407	54	84	85	167	371	209
		13%	13%	14%	14%	13%	14%	13%	13%	15%	16%	14%	14%	12%
10 - Extremely important	(10.0)	1006	856	150	284	708	261	731	100	129	128	261	552	430
		23%	22%	26%	22%	24%	23%	23%	23%	23%	24%	23%	21%	25%
Don't know		165	143	22	50	110	43	115	21	17	15	43	76	82
		4%	4%	4%	4%	4%	4%	4%	5%	3%	3%	4%	3%	5% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NOT IMPORTANT (1-4)	332	290	42	87	239	77	244	32	33	40	77	195	127
	8%	8%	7%	7%	8%	7%	8%	7%	6%	8%	7%	7%	7%
NEUTRAL (5-6)	822	729	93	267	532	231	568	84	115	97	231	505	302
	19%	19%	16%	21%	18%	20%	18%	20%	20%	18%	20%	19%	17%
IMPORTANT (7-10)	3082	2658	425	893	2115	803	2201	290	398	380	803	1820	1215
	70%	70%	73%	69%	71%	70%	70%	68%	71%	71%	70%	70%	70%
MOST NEGATIVE (1-2)	162	140	22	40	117	37	120	16	15	20	37	96	61
	4%	4%	4%	3%	4%	3%	4%	4%	3%	4%	3%	4%	4%
MOST POSITIVE (9-10)	1590	1359	231	472	1096	428	1139	154	214	213	428	923	639
	36%	36%	40%	36%	37%	37%	36%	36%	38%	40%	37%	36%	37%
Answered	4235	3676	559	1247	2885	1111	3012	405	546	517	1111	2520	1644
Mean score	7.6	7.5	7.7	7.6	7.6	7.6	7.6	7.5	7.7	7.7	7.6	7.5	7.6
Standard deviation	2.19	2.18	2.20	2.13	2.22	2.13	2.21	2.22	2.08	2.19	2.13	2.16	2.20
Standard error	.03	.04	.09	.06	.04	.06	.04	.11	.09	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	130	104	95	36	26	130	59	29	23	5	70	60	111	10	9
		3%	3%	3%	3%	3%	3%	2%	1%	1%	1%	2%	13% abcde	17% bc	1%	*%
2	(2.0)	31	29	27	4	2	31	23	12	10	1	26	5	24	2	5
		1%	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	4% bc	*%	*%
3	(3.0)	56	52	46	9	4	56	42	26	28	4	44	12	31	15	9
		1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	5% bc	1% c	*%
4	(4.0)	114	102	87	27	12	114	88	50	52	6	93	21	55	39	21
		3%	3%	3%	2%	2%	3%	2%	2%	2%	1%	2%	4% bd	8% bc	4% c	1%
5	(5.0)	365	299	265	100	66	365	280	140	142	28	302	63	90	194	82
		8%	8%	8%	8%	9%	8%	8%	6%	6%	5%	8%	13% abcde	14% c	18% c	3%
6	(6.0)	457	379	349	108	77	457	406	219	270	50	426	31	51	210	196
		10%	10%	11%	9%	10%	10%	11% f	10%	12% bf	8%	11% f	6%	8%	20% ac	7%
7	(7.0)	640	540	464	176	100	640	567	347	356	83	597	42	50	184	406
		15%	15%	15%	14%	13%	15%	15% f	15% f	16% f	14%	15% f	9%	8%	17% a	15% a
8	(8.0)	852	692	599	254	161	852	758	500	443	118	795	58	49	153	651
		19%	19%	19%	20%	21%	19%	20% f	22% f	20% f	20% f	20% f	12%	7%	14% a	24% ab
9	(9.0)	584	503	433	151	80	584	524	364	352	113	545	38	35	74	475
		13%	14%	14%	12%	11%	13%	14% f	16% f	16% f	19% aef	14% f	8%	5%	7%	18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important (10.0)	1006	822	689	317	185	1006	898	574	492	170	935	71	112	125	769
	23%	23%	22%	25%	24%	23%	24% f	25% f	22% f	29% cf	24% f	15%	17% b	12%	29% ab
Don't know	165	115	102	63	49	165	67	33	33	10	86	79	57	60	48
	4%	3%	3%	5% ab	6% abe	4%	2%	1%	2%	2%	2%	16% abcde	9% c	6% c	2%
NOT IMPORTANT (1-4)	332	287	255	77	45	332	212	116	112	16	233	99	221	66	45
	8%	8%	8%	6%	6%	8%	6% d	5%	5%	3%	6% d	20% abcde	33% bc	6% c	2%
NEUTRAL (5-6)	822	678	614	208	144	822	686	359	413	77	727	94	141	403	277
	19%	19%	19%	17%	19%	19%	18% d	16%	19% d	13%	19% bd	20%	21% c	38% ac	10%
IMPORTANT (7-10)	3082	2557	2185	897	526	3082	2746	1785	1644	485	2873	209	245	536	2301
	70%	70%	69%	72%	69%	70%	74% f	78% aef	75% f	82% acef	73% f	43%	37%	50% a	86% ab
MOST NEGATIVE (1-2)	162	133	121	40	29	162	82	41	32	6	96	66	135	12	14
	4%	4%	4%	3%	4%	4%	2%	2%	1%	1%	2%	14% abcde	20% bc	1%	1%
MOST POSITIVE (9-10)	1590	1325	1122	467	265	1590	1422	938	844	283	1481	109	147	199	1245
	36%	36%	36%	38%	35%	36%	38% f	41% f	38% f	48% abcef	38% f	23%	22%	19%	47% ab
Answered	4235	3521	3054	1182	714	4235	3644	2260	2168	578	3833	402	608	1005	2623

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.6	7.5	7.5	7.7	7.6	7.6	7.7	7.9	7.7	8.2	7.7	6.2	5.6	6.8	8.3
				b			f	ef	f	abcef	f			a	ab
Standard deviation	2.19	2.19	2.20	2.14	2.18	2.19	2.01	1.93	1.91	1.76	2.04	2.99	3.15	1.88	1.57
Standard error	.03	.04	.04	.06	.08	.03	.03	.04	.04	.07	.03	.15	.13	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	232	119	111	21	44	31	55	81	37	80	37	77	176	27	14	16
		5%	6%	5%	5%	6%	4%	7%	5%	3%	6% a	5%	7% a	5%	7%	7%	13% abc
2	(2.0)	54	29	25	6	15	12	5	16	15	15	14	11	44	4	5	2
		1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%
3	(3.0)	69	34	36	13	9	16	12	20	15	18	13	24	57	7	3	2
		2%	2%	2%	3%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%
4	(4.0)	73	35	38	13	18	12	12	17	21	15	16	21	62	5	3	3
		2%	2%	2%	3% e	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	3%
5	(5.0)	322	153	169	57	70	61	44	91	58	80	69	114	277	20	17	8
		7%	7%	7%	12% de	9% e	8% e	6%	5%	5%	6%	9% a	10% ab	7%	5%	8%	6%
6	(6.0)	388	196	190	53	83	74	57	120	91	127	73	97	342	23	17	6
		9%	9%	8%	11% e	11% e	10% e	8%	7%	8%	9%	9%	9%	9% d	6%	8%	5%
7	(7.0)	521	267	254	66	93	99	92	170	140	158	106	117	445	41	25	11
		12%	13%	11%	14% e	12%	14% e	13%	10%	12%	12%	13%	10%	12%	11%	12%	9%
8	(8.0)	796	405	391	74	133	131	149	309	219	239	148	190	674	65	36	21
		18%	19%	17%	16%	18%	18%	20%	18%	19%	18%	19%	17%	18%	18%	17%	17%
9	(9.0)	608	288	320	49	95	105	96	264	190	187	113	118	509	57	21	21
		14%	14%	14%	10%	13%	15%	13%	15%	17% d	14%	14%	10%	14%	15%	10%	17% c
10 - Extremely important	(10.0)	1241	558	680	96	159	162	205	620	330	400	185	326	1032	112	65	32
		28%	26%	30%	21%	21%	23%	28% ab	36% abcd	29%	30% c	24%	29%	28%	30%	31%	26%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	96	36	59	14	28	14	7	32	16	31	10	38	84	8	1	2
	2%	2%	3%	3%	4% d	2%	1%	2%	1%	2%	1%	3% ac	2%	2%	1%	1%
NOT IMPORTANT (1-4)	429	218	209	54	87	70	84	134	88	128	80	133	337	43	25	23
	10%	10%	9%	12% e	12% e	10%	11% e	8%	8%	9%	10%	12% a	9%	12%	12%	19% abc
NEUTRAL (5-6)	710	349	359	110	153	135	101	211	149	207	142	211	619	43	34	14
	16%	16%	16%	24% de	20% de	19% e	14%	12%	13%	15%	18% a	19% a	17% bd	12%	16%	11%
IMPORTANT (7-10)	3166	1518	1644	284	480	498	542	1362	879	984	552	751	2660	275	147	84
	72%	72%	72%	62%	64%	69% a	74% ab	78% abc	78% cd	73% d	70%	66%	72%	74%	71%	69%
MOST NEGATIVE (1-2)	286	149	136	28	60	43	60	97	53	95	51	88	219	30	19	18
	7%	7%	6%	6%	8%	6%	8%	6%	5%	7%	7%	8% a	6%	8%	9%	15% ab
MOST POSITIVE (9-10)	1849	846	1000	144	254	267	301	883	520	587	298	444	1541	169	86	53
	42%	40%	44%	31%	34%	37%	41% a	51% abcd	46% cd	43%	38%	39%	42%	46%	42%	43%
Answered	4305	2085	2212	448	720	703	728	1707	1116	1319	774	1095	3617	361	205	121
Mean score	7.6	7.5	7.7	7.1	7.2	7.4	7.5 a	8.0 abcd	7.9 cd	7.6	7.4	7.4	7.6 d	7.6 d	7.5	7.1
Standard deviation	2.46	2.47	2.44	2.44	2.52	2.38	2.58	2.36	2.24	2.49	2.42	2.64	2.41	2.62	2.65	3.05
Standard error	.04	.05	.05	.11	.10	.08	.10	.06	.07	.07	.08	.08	.05	.11	.12	.15

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	232	197	35	64	164	56	172	22	27	27	56	123	99
		5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%
2	(2.0)	54	50	5	13	40	12	41	4	9	5	12	40	14
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
3	(3.0)	69	61	8	18	51	18	52	7	9	5	18	44	25
		2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
4	(4.0)	73	67	7	34	40	25	45	10	12	14	25	49	22
		2%	2%	1%	3% b	1%	2%	1%	2%	2%	3%	2%	2%	1%
5	(5.0)	322	287	34	115	197	97	213	47	49	32	97	182	132
		7%	8%	6%	9%	7%	8%	7%	11% c	9%	6%	8%	7%	8%
6	(6.0)	388	340	47	123	253	104	272	34	40	54	104	257	125
		9%	9%	8%	10%	8%	9%	9%	8%	7%	10%	9%	10% b	7%
7	(7.0)	521	460	61	176	333	152	353	51	77	61	152	334	180
		12%	12%	10%	14%	11%	13%	11%	12%	14%	11%	13%	13%	10%
8	(8.0)	796	695	101	226	534	206	554	65	109	107	206	507	278
		18%	18%	17%	17%	18%	18%	18%	15%	19%	20%	18%	20% b	16%
9	(9.0)	608	528	80	192	399	176	415	57	90	81	176	372	233
		14%	14%	14%	15%	13%	15%	13%	13%	16%	15%	15%	14%	13%
10 - Extremely important	(10.0)	1241	1051	190	308	921	284	945	115	135	137	284	645	574
		28%	28%	33%	24%	31% a	25%	30% a	27%	24%	26%	25%	25%	33% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	96	83	13	29	63	24	67	15	6	9	24	44	45
	2%	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	3%
NOT IMPORTANT (1-4)	429	374	55	129	295	112	309	42	57	52	112	254	160
	10%	10%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	9%
NEUTRAL (5-6)	710	628	82	238	451	201	485	81	89	85	201	439	257
	16%	16%	14%	18%	15%	17%	15%	19%	16%	16%	17%	17%	15%
IMPORTANT (7-10)	3166	2735	431	901	2187	817	2267	288	410	386	817	1859	1264
	72%	72%	74%	69%	73%	71%	72%	68%	73%	73%	71%	72%	73%
MOST NEGATIVE (1-2)	286	246	40	77	204	69	212	26	36	33	69	162	113
	7%	6%	7%	6%	7%	6%	7%	6%	6%	6%	6%	6%	7%
MOST POSITIVE (9-10)	1849	1580	270	500	1321	459	1360	171	225	219	459	1017	807
	42%	41%	46%	39%	44%	40%	43%	40%	40%	41%	40%	39%	47%
					a								a
Answered	4305	3737	568	1268	2932	1130	3061	411	557	523	1130	2552	1682
Mean score	7.6	7.6	7.7	7.4	7.7	7.5	7.6	7.5	7.5	7.6	7.5	7.5	7.7
													a
Standard deviation	2.46	2.45	2.51	2.40	2.50	2.40	2.49	2.49	2.41	2.39	2.40	2.40	2.51
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	232	183	165	67	49	232	91	35	31	7	110	122	177	32	23
		5%	5%	5%	5%	6%	5%	2%	2%	1%	1%	3% bc	25% abcde	27% bc	3% c	1%
2	(2.0)	54	43	38	16	11	54	34	22	20	2	41	14	25	19	10
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	3% abcde	4% c	2% c	*%
3	(3.0)	69	61	54	16	9	69	52	24	25	4	53	17	36	19	14
		2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3% abcde	5% bc	2% c	1%
4	(4.0)	73	67	61	13	6	73	56	34	36	4	60	13	29	23	21
		2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	3%	4% c	2% c	1%
5	(5.0)	322	281	248	74	41	322	236	132	131	29	257	64	69	174	78
		7%	8%	8%	6%	5%	7%	6%	6%	6%	5%	7%	13% abcde	10% c	16% ac	3%
6	(6.0)	388	335	299	89	52	388	355	165	213	45	367	21	41	195	151
		9%	9%	9%	7%	7%	9%	10% bf	7%	10% bf	8%	9% bf	4%	6%	18% ac	6%
7	(7.0)	521	435	398	123	86	521	452	286	291	59	485	36	41	170	310
		12%	12%	13%	10%	11%	12%	12% f	12% f	13% f	10%	12% f	7%	6%	16% ac	12% a
8	(8.0)	796	651	554	242	145	796	707	448	452	115	747	49	52	159	584
		18%	18%	18%	19%	19%	18%	19% f	20% f	21% f	19% f	19% f	10%	8%	15% a	22% ab
9	(9.0)	608	517	454	154	91	608	561	386	363	105	581	27	44	80	484
		14%	14%	14%	12%	12%	14%	15% f	17% f	16% f	18% f	15% f	6%	7%	8%	18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important	(10.0)	1241	997	826	415	244	1241	1134	737	626	215	1176	66	115	152	974
		28%	27%	26%	33%	32%	28%	31%	32%	28%	37%	30%	14%	17%	14%	36%
					abe	b		f	f	f	acef	f				ab
Don't know		96	66	58	37	30	96	34	24	15	4	42	53	34	42	20
		2%	2%	2%	3%	4%	2%	1%	1%	1%	1%	1%	11%	5%	4%	1%
						abe							abcde	c	c	
NOT IMPORTANT (1-4)		429	354	318	111	75	429	232	115	112	18	264	165	267	93	69
		10%	10%	10%	9%	10%	10%	6%	5%	5%	3%	7%	34%	40%	9%	3%
								d				d	abcde	bc	c	
NEUTRAL (5-6)		710	616	547	162	93	710	591	297	343	74	625	85	111	369	230
		16%	17%	17%	13%	12%	16%	16%	13%	16%	13%	16%	18%	17%	35%	9%
			cd	cd				b				b		c	ac	
IMPORTANT (7-10)		3166	2600	2232	934	566	3166	2854	1857	1731	493	2988	178	252	561	2353
		72%	72%	71%	75%	74%	72%	77%	81%	79%	84%	76%	37%	38%	53%	88%
					b			f	aef	f	aef	f			a	ab
MOST NEGATIVE (1-2)		286	226	204	82	60	286	125	57	51	9	151	135	202	51	33
		7%	6%	6%	7%	8%	7%	3%	2%	2%	2%	4%	28%	30%	5%	1%
												bc	abcde	bc	c	
MOST POSITIVE (9-10)		1849	1514	1280	569	335	1849	1694	1123	989	320	1756	93	160	232	1458
		42%	42%	41%	46%	44%	42%	46%	49%	45%	54%	45%	19%	24%	22%	55%
					b			f	ef	f	acef	f				ab
Answered		4305	3571	3097	1207	734	4305	3677	2269	2186	584	3876	428	630	1023	2652

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.6	7.6	7.5	7.8	7.7	7.6	7.9	8.1	8.0	8.3	7.9	5.2	5.2	6.8	8.5
				ab			f	aef	f	acef	f			a	ab
Standard deviation	2.46	2.44	2.45	2.47	2.55	2.46	2.15	2.00	1.98	1.85	2.19	3.36	3.44	2.17	1.70
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.08	.04	.16	.14	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	266	136	127	24	41	37	59	105	46	86	38	96	205	32	12	17
		6%	6%	6%	5%	6%	5%	8%	6%	4%	6%	5%	9% ac	6%	9% a	6%	14% abc
2	(2.0)	49	23	25	4	9	12	7	16	20	10	9	9	38	4	5	1
		1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2% a	1%
3	(3.0)	125	68	57	16	23	22	15	49	32	37	24	32	98	15	8	4
		3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	4%	3%
4	(4.0)	96	45	51	13	25	14	7	36	21	28	26	21	79	8	7	2
		2%	2%	2%	3%	3% d	2%	1%	2%	2%	2%	3%	2%	2%	2%	4%	1%
5	(5.0)	412	198	213	63	72	61	68	149	84	111	87	129	345	34	24	11
		9%	9%	9%	14% ce	10%	9%	9%	9%	7%	8%	11% a	11% a	9%	9%	11%	9%
6	(6.0)	481	251	230	61	89	82	87	162	115	146	95	125	413	36	21	10
		11%	12%	10%	13%	12%	11%	12%	9%	10%	11%	12%	11%	11%	10%	10%	8%
7	(7.0)	608	307	299	64	93	125	108	218	159	195	116	137	512	53	29	14
		14%	14%	13%	14%	12%	17% e	15%	13%	14%	14%	15%	12%	14%	14%	14%	11%
8	(8.0)	854	433	420	77	148	146	133	351	254	280	141	179	726	69	38	22
		19%	20%	18%	17%	20%	20%	18%	20%	22% d	21% d	18%	16%	20%	19%	18%	18%
9	(9.0)	504	208	295	46	87	79	84	208	149	162	85	108	425	42	19	19
		11%	10%	13% a	10%	12%	11%	11%	12%	13%	12%	11%	10%	11%	11%	9%	15% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely important (10.0)	889	404	485	76	132	124	156	401	235	259	147	249	761	64	42	21
	20%	19%	21%	16%	18%	17%	21%	23% abc	21%	19%	19%	22%	21%	17%	20%	17%
Don't know	117	48	68	19	29	16	11	43	17	37	16	47	100	12	3	2
	3%	2%	3%	4% d	4%	2%	1%	2%	2%	3%	2%	4% a	3%	3%	1%	2%
NOT IMPORTANT (1-4)	536	273	261	57	99	84	89	206	119	161	98	158	420	59	32	24
	12%	13%	11%	12%	13%	12%	12%	12%	11%	12%	12%	14%	11%	16% a	15%	20% a
NEUTRAL (5-6)	893	449	443	123	161	144	154	311	199	257	182	254	758	70	44	21
	20%	21%	19%	27% ce	22%	20%	21%	18%	18%	19%	23% a	22% a	20%	19%	21%	17%
IMPORTANT (7-10)	2855	1351	1499	263	460	473	480	1178	797	895	489	673	2424	228	127	76
	65%	64%	66%	57%	61%	66% a	65% a	68% ab	70% cd	66% d	62%	59%	65%	62%	62%	61%
MOST NEGATIVE (1-2)	315	160	153	28	50	49	67	121	66	96	47	105	243	36	17	18
	7%	8%	7%	6%	7%	7%	9%	7%	6%	7%	6%	9% a	7%	10% a	8%	15% ac
MOST POSITIVE (9-10)	1393	612	780	122	219	203	239	609	384	420	232	357	1185	106	61	40
	32%	29%	34% a	26%	29%	28%	33%	35% ac	34%	31%	30%	32%	32%	29%	29%	33%
Answered	4284	2073	2203	444	719	701	724	1695	1116	1314	769	1085	3602	357	204	121

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	7.1	7.0	7.2	6.9	7.0	7.1	7.1	7.3 a	7.4 cd	7.2	7.0	7.0	7.2 bd	6.8	6.9	6.7
Standard deviation	2.49	2.50	2.48	2.41	2.47	2.39	2.59	2.51	2.34	2.47	2.41	2.70	2.45	2.67	2.58	2.98
Standard error	.04	.05	.05	.11	.10	.08	.10	.06	.07	.07	.08	.08	.05	.12	.12	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	266	225	41	63	198	56	205	24	26	27	56	135	119
		6%	6%	7%	5%	7%	5%	7%	6%	5%	5%	5%	5%	7%
2	(2.0)	49	45	4	13	36	11	37	4	4	7	11	29	19
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	125	109	16	38	87	30	93	10	11	15	30	76	47
		3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%
4	(4.0)	96	88	8	23	73	22	73	7	16	7	22	61	32
		2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
5	(5.0)	412	367	45	119	285	102	299	40	49	40	102	232	175
		9%	10%	8%	9%	10%	9%	10%	9%	9%	7%	9%	9%	10%
6	(6.0)	481	419	61	152	316	128	338	48	59	60	128	298	175
		11%	11%	11%	12%	11%	11%	11%	11%	10%	11%	11%	11%	10%
7	(7.0)	608	538	70	173	404	154	421	44	72	77	154	396	200
		14%	14%	12%	13%	13%	13%	13%	10%	13%	14%	13%	15% b	12%
8	(8.0)	854	734	121	248	584	220	612	84	121	92	220	525	321
		19%	19%	21%	19%	20%	19%	20%	20%	21%	17%	19%	20%	19%
9	(9.0)	504	434	70	178	315	164	329	49	86	89	164	312	188
		11%	11%	12%	14% b	11%	14% b	11%	12%	15%	17%	14%	12%	11%
10 - Extremely important	(10.0)	889	754	135	256	622	239	637	100	112	111	239	477	397
		20%	20%	23%	20%	21%	21%	20%	23%	20%	21%	21%	18%	23% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	117	106	11	34	75	27	82	16	7	9	27	55	54
	3%	3%	2%	3%	3%	2%	3%	4%	1%	2%	2%	2%	3%
NOT IMPORTANT (1-4)	536	468	68	136	393	119	409	46	57	56	119	301	216
	12%	12%	12%	11%	13%	10%	13%	11%	10%	11%	10%	12%	13%
NEUTRAL (5-6)	893	787	106	271	601	230	637	88	108	99	230	530	350
	20%	21%	18%	21%	20%	20%	20%	21%	19%	19%	20%	20%	20%
IMPORTANT (7-10)	2855	2459	395	856	1926	778	2000	277	391	368	778	1711	1106
	65%	64%	68%	66%	64%	67%	64%	65%	69%	69%	67%	66%	64%
MOST NEGATIVE (1-2)	315	270	45	76	234	67	242	28	30	34	67	165	137
	7%	7%	8%	6%	8%	6%	8%	7%	5%	6%	6%	6%	8%
MOST POSITIVE (9-10)	1393	1188	205	434	938	404	966	149	198	200	404	789	585
	32%	31%	35%	33%	31%	35%	31%	35%	35%	38%	35%	30%	34%
Answered	4284	3714	570	1263	2920	1127	3046	411	556	524	1127	2542	1672
Mean score	7.1	7.1	7.3	7.3	7.1	7.3	7.1	7.3	7.4	7.3	7.3	7.1	7.2
Standard deviation	2.49	2.48	2.55	2.39	2.55	2.39	2.54	2.49	2.33	2.42	2.39	2.40	2.59
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	266 6%	204 6%	183 6%	83 7%	62 8%	266 6%	115 3%	53 2%	47 2%	12 2%	138 4% c	128 27% abcde	192 29% bc	42 4% c	32 1%
2	(2.0)	49 1%	34 1%	30 1%	19 1%	14 2%	49 1%	32 1%	22 1%	17 1%	* *%	37 1%	12 2% acde	24 4% bc	15 1% c	10 *%
3	(3.0)	125 3%	103 3%	93 3%	32 3%	22 3%	125 3%	93 3%	48 2%	53 2%	11 2%	100 3%	25 5% abcde	50 8% bc	32 3%	43 2%
4	(4.0)	96 2%	86 2%	77 2%	19 2%	10 1%	96 2%	73 2%	44 2%	40 2%	10 2%	79 2%	17 3%	31 5% c	27 3%	39 1%
5	(5.0)	412 9%	347 10%	301 10%	112 9%	65 9%	412 9%	334 9% d	163 7%	176 8%	32 5%	354 9% d	58 12% bcd	77 12% c	214 20% ac	122 5%
6	(6.0)	481 11%	414 11%	367 12%	114 9%	67 9%	481 11%	425 11% df	233 10%	251 11% f	43 7%	447 11% df	34 7%	53 8%	203 19% ac	225 8%
7	(7.0)	608 14%	510 14%	443 14%	164 13%	98 13%	608 14%	553 15% f	314 14% f	357 16% f	74 13% f	580 15% f	28 6%	39 6%	179 17% a	389 15% a
8	(8.0)	854 19%	714 20%	622 20%	232 19%	140 18%	854 19%	771 21% f	528 23% f	492 22% f	144 25% f	809 21% f	45 9%	57 9%	137 13%	661 25% ab
9	(9.0)	504 11%	439 12%	372 12%	132 11%	65 9%	504 11%	453 12% f	324 14% f	296 13% f	83 14% f	478 12% f	26 5%	28 4%	71 7%	405 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important	(10.0)	889	709	599	289	179	889	814	536	449	174	836	53	78	97	714
		20%	20%	19%	23% b	23%	20%	22% f	23% f	20% f	30% abcef	21% f	11%	12%	9%	27% ab
Don't know		117	77	69	48	40	117	48	27	23	4	59	57	36	47	34
		3%	2%	2%	4% ab	5% abe	3%	1%	1%	1%	1%	2%	12% abcde	5% c	4% c	1%
NOT IMPORTANT (1-4)		536	428	383	153	108	536	313	168	157	34	354	181	296	116	124
		12%	12%	12%	12%	14%	12%	8%	7%	7%	6%	9%	38% abcde	45% bc	11% c	5%
NEUTRAL (5-6)		893	761	668	225	132	893	760	395	428	75	801	92	130	417	346
		20%	21%	21%	18%	17%	20%	20% bd	17%	19% d	13%	20% bd	19%	20% c	39% ac	13%
IMPORTANT (7-10)		2855	2372	2036	818	483	2855	2591	1703	1594	475	2704	151	202	485	2168
		65%	65%	65%	66%	63%	65%	70% f	74% aef	72% f	81% abcef	69% f	31%	30%	46% a	81% ab
MOST NEGATIVE (1-2)		315	239	213	102	76	315	146	75	65	12	175	140	216	57	42
		7%	7%	7%	8%	10% ab	7%	4%	3%	3%	2%	4% c	29% abcde	32% bc	5% c	2%
MOST POSITIVE (9-10)		1393	1149	971	422	244	1393	1267	860	745	257	1315	78	106	168	1119
		32%	32%	31%	34%	32%	32%	34% f	38% ef	34% f	44% acef	34% f	16%	16%	16%	42% ab
Answered		4284	3560	3087	1197	723	4284	3663	2266	2179	584	3859	424	628	1017	2638

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.1	7.2	7.1	7.2	7.1	7.1	7.4 f	7.6 aef	7.5 f	8.0 abcef	7.4 f	4.9	4.7	6.4 a	8.0 ab
Standard deviation	2.49	2.44	2.45	2.59	2.72	2.49	2.22	2.12	2.08	2.01	2.26	3.28	3.24	2.14	1.87
Standard error	.04	.04	.04	.08	.10	.04	.04	.04	.04	.08	.04	.16	.13	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	228 5%	120 6%	107 5%	20 4%	40 5%	38 5%	48 7%	81 5%	42 4%	71 5%	37 5%	78 7% a	178 5%	25 7%	9 4%	16 13% abc
2	(2.0)	28 1%	16 1%	12 1%	3 1%	6 1%	7 1%	6 1%	7 *%	9 1%	6 *%	8 1%	5 *%	19 1%	5 1%	3 2% a	1 1%
3	(3.0)	81 2%	31 1%	49 2%	15 3% e	15 2%	15 2%	14 2%	22 1%	18 2%	28 2%	13 2%	23 2%	61 2%	11 3%	6 3%	2 2%
4	(4.0)	91 2%	53 2%	38 2%	17 4% d	25 3% d	12 2%	8 1%	29 2%	14 1%	19 1%	24 3% a	33 3%	78 2%	5 1%	4 2%	4 3%
5	(5.0)	304 7%	147 7%	157 7%	49 11% e	66 9% e	50 7%	46 6%	93 5%	53 5%	84 6%	67 8% a	102 9% a	252 7%	25 7%	18 9%	9 7%
6	(6.0)	367 8%	189 9%	178 8%	47 10%	69 9%	65 9%	64 9%	122 7%	109 10%	95 7%	65 8%	98 9%	320 9%	25 7%	14 7%	9 7%
7	(7.0)	590 13%	305 14%	283 12%	79 17% e	105 14%	120 17% e	102 14%	185 11%	152 13%	184 14%	109 14%	147 13%	505 14% d	46 13%	28 14%	11 9%
8	(8.0)	897 20%	467 22%	429 19%	86 19%	144 19%	143 20%	147 20%	378 22%	238 21% d	297 22% d	182 23% d	180 16%	750 20%	86 23% d	41 20%	20 16%
9	(9.0)	618 14%	276 13%	340 15%	49 11%	98 13%	96 13%	103 14%	271 16% a	190 17% cd	204 15%	89 11%	135 12%	527 14%	45 12%	25 12%	20 17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely important (10.0)	1079	477	602	79	146	155	187	512	292	325	178	285	906	86	57	30
	25%	22%	27% a	17%	20%	22%	25% a	29% abc	26%	24%	23%	25%	24%	23%	28%	24%
Don't know	117	41	76	18	34	16	10	39	16	40	14	47	104	9	3	2
	3%	2%	3% a	4% d	5% de	2%	1%	2%	1%	3%	2%	4% ac	3%	2%	1%	1%
NOT IMPORTANT (1-4)	428	219	206	55	86	72	76	139	83	123	82	140	336	46	22	23
	10%	10%	9%	12%	11%	10%	10%	8%	7%	9%	10%	12% a	9%	13%	11%	19% ac
NEUTRAL (5-6)	671	337	335	96	135	115	110	215	161	178	132	200	572	50	31	18
	15%	16%	15%	21% e	18% e	16%	15%	12%	14%	13%	17%	18% b	15%	14%	15%	14%
IMPORTANT (7-10)	3184	1524	1655	293	493	514	539	1345	872	1009	557	746	2690	264	151	81
	72%	72%	73%	63%	66%	72% a	73% ab	77% abc	77% cd	75% d	71%	66%	73% d	71%	73%	66%
MOST NEGATIVE (1-2)	256	136	119	23	46	45	54	88	51	76	45	83	197	30	12	17
	6%	6%	5%	5%	6%	6%	7%	5%	5%	6%	6%	7% a	5%	8% a	6%	14% abc
MOST POSITIVE (9-10)	1697	753	943	128	244	251	291	782	482	528	266	420	1434	131	82	50
	39%	35%	42% a	28%	33%	35%	40% a	45% abc	43% c	39%	34%	37%	39%	35%	40%	41%
Answered	4283	2080	2196	444	714	701	725	1699	1116	1311	770	1086	3598	360	204	121

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	7.5	7.4	7.6 a	7.1	7.2	7.4	7.5 a	7.9 abcd	7.8 cd	7.6 d	7.4	7.3	7.6 d	7.3	7.5 d	7.0
Standard deviation	2.39	2.40	2.38	2.34	2.42	2.38	2.49	2.31	2.21	2.36	2.36	2.60	2.34	2.58	2.44	3.00
Standard error	.04	.05	.05	.10	.10	.08	.09	.06	.07	.07	.08	.08	.04	.11	.11	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	228	198	30	61	163	55	169	21	27	26	55	116	101
		5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	6%
2	(2.0)	28	26	2	10	17	10	17	2	3	5	10	20	8
		1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
3	(3.0)	81	71	10	17	63	14	66	8	7	4	14	51	27
		2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%
4	(4.0)	91	82	9	29	60	24	61	10	14	12	24	51	37
		2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
5	(5.0)	304	269	35	93	199	80	210	39	36	30	80	173	124
		7%	7%	6%	7%	7%	7%	7%	9%	6%	6%	7%	7%	7%
6	(6.0)	367	332	35	113	245	96	261	34	36	49	96	247	115
		8%	9%	6%	9%	8%	8%	8%	8%	6%	9%	8%	9% b	7%
7	(7.0)	590	521	69	177	402	148	430	52	73	65	148	382	201
		13%	14%	12%	14%	13%	13%	14%	12%	13%	12%	13%	15% b	12%
8	(8.0)	897	772	124	291	569	259	600	86	140	116	259	543	345
		20%	20%	21%	22%	19%	22%	19%	20%	25%	22%	22%	21%	20%
9	(9.0)	618	537	81	171	438	162	447	49	88	78	162	377	233
		14%	14%	14%	13%	15%	14%	14%	12%	16%	15%	14%	15%	13%
10 - Extremely important	(10.0)	1079	911	168	299	765	274	788	106	129	134	274	582	477
		25%	24%	29%	23%	26%	24%	25%	25%	23%	25%	24%	22%	28% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	117	100	17	36	75	31	80	18	10	12	31	53	58
	3%	3%	3%	3%	3%	3%	3%	4%	2%	2%	3%	2%	3%
NOT IMPORTANT (1-4)	428	377	51	117	302	103	312	42	51	47	103	239	173
	10%	10%	9%	9%	10%	9%	10%	10%	9%	9%	9%	9%	10%
NEUTRAL (5-6)	671	600	71	206	444	176	471	73	71	79	176	420	239
	15%	16%	12%	16%	15%	15%	15%	17%	13%	15%	15%	16%	14%
IMPORTANT (7-10)	3184	2741	443	938	2174	842	2265	294	430	393	842	1884	1256
	72%	72%	76%	72%	73%	73%	72%	69%	76%	74%	73%	73%	73%
MOST NEGATIVE (1-2)	256	224	32	71	179	65	186	24	30	31	65	136	109
	6%	6%	6%	5%	6%	6%	6%	6%	5%	6%	6%	5%	6%
MOST POSITIVE (9-10)	1697	1448	249	470	1203	436	1234	155	217	213	436	959	710
	39%	38%	43%	36%	40%	38%	39%	36%	39%	40%	38%	37%	41%
Answered	4283	3719	564	1261	2920	1122	3048	408	553	520	1122	2543	1668
Mean score	7.5	7.5	7.8	7.5	7.5	7.6	7.5	7.5	7.6	7.6	7.6	7.5	7.6
Standard deviation	2.39	2.39	2.38	2.32	2.43	2.33	2.42	2.42	2.29	2.33	2.33	2.31	2.47
Standard error	.04	.04	.09	.06	.05	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	228 5%	178 5%	163 5%	65 5%	50 7%	228 5%	81 2%	38 2%	31 1%	10 2%	100 3% c	127 26% abcde	176 26% bc	30 3% c	22 1%
2	(2.0)	28 1%	25 1%	24 1%	4 *%	3 *%	28 1%	14 *%	12 1%	10 *%	* *%	17 *%	11 2% abcde	16 2% c	8 1% c	4 *%
3	(3.0)	81 2%	73 2%	64 2%	17 1%	8 1%	81 2%	56 2%	24 1%	33 1%	5 1%	63 2%	18 4% abcde	39 6% bc	26 2% c	15 1%
4	(4.0)	91 2%	84 2%	73 2%	18 1%	7 1%	91 2%	69 2%	42 2%	40 2%	10 2%	74 2%	17 4%	34 5% c	29 3% c	28 1%
5	(5.0)	304 7%	258 7%	229 7%	76 6%	46 6%	304 7%	242 7%	136 6%	128 6%	27 5%	259 7%	45 9% d	63 9% c	174 16% ac	67 3%
6	(6.0)	367 8%	312 9%	281 9%	86 7%	55 7%	367 8%	325 9%	156 7%	200 9% bd	32 5%	336 9%	31 6%	38 6%	194 18% ac	135 5%
7	(7.0)	590 13%	497 14%	439 14%	152 12%	93 12%	590 13%	523 14% f	316 14% f	346 16% f	73 12% f	562 14% f	29 6%	41 6%	181 17% a	368 14% a
8	(8.0)	897 20%	733 20%	632 20%	265 21%	164 21%	897 20%	800 22% f	513 22% f	511 23% f	121 21% f	845 22% f	52 11%	74 11%	174 16% a	649 24% ab
9	(9.0)	618 14%	522 14%	447 14%	171 14%	95 12%	618 14%	569 15% f	383 17% f	338 15% f	116 20% ef	586 15% f	32 7%	42 6%	81 8%	494 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important	(10.0)	1079	875	734	345	204	1079	990	650	548	189	1021	58	100	123	856
		25%	24%	23%	28%	27%	25%	27%	28%	25%	32%	26%	12%	15%	12%	32%
					b			f	f	f	cef	f				ab
Don't know		117	80	71	47	38	117	41	23	16	5	56	61	41	44	33
		3%	2%	2%	4%	5%	3%	1%	1%	1%	1%	1%	13%	6%	4%	1%
					a	abe							abcde	c	c	
NOT IMPORTANT (1-4)		428	360	324	104	68	428	220	115	113	25	254	173	265	93	69
		10%	10%	10%	8%	9%	10%	6%	5%	5%	4%	6%	36%	40%	9%	3%
													abcde	bc	c	
NEUTRAL (5-6)		671	570	510	162	101	671	567	292	329	59	595	76	101	368	202
		15%	16%	16%	13%	13%	15%	15%	13%	15%	10%	15%	16%	15%	35%	8%
								d		d		d		c	ac	
IMPORTANT (7-10)		3184	2628	2252	933	557	3184	2883	1863	1743	499	3013	171	258	559	2367
		72%	72%	71%	75%	73%	72%	78%	81%	79%	85%	77%	36%	39%	53%	89%
								f	aef	f	acef	f			a	ab
MOST NEGATIVE (1-2)		256	203	187	69	53	256	95	50	41	11	118	138	192	38	26
		6%	6%	6%	6%	7%	6%	3%	2%	2%	2%	3%	29%	29%	4%	1%
													abcde	bc	c	
MOST POSITIVE (9-10)		1697	1397	1181	516	300	1697	1560	1033	886	305	1607	90	142	205	1350
		39%	38%	37%	41%	39%	39%	42%	45%	40%	52%	41%	19%	21%	19%	51%
								f	cef	f	abcef	f				ab
Answered		4283	3557	3085	1198	726	4283	3670	2270	2185	583	3863	420	624	1021	2639

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.5	7.5	7.5	7.7	7.6	7.5	7.8	8.0	7.9	8.2	7.8	5.2	5.2	6.8	8.4
				b			f	aef	f	acef	f			a	ab
Standard deviation	2.39	2.37	2.40	2.36	2.47	2.39	2.05	1.96	1.93	1.89	2.10	3.38	3.39	2.08	1.64
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.16	.13	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all important	(1.0)	263	146	114	21	35	34	58	114	50	83	42	88	209	28	9	17
		6%	7%	5%	5%	5%	5%	8%	7%	4%	6%	5%	8% a	6%	7%	4%	14% abc
2	(2.0)	60	25	35	7	11	14	10	19	11	22	11	16	48	7	4	1
		1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%
3	(3.0)	113	63	51	17	26	22	15	34	31	24	25	34	89	11	11	2
		3%	3%	2%	4%	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	6% ad	2%
4	(4.0)	136	76	60	18	25	19	21	53	35	41	26	34	115	11	7	3
		3%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%
5	(5.0)	376	181	195	54	70	66	58	128	87	101	80	109	312	30	20	14
		9%	9%	9%	12% e	9%	9%	8%	7%	8%	7%	10%	10%	8%	8%	10%	11%
6	(6.0)	461	218	243	53	82	78	84	164	127	136	83	115	405	31	16	9
		10%	10%	11%	11%	11%	11%	11%	9%	11%	10%	11%	10%	11%	8%	8%	7%
7	(7.0)	625	334	290	67	101	103	108	245	177	193	122	133	535	44	33	13
		14%	16%	13%	15%	14%	14%	15%	14%	16%	14%	16%	12%	14%	12%	16% d	10%
8	(8.0)	794	389	404	74	139	139	123	320	217	249	144	185	662	71	40	21
		18%	18%	18%	16%	19%	19%	17%	18%	19%	18%	18%	16%	18%	19%	19%	17%
9	(9.0)	512	224	287	55	95	86	88	188	140	183	80	109	433	43	20	16
		12%	11%	13%	12%	13%	12%	12%	11%	12%	14% d	10%	10%	12%	12%	10%	13%
10 - Extremely important	(10.0)	918	403	511	74	126	136	153	429	234	269	153	262	767	83	44	24
		21%	19%	23% a	16%	17%	19%	21%	25% abc	21%	20%	20%	23%	21%	23%	21%	20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	142	61	81	23	37	20	19	43	26	50	17	49	126	11	3	2
	3%	3%	4%	5% e	5% e	3%	3%	2%	2%	4%	2%	4%	3%	3%	1%	2%
NOT IMPORTANT (1-4)	573	310	260	63	98	88	103	220	126	170	104	172	462	57	31	23
	13%	15% b	11%	14%	13%	12%	14%	13%	11%	13%	13%	15% a	12%	15%	15%	19% a
NEUTRAL (5-6)	837	399	438	106	152	144	142	293	214	236	163	223	717	61	36	23
	19%	19%	19%	23% e	20%	20%	19%	17%	19%	18%	21%	20%	19%	16%	17%	19%
IMPORTANT (7-10)	2848	1351	1493	270	461	464	471	1182	767	894	499	688	2396	241	137	75
	65%	64%	66%	58%	62%	65%	64%	68% ab	68% d	66%	64%	61%	65%	65%	66%	61%
MOST NEGATIVE (1-2)	323	171	149	28	46	48	68	133	60	105	53	104	257	35	13	18
	7%	8%	7%	6%	6%	7%	9%	8%	5%	8%	7%	9% a	7%	9%	6%	15% abc
MOST POSITIVE (9-10)	1430	627	798	129	221	222	240	617	374	452	233	371	1199	126	64	41
	32%	30%	35% a	28%	30%	31%	33%	36% a	33%	33%	30%	33%	32%	34%	31%	33%
Answered	4258	2060	2190	439	711	697	716	1695	1107	1300	767	1084	3575	358	204	121
Mean score	7.1	7.0	7.3 a	6.9	7.1	7.1	7.1	7.3 a	7.3	7.2	7.0	7.0	7.2 d	7.1	7.1	6.7
Standard deviation	2.52	2.55	2.47	2.43	2.43	2.43	2.62	2.56	2.35	2.51	2.47	2.71	2.48	2.69	2.50	2.98
Standard error	.04	.06	.05	.11	.10	.09	.10	.06	.07	.07	.08	.08	.05	.12	.11	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all important	(1.0)	263	225	38	60	200	56	204	20	26	32	56	131	120
		6%	6%	7%	5%	7%	5%	7%	5%	5%	6%	5%	5%	7%
2	(2.0)	60	55	5	18	41	17	42	6	8	9	17	35	23
		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
3	(3.0)	113	100	14	28	84	23	87	11	12	10	23	71	40
		3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%
4	(4.0)	136	123	13	39	95	36	96	9	22	18	36	80	53
		3%	3%	2%	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%
5	(5.0)	376	330	46	125	241	109	256	51	49	47	109	218	151
		9%	9%	8%	10%	8%	9%	8%	12%	9%	9%	9%	8%	9%
6	(6.0)	461	407	54	134	315	119	330	37	44	61	119	309	144
		10%	11%	9%	10%	11%	10%	11%	9%	8%	11%	10%	12% b	8%
7	(7.0)	625	553	72	174	428	143	456	44	81	60	143	391	229
		14%	14%	12%	13%	14%	12%	15%	10%	14%	11%	12%	15%	13%
8	(8.0)	794	688	106	265	497	239	521	82	122	105	239	475	308
		18%	18%	18%	20% b	17%	21% b	17%	19%	22%	20%	21%	18%	18%
9	(9.0)	512	445	67	162	346	149	359	59	73	64	149	316	188
		12%	12%	12%	12%	12%	13%	11%	14%	13%	12%	13%	12%	11%
10 - Extremely important	(10.0)	918	767	151	245	659	225	678	89	113	111	225	497	406
		21%	20%	26% a	19%	22%	19%	22%	21%	20%	21%	19%	19%	24% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	142	127	15	47	90	38	98	19	13	16	38	72	64
	3%	3%	3%	4%	3%	3%	3%	4%	2%	3%	3%	3%	4%
NOT IMPORTANT (1-4)	573	502	70	145	419	132	430	47	68	68	132	318	236
	13%	13%	12%	11%	14%	11%	14%	11%	12%	13%	11%	12%	14%
NEUTRAL (5-6)	837	737	100	260	556	228	586	88	93	108	228	527	295
	19%	19%	17%	20%	19%	20%	19%	21%	17%	20%	20%	20%	17%
IMPORTANT (7-10)	2848	2453	395	846	1931	756	2014	273	389	341	756	1680	1131
	65%	64%	68%	65%	64%	66%	64%	64%	69%	64%	66%	65%	66%
MOST NEGATIVE (1-2)	323	279	44	78	241	72	247	26	34	41	72	166	143
	7%	7%	8%	6%	8%	6%	8%	6%	6%	8%	6%	6%	8%
MOST POSITIVE (9-10)	1430	1212	218	407	1006	374	1037	148	186	175	374	814	594
	32%	32%	37% a	31%	34%	32%	33%	35%	33%	33%	32%	31%	34%
Answered	4258	3692	566	1250	2905	1116	3029	408	550	517	1116	2524	1662
Mean score	7.1	7.1	7.3	7.2	7.1	7.2	7.1	7.3	7.3	7.2	7.2	7.1	7.2
Standard deviation	2.52	2.51	2.58	2.39	2.59	2.41	2.57	2.47	2.40	2.52	2.41	2.42	2.62
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all important	(1.0)	263	206	180	83	56	263	121	59	53	16	141	122	180	47	35
		6%	6%	6%	7%	7%	6%	3%	3%	2%	3%	4%	25% abcde	27% bc	4% c	1%
2	(2.0)	60	52	47	13	9	60	40	20	25	2	42	19	35	14	11
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	4% abcde	5% bc	1% c	*%
3	(3.0)	113	90	79	34	23	113	92	46	48	9	96	17	50	32	32
		3%	2%	3%	3%	3%	3%	2%	2%	2%	2%	2%	4%	7% bc	3% c	1%
4	(4.0)	136	118	105	31	18	136	108	63	63	15	118	18	41	54	41
		3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	4%	6% c	5% c	2%
5	(5.0)	376	323	282	94	53	376	303	166	163	36	324	52	77	186	114
		9%	9%	9%	8%	7%	9%	8%	7%	7%	6%	8%	11%	12% c	17% ac	4%
6	(6.0)	461	389	341	120	72	461	416	224	274	52	433	28	33	209	218
		10%	11%	11%	10%	9%	10%	11% f	10%	12% f	9%	11% f	6%	5%	20% ac	8%
7	(7.0)	625	522	457	168	103	625	553	345	342	69	589	36	45	156	423
		14%	14%	14%	13%	13%	14%	15% f	15% f	16% f	12%	15% f	7%	7%	15% a	16% a
8	(8.0)	794	655	577	217	138	794	721	470	457	121	757	36	45	130	618
		18%	18%	18%	17%	18%	18%	19% f	20% f	21% f	21% f	19% f	8%	7%	12% a	23% ab
9	(9.0)	512	454	386	125	58	512	466	343	306	98	484	28	30	73	409
		12%	12% d	12% d	10%	8%	12% d	13% f	15% ef	14% f	17% ef	12% f	6%	4%	7%	15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely important	(10.0)	918	721	607	311	197	918	825	525	434	167	852	66	88	108	721
		21%	20%	19%	25% abe	26% abe	21%	22% f	23% f	20% f	28% acef	22% f	14%	13%	10%	27% ab
Don't know		142	106	95	47	37	142	66	31	36	5	82	61	40	53	49
		3%	3%	3%	4%	5%	3%	2%	1%	2%	1%	2%	13% abcde	6% c	5% c	2%
NOT IMPORTANT (1-4)		573	467	411	162	106	573	362	188	189	42	397	176	306	148	119
		13%	13%	13%	13%	14%	13%	10%	8%	9%	7%	10%	37% abcde	46% bc	14% c	4%
NEUTRAL (5-6)		837	712	623	214	125	837	719	391	437	87	758	80	109	395	333
		19%	20%	20%	17%	16%	19%	19%	17%	20%	15%	19%	17%	16%	37% ac	12%
IMPORTANT (7-10)		2848	2352	2027	822	496	2848	2565	1683	1539	454	2683	166	209	469	2171
		65%	65%	64%	66%	65%	65%	69% f	73% aef	70% f	77% acef	68% f	34%	31%	44% a	81% ab
MOST NEGATIVE (1-2)		323	258	227	96	65	323	161	79	78	18	182	141	215	62	46
		7%	7%	7%	8%	9%	7%	4%	3%	4%	3%	5%	29% abcde	32% bc	6% c	2%
MOST POSITIVE (9-10)		1430	1175	993	437	255	1430	1291	868	741	265	1337	93	118	182	1130
		32%	32%	31%	35%	33%	32%	35% f	38% cef	34% f	45% abcef	34% f	19%	18%	17%	42% ab
Answered		4258	3531	3061	1197	727	4258	3645	2262	2165	583	3837	421	624	1011	2623

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the lfe and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score	7.1	7.1	7.1	7.3	7.2	7.1	7.4 f	7.6 aef	7.4 f	7.9 acef	7.4 f	5.1	4.8	6.4 a	8.0 ab
Standard deviation	2.52	2.49	2.48	2.60	2.67	2.52	2.27	2.16	2.15	2.14	2.30	3.38	3.28	2.23	1.87
Standard error	.04	.04	.04	.08	.10	.04	.04	.05	.05	.09	.04	.16	.13	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	247	143	102	4	33	31	55	125	55	90	36	66	208	24	11	5
		6%	7% b	4%	1%	4% a	4% a	7% a	7% a	5%	7%	5%	6%	6%	6%	5%	4%
2	(2.0)	83	45	38	5	12	16	22	27	24	25	17	16	69	6	5	2
		2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	3%	1%
3	(3.0)	136	68	67	15	27	20	20	54	33	38	24	40	114	12	6	3
		3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%
4	(4.0)	157	80	75	24	30	22	19	63	41	57	30	30	136	8	9	5
		4%	4%	3%	5%	4%	3%	3%	4%	4%	4%	4%	3%	4%	2%	4%	4%
5	(5.0)	345	171	173	47	62	58	65	112	76	97	70	101	283	29	23	9
		8%	8%	8%	10% e	8%	8%	9%	6%	7%	7%	9%	9%	8%	8%	11% a	7%
6	(6.0)	460	208	251	64	80	89	81	146	108	141	84	126	403	34	16	7
		10%	10%	11%	14% e	11%	12% e	11%	8%	10%	10%	11%	11%	11% d	9%	8%	6%
7	(7.0)	689	354	335	79	154	101	120	235	213	202	114	160	595	44	34	16
		16%	17%	15%	17%	21% ce	14%	16%	14%	19% d	15%	15%	14%	16%	12%	17%	13%
8	(8.0)	865	411	454	81	122	158	142	362	223	271	174	196	725	74	43	23
		20%	19%	20%	18%	16%	22%	19%	21%	20%	20%	22%	17%	20%	20%	21%	18%
9	(9.0)	568	281	287	46	83	90	85	264	162	186	88	132	466	56	23	23
		13%	13%	13%	10%	11%	13%	12%	15% a	14%	14%	11%	12%	13%	15%	11%	18% ac
10 - Extremely well	(10.0)	649	294	355	56	93	99	103	297	167	191	110	180	534	60	31	23
		15%	14%	16%	12%	12%	14%	14%	17%	15%	14%	14%	16%	14%	16%	15%	19%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	203	67	134	41	52	33	24	52	30	52	36	85	167	21	5	9
	5%	3%	6%	9%	7%	5%	3%	3%	3%	4%	5%	8%	5%	6%	3%	7%
			a	cde	de							ab		c		ac
NEGATIVE VIEW (1-4)	623	335	283	48	102	89	115	270	154	209	108	153	527	51	31	13
	14%	16%	12%	10%	14%	12%	16%	16%	14%	16%	14%	13%	14%	14%	15%	11%
		b						a								
NEUTRAL (5-6)	804	379	424	111	142	147	146	258	184	238	155	227	687	62	39	16
	18%	18%	19%	24%	19%	20%	20%	15%	16%	18%	20%	20%	19%	17%	19%	13%
				e		e	e						d			
POSITIVE VIEW (7-10)	2770	1340	1431	262	452	449	450	1158	765	851	486	668	2321	234	131	84
	63%	63%	63%	57%	60%	63%	61%	67%	68%	63%	62%	59%	63%	63%	63%	69%
								ab	d							
MOST NEGATIVE (1-2)	330	187	140	9	45	48	76	152	79	115	53	83	277	30	16	6
	8%	9%	6%	2%	6%	7%	10%	9%	7%	9%	7%	7%	7%	8%	8%	5%
		b			a	a	ab	a								
MOST POSITIVE (9-10)	1216	575	642	102	176	190	188	561	329	378	198	312	1000	116	54	46
	28%	27%	28%	22%	23%	26%	26%	32%	29%	28%	25%	28%	27%	31%	26%	37%
								abcd								ac
Answered	4198	2054	2137	421	696	685	710	1686	1103	1298	749	1048	3535	348	201	114
Mean score	7.0	6.9	7.1	7.0	6.9	7.0	6.8	7.1	7.1	6.9	7.0	6.9	7.0	7.1	6.9	7.5
			a													ac
Standard deviation	2.46	2.52	2.38	2.04	2.34	2.35	2.58	2.59	2.39	2.52	2.39	2.51	2.45	2.57	2.48	2.37
Standard error	.04	.06	.05	.09	.09	.08	.10	.06	.07	.07	.08	.08	.05	.11	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	247	217	30	52	189	51	190	18	24	27	51	124	109
		6%	6%	5%	4%	6% a	4%	6%	4%	4%	5%	4%	5%	6%
2	(2.0)	83	71	12	24	57	22	58	10	9	13	22	56	24
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
3	(3.0)	136	124	11	27	107	22	110	7	12	12	22	67	66
		3%	3%	2%	2%	4%	2%	4%	2%	2%	2%	2%	3%	4%
4	(4.0)	157	139	18	47	108	39	113	12	18	18	39	94	62
		4%	4%	3%	4%	4%	3%	4%	3%	3%	3%	3%	4%	4%
5	(5.0)	345	311	34	107	225	94	236	40	50	40	94	204	131
		8%	8%	6%	8%	8%	8%	8%	9%	9%	7%	8%	8%	8%
6	(6.0)	460	392	68	155	297	133	317	52	54	60	133	291	165
		10%	10%	12%	12%	10%	12%	10%	12%	10%	11%	12%	11%	10%
7	(7.0)	689	599	90	201	469	176	493	61	83	82	176	438	242
		16%	16%	16%	16%	16%	15%	16%	14%	15%	15%	15%	17%	14%
8	(8.0)	865	758	107	256	584	231	610	72	127	106	231	536	317
		20%	20%	18%	20%	20%	20%	19%	17%	22%	20%	20%	21%	18%
9	(9.0)	568	497	70	157	396	146	408	52	72	70	146	330	233
		13%	13%	12%	12%	13%	13%	13%	12%	13%	13%	13%	13%	13%
10 - Extremely well	(10.0)	649	535	114	195	440	178	456	73	86	81	178	358	282
		15%	14%	20% a	15%	15%	15%	15%	17%	15%	15%	15%	14%	16%
Don't know		203	176	27	74	124	61	136	31	28	25	61	98	97
		5%	5%	5%	6%	4%	5%	4%	7%	5%	5%	5%	4%	6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	623	552	71	151	461	134	472	47	63	69	134	340	261
	14%	14%	12%	12%	15% a	12%	15% a	11%	11%	13%	12%	13%	15%
NEUTRAL (5-6)	804	702	102	262	522	227	553	92	104	100	227	495	296
	18%	18%	18%	20%	17%	20%	18%	22%	18%	19%	20%	19%	17%
POSITIVE VIEW (7-10)	2770	2389	381	810	1889	731	1967	257	368	339	731	1663	1073
	63%	63%	66%	62%	63%	63%	63%	60%	65%	64%	63%	64%	62%
MOST NEGATIVE (1-2)	330	288	42	76	246	73	249	28	33	39	73	180	133
	8%	8%	7%	6%	8%	6%	8%	7%	6%	7%	6%	7%	8%
MOST POSITIVE (9-10)	1216	1032	184	353	836	324	864	125	158	151	324	689	515
	28%	27%	32%	27%	28%	28%	28%	29%	28%	28%	28%	27%	30%
Answered	4198	3644	554	1223	2872	1093	2992	396	535	507	1093	2499	1630
Mean score	7.0	6.9	7.2	7.1	6.9	7.1	6.9	7.1	7.2	7.1	7.1	7.0	7.0
Standard deviation	2.46	2.46	2.45	2.32	2.52	2.35	2.50	2.39	2.32	2.42	2.35	2.36	2.55
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	247	211	186	61	37	247	117	68	51	15	136	112	208	26	13
		6%	6%	6%	5%	5%	6%	3%	3%	2%	3%	3%	23% abcde	31% bc	2% c	1%
2	(2.0)	83	78	69	14	5	83	57	35	41	8	64	19	54	15	14
		2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	4% abe	8% bc	1%	1%
3	(3.0)	136	117	97	39	18	136	102	52	47	10	105	30	79	26	30
		3%	3%	3%	3%	2%	3%	3%	2%	2%	2%	3%	6% abcde	12% bc	2% c	1%
4	(4.0)	157	142	126	32	16	157	134	86	84	24	140	17	50	66	41
		4%	4%	4%	3%	2%	4%	4%	4%	4%	4%	4%	4%	8% c	6% c	2%
5	(5.0)	345	281	247	98	63	345	274	137	129	24	295	50	74	183	88
		8%	8%	8%	8%	8%	8%	7% d	6%	6%	4%	8% d	10% bcd	11% c	17% ac	3%
6	(6.0)	460	392	347	113	67	460	407	206	251	36	428	31	36	215	208
		10%	11%	11%	9%	9%	10%	11% df	9%	11% df	6%	11% df	6%	5%	20% ac	8%
7	(7.0)	689	588	516	173	101	689	621	375	411	109	648	41	40	210	439
		16%	16%	16%	14%	13%	16%	17% f	16% f	19% f	18% f	17% f	9%	6%	20% a	16% a
8	(8.0)	865	708	599	266	157	865	782	509	473	122	825	40	33	134	698
		20%	19%	19%	21%	21%	20%	21% f	22% f	21% f	21% f	21% f	8%	5%	13% a	26% ab
9	(9.0)	568	465	399	169	103	568	524	364	334	92	549	19	11	58	499
		13%	13%	13%	14%	13%	13%	14% f	16% f	15% f	16% f	14% f	4%	2%	5% a	19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	649	513	444	205	135	649	616	416	346	141	631	18	19	39	591
		15%	14%	14%	16%	18%	15%	17%	18%	16%	24%	16%	4%	3%	4%	22%
								f	f	f	abcef	f				ab
Don't know		203	142	127	75	60	203	77	45	34	8	98	105	59	93	51
		5%	4%	4%	6%	8%	5%	2%	2%	2%	1%	2%	22%	9%	9%	2%
					ab	abe							abcde	c	c	
NEGATIVE VIEW (1-4)		623	547	478	146	76	623	409	241	223	57	446	178	392	133	99
		14%	15%	15%	12%	10%	14%	11%	11%	10%	10%	11%	37%	59%	12%	4%
			cd	cd			d						abcde	bc	c	
NEUTRAL (5-6)		804	673	594	211	131	804	681	343	380	60	723	81	110	399	296
		18%	19%	19%	17%	17%	18%	18%	15%	17%	10%	18%	17%	17%	37%	11%
								bd	d	d		bd	d	c	ac	
POSITIVE VIEW (7-10)		2770	2274	1957	813	496	2770	2543	1664	1565	463	2652	118	104	440	2226
		63%	63%	62%	65%	65%	63%	69%	73%	71%	79%	68%	25%	16%	41%	83%
								f	aef	f	abcef	f			a	ab
MOST NEGATIVE (1-2)		330	289	255	75	42	330	174	103	92	23	200	131	263	40	27
		8%	8%	8%	6%	5%	8%	5%	4%	4%	4%	5%	27%	40%	4%	1%
													abcde	bc	c	
MOST POSITIVE (9-10)		1216	978	842	374	238	1216	1140	780	680	233	1180	37	30	97	1090
		28%	27%	27%	30%	31%	28%	31%	34%	31%	40%	30%	8%	5%	9%	41%
								f	ef	f	acef	f			a	ab
Answered		4198	3495	3029	1169	703	4198	3634	2248	2168	580	3821	377	606	972	2621
Mean score		7.0	6.9	6.9	7.2	7.3	7.0	7.3	7.4	7.3	7.7	7.2	4.5	3.6	6.2	8.0
					ab	abe		f	aef	f	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.46	2.47	2.48	2.40	2.37	2.46	2.24	2.21	2.13	2.17	2.26	2.97	2.62	1.87	1.69
Standard error	.04	.04	.04	.07	.09	.04	.04	.05	.05	.09	.04	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	367	202	162	11	42	46	77	192	87	129	55	96	310	34	17	6
		8%	10%	7%	2%	6%	6% a	10% ab	11% abc	8%	10%	7%	8%	8% d	9% d	8%	5%
2	(2.0)	109	62	47	4	25	21	22	36	24	40	27	17	91	9	7	2
		2%	3%	2%	1%	3% a	3%	3%	2%	2%	3%	3% d	2%	2%	2%	3%	2%
3	(3.0)	144	72	69	17	16	20	28	63	38	39	32	35	118	15	8	3
		3%	3%	3%	4%	2%	3%	4%	4%	3%	3%	4%	3%	3%	4%	4%	2%
4	(4.0)	168	90	78	24	28	31	15	70	36	48	30	54	139	12	12	5
		4%	4%	3%	5% d	4%	4%	2%	4%	3%	4%	4%	5%	4%	3%	6%	4%
5	(5.0)	462	208	253	62	88	73	89	150	119	138	84	121	386	39	24	12
		11%	10%	11%	13% e	12%	10%	12%	9%	10%	10%	11%	11%	10%	11%	12%	10%
6	(6.0)	435	213	220	68	70	90	78	129	110	138	72	115	375	35	17	8
		10%	10%	10%	15% be	9%	13% e	11%	7%	10%	10%	9%	10%	10%	10%	8%	7%
7	(7.0)	660	308	351	60	133	103	106	258	177	189	132	162	561	56	27	16
		15%	15%	15%	13%	18%	14%	14%	15%	16%	14%	17%	14%	15%	15%	13%	13%
8	(8.0)	766	381	385	83	111	127	139	307	219	248	143	157	664	50	34	18
		17%	18%	17%	18%	15%	18%	19%	18%	19% d	18% d	18%	14%	18%	14%	17%	15%
9	(9.0)	465	235	230	39	80	81	70	195	132	150	81	102	375	46	25	18
		11%	11%	10%	8%	11%	11%	10%	11%	12%	11%	10%	9%	10%	13%	12%	15% a
10 - Extremely well	(10.0)	560	259	302	46	94	82	78	260	155	168	92	146	466	44	28	23
		13%	12%	13%	10%	13%	11%	11%	15% a	14%	12%	12%	13%	13%	12%	13%	19% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	265	91	174	50	62	43	33	77	36	64	36	130	218	27	8	11
	6%	4%	8% a	11% cde	8% e	6%	5%	4%	3%	5%	5%	11% abc	6%	7%	4%	9% c
NEGATIVE VIEW (1-4)	788	425	357	55	111	119	142	361	185	257	144	201	658	71	43	16
	18%	20% b	16%	12%	15%	17%	19% a	21% ab	16%	19%	18%	18%	18%	19% d	21% d	13%
NEUTRAL (5-6)	897	422	474	129	158	163	167	279	229	276	156	236	761	74	41	21
	20%	20%	21%	28% e	21% e	23% e	23% e	16%	20%	20%	20%	21%	21%	20%	20%	17%
POSITIVE VIEW (7-10)	2451	1183	1267	227	417	393	393	1021	683	754	447	566	2065	196	114	75
	56%	56%	56%	49%	56%	55%	54%	59% a	60% d	56% d	57% d	50%	56%	53%	55%	61%
MOST NEGATIVE (1-2)	476	263	209	15	67	68	99	228	111	170	82	113	402	43	24	8
	11%	12% b	9%	3%	9% a	9% a	13% a	13% a	10%	13%	10%	10%	11% d	12% d	11% d	6%
MOST POSITIVE (9-10)	1025	494	531	85	174	163	148	455	287	318	173	248	841	90	53	41
	23%	23%	23%	18%	23%	23%	20%	26% ad	25%	24%	22%	22%	23%	24%	26%	34% ab
Answered	4135	2030	2098	412	686	675	702	1661	1097	1287	748	1003	3484	342	198	112
Mean score	6.6	6.5	6.7	6.7	6.7	6.6	6.3	6.6	6.7	6.5	6.5	6.5	6.6	6.4	6.5	7.2 abc
Standard deviation	2.64	2.71	2.57	2.15	2.50	2.52	2.71	2.83	2.58	2.71	2.58	2.67	2.63	2.73	2.72	2.52
Standard error	.04	.06	.06	.10	.10	.09	.10	.07	.08	.08	.09	.08	.05	.12	.12	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	367	322	45	77	280	71	286	27	32	40	71	190	164
		8%	8%	8%	6%	9% a	6%	9% a	6%	6%	7%	6%	7%	9%
2	(2.0)	109	100	8	27	82	25	84	10	14	13	25	75	32
		2%	3%	1%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%
3	(3.0)	144	127	16	37	105	34	107	8	10	22	34	79	60
		3%	3%	3%	3%	4%	3%	3%	2%	2%	4%	3%	3%	4%
4	(4.0)	168	139	29	46	120	35	129	18	15	15	35	84	80
		4%	4%	5%	4%	4%	3%	4%	4%	3%	3%	3%	3%	5%
5	(5.0)	462	408	54	141	313	126	328	47	65	55	126	276	177
		11%	11%	9%	11%	10%	11%	10%	11%	12%	10%	11%	11%	10%
6	(6.0)	435	388	46	135	289	121	299	44	54	54	121	298	128
		10%	10%	8%	10%	10%	10%	10%	10%	10%	10%	10%	11% b	7%
7	(7.0)	660	571	89	206	435	178	462	63	88	78	178	395	253
		15%	15%	15%	16%	15%	15%	15%	15%	16%	15%	15%	15%	15%
8	(8.0)	766	671	96	227	508	204	530	63	110	101	204	499	260
		17%	18%	16%	18%	17%	18%	17%	15%	19%	19%	18%	19% b	15%
9	(9.0)	465	401	63	135	316	121	330	42	62	59	121	281	179
		11%	11%	11%	10%	11%	11%	11%	10%	11%	11%	11%	11%	10%
10 - Extremely well	(10.0)	560	468	92	173	381	160	393	67	78	66	160	297	255
		13%	12%	16%	13%	13%	14%	13%	16%	14%	12%	14%	11%	15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	265	224	42	94	167	79	180	38	36	29	79	120	138
	6%	6%	7%	7%	6%	7%	6%	9%	6%	5%	7%	5%	8% a
NEGATIVE VIEW (1-4)	788	689	99	186	587	165	606	62	71	90	165	428	337
	18%	18%	17%	14%	20% a	14%	19% a	15%	13%	17%	14%	16%	20%
NEUTRAL (5-6)	897	797	100	275	602	246	627	91	119	109	246	575	305
	20%	21%	17%	21%	20%	21%	20%	21%	21%	21%	21%	22% b	18%
POSITIVE VIEW (7-10)	2451	2111	340	741	1640	663	1715	235	337	304	663	1473	947
	56%	55%	59%	57%	55%	58%	55%	55%	60%	57%	58%	57%	55%
MOST NEGATIVE (1-2)	476	423	54	104	362	96	370	37	46	53	96	265	196
	11%	11%	9%	8%	12% a	8%	12% a	9%	8%	10%	8%	10%	11%
MOST POSITIVE (9-10)	1025	869	156	308	697	281	723	109	140	125	281	578	434
	23%	23%	27%	24%	23%	24%	23%	26%	25%	23%	24%	22%	25%
Answered	4135	3596	539	1203	2829	1075	2948	388	527	503	1075	2476	1589
Mean score	6.6	6.5	6.8	6.8 b	6.5	6.8 b	6.5	6.8	6.9	6.6	6.8	6.6	6.5
Standard deviation	2.64	2.64	2.65	2.48	2.71	2.51	2.70	2.56	2.45	2.59	2.51	2.55	2.77
Standard error	.04	.04	.11	.07	.05	.08	.05	.13	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	367 8%	320 9%	274 9%	93 7%	47 6%	367 8%	220 6%	116 5%	100 5%	33 6%	245 6%	123 25% abcde	272 41% bc	60 6% c	36 1%
2	(2.0)	109 2%	92 3%	80 3%	29 2%	17 2%	109 2%	84 2%	39 2%	45 2%	6 1%	88 2%	21 4% bcd	57 9% bc	26 2% c	26 1%
3	(3.0)	144 3%	120 3%	105 3%	39 3%	23 3%	144 3%	113 3%	58 3%	52 2%	14 2%	121 3%	23 5% c	57 9% bc	41 4% c	45 2%
4	(4.0)	168 4%	142 4%	119 4%	49 4%	26 3%	168 4%	141 4%	81 4%	85 4%	12 2%	147 4%	21 4%	44 7% c	70 7% c	54 2%
5	(5.0)	462 11%	389 11%	349 11%	113 9%	73 10%	462 11%	380 10%	212 9%	221 10%	52 9%	413 11%	49 10%	66 10%	213 20% ac	183 7%
6	(6.0)	435 10%	376 10%	332 11%	103 8%	59 8%	435 10%	381 10%	200 9%	243 11% f	43 7%	404 10%	30 6%	35 5%	171 16% ac	229 9% a
7	(7.0)	660 15%	535 15%	468 15%	191 15%	125 16%	660 15%	599 16% f	369 16% f	388 18% df	71 12% f	631 16% f	29 6%	25 4%	186 17% a	448 17% a
8	(8.0)	766 17%	624 17%	539 17%	227 18%	142 19%	766 17%	695 19% f	467 20% f	418 19% f	118 20% f	726 19% f	40 8%	19 3%	108 10% a	640 24% ab
9	(9.0)	465 11%	400 11%	341 11%	124 10%	65 9%	465 11%	441 12% f	312 14% f	295 13% f	94 16% ef	452 12% f	12 3%	10 1%	48 5% a	406 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	560	459	388	173	101	560	531	380	310	136	542	19	9	31	520
		13%	13%	12%	14%	13%	13%	14% f	17% ef	14% f	23% abcef	14% f	4%	1%	3%	19% ab
Don't know		265	180	161	104	85	265	126	59	45	9	151	114	70	111	84
		6%	5%	5%	8% abe	11% abe	6%	3% c	3%	2%	2%	4% c	24% abcde	10% c	10% c	3%
NEGATIVE VIEW (1-4)		788	674	578	210	113	788	559	294	282	65	600	188	431	197	160
		18%	19%	18%	17%	15%	18%	15%	13%	13%	11%	15%	39% abcde	65% bc	18% c	6%
NEUTRAL (5-6)		897	765	682	215	132	897	762	412	464	95	817	80	101	384	412
		20%	21% c	22% c	17%	17%	20%	21%	18%	21%	16%	21%	17%	15%	36% ac	15%
POSITIVE VIEW (7-10)		2451	2018	1736	715	433	2451	2265	1528	1410	419	2351	100	63	373	2015
		56%	55%	55%	57%	57%	56%	61% f	67% aef	64% ef	71% acef	60% f	21%	10%	35% a	75% ab
MOST NEGATIVE (1-2)		476	412	354	122	64	476	304	155	145	39	333	144	329	85	62
		11%	11%	11%	10%	8%	11%	8%	7%	7%	7%	8%	30% abcde	50% bc	8% c	2%
MOST POSITIVE (9-10)		1025	859	728	297	166	1025	971	692	605	230	994	31	19	79	927
		23%	24%	23%	24%	22%	23%	26% f	30% aef	27% f	39% abcef	25% f	6%	3%	7% a	35% ab
Answered		4135	3457	2995	1140	678	4135	3585	2235	2157	579	3768	367	595	953	2587
Mean score		6.6	6.5	6.5	6.7	6.8	6.6	6.8 f	7.1 aef	7.0 ef	7.4 acef	6.8 f	4.3	3.0	5.8 a	7.7 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.64	2.66	2.65	2.63	2.53	2.64	2.49	2.41	2.34	2.48	2.50	2.97	2.41	2.12	1.96
Standard error	.04	.05	.05	.08	.10	.04	.04	.05	.05	.10	.04	.15	.10	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	187	102	83	4	29	22	43	89	38	62	33	55	165	14	7	2
		4%	5%	4%	1%	4% a	3%	6% a	5% a	3%	5%	4%	5%	4%	4%	3%	2%
2	(2.0)	42	26	15	3	5	9	11	13	10	8	14	10	33	3	5	1
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%
3	(3.0)	94	54	40	8	13	16	19	39	21	34	13	26	73	13	8	1
		2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	4% d	1%
4	(4.0)	119	56	63	11	31	18	15	45	23	40	23	33	100	8	9	3
		3%	3%	3%	2%	4%	2%	2%	3%	2%	3%	3%	3%	3%	2%	4%	3%
5	(5.0)	384	192	192	63	67	71	69	115	86	112	80	107	325	30	19	11
		9%	9%	8%	14% e	9%	10% e	9%	7%	8%	8%	10%	9%	9%	8%	9%	9%
6	(6.0)	399	195	204	56	100	66	61	117	112	120	65	102	350	25	15	10
		9%	9%	9%	12% e	13% de	9%	8%	7%	10%	9%	8%	9%	9%	7%	7%	8%
7	(7.0)	636	287	345	62	104	111	109	250	186	199	109	142	540	50	30	15
		14%	14%	15%	13%	14%	15%	15%	14%	16%	15%	14%	13%	15%	14%	15%	13%
8	(8.0)	887	435	452	86	140	162	156	343	241	263	177	205	758	66	39	24
		20%	21%	20%	19%	19%	23%	21%	20%	21%	19%	23%	18%	20%	18%	19%	19%
9	(9.0)	652	338	314	67	103	88	122	271	195	200	108	149	529	69	32	22
		15%	16%	14%	15%	14%	12%	17%	16%	17%	15%	14%	13%	14%	19%	15%	18%
10 - Extremely well	(10.0)	806	362	444	70	109	118	106	404	196	264	132	215	670	70	40	26
		18%	17%	20%	15%	15%	16%	14%	23% abcd	17%	20%	17%	19%	18%	19%	19%	21%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	193	72	119	33	48	36	24	52	25	48	30	91	159	21	5	8
	4%	3%	5%	7%	6%	5%	3%	3%	2%	4%	4%	8%	4%	6%	2%	7%
			a	de	e							abc		c		c
NEGATIVE VIEW (1-4)	443	238	201	26	77	65	88	186	92	144	83	123	371	37	28	7
	10%	11%	9%	6%	10%	9%	12%	11%	8%	11%	11%	11%	10%	10%	13%	6%
					a		a	a					d		d	
NEUTRAL (5-6)	784	388	396	119	167	137	130	232	197	232	145	209	674	55	34	20
	18%	18%	17%	26%	22%	19%	18%	13%	17%	17%	19%	18%	18%	15%	16%	17%
				cde	e	e										
POSITIVE VIEW (7-10)	2981	1423	1555	285	456	479	493	1268	819	926	526	710	2498	255	141	88
	68%	67%	68%	62%	61%	67%	67%	73%	72%	69%	67%	63%	67%	69%	68%	71%
								abcd	d	d						
MOST NEGATIVE (1-2)	229	128	98	7	34	31	55	102	47	71	46	64	198	17	11	3
	5%	6%	4%	2%	4%	4%	7%	6%	4%	5%	6%	6%	5%	5%	5%	2%
					a	a	a	a					d			
MOST POSITIVE (9-10)	1458	700	758	137	212	206	228	675	392	464	240	363	1200	139	71	48
	33%	33%	33%	30%	28%	29%	31%	39%	35%	34%	31%	32%	32%	38%	35%	39%
								abcd								a
Answered	4208	2049	2152	429	700	682	711	1686	1108	1303	755	1042	3543	348	202	115
Mean score	7.3	7.2	7.4	7.3	7.1	7.3	7.1	7.5	7.5	7.3	7.2	7.2	7.3	7.5	7.2	7.7
								bd								ac
Standard deviation	2.32	2.38	2.25	1.99	2.24	2.21	2.43	2.41	2.16	2.35	2.33	2.42	2.32	2.34	2.39	2.05
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.10	.11	.10

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	187	163	24	43	139	42	140	17	18	22	42	97	80
		4%	4%	4%	3%	5%	4%	4%	4%	3%	4%	4%	4%	5%
2	(2.0)	42	38	4	12	26	11	27	1	6	9	11	30	10
		1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%
3	(3.0)	94	86	8	26	68	23	71	11	7	11	23	56	34
		2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
4	(4.0)	119	112	8	38	82	35	84	17	13	10	35	66	52
		3%	3%	1%	3%	3%	3%	3%	4%	2%	2%	3%	3%	3%
5	(5.0)	384	350	34	128	247	109	263	42	56	47	109	224	151
		9%	9%	6%	10%	8%	9%	8%	10%	10%	9%	9%	9%	9%
6	(6.0)	399	348	51	137	250	121	263	39	57	54	121	264	129
		9%	9%	9%	11%	8%	10%	8%	9%	10%	10%	10%	10% b	7%
7	(7.0)	636	563	73	204	410	179	435	58	94	91	179	400	228
		14%	15%	13%	16%	14%	15%	14%	14%	17%	17%	15%	15%	13%
8	(8.0)	887	767	120	245	614	222	636	82	105	99	222	557	318
		20%	20%	21%	19%	21%	19%	20%	19%	19%	19%	19%	21%	18%
9	(9.0)	652	561	90	185	456	170	470	50	90	82	170	380	263
		15%	15%	16%	14%	15%	15%	15%	12%	16%	15%	15%	15%	15%
10 - Extremely well	(10.0)	806	665	141	213	583	186	610	79	95	81	186	429	364
		18%	17%	24% a	16%	19%	16%	19%	19%	17%	15%	16%	17%	21% a
Don't know		193	165	27	66	120	57	128	30	22	27	57	93	98
		4%	4%	5%	5%	4%	5%	4%	7%	4%	5%	5%	4%	6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	443	399	44	119	314	110	323	46	44	52	110	249	176
	10%	10%	8%	9%	10%	10%	10%	11%	8%	10%	10%	10%	10%
NEUTRAL (5-6)	784	699	85	264	497	229	526	81	113	101	229	488	280
	18%	18%	15%	20% b	17%	20%	17%	19%	20%	19%	20%	19%	16%
POSITIVE VIEW (7-10)	2981	2556	425	847	2063	757	2151	269	384	352	757	1766	1173
	68%	67%	73% a	65%	69%	66%	69%	63%	68%	66%	66%	68%	68%
MOST NEGATIVE (1-2)	229	201	28	55	165	53	168	17	24	31	53	127	90
	5%	5%	5%	4%	6%	5%	5%	4%	4%	6%	5%	5%	5%
MOST POSITIVE (9-10)	1458	1227	231	398	1039	356	1080	129	186	162	356	809	627
	33%	32%	40% a	31%	35%	31%	35%	30%	33%	31%	31%	31%	36% a
Answered	4208	3654	554	1231	2875	1096	3000	396	541	506	1096	2504	1629
Mean score	7.3	7.3	7.7 a	7.3	7.4	7.3	7.4	7.2	7.4	7.2	7.3	7.3	7.4
Standard deviation	2.32	2.32	2.26	2.22	2.36	2.24	2.35	2.32	2.17	2.30	2.24	2.25	2.38
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	187	158	146	41	29	187	81	48	21	7	98	90	152	25	11
		4%	4%	5%	3%	4%	4%	2% c	2% c	1%	1%	2% c	19% abcde	23% bc	2% c	*%
2	(2.0)	42	39	31	11	3	42	21	9	6	*	24	18	31	5	5
		1%	1%	1%	1%	*%	1%	1%	*%	*%	*%	1%	4% abcde	5% bc	1%	*%
3	(3.0)	94	86	73	22	9	94	72	41	41	10	76	18	57	21	15
		2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	4%	9% bc	2% c	1%
4	(4.0)	119	99	96	23	20	119	93	50	50	17	96	23	49	37	33
		3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	5% abce	7% bc	3% c	1%
5	(5.0)	384	320	276	108	65	384	290	147	159	33	322	63	124	185	76
		9%	9%	9%	9%	8%	9%	8%	6%	7%	6%	8%	13% abcde	19% c	17% c	3%
6	(6.0)	399	350	321	78	50	399	357	194	241	46	376	23	51	192	157
		9%	10% c	10% cd	6%	7%	9% c	10% f	8%	11% f	8%	10% f	5%	8%	18% ac	6%
7	(7.0)	636	522	460	176	114	636	558	333	337	68	596	40	49	192	395
		14%	14%	15%	14%	15%	14%	15% f	15% f	15% f	12%	15% f	8%	7%	18% a	15% a
8	(8.0)	887	737	623	264	151	887	796	503	492	123	829	58	48	195	644
		20%	20%	20%	21%	20%	20%	21% f	22% f	22% f	21% f	21% f	12%	7%	18% a	24% ab
9	(9.0)	652	551	473	179	101	652	604	420	394	107	632	19	25	64	562
		15%	15%	15%	14%	13%	15%	16% f	18% f	18% f	18% f	16% f	4%	4%	6%	21% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	806	643	532	274	164	806	768	514	436	168	782	25	17	63	726
		18%	18%	17%	22% abe	21% b	18%	21% f	22% f	20% f	28% abcef	20% f	5%	3%	6% a	27% ab
Don't know		193	134	124	69	59	193	71	35	24	8	88	104	63	85	46
		4%	4%	4%	6%	8% abe	4%	2%	2%	1%	1%	2% c	22% abcde	9% c	8% c	2%
NEGATIVE VIEW (1-4)		443	382	345	97	61	443	266	147	118	35	294	149	289	88	65
		10%	11%	11% c	8%	8%	10%	7%	6%	5%	6%	7% c	31% abcde	44% bc	8% c	2%
NEUTRAL (5-6)		784	669	598	186	114	784	647	341	400	79	698	86	174	377	233
		18%	18%	19% c	15%	15%	18%	17%	15%	18% b	13%	18% b	18%	26% c	35% ac	9%
POSITIVE VIEW (7-10)		2981	2452	2089	892	529	2981	2726	1769	1659	466	2839	142	138	515	2328
		68%	67%	66%	72% b	69%	68%	73% f	77% aef	75% f	79% aef	72% f	30%	21%	48% a	87% ab
MOST NEGATIVE (1-2)		229	197	177	52	32	229	102	57	27	7	121	107	183	30	16
		5%	5%	6%	4%	4%	5%	3% c	2% c	1%	1%	3% c	22% abcde	27% bc	3% c	1%
MOST POSITIVE (9-10)		1458	1193	1005	453	265	1458	1372	934	831	275	1414	44	42	128	1289
		33%	33%	32%	36% b	35%	33%	37% f	41% aef	38% f	47% acef	36% f	9%	6%	12% a	48% ab
Answered		4208	3503	3032	1176	705	4208	3640	2258	2177	580	3830	377	602	980	2626
Mean score		7.3	7.3	7.2	7.6 abe	7.5 b	7.3	7.6 f	7.8 aef	7.7 ef	8.0 acef	7.6 f	5.0	4.4	6.6 a	8.3 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.32	2.33	2.34	2.23	2.25	2.32	2.08	2.03	1.89	1.96	2.11	2.97	2.65	1.88	1.59
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	183	104	76	6	21	27	42	87	36	61	29	57	153	20	8	2
		4%	5%	3%	1%	3%	4%	6% a	5% a	3%	5%	4%	5%	4%	5% d	4%	2%
2	(2.0)	58	36	22	4	10	8	15	21	16	16	16	10	49	3	4	1
		1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%
3	(3.0)	94	50	43	8	17	18	17	33	20	25	20	28	78	7	7	2
		2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
4	(4.0)	96	51	46	9	21	15	16	35	22	29	12	33	79	8	6	3
		2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	3%
5	(5.0)	363	179	183	44	66	60	80	114	82	113	68	99	298	32	24	9
		8%	8%	8%	9%	9%	8%	11% e	7%	7%	8%	9%	9%	8%	9%	12% a	7%
6	(6.0)	386	173	212	60	72	71	67	116	92	111	85	98	339	25	12	10
		9%	8%	9%	13% e	10%	10% e	9%	7%	8%	8%	11%	9%	9%	7%	6%	8%
7	(7.0)	633	306	325	67	109	117	100	239	162	201	115	155	536	51	29	16
		14%	14%	14%	15%	15%	16%	14%	14%	14%	15%	15%	14%	14%	14%	14%	13%
8	(8.0)	951	467	484	88	164	157	164	378	267	297	168	218	816	69	43	23
		22%	22%	21%	19%	22%	22%	22%	22%	24%	22%	21%	19%	22%	19%	21%	19%
9	(9.0)	634	298	335	63	92	110	94	276	201	196	94	144	516	63	31	24
		14%	14%	15%	14%	12%	15%	13%	16%	18% cd	14%	12%	13%	14%	17%	15%	20% a
10 - Extremely well	(10.0)	812	384	427	79	122	100	120	392	208	252	143	208	678	71	38	25
		18%	18%	19%	17%	16%	14%	16%	23% bcd	18%	19%	18%	18%	18%	19%	18%	20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	192	73	118	35	54	35	20	49	28	49	33	82	160	21	5	7
	4%	3%	5%	8% de	7% de	5%	3%	3%	2%	4%	4%	7% ab	4%	6% c	2%	6% c
NEGATIVE VIEW (1-4)	430	241	187	26	70	68	90	176	94	132	77	128	360	37	25	8
	10%	11% b	8%	6%	9%	9%	12% a	10% a	8%	10%	10%	11%	10%	10%	12% d	7%
NEUTRAL (5-6)	748	352	395	103	138	131	147	229	174	223	154	197	636	57	36	18
	17%	17%	17%	22% e	18% e	18% e	20% e	13%	15%	17%	20%	17%	17%	16%	18%	15%
POSITIVE VIEW (7-10)	3029	1455	1571	298	486	483	478	1285	837	946	520	726	2546	254	141	89
	69%	69%	69%	64%	65%	67%	65%	74% abcd	74% cd	70% d	66%	64%	69%	69%	68%	72%
MOST NEGATIVE (1-2)	240	140	98	10	31	35	57	108	51	77	45	67	203	23	12	3
	5%	7% b	4%	2%	4%	5%	8% a	6% a	5%	6%	6%	6%	5% d	6% d	6% d	2%
MOST POSITIVE (9-10)	1446	683	762	142	213	210	213	668	408	448	237	352	1194	134	69	49
	33%	32%	34%	31%	29%	29%	29%	38% abcd	36%	33%	30%	31%	32%	36%	33%	40% a
Answered	4208	2048	2153	427	694	682	715	1690	1105	1301	751	1051	3542	349	202	116
Mean score	7.4	7.3	7.5 a	7.4 d	7.3	7.2	7.1	7.5 cd	7.5 d	7.4	7.3	7.2	7.3	7.4	7.2	7.7 ac
Standard deviation	2.31	2.40	2.21	2.00	2.21	2.22	2.46	2.38	2.18	2.32	2.31	2.42	2.30	2.41	2.40	2.06
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.11	.11	.10

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	183	161	22	43	136	40	138	14	16	23	40	96	75
		4%	4%	4%	3%	5%	3%	4%	3%	3%	4%	3%	4%	4%
2	(2.0)	58	49	9	19	35	19	35	7	6	11	19	34	20
		1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%
3	(3.0)	94	83	11	24	69	23	71	8	12	11	23	55	35
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
4	(4.0)	96	88	8	27	67	23	68	11	10	10	23	57	39
		2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
5	(5.0)	363	330	33	104	245	93	255	34	48	38	93	209	148
		8%	9%	6%	8%	8%	8%	8%	8%	9%	7%	8%	8%	9%
6	(6.0)	386	339	47	125	254	106	271	27	53	59	106	269	115
		9%	9%	8%	10%	8%	9%	9%	6%	9%	11%	9%	10% b	7%
7	(7.0)	633	561	72	202	406	178	428	68	78	84	178	385	236
		14%	15%	12%	16%	14%	15%	14%	16%	14%	16%	15%	15%	14%
8	(8.0)	951	818	133	269	650	237	680	79	122	113	237	583	353
		22%	21%	23%	21%	22%	21%	22%	19%	22%	21%	21%	22%	20%
9	(9.0)	634	547	87	172	453	157	468	58	82	61	157	375	250
		14%	14%	15%	13%	15%	14%	15%	14%	15%	12%	14%	14%	14%
10 - Extremely well	(10.0)	812	678	134	238	564	214	588	86	110	98	214	438	363
		18%	18%	23% a	18%	19%	19%	19%	20%	19%	18%	19%	17%	21% a
Don't know		192	167	26	73	117	64	125	36	26	25	64	95	92
		4%	4%	4%	6%	4%	6%	4%	8%	5%	5%	6%	4%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	430	381	50	113	307	105	312	40	43	56	105	242	169
	10%	10%	9%	9%	10%	9%	10%	9%	8%	10%	9%	9%	10%
NEUTRAL (5-6)	748	669	80	230	499	199	526	60	101	97	199	478	263
	17%	18%	14%	18%	17%	17%	17%	14%	18%	18%	17%	18%	15%
POSITIVE VIEW (7-10)	3029	2604	426	882	2073	785	2165	291	392	355	785	1781	1202
	69%	68%	73%	68%	69%	68%	69%	68%	70%	67%	68%	69%	70%
MOST NEGATIVE (1-2)	240	210	31	62	171	59	173	20	22	34	59	130	95
	5%	5%	5%	5%	6%	5%	6%	5%	4%	6%	5%	5%	6%
MOST POSITIVE (9-10)	1446	1225	221	411	1017	370	1057	143	192	159	370	813	613
	33%	32%	38%	32%	34%	32%	34%	34%	34%	30%	32%	31%	35%
			a										a
Answered	4208	3653	555	1224	2879	1090	3003	391	537	508	1090	2501	1634
Mean score	7.4	7.3	7.6	7.4	7.4	7.4	7.4	7.4	7.5	7.2	7.4	7.3	7.4
			a										
Standard deviation	2.31	2.31	2.29	2.23	2.35	2.27	2.33	2.30	2.18	2.35	2.27	2.24	2.36
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	183	150	139	43	33	183	75	49	32	10	95	87	156	15	11
		4%	4%	4%	3%	4%	4%	2%	2%	1%	2%	2%	18% abcde	24% bc	1% c	*%
2	(2.0)	58	51	46	12	7	58	37	17	12	2	39	19	42	10	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	4% abcde	6% bc	1% c	*%
3	(3.0)	94	89	74	19	4	94	68	36	37	11	71	22	64	19	11
		2%	2% d	2% d	2%	1%	2% d	2%	2%	2%	2%	2%	5% abce	10% bc	2% c	*%
4	(4.0)	96	86	78	19	10	96	72	35	42	8	78	18	51	23	22
		2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	4% b	8% bc	2% c	1%
5	(5.0)	363	300	260	102	62	363	283	138	139	29	298	65	98	195	70
		8%	8%	8%	8%	8%	8%	8%	6%	6%	5%	8%	13% abcde	15% c	18% c	3%
6	(6.0)	386	343	311	75	43	386	339	180	221	26	359	27	57	192	136
		9%	9% cd	10% cd	6%	6%	9% cd	9% d	8%	10% df	4%	9% d	6%	9% c	18% ac	5%
7	(7.0)	633	515	455	178	118	633	557	325	332	77	589	43	45	213	375
		14%	14%	14%	14%	15%	14%	15% f	14% f	15% f	13%	15% f	9%	7%	20% ac	14% a
8	(8.0)	951	769	647	304	181	951	850	538	534	143	904	47	58	182	711
		22%	21%	20%	24% b	24%	22%	23% f	23% f	24% f	24% f	23% f	10%	9%	17% a	27% ab
9	(9.0)	634	537	460	174	97	634	591	412	369	112	613	22	18	72	545
		14%	15%	15%	14%	13%	14%	16% f	18% f	17% f	19% f	16% f	4%	3%	7% a	20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	812	663	561	250	148	812	772	527	459	163	788	24	14	56	741
		18%	18%	18%	20%	19%	18%	21% f	23% f	21% f	28% acef	20% f	5%	2%	5% a	28% ab
Don't know		192	134	125	68	59	192	66	37	25	8	85	108	61	87	44
		4%	4%	4%	5%	8% abe	4%	2%	2%	1%	1%	2% c	22% abcde	9% c	8% c	2%
NEGATIVE VIEW (1-4)		430	376	337	93	55	430	252	137	123	30	284	147	313	67	50
		10%	10% c	11% cd	7%	7%	10%	7%	6%	6%	5%	7%	30% abcde	47% bc	6% c	2%
NEUTRAL (5-6)		748	643	571	177	105	748	621	318	360	55	657	92	155	388	206
		17%	18%	18% cd	14%	14%	17%	17% bd	14% d	16% d	9%	17% bd	19% bd	23% c	36% ac	8%
POSITIVE VIEW (7-10)		3029	2484	2123	907	545	3029	2771	1801	1693	495	2894	136	135	522	2372
		69%	68%	67%	73% ab	71%	69%	75% f	79% aef	77% f	84% abcef	74% f	28%	20%	49% a	89% ab
MOST NEGATIVE (1-2)		240	200	185	55	40	240	112	67	45	11	134	106	199	25	17
		5%	6%	6%	4%	5%	5%	3%	3%	2%	2%	3% c	22% abcde	30% bc	2% c	1%
MOST POSITIVE (9-10)		1446	1200	1021	425	246	1446	1364	939	828	275	1400	45	32	128	1286
		33%	33%	32%	34%	32%	33%	37% f	41% aef	38% f	47% acef	36% f	9%	5%	12% a	48% ab
Answered		4208	3503	3031	1177	705	4208	3645	2256	2176	580	3834	374	603	977	2628
Mean score		7.4	7.3	7.3	7.6 abe	7.5	7.4	7.6 f	7.8 aef	7.7 ef	8.1 abcef	7.6 f	5.0	4.2	6.6 a	8.3 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.31	2.32	2.35	2.20	2.24	2.31	2.06	2.02	1.94	1.92	2.10	2.95	2.65	1.78	1.53
Standard error	.04	.04	.04	.07	.08	.04	.03	.04	.04	.08	.03	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	296	163	130	12	43	37	67	138	65	88	50	93	241	33	18	4
		7%	8%	6%	3%	6%	5%	9% ac	8% a	6%	7%	6%	8%	7%	9% d	9% d	3%
2	(2.0)	137	73	64	15	11	26	27	59	27	48	23	39	116	13	7	1
		3%	3%	3%	3%	1%	4%	4%	3%	2%	4%	3%	3%	3%	4%	3%	1%
3	(3.0)	192	96	95	16	36	25	34	81	43	56	36	56	158	17	14	3
		4%	5%	4%	4%	5%	3%	5%	5%	4%	4%	5%	5%	4%	5%	7% d	2%
4	(4.0)	228	112	116	31	49	33	29	84	48	69	48	63	184	23	16	4
		5%	5%	5%	7%	7%	5%	4%	5%	4%	5%	6%	6%	5%	6%	8% d	4%
5	(5.0)	476	225	251	73	92	80	87	143	109	146	98	122	393	45	26	12
		11%	11%	11%	16% e	12% e	11%	12%	8%	10%	11%	13%	11%	11%	12%	12%	10%
6	(6.0)	491	236	255	56	93	89	91	162	143	164	83	102	424	40	18	10
		11%	11%	11%	12%	12%	12%	12%	9%	13% d	12%	11%	9%	11%	11%	9%	8%
7	(7.0)	655	336	319	69	102	114	103	266	190	203	124	138	549	57	32	17
		15%	16%	14%	15%	14%	16%	14%	15%	17% d	15%	16%	12%	15%	15%	16%	14%
8	(8.0)	710	329	382	66	107	123	118	297	201	216	134	161	601	55	30	24
		16%	15%	17%	14%	14%	17%	16%	17%	18%	16%	17%	14%	16%	15%	15%	20%
9	(9.0)	473	243	231	44	79	65	87	198	135	151	79	108	406	33	15	19
		11%	11%	10%	10%	11%	9%	12%	11%	12%	11%	10%	10%	11% c	9%	7%	16% abc
10 - Extremely well	(10.0)	483	218	266	40	72	79	67	226	133	140	72	139	414	26	23	21
		11%	10%	12%	9%	10%	11%	9%	13%	12%	10%	9%	12%	11% b	7%	11%	17% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	258	92	163	39	64	47	24	84	38	71	38	112	215	27	9	8
	6%	4%	7% a	9% de	9% de	7% d	3%	5%	3%	5%	5%	10% abc	6%	7%	4%	6%
NEGATIVE VIEW (1-4)	852	443	406	75	138	120	158	362	183	261	157	252	699	87	54	13
	19%	21%	18%	16%	19%	17%	21%	21%	16%	19%	20%	22% a	19% d	23% d	26% ad	10%
NEUTRAL (5-6)	967	461	505	129	185	169	178	306	252	310	181	224	817	85	44	22
	22%	22%	22%	28% e	25% e	24% e	24% e	18%	22%	23%	23%	20%	22%	23%	21%	18%
POSITIVE VIEW (7-10)	2322	1125	1197	219	361	381	374	987	659	709	409	545	1971	171	100	81
	53%	53%	53%	47%	48%	53%	51%	57% ab	58% d	52%	52%	48%	53% b	46%	48%	66% abc
MOST NEGATIVE (1-2)	433	236	195	27	53	62	94	196	92	136	73	132	357	47	24	6
	10%	11%	9%	6%	7%	9%	13% ab	11% ab	8%	10%	9%	12% a	10% d	13% d	12% d	5%
MOST POSITIVE (9-10)	957	461	496	84	151	144	154	424	268	291	151	247	820	59	38	40
	22%	22%	22%	18%	20%	20%	21%	24% a	24%	22%	19%	22%	22% b	16%	18%	32% abc
Answered	4142	2029	2109	423	684	670	710	1655	1094	1280	746	1021	3487	342	198	116
Mean score	6.5	6.4	6.6	6.4	6.4	6.5	6.2	6.5	6.7 cd	6.4	6.4	6.3	6.5 bc	6.0	6.1	7.3 abc
Standard deviation	2.57	2.61	2.52	2.27	2.46	2.45	2.66	2.69	2.45	2.55	2.50	2.75	2.56	2.61	2.68	2.30
Standard error	.04	.06	.06	.10	.10	.09	.10	.07	.08	.08	.08	.08	.05	.12	.12	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	296	260	36	70	222	66	226	29	29	41	66	151	131
		7%	7%	6%	5%	7%	6%	7%	7%	5%	8%	6%	6%	8%
2	(2.0)	137	118	19	28	107	24	111	4	13	17	24	82	53
		3%	3%	3%	2%	4%	2%	4%	1%	2%	3%	2%	3%	3%
3	(3.0)	192	172	19	50	138	45	144	16	20	17	45	102	84
		4%	5%	3%	4%	5%	4%	5%	4%	4%	3%	4%	4%	5%
4	(4.0)	228	198	29	62	162	47	176	18	20	18	47	126	96
		5%	5%	5%	5%	5%	4%	6%	4%	4%	3%	4%	5%	6%
5	(5.0)	476	422	54	138	325	122	339	43	51	61	122	287	181
		11%	11%	9%	11%	11%	11%	11%	10%	9%	11%	11%	11%	10%
6	(6.0)	491	422	70	148	337	129	354	48	62	53	129	338	145
		11%	11%	12%	11%	11%	11%	11%	11%	11%	10%	11%	13% b	8%
7	(7.0)	655	561	95	205	424	187	438	59	93	85	187	406	239
		15%	15%	16%	16%	14%	16%	14%	14%	17%	16%	16%	16%	14%
8	(8.0)	710	627	84	212	471	193	489	76	106	77	193	437	267
		16%	16%	14%	16%	16%	17%	16%	18%	19%	14%	17%	17%	15%
9	(9.0)	473	424	49	139	326	125	339	35	60	67	125	277	192
		11%	11%	9%	11%	11%	11%	11%	8%	11%	13%	11%	11%	11%
10 - Extremely well	(10.0)	483	398	85	159	316	144	330	62	77	69	144	265	215
		11%	10%	15% a	12%	11%	12%	11%	15%	14%	13%	12%	10%	12%
Don't know		258	218	40	85	168	71	182	36	30	27	71	125	124
		6%	6%	7%	7%	6%	6%	6%	8%	5%	5%	6%	5%	7% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	852	748	104	211	629	182	657	67	83	93	182	462	363
	19%	20%	18%	16%	21% a	16%	21% a	16%	15%	18%	16%	18%	21%
NEUTRAL (5-6)	967	844	123	286	662	251	693	92	114	114	251	625	327
	22%	22%	21%	22%	22%	22%	22%	21%	20%	21%	22%	24% b	19%
POSITIVE VIEW (7-10)	2322	2009	313	714	1537	650	1596	232	337	297	650	1385	912
	53%	53%	54%	55%	51%	56% b	51%	54%	60%	56%	56%	53%	53%
MOST NEGATIVE (1-2)	433	378	56	99	328	90	337	33	42	58	90	233	184
	10%	10%	10%	8%	11% a	8%	11% a	8%	7%	11%	8%	9%	11%
MOST POSITIVE (9-10)	957	822	135	298	642	269	669	97	138	136	269	542	407
	22%	22%	23%	23%	21%	23%	21%	23%	24%	26%	23%	21%	24%
Answered	4142	3601	541	1211	2827	1083	2946	390	533	505	1083	2471	1602
Mean score	6.5	6.4	6.6	6.7 b	6.4	6.7 b	6.4	6.7	6.8	6.6	6.7	6.5	6.4
Standard deviation	2.57	2.57	2.59	2.47	2.62	2.48	2.61	2.55	2.44	2.64	2.48	2.47	2.69
Standard error	.04	.04	.10	.07	.05	.07	.05	.13	.10	.12	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	296	242	209	88	54	296	163	76	68	19	188	109	206	46	45
		7%	7%	7%	7%	7%	7%	4%	3%	3%	3%	5% c	23% abcde	31% bc	4% c	2%
2	(2.0)	137	103	95	42	34	137	99	54	48	12	106	31	75	20	43
		3%	3%	3%	3%	4%	3%	3%	2%	2%	2%	3%	7% abcde	11% bc	2%	2%
3	(3.0)	192	159	141	51	33	192	158	82	82	13	170	21	59	60	73
		4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	4%	4%	9% c	6% c	3%
4	(4.0)	228	197	164	63	30	228	190	106	105	15	203	24	69	73	86
		5%	5%	5%	5%	4%	5%	5%	5%	5%	3%	5%	5%	10% c	7% c	3%
5	(5.0)	476	412	370	106	64	476	390	210	232	53	413	63	80	228	168
		11%	11%	12% c	9%	8%	11%	10%	9%	11%	9%	11%	13%	12% c	21% ac	6%
6	(6.0)	491	418	370	122	73	491	441	272	278	68	471	21	30	182	280
		11%	11%	12%	10%	10%	11%	12% f	12% f	13% f	12% f	12% f	4%	4%	17% ac	10% a
7	(7.0)	655	559	489	166	96	655	604	381	396	96	625	30	31	178	446
		15%	15%	15%	13%	13%	15%	16% f	17% f	18% f	16% f	16% f	6%	5%	17% a	17% a
8	(8.0)	710	591	501	209	119	710	659	421	415	111	686	25	16	112	582
		16%	16%	16%	17%	16%	16%	18% f	18% f	19% f	19% f	17% f	5%	2%	11% a	22% ab
9	(9.0)	473	388	334	140	85	473	443	319	269	78	457	16	8	50	416
		11%	11%	11%	11%	11%	11%	12% f	14% f	12% f	13% f	12% f	3%	1%	5% a	16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	483	382	322	162	101	483	460	322	270	110	469	15	9	27	448
		11%	11%	10%	13%	13%	11%	12% f	14% f	12% f	19% acef	12% f	3%	1%	3%	17% ab
Don't know		258	185	162	97	73	258	106	52	38	12	132	127	82	91	86
		6%	5%	5%	8% ab	10% abe	6%	3%	2%	2%	2%	3% c	26% abcde	12% c	9% c	3%
NEGATIVE VIEW (1-4)		852	701	609	243	151	852	609	318	303	60	666	186	408	198	246
		19%	19%	19%	20%	20%	19%	16% d	14%	14%	10%	17% bcd	39% abcde	61% bc	19% c	9%
NEUTRAL (5-6)		967	830	739	228	137	967	831	481	510	122	883	84	110	410	448
		22%	23% cd	23% cd	18%	18%	22%	22%	21%	23%	21%	23%	17%	16%	39% ac	17%
POSITIVE VIEW (7-10)		2322	1920	1646	677	402	2322	2165	1442	1350	395	2237	85	64	366	1892
		53%	53%	52%	54%	53%	53%	58% f	63% aef	61% ef	67% aef	57% f	18%	10%	34% a	71% ab
MOST NEGATIVE (1-2)		433	345	304	129	89	433	262	130	117	32	293	140	280	65	88
		10%	9%	10%	10%	12%	10%	7%	6%	5%	5%	7% c	29% abcde	42% bc	6% c	3%
MOST POSITIVE (9-10)		957	771	656	301	186	957	903	641	540	188	926	30	17	77	863
		22%	21%	21%	24%	24%	22%	24% f	28% aef	25% f	32% acef	24% f	6%	3%	7% a	32% ab
Answered		4142	3452	2994	1148	690	4142	3605	2241	2163	576	3787	355	582	974	2586
Mean score		6.5	6.4	6.4	6.6	6.5	6.5	6.7 f	7.0 aef	6.9 ef	7.3 acef	6.7 f	4.1	3.3	5.8 a	7.4 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.57	2.54	2.53	2.66	2.73	2.57	2.41	2.32	2.26	2.28	2.43	2.84	2.32	2.02	2.10
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.15	.10	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	184	100	81	12	21	29	40	83	36	59	31	58	154	18	10	2
		4%	5%	4%	3%	3%	4%	5%	5%	3%	4%	4%	5%	4%	5% d	5%	2%
2	(2.0)	77	45	32	3	16	12	17	28	23	19	11	23	64	6	4	2
		2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%
3	(3.0)	139	61	77	14	31	27	20	48	31	45	27	36	115	14	9	2
		3%	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	4%	4%	2%
4	(4.0)	194	104	90	19	35	28	34	78	57	61	25	50	157	21	10	5
		4%	5%	4%	4%	5%	4%	5%	5%	5%	5%	3%	4%	4%	6%	5%	4%
5	(5.0)	456	217	239	59	85	72	65	175	100	125	111	120	373	37	29	16
		10%	10%	11%	13%	11%	10%	9%	10%	9%	9%	14% ab	11%	10%	10%	14%	13%
6	(6.0)	579	272	306	73	91	108	111	196	137	197	102	143	495	43	30	12
		13%	13%	13%	16%	12%	15%	15%	11%	12%	15%	13%	13%	13%	12%	14%	10%
7	(7.0)	776	354	422	72	133	137	131	303	228	234	137	178	664	63	34	15
		18%	17%	19%	16%	18%	19%	18%	17%	20%	17%	17%	16%	18% d	17%	16%	12%
8	(8.0)	722	377	345	76	119	113	125	289	232	218	125	147	612	60	33	18
		16%	18%	15%	16%	16%	16%	17%	17%	20% d	16%	16%	13%	17%	16%	16%	14%
9	(9.0)	391	203	188	32	76	72	62	149	108	137	64	83	330	25	17	20
		9%	10%	8%	7%	10%	10%	8%	9%	9%	10%	8%	7%	9%	7%	8%	16% abc
10 - Extremely well	(10.0)	426	196	230	48	73	60	67	177	112	117	86	111	356	33	18	19
		10%	9%	10%	10%	10%	8%	9%	10%	10%	9%	11%	10%	10%	9%	9%	15% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	456	191	263	55	68	60	62	211	69	139	65	183	382	48	14	12
	10%	9%	12%	12%	9%	8%	8%	12% c	6%	10% a	8%	16% abc	10%	13% c	7%	10%
NEGATIVE VIEW (1-4)	594	311	279	47	104	96	111	237	147	185	95	168	489	60	33	12
	14%	15%	12%	10%	14%	13%	15%	14%	13%	14%	12%	15%	13%	16% d	16% d	10%
NEUTRAL (5-6)	1035	489	545	132	175	181	176	372	238	321	213	263	868	80	58	28
	24%	23%	24%	28% e	23%	25%	24%	21%	21%	24%	27% a	23%	23%	22%	28%	23%
POSITIVE VIEW (7-10)	2315	1130	1185	228	401	381	386	918	679	706	411	519	1962	181	101	71
	53%	53%	52%	49%	54%	53%	53%	53%	60% bcd	52% d	52% d	46%	53%	49%	49%	58% bc
MOST NEGATIVE (1-2)	261	146	113	15	37	41	56	111	59	78	42	81	217	25	14	4
	6%	7%	5%	3%	5%	6%	8% a	6%	5%	6%	5%	7%	6%	7%	7%	4%
MOST POSITIVE (9-10)	817	399	418	80	149	132	129	326	219	254	149	194	686	58	34	39
	19%	19%	18%	17%	20%	18%	18%	19%	19%	19%	19%	17%	19%	16%	17%	31% abc
Answered	3944	1930	2009	407	680	658	673	1527	1064	1212	719	950	3319	321	193	111
Mean score	6.7	6.6	6.7	6.7	6.7	6.6	6.6	6.7	6.8 d	6.7	6.7	6.5	6.7	6.5	6.4	7.2 abc
Standard deviation	2.28	2.33	2.23	2.11	2.25	2.23	2.35	2.34	2.18	2.27	2.26	2.42	2.27	2.37	2.32	2.24
Standard error	.04	.05	.05	.10	.09	.08	.09	.06	.07	.07	.08	.08	.04	.11	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

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Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	184	164	20	43	137	38	142	16	15	19	38	93	81
		4%	4%	3%	3%	5%	3%	5%	4%	3%	4%	3%	4%	5%
2	(2.0)	77	69	7	22	54	21	54	9	9	11	21	40	33
		2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
3	(3.0)	139	127	12	33	102	30	105	10	15	13	30	79	57
		3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%
4	(4.0)	194	177	18	58	136	49	143	23	20	25	49	113	79
		4%	5%	3%	4%	5%	4%	5%	5%	4%	5%	4%	4%	5%
5	(5.0)	456	391	65	125	318	113	329	42	54	52	113	259	189
		10%	10%	11%	10%	11%	10%	11%	10%	10%	10%	10%	10%	11%
6	(6.0)	579	493	87	193	377	163	401	51	81	72	163	378	191
		13%	13%	15%	15%	13%	14%	13%	12%	14%	13%	14%	15% b	11%
7	(7.0)	776	690	86	231	519	205	544	62	100	98	205	494	271
		18%	18%	15%	18%	17%	18%	17%	15%	18%	18%	18%	19%	16%
8	(8.0)	722	630	92	210	492	184	517	70	87	84	184	456	259
		16%	16%	16%	16%	16%	16%	17%	16%	15%	16%	16%	18%	15%
9	(9.0)	391	337	55	119	262	114	267	36	66	49	114	243	144
		9%	9%	9%	9%	9%	10%	9%	8%	12%	9%	10%	9%	8%
10 - Extremely well	(10.0)	426	371	55	151	267	139	279	64	71	67	139	240	180
		10%	10%	9%	12%	9%	12% b	9%	15%	13%	13%	12%	9%	10%
Don't know		456	370	86	114	333	99	347	45	46	45	99	202	243
		10%	10%	15% a	9%	11%	9%	11%	11%	8%	8%	9%	8%	14% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	594	538	57	155	428	138	444	57	59	67	138	324	249
	14%	14% b	10%	12%	14%	12%	14%	13%	10%	13%	12%	12%	14%
NEUTRAL (5-6)	1035	884	151	318	695	276	730	93	135	123	276	638	380
	24%	23%	26%	24%	23%	24%	23%	22%	24%	23%	24%	25%	22%
POSITIVE VIEW (7-10)	2315	2028	287	710	1540	641	1607	232	323	297	641	1433	855
	53%	53%	49%	55%	51%	56%	51%	54%	57%	56%	56%	55% b	49%
MOST NEGATIVE (1-2)	261	234	27	65	190	59	196	24	24	30	59	132	113
	6%	6%	5%	5%	6%	5%	6%	6%	4%	6%	5%	5%	7%
MOST POSITIVE (9-10)	817	708	109	269	529	253	545	100	137	116	253	483	324
	19%	19%	19%	21%	18%	22% b	17%	24%	24%	22%	22%	19%	19%
Answered	3944	3449	495	1183	2663	1055	2781	382	517	488	1055	2394	1484
Mean score	6.7	6.6	6.8	6.8 b	6.6	6.8 b	6.6	6.9	7.0	6.8	6.8	6.7	6.6
Standard deviation	2.28	2.30	2.19	2.22	2.31	2.24	2.30	2.38	2.18	2.28	2.24	2.19	2.39
Standard error	.04	.04	.09	.06	.05	.07	.04	.12	.10	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	184	155	146	38	29	184	89	44	40	11	108	76	147	16	20
		4%	4%	5%	3%	4%	4%	2%	2%	2%	2%	3%	16% abcde	22% bc	2%	1%
2	(2.0)	77	68	58	19	9	77	52	28	28	6	56	21	50	17	10
		2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	4% abcde	7% bc	2% c	*%
3	(3.0)	139	118	107	33	21	139	98	47	52	7	107	33	85	30	25
		3%	3%	3%	3%	3%	3%	3%	2%	2%	1%	3%	7% abcde	13% bc	3% c	1%
4	(4.0)	194	167	144	50	28	194	160	93	92	21	166	28	79	71	44
		4%	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%	6%	12% bc	7% c	2%
5	(5.0)	456	384	332	124	72	456	376	211	209	49	402	54	72	220	164
		10%	11%	11%	10%	9%	10%	10%	9%	9%	8%	10%	11%	11% c	21% ac	6%
6	(6.0)	579	496	446	133	83	579	515	276	302	56	538	41	53	223	302
		13%	14%	14% c	11%	11%	13%	14% df	12%	14% f	10%	14% f	9%	8%	21% ac	11%
7	(7.0)	776	656	564	212	120	776	701	435	455	94	742	34	31	200	544
		18%	18%	18%	17%	16%	18%	19% f	19% f	21% f	16% f	19% f	7%	5%	19% a	20% a
8	(8.0)	722	612	531	191	110	722	655	465	441	146	691	31	20	99	603
		16%	17%	17%	15%	14%	16%	18% f	20% f	20% f	25% aef	18% f	6%	3%	9% a	23% ab
9	(9.0)	391	326	287	104	65	391	363	268	251	90	377	15	5	26	360
		9%	9%	9%	8%	9%	9%	10% f	12% f	11% f	15% aef	10% f	3%	1%	2%	13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	426	338	282	144	88	426	408	285	239	85	417	8	5	15	405
		10%	9%	9%	12%	11%	10%	11% f	12% f	11% f	14% f	11% f	2%	1%	1%	15% ab
Don't know		456	317	259	197	139	456	294	141	94	24	315	141	117	146	193
		10%	9%	8%	16% abe	18% abe	10% b	8% cd	6%	4%	4%	8% cd	29% abcde	18% c	14% c	7%
NEGATIVE VIEW (1-4)		594	508	455	140	87	594	399	212	212	45	437	158	361	134	100
		14%	14%	14%	11%	11%	14%	11%	9%	10%	8%	11%	33% abcde	54% bc	13% c	4%
NEUTRAL (5-6)		1035	880	778	257	155	1035	891	487	510	105	940	95	125	443	467
		24%	24%	25%	21%	20%	24%	24% d	21%	23%	18%	24% d	20%	19%	42% ac	17%
POSITIVE VIEW (7-10)		2315	1933	1663	652	382	2315	2127	1453	1385	414	2227	88	62	341	1912
		53%	53%	53%	52%	50%	53%	57% f	63% aef	63% aef	70% abcef	57% f	18%	9%	32% a	72% ab
MOST NEGATIVE (1-2)		261	222	204	57	38	261	141	71	68	17	164	97	197	33	30
		6%	6%	6%	5%	5%	6%	4%	3%	3%	3%	4%	20% abcde	30% bc	3% c	1%
MOST POSITIVE (9-10)		817	664	569	248	153	817	771	553	490	174	794	23	10	42	765
		19%	18%	18%	20%	20%	19%	21% f	24% aef	22% f	30% acef	20% f	5%	2%	4%	29% ab
Answered		3944	3320	2896	1048	624	3944	3417	2152	2107	565	3603	341	547	918	2479
Mean score		6.7	6.6	6.6	6.9 ab	6.8	6.7	6.9 f	7.1 aef	7.0 ef	7.4 abcef	6.9 f	4.5	3.6	5.9 a	7.6 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.28	2.28	2.29	2.25	2.33	2.28	2.12	2.05	2.01	2.01	2.14	2.65	2.23	1.66	1.74
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.04	.14	.09	.05	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	226	122	101	9	25	36	49	108	43	66	38	79	189	21	13	3
		5%	6%	4%	2%	3%	5% a	7% a	6% a	4%	5%	5%	7% a	5%	6%	7% d	2%
2	(2.0)	89	44	44	10	15	12	20	33	32	21	16	20	76	9	3	1
		2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	1%
3	(3.0)	145	82	62	9	32	26	23	55	26	50	28	42	113	16	11	5
		3%	4%	3%	2%	4%	4%	3%	3%	2%	4%	4%	4%	3%	4%	5%	4%
4	(4.0)	200	88	111	22	36	34	16	92	51	59	34	57	163	20	11	5
		5%	4%	5%	5%	5%	5%	2%	5% d	4%	4%	4%	5%	4%	5%	5%	4%
5	(5.0)	530	237	292	62	88	87	94	199	123	161	105	140	442	45	28	15
		12%	11%	13%	13%	12%	12%	13%	11%	11%	12%	13%	12%	12%	12%	14%	12%
6	(6.0)	595	292	304	68	107	112	115	193	173	187	114	121	510	46	29	10
		14%	14%	13%	15%	14%	16% e	16% e	11%	15% d	14%	15%	11%	14% d	12%	14% d	8%
7	(7.0)	747	373	374	78	145	131	110	283	220	231	121	175	626	68	37	17
		17%	18%	16%	17%	19%	18%	15%	16%	19%	17%	15%	15%	17%	18%	18%	14%
8	(8.0)	711	339	373	69	99	111	124	308	187	233	135	157	593	61	34	24
		16%	16%	16%	15%	13%	15%	17%	18%	16%	17%	17%	14%	16%	17%	16%	19%
9	(9.0)	365	186	179	39	71	61	59	135	106	102	73	84	314	21	12	18
		8%	9%	8%	9%	9%	8%	8%	8%	9%	8%	9%	7%	8%	6%	6%	14% abc
10 - Extremely well	(10.0)	370	183	187	43	64	53	63	147	101	104	65	99	316	27	13	13
		8%	9%	8%	9%	8%	7%	9%	8%	9%	8%	8%	9%	9%	7%	6%	11%
Don't know		423	175	245	54	67	55	62	185	72	136	56	159	360	34	16	13
		10%	8%	11% a	12%	9%	8%	8%	11%	6%	10% a	7%	14% abc	10%	9%	8%	11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NEGATIVE VIEW (1-4)	659	337	318	50	107	107	107	288	152	196	115	197	542	66	38	14
	15%	16%	14%	11%	14%	15%	15%	17% a	13%	15%	15%	17%	15%	18% d	19% d	11%
NEUTRAL (5-6)	1125	529	596	129	196	199	209	392	296	349	219	261	951	91	58	25
	26%	25%	26%	28%	26%	28% e	28% e	23%	26%	26%	28%	23%	26%	25%	28%	20%
POSITIVE VIEW (7-10)	2193	1080	1112	229	378	356	356	873	613	670	394	516	1849	178	95	71
	50%	51%	49%	50%	51%	50%	49%	50%	54% d	50%	50%	46%	50%	48%	46%	58% abc
MOST NEGATIVE (1-2)	315	166	145	18	40	48	68	141	75	87	54	99	265	29	17	4
	7%	8%	6%	4%	5%	7%	9% a	8% a	7%	6%	7%	9%	7% d	8% d	8% d	3%
MOST POSITIVE (9-10)	735	369	366	82	134	114	123	282	207	207	138	183	630	49	25	31
	17%	17%	16%	18%	18%	16%	17%	16%	18%	15%	18%	16%	17% c	13%	12%	25% abc
Answered	3978	1946	2026	408	681	663	673	1553	1061	1215	728	974	3342	335	191	110
Mean score	6.5	6.5	6.5	6.7	6.5	6.4	6.4	6.4	6.6 d	6.5	6.5	6.3	6.5 c	6.3	6.2	7.0 abc
Standard deviation	2.33	2.38	2.27	2.10	2.23	2.26	2.42	2.42	2.23	2.28	2.31	2.50	2.33	2.35	2.33	2.21
Standard error	.04	.05	.05	.10	.09	.08	.09	.06	.07	.07	.08	.08	.05	.11	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	226	200	26	46	176	43	180	14	18	21	43	110	100
		5%	5%	4%	4%	6% a	4%	6%	3%	3%	4%	4%	4%	6%
2	(2.0)	89	80	9	23	65	18	70	4	11	14	18	52	35
		2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%
3	(3.0)	145	130	14	34	106	33	108	18	14	11	33	82	59
		3%	3%	2%	3%	4%	3%	3%	4%	2%	2%	3%	3%	3%
4	(4.0)	200	175	24	49	148	43	153	19	17	20	43	110	84
		5%	5%	4%	4%	5%	4%	5%	4%	3%	4%	4%	4%	5%
5	(5.0)	530	464	66	141	377	120	395	40	49	57	120	299	223
		12%	12%	11%	11%	13%	10%	13%	9%	9%	11%	10%	11%	13%
6	(6.0)	595	513	82	202	381	184	395	52	91	89	184	403	184
		14%	13%	14%	16%	13%	16% b	13%	12%	16%	17%	16%	16% b	11%
7	(7.0)	747	659	88	229	491	197	521	63	106	91	197	455	282
		17%	17%	15%	18%	16%	17%	17%	15%	19%	17%	17%	18%	16%
8	(8.0)	711	616	95	201	490	184	507	76	96	83	184	437	266
		16%	16%	16%	15%	16%	16%	16%	18%	17%	16%	16%	17%	15%
9	(9.0)	365	322	43	130	227	118	239	43	57	52	118	244	118
		8%	8%	7%	10%	8%	10%	8%	10%	10%	10%	10%	9% b	7%
10 - Extremely well	(10.0)	370	319	50	129	231	118	242	48	64	55	118	211	157
		8%	8%	9%	10%	8%	10%	8%	11%	11%	10%	10%	8%	9%
Don't know		423	341	82	112	303	96	319	50	40	39	96	194	219
		10%	9%	14% a	9%	10%	8%	10%	12%	7%	7%	8%	7%	13% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	659	585	74	152	496	136	510	55	60	66	136	354	277
	15%	15%	13%	12%	17% a	12%	16% a	13%	11%	12%	12%	14%	16%
NEUTRAL (5-6)	1125	977	148	343	758	305	790	92	140	147	305	702	407
	26%	26%	25%	26%	25%	26%	25%	22%	25%	28%	26%	27%	24%
POSITIVE VIEW (7-10)	2193	1916	277	690	1439	617	1509	230	323	281	617	1347	823
	50%	50%	48%	53% b	48%	53% b	48%	54%	57%	53%	53%	52%	48%
MOST NEGATIVE (1-2)	315	280	35	68	241	60	249	18	29	35	60	162	134
	7%	7%	6%	5%	8% a	5%	8% a	4%	5%	7%	5%	6%	8%
MOST POSITIVE (9-10)	735	641	93	259	458	236	481	91	121	107	236	454	275
	17%	17%	16%	20% b	15%	20% b	15%	21%	21%	20%	20%	18%	16%
Answered	3978	3478	499	1184	2692	1058	2809	376	523	494	1058	2402	1507
Mean score	6.5	6.5	6.6	6.7 b	6.4	6.8 b	6.4	6.8	6.9	6.7	6.8	6.6	6.4
Standard deviation	2.33	2.34	2.28	2.21	2.38	2.22	2.37	2.27	2.18	2.26	2.22	2.24	2.42
Standard error	.04	.04	.09	.06	.05	.07	.04	.11	.09	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	226 5%	189 5%	170 5%	56 4%	37 5%	226 5%	111 3%	58 3%	47 2%	13 2%	134 3% c	92 19% abcde	179 27% bc	19 2%	28 1%
2	(2.0)	89 2%	77 2%	70 2%	20 2%	12 2%	89 2%	74 2%	35 2%	38 2%	10 2%	79 2%	10 2%	52 8% bc	22 2% c	15 1%
3	(3.0)	145 3%	127 3%	109 3%	36 3%	18 2%	145 3%	114 3%	64 3%	42 2%	11 2%	119 3%	26 5% bcd	81 12% bc	32 3% c	32 1%
4	(4.0)	200 5%	167 5%	141 4%	59 5%	32 4%	200 5%	163 4%	92 4%	96 4%	17 3%	182 5%	18 4%	56 8% c	78 7% c	66 2%
5	(5.0)	530 12%	442 12%	383 12%	146 12%	87 11%	530 12%	428 12% bd	211 9%	227 10%	41 7%	453 12% bd	77 16% bcd	84 13% c	241 23% ac	204 8%
6	(6.0)	595 14%	531 15% cd	462 15% cd	134 11%	65 9%	595 14% d	537 14% f	307 13%	351 16% f	84 14%	553 14% f	43 9%	45 7%	199 19% ac	352 13% a
7	(7.0)	747 17%	634 17%	557 18%	190 15%	113 15%	747 17%	683 18% f	448 20% f	454 21% f	118 20% f	721 18% f	26 5%	30 4%	196 18% a	521 20% a
8	(8.0)	711 16%	572 16%	491 16%	221 18%	140 18%	711 16%	654 18% f	450 20% f	406 18% f	117 20% f	685 17% f	26 5%	17 3%	101 9% a	594 22% ab
9	(9.0)	365 8%	308 8%	270 9%	95 8%	57 8%	365 8%	334 9% f	265 12% aef	226 10% f	76 13% aef	355 9% f	10 2%	9 1%	33 3%	323 12% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	370	305	264	106	65	370	357	245	219	82	362	7	5	11	354
		8%	8%	8%	9%	8%	8%	10% f	11% f	10% f	14% aef	9% f	2%	1%	1%	13% ab
Don't know		423	286	240	183	137	423	255	118	93	21	276	147	106	134	183
		10%	8%	8%	15% abe	18% abe	10% b	7% cd	5%	4%	4%	7% bcd	31% abcde	16% c	13% c	7%
NEGATIVE VIEW (1-4)		659	560	490	170	100	659	462	249	224	51	513	146	368	151	140
		15%	15%	16%	14%	13%	15%	12%	11%	10%	9%	13% cd	30% abcde	55% bc	14% c	5%
NEUTRAL (5-6)		1125	973	845	280	152	1125	965	518	579	125	1006	119	129	440	556
		26%	27% cd	27% cd	23%	20%	26% d	26% b	23%	26% b	21%	26%	25%	19%	41% ac	21%
POSITIVE VIEW (7-10)		2193	1819	1581	612	374	2193	2028	1408	1306	392	2124	69	61	340	1792
		50%	50%	50%	49%	49%	50%	55% f	61% aef	59% aef	67% acef	54% f	14%	9%	32% a	67% ab
MOST NEGATIVE (1-2)		315	266	240	75	49	315	185	93	85	23	213	102	231	41	43
		7%	7%	8%	6%	6%	7%	5%	4%	4%	4%	5%	21% abcde	35% bc	4% c	2%
MOST POSITIVE (9-10)		735	612	533	201	122	735	691	510	445	157	718	17	14	44	677
		17%	17%	17%	16%	16%	17%	19% f	22% aef	20% f	27% acef	18% f	4%	2%	4%	25% ab
Answered		3978	3351	2915	1062	627	3978	3456	2175	2108	567	3643	334	558	931	2489
Mean score		6.5	6.5	6.4	6.6	6.6	6.5	6.7 f	7.0 aef	6.9 aef	7.2 acef	6.7 f	4.3	3.4	5.9 a	7.4 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.33	2.32	2.34	2.31	2.36	2.33	2.17	2.11	2.03	2.06	2.20	2.60	2.29	1.71	1.83
Standard error	.04	.04	.04	.07	.09	.04	.04	.05	.04	.09	.04	.14	.10	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	154	89	61	4	25	28	32	64	32	45	26	52	131	14	7	1
		3%	4%	3%	1%	3% a	4% a	4% a	4% a	3%	3%	3%	5%	4% d	4% d	4% d	1%
2	(2.0)	49	24	25	5	3	9	12	20	14	9	9	17	37	6	3	3
		1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%
3	(3.0)	97	51	46	11	20	15	23	28	15	27	22	34	84	7	5	1
		2%	2%	2%	2%	3%	2%	3%	2%	1%	2%	3%	3%	2%	2%	3%	1%
4	(4.0)	131	71	60	17	29	22	15	47	26	44	22	39	106	12	8	4
		3%	3%	3%	4%	4%	3%	2%	3%	2%	3%	3%	3%	3%	3%	4%	4%
5	(5.0)	382	167	215	48	72	62	74	127	102	111	83	86	314	35	24	10
		9%	8%	9%	10%	10%	9%	10%	7%	9%	8%	11%	8%	8%	9%	12%	8%
6	(6.0)	458	208	250	60	85	88	63	162	114	144	75	125	401	29	18	10
		10%	10%	11%	13%	11%	12%	9%	9%	10%	11%	10%	11%	11%	8%	9%	8%
7	(7.0)	628	314	313	75	118	107	114	214	161	193	124	150	540	46	28	14
		14%	15%	14%	16%	16%	15%	16%	12%	14%	14%	16%	13%	15%	12%	14%	12%
8	(8.0)	754	358	395	82	130	148	136	258	220	255	126	153	639	56	36	23
		17%	17%	17%	18%	17%	21% e	18%	15%	19% d	19% d	16%	14%	17%	15%	18%	18%
9	(9.0)	462	225	237	48	79	76	70	189	152	135	81	93	384	38	21	18
		10%	11%	10%	10%	11%	11%	10%	11%	13% d	10%	10%	8%	10%	10%	10%	15% a
10 - Extremely well	(10.0)	531	235	296	49	101	88	93	201	160	145	95	130	450	40	24	18
		12%	11%	13%	11%	13%	12%	13%	12%	14%	11%	12%	12%	12%	11%	12%	14%
Don't know		755	378	374	64	87	74	102	428	139	243	121	252	616	87	31	20
		17%	18%	16%	14%	12%	10%	14%	25% abcd	12%	18% a	15%	22% ac	17%	24% acd	15%	17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

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C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NEGATIVE VIEW (1-4)	431	236	191	37	77	75	82	160	86	124	79	142	358	39	24	10
	10%	11% b	8%	8%	10%	10%	11%	9%	8%	9%	10%	13% a	10%	11%	11%	8%
NEUTRAL (5-6)	840	375	465	108	157	150	137	289	216	255	158	211	715	64	42	20
	19%	18%	20%	23% e	21%	21%	19%	17%	19%	19%	20%	19%	19%	17%	20%	16%
POSITIVE VIEW (7-10)	2375	1133	1241	254	428	419	414	861	693	728	426	527	2012	180	110	73
	54%	53%	55%	55%	57% e	58% e	56% e	50%	61% bcd	54% d	54% d	47%	54%	49%	53%	59% b
MOST NEGATIVE (1-2)	203	113	85	9	28	37	44	85	45	53	35	69	168	20	10	4
	5%	5%	4%	2%	4%	5% a	6% a	5% a	4%	4%	4%	6%	5%	5%	5%	3%
MOST POSITIVE (9-10)	993	460	533	97	180	164	164	389	312	281	177	224	834	78	45	36
	23%	22%	23%	21%	24%	23%	22%	22%	28% bd	21%	23%	20%	23%	21%	22%	29% ab
Answered	3646	1743	1897	398	662	643	633	1310	994	1108	664	881	3086	282	175	103
Mean score	7.0	6.9	7.1	7.1	7.0	7.0	6.9	7.1	7.3 cd	7.0 d	7.0	6.8	7.0	6.9	6.9	7.4 abc
Standard deviation	2.27	2.34	2.20	1.98	2.23	2.25	2.38	2.34	2.16	2.20	2.27	2.46	2.26	2.39	2.33	2.14
Standard error	.04	.06	.05	.09	.09	.08	.10	.07	.07	.07	.08	.08	.05	.12	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

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C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	154	137	17	32	118	31	119	7	18	17	31	84	56
		3%	4%	3%	2%	4%	3%	4%	2%	3%	3%	3%	3%	3%
2	(2.0)	49	44	5	14	33	14	33	2	6	10	14	27	22
		1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%
3	(3.0)	97	91	7	26	69	23	71	12	6	10	23	55	39
		2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
4	(4.0)	131	119	11	29	96	22	102	9	12	6	22	67	61
		3%	3%	2%	2%	3%	2%	3%	2%	2%	1%	2%	3%	4%
5	(5.0)	382	327	55	110	259	94	272	40	49	37	94	249	125
		9%	9%	10%	8%	9%	8%	9%	9%	9%	7%	8%	10%	7%
6	(6.0)	458	403	55	136	316	119	332	46	44	55	119	312	137
		10%	11%	9%	11%	11%	10%	11%	11%	8%	10%	10%	12% b	8%
7	(7.0)	628	563	65	207	396	183	418	61	84	88	183	412	211
		14%	15%	11%	16%	13%	16%	13%	14%	15%	17%	16%	16% b	12%
8	(8.0)	754	675	79	256	469	222	500	84	115	98	222	490	257
		17%	18%	14%	20% b	16%	19%	16%	20%	20%	18%	19%	19% b	15%
9	(9.0)	462	397	65	165	292	149	309	42	86	68	149	272	182
		10%	10%	11%	13% b	10%	13% b	10%	10%	15%	13%	13%	10%	11%
10 - Extremely well	(10.0)	531	453	78	219	303	207	314	88	106	101	207	311	215
		12%	12%	13%	17% b	10%	18% b	10%	21%	19%	19%	18%	12%	12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	755	612	142	103	643	88	658	37	37	43	88	316	423
	17%	16%	25% a	8%	21% a	8%	21% a	9%	7%	8%	8%	12%	24% a
NEGATIVE VIEW (1-4)	431	390	40	101	317	92	325	30	42	42	92	234	178
	10%	10%	7%	8%	11% a	8%	10%	7%	8%	8%	8%	9%	10%
NEUTRAL (5-6)	840	730	110	246	575	213	604	86	93	92	213	561	261
	19%	19%	19%	19%	19%	18%	19%	20%	16%	17%	18%	22% b	15%
POSITIVE VIEW (7-10)	2375	2087	288	847	1460	761	1540	274	391	355	761	1485	864
	54%	55%	50%	65% b	49%	66% b	49%	64%	69%	67%	66%	57% b	50%
MOST NEGATIVE (1-2)	203	180	22	46	152	46	152	9	24	27	46	112	78
	5%	5%	4%	4%	5%	4%	5%	2%	4%	5%	4%	4%	5%
MOST POSITIVE (9-10)	993	850	143	384	595	356	623	130	192	169	356	583	396
	23%	22%	25%	30% b	20%	31% b	20%	30%	34%	32%	31%	22%	23%
Answered	3646	3207	439	1194	2352	1066	2470	390	526	489	1066	2280	1304
Mean score	7.0	7.0	7.2	7.4 b	6.9	7.4 b	6.9	7.5	7.5	7.4	7.4	7.0	7.1
Standard deviation	2.27	2.27	2.27	2.14	2.33	2.19	2.31	2.12	2.19	2.25	2.19	2.19	2.37
Standard error	.04	.04	.10	.06	.05	.07	.05	.11	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	154	128	114	39	25	154	58	27	32	9	74	80	127	15	12
		3%	4%	4%	3%	3%	3%	2%	1%	1%	2%	2%	17% abcde	19% bc	1% c	*%
2	(2.0)	49	41	35	14	8	49	32	16	17	3	34	15	32	10	7
		1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	3% abcde	5% bc	1%	*%
3	(3.0)	97	83	73	24	14	97	69	38	34	4	75	23	48	28	22
		2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	5% abcde	7% bc	3% c	1%
4	(4.0)	131	112	99	32	19	131	100	55	57	12	110	20	50	45	36
		3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	4%	7% bc	4% c	1%
5	(5.0)	382	314	279	103	69	382	307	164	164	30	328	54	72	164	147
		9%	9%	9%	8%	9%	9%	8%	7%	7%	5%	8%	11% bd	11% c	15% c	5%
6	(6.0)	458	401	368	90	57	458	392	187	254	43	413	45	50	205	203
		10%	11% cd	12% cd	7%	7%	10% c	11% b	8%	12% bd	7%	11% b	9%	8%	19% ac	8%
7	(7.0)	628	544	479	149	84	628	557	340	356	89	586	41	47	178	403
		14%	15%	15% d	12%	11%	14%	15% f	15% f	16% f	15% f	15% f	9%	7%	17% a	15% a
8	(8.0)	754	645	555	199	109	754	677	476	453	117	720	34	41	145	568
		17%	18%	18%	16%	14%	17%	18% f	21% f	21% f	20% f	18% f	7%	6%	14% a	21% ab
9	(9.0)	462	412	354	107	50	462	436	325	288	97	447	15	11	41	410
		10%	11% d	11% d	9%	7%	10% d	12% f	14% ef	13% f	17% aef	11% f	3%	2%	4%	15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	531	458	398	133	73	531	504	335	328	105	518	14	17	42	473
		12%	13%	13%	11%	10%	12%	14% f	15% f	15% f	18% ef	13% f	3%	3%	4%	18% ab
Don't know		755	500	401	353	255	755	578	329	218	79	614	141	171	193	391
		17%	14%	13%	28% abe	33% abe	17% ab	16% c	14% c	10%	13%	16% c	29% abcde	26% bc	18%	15%
NEGATIVE VIEW (1-4)		431	364	322	109	66	431	260	137	139	27	293	137	256	97	78
		10%	10%	10%	9%	9%	10%	7%	6%	6%	5%	7%	28% abcde	39% bc	9% c	3%
NEUTRAL (5-6)		840	715	647	193	125	840	699	351	419	73	741	99	122	369	350
		19%	20% c	21% c	16%	16%	19% c	19% bd	15%	19% bd	12%	19% bd	21% bd	18% c	35% ac	13%
POSITIVE VIEW (7-10)		2375	2058	1786	589	317	2375	2174	1476	1425	409	2270	105	116	406	1853
		54%	57% cd	57% cd	47%	41%	54% cd	59% f	64% aef	65% aef	70% aef	58% f	22%	17%	38% a	69% ab
MOST NEGATIVE (1-2)		203	169	149	53	34	203	91	43	49	12	108	94	159	24	19
		5%	5%	5%	4%	4%	5%	2%	2%	2%	2%	3%	20% abcde	24% bc	2% c	1%
MOST POSITIVE (9-10)		993	870	752	241	123	993	940	661	616	203	964	29	28	83	883
		23%	24% cd	24% cd	19%	16%	23% d	25% f	29% aef	28% ef	34% acef	25% f	6%	4%	8% a	33% ab
Answered		3646	3137	2754	892	509	3646	3133	1964	1983	509	3305	341	494	872	2281
Mean score		7.0	7.1	7.0	7.0	6.9	7.0	7.3 f	7.5 aef	7.4 ef	7.8 abcef	7.3 f	4.8	4.3	6.4 a	7.9 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.27	2.26	2.26	2.31	2.35	2.27	2.05	1.96	1.97	1.91	2.09	2.77	2.67	1.79	1.73
Standard error	.04	.04	.04	.08	.10	.04	.04	.04	.04	.08	.04	.15	.12	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	186	107	76	14	29	27	39	78	37	56	31	63	157	18	10	2
		4%	5% b	3%	3%	4%	4%	5%	4%	3%	4%	4%	6%	4% d	5% d	5% d	1%
2	(2.0)	69	36	33	5	14	14	13	23	13	21	14	22	54	9	4	2
		2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%
3	(3.0)	107	59	48	15	18	15	22	38	26	33	19	30	86	11	6	4
		2%	3%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	3%
4	(4.0)	152	71	79	18	34	27	19	54	29	47	29	47	125	12	10	5
		3%	3%	3%	4%	5%	4%	3%	3%	3%	3%	4%	4%	3%	3%	5%	4%
5	(5.0)	427	198	229	54	71	77	75	150	117	125	85	99	352	36	30	9
		10%	9%	10%	12%	9%	11%	10%	9%	10%	9%	11%	9%	10%	10%	14% ad	7%
6	(6.0)	457	223	234	53	95	82	84	143	117	141	81	118	398	33	17	8
		10%	11%	10%	11%	13% e	11%	11%	8%	10%	10%	10%	10%	11% d	9%	8%	7%
7	(7.0)	602	301	301	77	112	103	104	205	170	177	114	141	518	40	30	14
		14%	14%	13%	17% e	15%	14%	14%	12%	15%	13%	15%	12%	14%	11%	15%	12%
8	(8.0)	687	320	366	74	118	139	118	237	210	234	116	127	588	52	26	21
		16%	15%	16%	16%	16%	19% e	16%	14%	19% d	17% d	15%	11%	16%	14%	12%	17%
9	(9.0)	360	171	189	35	56	67	67	135	105	111	65	78	304	26	15	15
		8%	8%	8%	8%	7%	9%	9%	8%	9%	8%	8%	7%	8%	7%	7%	12% abc
10 - Extremely well	(10.0)	428	189	239	50	87	68	73	150	124	117	76	110	360	32	18	18
		10%	9%	11%	11%	12%	9%	10%	9%	11%	9%	10%	10%	10%	9%	9%	14% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	925	445	477	66	113	99	123	525	185	289	154	297	759	99	42	25
	21%	21%	21%	14%	15%	14%	17%	30% abcd	16%	21% a	20%	26% ac	21%	27% a	20%	20%
NEGATIVE VIEW (1-4)	514	273	236	52	95	83	92	193	105	156	92	162	423	50	29	13
	12%	13%	10%	11%	13%	12%	12%	11%	9%	12%	12%	14% a	11%	14%	14%	10%
NEUTRAL (5-6)	884	421	463	107	166	159	159	293	234	266	166	218	750	70	47	17
	20%	20%	20%	23% e	22% e	22% e	22%	17%	21%	20%	21%	19%	20% d	19%	23% d	14%
POSITIVE VIEW (7-10)	2077	981	1096	237	374	377	361	728	609	639	371	457	1769	150	89	68
	47%	46%	48%	51% e	50% e	53% e	49% e	42%	54% bcd	47% d	47% d	40%	48% b	41%	43%	55% abc
MOST NEGATIVE (1-2)	255	143	108	19	43	41	51	101	50	76	45	85	211	26	14	4
	6%	7%	5%	4%	6%	6%	7%	6%	4%	6%	6%	7% a	6%	7% d	7%	3%
MOST POSITIVE (9-10)	788	360	428	85	143	134	140	286	230	229	142	188	664	58	33	33
	18%	17%	19%	19%	19%	19%	19%	16%	20%	17%	18%	17%	18%	16%	16%	27% abc
Answered	3475	1676	1794	396	635	618	612	1214	948	1062	630	836	2942	270	165	98
Mean score	6.7	6.6	6.8 a	6.8	6.7	6.8	6.7	6.7	7.0 d	6.7	6.7	6.5	6.7 c	6.5	6.4	7.3 abc
Standard deviation	2.36	2.42	2.29	2.22	2.33	2.27	2.42	2.44	2.22	2.33	2.34	2.55	2.34	2.51	2.41	2.26
Standard error	.04	.06	.05	.10	.10	.09	.10	.07	.07	.08	.09	.09	.05	.13	.12	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	186	170	16	37	144	34	148	10	16	19	34	98	75
		4%	4%	3%	3%	5% a	3%	5%	2%	3%	3%	3%	4%	4%
2	(2.0)	69	62	7	20	48	19	49	6	8	10	19	40	29
		2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
3	(3.0)	107	97	10	26	78	20	82	9	7	8	20	58	47
		2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	2%	2%	3%
4	(4.0)	152	136	16	47	104	40	109	17	21	13	40	90	60
		3%	4%	3%	4%	3%	3%	3%	4%	4%	2%	3%	3%	3%
5	(5.0)	427	369	57	118	300	100	316	40	41	46	100	281	135
		10%	10%	10%	9%	10%	9%	10%	9%	7%	9%	9%	11% b	8%
6	(6.0)	457	407	50	149	296	131	313	41	51	66	131	309	142
		10%	11%	9%	11%	10%	11%	10%	10%	9%	12%	11%	12% b	8%
7	(7.0)	602	537	66	186	393	163	416	50	87	77	163	382	213
		14%	14%	11%	14%	13%	14%	13%	12%	16%	14%	14%	15%	12%
8	(8.0)	687	612	74	247	413	222	435	82	118	103	222	453	230
		16%	16%	13%	19% b	14%	19% b	14%	19%	21%	19%	19%	17% b	13%
9	(9.0)	360	313	47	127	224	117	233	34	65	57	117	220	133
		8%	8%	8%	10%	7%	10% b	7%	8%	11%	11%	10%	8%	8%
10 - Extremely well	(10.0)	428	361	67	166	254	153	266	60	80	77	153	259	164
		10%	9%	12%	13% b	8%	13% b	8%	14%	14%	14%	13%	10%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	925	755	170	174	741	154	760	79	67	57	154	407	498
	21%	20%	29% a	13%	25% a	13%	24% a	19% bc	12%	11%	13%	16%	29% a
NEGATIVE VIEW (1-4)	514	465	49	130	373	113	388	41	53	50	113	287	211
	12%	12%	9%	10%	12%	10%	12%	10%	9%	9%	10%	11%	12%
NEUTRAL (5-6)	884	776	108	267	597	231	630	81	92	112	231	589	277
	20%	20%	19%	21%	20%	20%	20%	19%	16%	21%	20%	23% b	16%
POSITIVE VIEW (7-10)	2077	1823	254	726	1285	655	1350	226	351	314	655	1314	740
	47%	48%	44%	56% b	43%	57% b	43%	53%	62% a	59%	57%	51% b	43%
MOST NEGATIVE (1-2)	255	232	23	58	192	53	197	16	25	28	53	138	104
	6%	6%	4%	4%	6%	5%	6%	4%	4%	5%	5%	5%	6%
MOST POSITIVE (9-10)	788	674	115	293	478	271	499	94	145	134	271	479	297
	18%	18%	20%	23% b	16%	23% b	16%	22%	26%	25%	23%	18%	17%
Answered	3475	3064	411	1123	2255	999	2368	347	496	476	999	2190	1228
Mean score	6.7	6.7	7.0	7.0 b	6.6	7.1 b	6.6	7.1	7.3	7.1	7.1	6.8	6.7
Standard deviation	2.36	2.37	2.32	2.22	2.42	2.23	2.41	2.24	2.20	2.26	2.23	2.27	2.48
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	186 4%	153 4%	134 4%	52 4%	33 4%	186 4%	84 2%	38 2%	45 2%	10 2%	98 3%	88 18% abcde	144 22% bc	24 2% c	18 1%
2	(2.0)	69 2%	55 2%	49 2%	20 2%	14 2%	69 2%	49 1%	28 1%	26 1%	4 1%	54 1%	16 3% abcde	36 5% bc	9 1%	24 1%
3	(3.0)	107 2%	90 2%	83 3%	24 2%	17 2%	107 2%	77 2%	40 2%	35 2%	4 1%	83 2%	24 5% abcde	49 7% bc	31 3% c	28 1%
4	(4.0)	152 3%	130 4%	115 4%	38 3%	22 3%	152 3%	117 3%	68 3%	61 3%	14 2%	131 3%	21 4%	51 8% c	54 5% c	47 2%
5	(5.0)	427 10%	363 10%	328 10%	99 8%	63 8%	427 10%	354 10%	184 8%	198 9%	43 7%	370 9%	57 12%	69 10% c	191 18% ac	167 6%
6	(6.0)	457 10%	402 11% cd	369 12% cd	88 7%	55 7%	457 10% c	405 11%	223 10%	268 12% f	48 8%	423 11%	34 7%	46 7%	188 18% ac	224 8%
7	(7.0)	602 14%	526 14% d	452 14% d	151 12%	76 10%	602 14%	548 15% f	351 15% f	361 16% f	84 14% f	574 15% f	28 6%	31 5%	162 15% a	409 15% a
8	(8.0)	687 16%	603 17% cd	526 17% cd	161 13%	84 11%	687 16% d	612 16% f	417 18% f	437 20% aef	105 18% f	654 17% f	32 7%	26 4%	107 10% a	554 21% ab
9	(9.0)	360 8%	311 9%	278 9%	82 7%	49 6%	360 8%	336 9% f	246 11% f	220 10% f	82 14% aef	349 9% f	11 2%	9 1%	44 4% a	308 12% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	428	368	314	114	60	428	404	286	262	86	415	13	10	28	390
		10%	10%	10%	9%	8%	10%	11% f	12% f	12% f	15% ef	11% f	3%	2%	3%	15% ab
Don't know		925	636	509	416	289	925	726	412	287	108	768	157	195	227	503
		21%	17%	16%	33% abe	38% abe	21% ab	20% c	18% c	13%	18% c	20% c	33% abcde	29% bc	21%	19%
NEGATIVE VIEW (1-4)		514	428	381	134	87	514	326	175	168	32	366	149	279	118	117
		12%	12%	12%	11%	11%	12%	9%	8%	8%	5%	9% d	31% abcde	42% bc	11% c	4%
NEUTRAL (5-6)		884	766	697	187	118	884	759	408	466	91	793	91	114	379	391
		20%	21% cd	22% cd	15%	16%	20% cd	20%	18%	21% bd	16%	20%	19%	17%	36% ac	15%
POSITIVE VIEW (7-10)		2077	1808	1569	508	269	2077	1901	1299	1280	358	1992	85	75	341	1660
		47%	50% cd	50% cd	41%	35%	47% cd	51% f	57% aef	58% aef	61% aef	51% f	18%	11%	32% a	62% ab
MOST NEGATIVE (1-2)		255	208	183	72	47	255	133	67	71	14	152	103	180	33	42
		6%	6%	6%	6%	6%	6%	4%	3%	3%	2%	4%	21% abcde	27% bc	3% c	2%
MOST POSITIVE (9-10)		788	679	592	196	109	788	740	531	482	169	764	24	19	72	698
		18%	19% d	19% d	16%	14%	18%	20% f	23% aef	22% f	29% acef	19% f	5%	3%	7% a	26% ab
Answered		3475	3001	2647	828	474	3475	2985	1882	1914	481	3151	325	469	838	2169
Mean score		6.7	6.8	6.7	6.7	6.5	6.7	7.0 f	7.2 aef	7.1 ef	7.5 abcef	7.0 f	4.5	3.8	6.1 a	7.6 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.36	2.33	2.33	2.47	2.54	2.36	2.16	2.08	2.06	2.01	2.19	2.79	2.53	1.85	1.86
Standard error	.04	.04	.04	.09	.12	.04	.04	.05	.05	.09	.04	.15	.12	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	171	95	73	8	24	31	32	77	25	59	27	60	145	15	8	3
		4%	4%	3%	2%	3%	4%	4%	4%	2%	4% a	3%	5% a	4%	4%	4%	3%
2	(2.0)	56	31	25	6	8	10	14	18	8	16	15	17	48	4	2	1
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
3	(3.0)	111	59	53	9	24	12	26	41	36	31	12	32	91	10	8	2
		3%	3%	2%	2%	3%	2%	4%	2%	3%	2%	2%	3%	2%	3%	4%	2%
4	(4.0)	156	78	76	19	31	23	30	52	38	34	35	48	130	14	8	4
		4%	4%	3%	4%	4%	3%	4%	3%	3%	3%	5%	4%	4%	4%	4%	3%
5	(5.0)	373	177	194	58	76	48	52	138	86	101	87	98	310	32	21	10
		8%	8%	9%	13% cde	10%	7%	7%	8%	8%	8%	11% b	9%	8%	9%	10%	8%
6	(6.0)	506	230	276	51	101	106	79	170	121	165	82	139	442	32	22	10
		12%	11%	12%	11%	13%	15% e	11%	10%	11%	12%	10%	12%	12%	9%	11%	8%
7	(7.0)	759	370	389	94	119	141	130	274	209	234	150	166	642	65	34	19
		17%	17%	17%	20%	16%	20%	18%	16%	18%	17%	19%	15%	17%	18%	16%	15%
8	(8.0)	899	448	451	82	132	151	155	379	259	301	150	189	744	85	45	25
		20%	21%	20%	18%	18%	21%	21%	22%	23% d	22% d	19%	17%	20%	23%	22%	20%
9	(9.0)	525	252	273	43	93	85	79	225	160	145	93	127	448	37	20	20
		12%	12%	12%	9%	12%	12%	11%	13%	14%	11%	12%	11%	12%	10%	10%	16% bc
10 - Extremely well	(10.0)	649	304	345	55	96	81	108	309	161	211	107	170	538	56	33	21
		15%	14%	15%	12%	13%	11%	15%	18% abc	14%	16%	14%	15%	15%	15%	16%	17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	196	77	116	37	46	29	29	55	30	53	27	87	165	20	5	7
	4%	4%	5%	8% cde	6% e	4%	4%	3%	3%	4%	3%	8% abc	4%	5%	2%	6% c
NEGATIVE VIEW (1-4)	494	262	227	42	87	76	103	187	107	141	89	157	414	43	27	10
	11%	12%	10%	9%	12%	11%	14%	11%	9%	10%	11%	14% a	11%	12%	13%	8%
NEUTRAL (5-6)	879	407	471	110	177	154	131	308	207	266	169	237	752	64	43	20
	20%	19%	21%	24% e	24% e	21%	18%	18%	18%	20%	22%	21%	20%	17%	21%	16%
POSITIVE VIEW (7-10)	2831	1374	1457	274	439	459	473	1187	789	891	500	652	2371	243	132	85
	64%	65%	64%	59%	59%	64%	64%	68% ab	70% d	66% d	64% d	58%	64%	66%	64%	69%
MOST NEGATIVE (1-2)	227	126	98	14	32	41	46	94	33	76	42	77	193	19	10	4
	5%	6%	4%	3%	4%	6%	6%	5%	3%	6% a	5%	7% a	5%	5%	5%	4%
MOST POSITIVE (9-10)	1174	556	618	98	188	166	187	534	320	356	200	297	986	93	54	41
	27%	26%	27%	21%	25%	23%	25%	31% ac	28%	26%	25%	26%	27%	25%	26%	34% ab
Answered	4204	2043	2155	425	702	688	706	1683	1103	1298	757	1046	3537	350	202	116
Mean score	7.1	7.0	7.2	7.0	7.0	7.0	7.0	7.3	7.3 cd	7.1	7.0	6.9	7.1	7.1	7.0	7.5 ac
Standard deviation	2.26	2.32	2.20	2.05	2.23	2.19	2.36	2.31	2.07	2.27	2.23	2.45	2.26	2.29	2.33	2.15
Standard error	.03	.05	.05	.09	.09	.08	.09	.06	.06	.07	.08	.07	.04	.10	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	171	152	19	40	128	39	129	11	20	19	39	84	73
		4%	4%	3%	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%
2	(2.0)	56	48	8	13	40	11	42	3	5	7	11	32	21
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	111	101	11	25	83	24	83	11	9	10	24	59	49
		3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%	3%
4	(4.0)	156	137	19	49	107	44	112	15	17	27	44	91	63
		4%	4%	3%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%
5	(5.0)	373	336	37	100	261	81	278	38	40	28	81	218	147
		8%	9%	6%	8%	9%	7%	9%	9%	7%	5%	7%	8%	9%
6	(6.0)	506	446	60	148	350	131	364	43	61	65	131	340	157
		12%	12%	10%	11%	12%	11%	12%	10%	11%	12%	11%	13% b	9%
7	(7.0)	759	647	111	246	490	214	520	73	102	104	214	481	270
		17%	17%	19%	19%	16%	19%	17%	17%	18%	20%	19%	19%	16%
8	(8.0)	899	782	117	253	613	229	635	79	122	100	229	548	339
		20%	20%	20%	20%	20%	20%	20%	18%	22%	19%	20%	21%	20%
9	(9.0)	525	454	71	165	350	153	362	52	81	66	153	301	219
		12%	12%	12%	13%	12%	13%	12%	12%	14%	12%	13%	12%	13%
10 - Extremely well	(10.0)	649	553	96	190	450	171	469	69	83	84	171	346	295
		15%	14%	17%	15%	15%	15%	15%	16%	15%	16%	15%	13%	17% a
Don't know		196	164	32	68	124	58	133	32	23	22	58	97	95
		4%	4%	5%	5%	4%	5%	4%	7%	4%	4%	5%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	494	437	57	127	357	117	365	40	51	62	117	266	205
	11%	11%	10%	10%	12%	10%	12%	9%	9%	12%	10%	10%	12%
NEUTRAL (5-6)	879	782	97	248	611	213	643	81	101	94	213	557	304
	20%	20%	17%	19%	20%	18%	21%	19%	18%	18%	18%	21% b	18%
POSITIVE VIEW (7-10)	2831	2436	395	854	1904	766	1987	273	388	355	766	1676	1123
	64%	64%	68%	66%	64%	66%	64%	64%	69%	67%	66%	65%	65%
MOST NEGATIVE (1-2)	227	200	27	53	167	50	170	14	26	26	50	116	93
	5%	5%	5%	4%	6%	4%	5%	3%	5%	5%	4%	4%	5%
MOST POSITIVE (9-10)	1174	1007	167	355	801	324	831	121	165	150	324	647	514
	27%	26%	29%	27%	27%	28%	27%	28%	29%	28%	28%	25%	30% a
Answered	4204	3655	549	1229	2872	1096	2995	395	540	511	1096	2500	1631
Mean score	7.1	7.1	7.3	7.2	7.1	7.2	7.1	7.3	7.3	7.2	7.2	7.1	7.2
Standard deviation	2.26	2.27	2.20	2.16	2.31	2.19	2.30	2.18	2.16	2.23	2.19	2.16	2.35
Standard error	.03	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	171 4%	139 4%	128 4%	44 4%	32 4%	171 4%	71 2%	48 2%	29 1%	10 2%	92 2%	79 16% abcde	153 23% bc	11 1% c	7 *%
2	(2.0)	56 1%	51 1%	45 1%	11 1%	4 1%	56 1%	34 1%	18 1%	17 1%	8 1%	37 1%	19 4% abce	44 7% bc	4 *%	8 *%
3	(3.0)	111 3%	103 3% d	89 3% d	22 2%	8 1%	111 3%	78 2%	43 2%	50 2%	9 2%	85 2%	27 6% abcde	74 11% bc	24 2% c	13 *%
4	(4.0)	156 4%	128 4%	113 4%	42 3%	28 4%	156 4%	118 3%	69 3%	68 3%	14 2%	131 3%	25 5%	79 12% bc	51 5% c	26 1%
5	(5.0)	373 8%	313 9%	277 9%	95 8%	59 8%	373 8%	290 8%	149 6%	152 7%	35 6%	316 8%	57 12% abcd	97 15% c	190 18% c	86 3%
6	(6.0)	506 12%	425 12%	381 12%	126 10%	81 11%	506 12%	436 12% d	216 9%	251 11%	45 8%	459 12% d	48 10%	58 9%	256 24% ac	192 7%
7	(7.0)	759 17%	644 18%	567 18%	192 15%	115 15%	759 17%	690 19% df	399 17% f	420 19% df	81 14%	718 18% f	41 9%	46 7%	219 21% a	494 18% a
8	(8.0)	899 20%	747 21%	637 20%	262 21%	152 20%	899 20%	822 22% f	530 23% f	519 24% f	139 24% f	854 22% f	45 9%	29 4%	153 14% a	718 27% ab
9	(9.0)	525 12%	436 12%	380 12%	145 12%	89 12%	525 12%	483 13% f	367 16% aef	317 14% f	111 19% aef	509 13% f	16 3%	8 1%	47 4% a	469 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	649	523	427	222	126	649	626	428	355	134	639	10	6	28	615
		15%	14%	14%	18% ab	16%	15%	17% f	19% f	16% f	23% acef	16% f	2%	1%	3%	23% ab
Don't know		196	127	112	85	69	196	62	26	24	2	80	116	71	81	44
		4%	3%	4%	7% abe	9% abe	4%	2%	1%	1%	*%	2%	24% abcde	11% c	8% c	2%
NEGATIVE VIEW (1-4)		494	422	375	119	72	494	302	178	163	41	345	149	350	90	54
		11%	12%	12%	10%	9%	11%	8%	8%	7%	7%	9%	31% abcde	53% bc	8% c	2%
NEUTRAL (5-6)		879	739	658	221	140	879	726	365	403	81	775	104	155	446	278
		20%	20%	21%	18%	18%	20%	20% bd	16%	18%	14%	20% bd	22% bd	23% c	42% ac	10%
POSITIVE VIEW (7-10)		2831	2350	2011	821	482	2831	2622	1725	1612	465	2719	112	89	447	2296
		64%	65%	64%	66%	63%	64%	71% f	75% aef	73% ef	79% acef	69% f	23%	13%	42% a	86% ab
MOST NEGATIVE (1-2)		227	191	173	54	36	227	105	66	46	18	129	98	197	15	15
		5%	5%	5%	4%	5%	5%	3%	3%	2%	3%	3%	20% abcde	30% bc	1%	1%
MOST POSITIVE (9-10)		1174	959	807	367	215	1174	1110	796	672	245	1148	26	14	75	1084
		27%	26%	26%	29%	28%	27%	30% f	35% acef	31% f	42% abcef	29% f	5%	2%	7% a	41% ab
Answered		4204	3510	3044	1160	694	4204	3649	2268	2177	586	3838	366	593	983	2628
Mean score		7.1	7.1	7.0	7.3 abe	7.3	7.1	7.4 f	7.6 aef	7.5 f	7.8 acef	7.3 f	4.8	3.9	6.3 a	8.1 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.26	2.26	2.27	2.24	2.26	2.26	2.04	2.04	1.95	2.03	2.09	2.71	2.33	1.61	1.55
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.09	.03	.14	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	181	100	78	8	22	35	34	81	29	62	31	59	153	15	9	3
		4%	5%	3%	2%	3%	5% a	5%	5% a	3%	5%	4%	5% a	4%	4%	4%	2%
2	(2.0)	69	31	38	5	12	11	19	22	15	26	8	20	54	7	5	2
		2%	1%	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	1%	2%	2%	2%
3	(3.0)	127	65	61	10	16	23	21	57	34	30	19	44	103	13	7	3
		3%	3%	3%	2%	2%	3%	3%	3%	3%	2%	2%	4%	3%	4%	3%	2%
4	(4.0)	126	68	56	19	31	20	26	31	24	39	21	42	102	13	7	4
		3%	3%	2%	4% e	4% e	3%	4%	2%	2%	3%	3%	4%	3%	4%	4%	3%
5	(5.0)	404	187	216	52	80	60	61	150	88	103	93	119	345	28	22	9
		9%	9%	10%	11%	11%	8%	8%	9%	8%	8%	12% ab	11%	9%	8%	11%	7%
6	(6.0)	523	268	255	70	101	95	90	167	137	157	105	125	464	35	16	8
		12%	13%	11%	15% e	13%	13%	12%	10%	12%	12%	13%	11%	13% cd	10%	8%	6%
7	(7.0)	743	349	394	80	130	137	129	267	200	258	125	160	632	56	37	18
		17%	16%	17%	17%	17%	19%	18%	15%	18%	19% d	16%	14%	17%	15%	18%	15%
8	(8.0)	896	434	462	79	134	137	165	380	257	287	155	197	747	78	43	27
		20%	20%	20%	17%	18%	19%	22%	22%	23% d	21%	20%	17%	20%	21%	21%	22%
9	(9.0)	475	246	229	50	73	83	65	204	153	130	84	108	391	43	23	18
		11%	12%	10%	11%	10%	12%	9%	12%	13% bd	10%	11%	10%	11%	12%	11%	15%
10 - Extremely well	(10.0)	619	272	347	58	101	86	92	282	156	189	103	172	513	57	27	22
		14%	13%	15%	13%	14%	12%	13%	16%	14%	14%	13%	15%	14%	15%	13%	18%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	238	101	135	31	47	29	33	98	40	70	40	89	197	23	10	9
	5%	5%	6%	7%	6%	4%	4%	6%	3%	5%	5%	8% a	5%	6%	5%	7%
NEGATIVE VIEW (1-4)	503	264	233	42	81	89	101	190	102	157	79	165	413	49	28	12
	11%	12%	10%	9%	11%	12%	14%	11%	9%	12%	10%	15% ac	11%	13%	14%	10%
NEUTRAL (5-6)	926	455	471	122	181	156	151	317	225	260	198	244	808	63	39	16
	21%	21%	21%	26% e	24% e	22%	20%	18%	20%	19%	25% ab	22%	22% d	17%	19%	13%
POSITIVE VIEW (7-10)	2733	1301	1433	267	439	443	450	1133	766	864	467	636	2284	234	130	85
	62%	61%	63%	58%	59%	62%	61%	65% ab	68% cd	64% d	60%	56%	62%	63%	63%	69% a
MOST NEGATIVE (1-2)	249	131	116	13	34	46	54	103	44	88	39	79	208	23	14	5
	6%	6%	5%	3%	5%	6% a	7% a	6% a	4%	6%	5%	7% a	6%	6%	7%	4%
MOST POSITIVE (9-10)	1094	518	577	108	174	169	157	486	309	319	187	280	904	100	50	40
	25%	24%	25%	23%	23%	24%	21%	28% d	27%	24%	24%	25%	24%	27%	24%	32% ac
Answered	4162	2020	2136	431	701	688	702	1640	1093	1281	744	1044	3505	346	197	114
Mean score	7.0	6.9	7.1	7.0	7.0	6.9	6.8	7.2 d	7.2 d	7.0	7.0	6.8	7.0	7.1	6.9	7.4 ac
Standard deviation	2.29	2.32	2.25	2.06	2.20	2.30	2.35	2.36	2.12	2.30	2.23	2.48	2.28	2.39	2.37	2.24
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.07	.08	.07	.04	.11	.11	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	181	161	20	39	139	38	140	10	15	22	38	90	77
		4%	4%	3%	3%	5%	3%	4%	2%	3%	4%	3%	3%	4%
2	(2.0)	69	63	6	24	41	22	42	10	7	9	22	39	26
		2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%
3	(3.0)	127	113	14	28	94	26	96	9	13	12	26	60	64
		3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	4%
4	(4.0)	126	112	15	34	91	30	93	9	12	16	30	79	45
		3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%
5	(5.0)	404	356	48	120	271	99	291	39	42	43	99	223	174
		9%	9%	8%	9%	9%	9%	9%	9%	7%	8%	9%	9%	10%
6	(6.0)	523	468	55	163	353	144	372	57	64	70	144	357	162
		12%	12%	9%	13%	12%	12%	12%	13%	11%	13%	12%	14% b	9%
7	(7.0)	743	632	111	216	500	193	519	61	97	95	193	489	242
		17%	17%	19%	17%	17%	17%	17%	14%	17%	18%	17%	19% b	14%
8	(8.0)	896	777	119	261	609	229	638	75	124	101	229	533	353
		20%	20%	21%	20%	20%	20%	20%	18%	22%	19%	20%	21%	20%
9	(9.0)	475	418	57	145	319	133	330	55	71	60	133	267	203
		11%	11%	10%	11%	11%	12%	11%	13%	13%	11%	12%	10%	12%
10 - Extremely well	(10.0)	619	528	91	199	414	181	432	73	91	80	181	348	262
		14%	14%	16%	15%	14%	16%	14%	17%	16%	15%	16%	13%	15%
Don't know		238	193	46	69	164	58	174	29	28	25	58	111	120
		5%	5%	8% a	5%	5%	5%	6%	7%	5%	5%	5%	4%	7% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	503	448	55	124	365	116	372	38	47	59	116	268	211
	11%	12%	9%	10%	12%	10%	12%	9%	8%	11%	10%	10%	12%
NEUTRAL (5-6)	926	824	102	283	624	243	663	96	106	113	243	580	336
	21%	22%	18%	22%	21%	21%	21%	22%	19%	21%	21%	22%	19%
POSITIVE VIEW (7-10)	2733	2355	378	820	1842	737	1920	264	383	336	737	1637	1059
	62%	62%	65%	63%	61%	64%	61%	62%	68%	63%	64%	63%	61%
MOST NEGATIVE (1-2)	249	223	26	63	179	60	183	20	23	31	60	129	103
	6%	6%	4%	5%	6%	5%	6%	5%	4%	6%	5%	5%	6%
MOST POSITIVE (9-10)	1094	946	148	344	733	314	762	128	161	140	314	615	464
	25%	25%	26%	27%	24%	27%	24%	30%	29%	26%	27%	24%	27%
Answered	4162	3627	535	1228	2831	1095	2954	398	535	508	1095	2486	1606
Mean score	7.0	7.0	7.2	7.1	7.0	7.2	7.0	7.2	7.3	7.1	7.2	7.0	7.0
Standard deviation	2.29	2.30	2.21	2.21	2.33	2.24	2.32	2.23	2.14	2.29	2.24	2.19	2.40
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	181 4%	151 4%	139 4%	42 3%	30 4%	181 4%	74 2%	48 2%	29 1%	10 2%	95 2% c	86 18% abcde	162 24% bc	10 1%	8 *%
2	(2.0)	69 2%	61 2%	54 2%	15 1%	7 1%	69 2%	46 1%	28 1%	20 1%	1 *%	52 1%	17 4% abcde	53 8% bc	8 1%	7 *%
3	(3.0)	127 3%	107 3%	93 3%	34 3%	19 3%	127 3%	91 2%	43 2%	44 2%	12 2%	98 2%	29 6% abcde	77 12% bc	33 3% c	17 1%
4	(4.0)	126 3%	111 3%	99 3%	28 2%	15 2%	126 3%	93 3%	54 2%	55 2%	10 2%	100 3%	27 6% abcde	62 9% bc	43 4% c	22 1%
5	(5.0)	404 9%	347 10%	307 10%	97 8%	56 7%	404 9%	308 8%	150 7%	173 8%	30 5%	338 9% bd	66 14% abcde	86 13% c	218 21% ac	99 4%
6	(6.0)	523 12%	449 12%	403 13% c	120 10%	74 10%	523 12%	465 13% f	245 11%	285 13% f	57 10%	487 12% f	35 7%	53 8%	244 23% ac	226 8%
7	(7.0)	743 17%	636 17%	557 18%	186 15%	107 14%	743 17%	676 18% f	407 18% f	433 20% f	107 18% f	703 18% f	40 8%	35 5%	207 19% a	501 19% a
8	(8.0)	896 20%	732 20%	607 19%	289 23% b	164 22%	896 20%	820 22% f	548 24% f	509 23% f	134 23% f	861 22% f	35 7%	30 4%	138 13% a	728 27% ab
9	(9.0)	475 11%	394 11%	347 11%	127 10%	81 11%	475 11%	438 12% f	317 14% f	273 12% f	99 17% aef	454 12% f	20 4%	18 3%	40 4%	417 16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	619	503	423	196	116	619	593	399	340	118	610	10	3	36	580
		14%	14%	13%	16%	15%	14%	16%	17%	15%	20%	16%	2%	1%	3%	22%
								f	f	f	f	f			a	ab
Don't know		238	146	128	111	93	238	107	54	41	10	121	117	85	88	66
		5%	4%	4%	9%	12%	5%	3%	2%	2%	2%	3%	24%	13%	8%	2%
					abe	abe	a						abcde	bc	c	
NEGATIVE VIEW (1-4)		503	431	385	118	72	503	303	173	148	33	344	159	354	94	54
		11%	12%	12%	9%	9%	11%	8%	8%	7%	6%	9%	33%	53%	9%	2%
												c	abcde	bc	c	
NEUTRAL (5-6)		926	796	710	217	131	926	773	395	458	87	825	101	139	462	325
		21%	22%	22%	17%	17%	21%	21%	17%	21%	15%	21%	21%	21%	43%	12%
			cd	cd				bd		bd		bd		c	ac	
POSITIVE VIEW (7-10)		2733	2265	1934	799	468	2733	2528	1672	1554	458	2628	105	86	420	2226
		62%	62%	61%	64%	61%	62%	68%	73%	71%	78%	67%	22%	13%	40%	83%
								f	aef	ef	acef	f			a	ab
MOST NEGATIVE (1-2)		249	212	193	57	37	249	120	76	49	11	146	103	216	18	15
		6%	6%	6%	5%	5%	6%	3%	3%	2%	2%	4%	21%	32%	2%	1%
												c	abcde	bc	c	
MOST POSITIVE (9-10)		1094	897	770	324	198	1094	1031	716	613	217	1064	30	21	76	997
		25%	25%	24%	26%	26%	25%	28%	31%	28%	37%	27%	6%	3%	7%	37%
								f	aef	f	acef	f			a	ab
Answered		4162	3491	3028	1134	671	4162	3604	2239	2160	578	3798	364	580	977	2606
Mean score		7.0	7.0	6.9	7.2	7.2	7.0	7.3	7.5	7.4	7.7	7.2	4.6	3.8	6.3	8.0
					abe	b		f	aef	f	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.29	2.29	2.31	2.24	2.29	2.29	2.07	2.04	1.93	1.92	2.11	2.73	2.42	1.66	1.57
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.14	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	148	86	60	5	18	23	37	66	21	49	26	52	128	13	6	2
		3%	4%	3%	1%	2%	3%	5% a	4% a	2%	4%	3%	5% a	3%	3%	3%	1%
2	(2.0)	50	26	24	*	9	11	9	21	7	16	10	16	45	1	2	2
		1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%
3	(3.0)	101	44	55	10	15	16	19	41	20	29	16	36	82	11	5	3
		2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%
4	(4.0)	115	63	51	16	16	19	24	38	29	30	24	33	92	12	8	3
		3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	4%	2%
5	(5.0)	366	171	195	47	68	60	58	133	69	111	81	104	313	23	22	8
		8%	8%	9%	10%	9%	8%	8%	8%	6%	8%	10% a	9%	8%	6%	11%	7%
6	(6.0)	443	200	242	59	78	76	86	143	128	120	78	117	382	31	18	11
		10%	9%	11%	13% e	10%	11%	12%	8%	11%	9%	10%	10%	10%	8%	9%	9%
7	(7.0)	676	367	309	87	119	118	100	252	183	205	133	155	574	53	35	14
		15%	17% b	14%	19%	16%	16%	14%	14%	16%	15%	17%	14%	15%	14%	17%	12%
8	(8.0)	999	459	540	81	171	172	179	396	273	337	174	215	842	88	44	25
		23%	22%	24%	18%	23%	24% a	24% a	23%	24% d	25% d	22%	19%	23%	24%	21%	20%
9	(9.0)	593	299	294	61	95	88	92	257	205	171	88	130	496	48	28	21
		13%	14%	13%	13%	13%	12%	12%	15%	18% bcd	13%	11%	11%	13%	13%	14%	17%
10 - Extremely well	(10.0)	695	318	378	64	112	99	97	324	168	212	120	196	570	67	33	27
		16%	15%	17%	14%	15%	14%	13%	19% cd	15%	16%	15%	17%	15%	18%	16%	22% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	215	89	124	33	47	35	34	67	31	69	35	80	178	23	7	8
	5%	4%	5%	7% e	6%	5%	5%	4%	3%	5% a	4%	7% a	5%	6%	3%	6%
NEGATIVE VIEW (1-4)	414	219	190	30	58	69	89	167	77	125	76	137	347	37	21	9
	9%	10%	8%	7%	8%	10%	12% a	10%	7%	9%	10%	12% a	9%	10%	10%	7%
NEUTRAL (5-6)	808	371	437	106	147	136	144	276	197	232	159	221	695	54	40	20
	18%	18%	19%	23% e	20%	19%	20%	16%	17%	17%	20%	19%	19%	15%	19%	16%
POSITIVE VIEW (7-10)	2963	1442	1520	293	496	477	468	1229	828	926	514	695	2482	256	139	86
	67%	68%	67%	63%	66%	67%	64%	71% ad	73% cd	69% d	66%	61%	67%	69%	67%	70%
MOST NEGATIVE (1-2)	198	111	85	5	26	34	46	87	28	66	36	68	173	14	8	4
	5%	5%	4%	1%	4%	5% a	6% a	5% a	3%	5% a	5%	6% a	5%	4%	4%	3%
MOST POSITIVE (9-10)	1288	617	672	125	207	187	188	581	372	383	207	325	1066	115	61	47
	29%	29%	30%	27%	28%	26%	26%	33% cd	33% c	28%	26%	29%	29%	31%	29%	38% ac
Answered	4185	2032	2147	429	701	683	701	1671	1102	1282	749	1052	3523	346	200	116
Mean score	7.3	7.2	7.4	7.3	7.3	7.2	7.0	7.4 d	7.5 cd	7.3	7.2	7.1	7.3	7.4	7.2	7.7 ac
Standard deviation	2.21	2.25	2.16	1.92	2.10	2.18	2.33	2.27	1.95	2.22	2.21	2.42	2.21	2.23	2.19	2.13
Standard error	.03	.05	.05	.09	.08	.08	.09	.06	.06	.07	.07	.07	.04	.10	.10	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	148	133	15	28	117	27	118	8	12	15	27	74	62
		3%	3%	3%	2%	4% a	2%	4%	2%	2%	3%	2%	3%	4%
2	(2.0)	50	44	6	8	42	8	42	3	2	4	8	28	21
		1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
3	(3.0)	101	89	12	28	71	25	72	10	9	12	25	47	47
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
4	(4.0)	115	105	10	32	81	29	83	13	14	11	29	67	45
		3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	3%
5	(5.0)	366	318	47	99	251	87	260	37	41	38	87	210	150
		8%	8%	8%	8%	8%	8%	8%	9%	7%	7%	8%	8%	9%
6	(6.0)	443	388	55	141	286	125	301	35	56	68	125	289	148
		10%	10%	9%	11%	10%	11%	10%	8%	10%	13%	11%	11%	9%
7	(7.0)	676	593	82	196	461	166	489	63	77	72	166	427	240
		15%	16%	14%	15%	15%	14%	16%	15%	14%	14%	14%	16%	14%
8	(8.0)	999	857	142	300	667	271	696	83	147	121	271	631	353
		23%	22%	24%	23%	22%	23%	22%	20%	26%	23%	23%	24% b	20%
9	(9.0)	593	511	82	178	408	162	422	58	83	75	162	349	236
		13%	13%	14%	14%	14%	14%	14%	14%	15%	14%	14%	13%	14%
10 - Extremely well	(10.0)	695	599	97	209	480	188	501	81	90	88	188	366	324
		16%	16%	17%	16%	16%	16%	16%	19%	16%	17%	16%	14%	19% a
Don't know		215	183	32	79	132	67	143	35	32	28	67	108	100
		5%	5%	6%	6%	4%	6%	5%	8%	6%	5%	6%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	414	370	44	97	310	88	316	34	37	42	88	216	175
	9%	10%	8%	7%	10% a	8%	10%	8%	7%	8%	8%	8%	10%
NEUTRAL (5-6)	808	706	102	239	537	212	561	72	97	106	212	499	298
	18%	18%	18%	18%	18%	18%	18%	17%	17%	20%	18%	19%	17%
POSITIVE VIEW (7-10)	2963	2560	403	882	2016	786	2108	286	396	357	786	1773	1153
	67%	67%	69%	68%	67%	68%	67%	67%	70%	67%	68%	68%	67%
MOST NEGATIVE (1-2)	198	177	21	36	159	35	160	11	14	19	35	102	83
	5%	5%	4%	3%	5% a	3%	5% a	3%	3%	4%	3%	4%	5%
MOST POSITIVE (9-10)	1288	1110	178	386	888	349	923	139	173	163	349	715	560
	29%	29%	31%	30%	30%	30%	30%	33%	31%	31%	30%	28%	32% a
Answered	4185	3636	549	1218	2863	1086	2985	391	531	504	1086	2488	1626
Mean score	7.3	7.3	7.4	7.4	7.2	7.4	7.3	7.5	7.5	7.4	7.4	7.3	7.3
Standard deviation	2.21	2.22	2.12	2.06	2.28	2.08	2.26	2.13	2.00	2.13	2.08	2.10	2.31
Standard error	.03	.04	.08	.06	.04	.06	.04	.11	.09	.09	.06	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	148	120	109	39	28	148	57	37	25	5	75	73	135	8	5
		3%	3%	3%	3%	4%	3%	2%	2%	1%	1%	2%	15% abcde	20% bc	1%	*%
2	(2.0)	50	42	37	13	8	50	30	18	11	1	35	15	35	11	3
		1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	3% abcde	5% bc	1% c	*%
3	(3.0)	101	88	78	23	13	101	79	36	35	8	84	17	68	16	17
		2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	10% bc	2%	1%
4	(4.0)	115	101	93	22	13	115	84	46	47	12	89	26	58	34	23
		3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	5% abcde	9% bc	3% c	1%
5	(5.0)	366	304	266	100	62	366	265	135	142	32	290	75	99	196	71
		8%	8%	8%	8%	8%	8%	7%	6%	6%	6%	7%	16% abcde	15% c	18% c	3%
6	(6.0)	443	377	349	94	65	443	390	205	242	36	415	27	49	211	183
		10%	10% c	11% c	8%	9%	10%	10% df	9%	11% df	6%	11% df	6%	7%	20% ac	7%
7	(7.0)	676	569	493	183	107	676	599	353	370	78	630	46	61	219	396
		15%	16%	16%	15%	14%	15%	16% f	15% f	17% f	13%	16% f	9%	9%	21% ac	15% a
8	(8.0)	999	830	714	285	169	999	912	600	564	150	954	44	48	181	770
		23%	23%	23%	23%	22%	23%	25% f	26% f	26% f	25% f	24% f	9%	7%	17% a	29% ab
9	(9.0)	593	494	417	176	99	593	546	389	359	122	568	25	17	68	508
		13%	14%	13%	14%	13%	13%	15% f	17% f	16% f	21% aef	14% f	5%	3%	6% a	19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	695	566	470	225	129	695	663	438	375	134	676	19	13	34	648
		16%	16%	15%	18%	17%	16%	18% f	19% f	17% f	23% cef	17% f	4%	2%	3%	24% ab
Don't know		215	146	130	85	70	215	86	35	32	9	102	113	80	87	48
		5%	4%	4%	7% ab	9% abe	5%	2%	2%	1%	2%	3% c	24% abcde	12% c	8% c	2%
NEGATIVE VIEW (1-4)		414	351	317	97	63	414	250	137	118	27	282	132	297	69	48
		9%	10%	10%	8%	8%	9%	7%	6%	5%	5%	7%	27% abcde	45% bc	7% c	2%
NEUTRAL (5-6)		808	681	615	194	127	808	655	340	384	68	706	103	148	406	254
		18%	19%	19% c	16%	17%	18%	18% bd	15%	17% d	12%	18% bd	21% bd	22% c	38% ac	10%
POSITIVE VIEW (7-10)		2963	2459	2094	869	504	2963	2720	1781	1668	484	2829	134	140	502	2321
		67%	68%	66%	70%	66%	67%	73% f	78% aef	76% ef	82% acef	72% f	28%	21%	47% a	87% ab
MOST NEGATIVE (1-2)		198	162	146	52	36	198	87	55	35	6	110	89	171	20	8
		5%	4%	5%	4%	5%	5%	2%	2%	2%	1%	3% c	18% abcde	26% bc	2% c	*%
MOST POSITIVE (9-10)		1288	1060	887	401	228	1288	1209	827	734	256	1244	44	30	102	1156
		29%	29%	28%	32%	30%	29%	33% f	36% ef	33% f	43% abcef	32% f	9%	5%	10% a	43% ab
Answered		4185	3491	3026	1159	694	4185	3625	2258	2169	579	3817	368	584	978	2623
Mean score		7.3	7.3	7.2	7.5 ab	7.4	7.3	7.6 f	7.7 aef	7.6 f	8.0 abcef	7.5 f	5.1	4.3	6.5 a	8.2 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.21	2.20	2.21	2.19	2.24	2.21	1.98	1.94	1.85	1.80	2.03	2.80	2.58	1.66	1.50
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.08	.03	.14	.11	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	261	138	121	11	28	45	57	120	65	75	37	85	218	24	15	4
		6%	6%	5%	2%	4%	6% a	8% ab	7% ab	6%	6%	5%	8%	6%	6%	7%	4%
2	(2.0)	106	62	45	9	17	24	22	35	23	33	27	24	87	9	8	2
		2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	4%	2%
3	(3.0)	160	87	72	19	35	22	25	59	29	52	30	49	135	12	8	5
		4%	4%	3%	4%	5%	3%	3%	3%	3%	4%	4%	4%	4%	3%	4%	4%
4	(4.0)	210	102	107	26	35	33	28	88	57	56	43	54	176	15	13	7
		5%	5%	5%	6%	5%	5%	4%	5%	5%	4%	5%	5%	5%	4%	6%	5%
5	(5.0)	574	270	304	65	91	102	106	211	136	179	107	152	474	54	34	11
		13%	13%	13%	14%	12%	14%	14%	12%	12%	13%	14%	13%	13%	15%	16% d	9%
6	(6.0)	542	245	298	61	107	91	89	194	139	178	88	137	461	48	23	10
		12%	12%	13%	13%	14%	13%	12%	11%	12%	13%	11%	12%	12%	13%	11%	9%
7	(7.0)	667	349	319	73	117	103	103	271	199	213	118	138	562	56	33	15
		15%	16%	14%	16%	16%	14%	14%	16%	18% d	16%	15%	12%	15%	15%	16%	12%
8	(8.0)	671	332	338	64	101	101	124	281	198	203	128	142	570	51	29	21
		15%	16%	15%	14%	14%	14%	17%	16%	18% d	15%	16%	13%	15%	14%	14%	17%
9	(9.0)	410	184	225	44	77	83	58	148	120	133	70	88	352	24	16	17
		9%	9%	10%	10%	10%	12%	8%	9%	11%	10%	9%	8%	10%	7%	8%	13% bc
10 - Extremely well	(10.0)	408	192	216	32	77	63	78	158	112	111	77	109	339	36	17	17
		9%	9%	10%	7%	10%	9%	11%	9%	10%	8%	10%	10%	9%	10%	8%	14% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	390	160	227	57	63	50	45	174	54	119	61	155	327	39	11	13
	9%	8%	10% a	12% cd	8%	7%	6%	10% d	5%	9% a	8%	14% abc	9% c	11% c	5%	11% c
NEGATIVE VIEW (1-4)	737	389	344	66	115	124	132	301	174	215	136	212	616	60	43	18
	17%	18%	15%	14%	15%	17%	18%	17%	15%	16%	17%	19%	17%	16%	21%	15%
NEUTRAL (5-6)	1116	515	602	126	198	193	195	405	275	357	195	289	935	103	57	22
	25%	24%	27%	27%	26%	27%	27%	23%	24%	26%	25%	26%	25% d	28% d	27% d	18%
POSITIVE VIEW (7-10)	2157	1057	1098	214	372	351	363	857	630	659	392	476	1824	168	96	70
	49%	50%	48%	46%	50%	49%	49%	49%	56% bd	49% d	50% d	42%	49%	45%	46%	57% abc
MOST NEGATIVE (1-2)	368	199	165	20	45	69	79	155	88	108	64	109	306	33	23	7
	8%	9%	7%	4%	6%	10% a	11% ab	9% a	8%	8%	8%	10%	8%	9%	11% d	6%
MOST POSITIVE (9-10)	818	376	442	76	154	146	136	306	232	243	146	197	691	60	33	33
	19%	18%	19%	16%	21%	20%	18%	18%	20%	18%	19%	17%	19%	16%	16%	27% abc
Answered	4011	1961	2044	405	685	668	690	1564	1079	1231	723	977	3375	330	196	110
Mean score	6.4	6.3	6.5	6.5	6.6	6.4	6.3	6.4	6.6 d	6.4	6.4	6.2	6.4 c	6.3	6.1	6.9 abc
Standard deviation	2.44	2.48	2.40	2.17	2.34	2.49	2.56	2.49	2.38	2.39	2.42	2.58	2.44	2.45	2.50	2.44
Standard error	.04	.06	.05	.10	.10	.09	.10	.06	.07	.07	.08	.08	.05	.11	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	261	231	31	53	205	49	209	17	20	24	49	140	110
		6%	6%	5%	4%	7% a	4%	7% a	4%	3%	5%	4%	5%	6%
2	(2.0)	106	96	10	37	65	34	67	14	16	17	34	64	38
		2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%
3	(3.0)	160	141	20	34	121	32	123	15	13	16	32	87	69
		4%	4%	3%	3%	4%	3%	4%	4%	2%	3%	3%	3%	4%
4	(4.0)	210	187	22	49	160	38	169	15	14	17	38	112	94
		5%	5%	4%	4%	5%	3%	5% a	3%	3%	3%	3%	4%	5%
5	(5.0)	574	507	67	165	394	143	414	49	64	68	143	341	222
		13%	13%	12%	13%	13%	12%	13%	11%	11%	13%	12%	13%	13%
6	(6.0)	542	480	63	159	377	135	399	41	65	62	135	349	189
		12%	13%	11%	12%	13%	12%	13%	10%	12%	12%	12%	13%	11%
7	(7.0)	667	590	77	203	436	181	458	69	83	87	181	419	240
		15%	15%	13%	16%	15%	16%	15%	16%	15%	16%	16%	16%	14%
8	(8.0)	671	569	102	192	459	174	477	59	98	82	174	414	251
		15%	15%	18%	15%	15%	15%	15%	14%	17%	15%	15%	16%	15%
9	(9.0)	410	352	57	149	251	138	262	49	80	52	138	260	142
		9%	9%	10%	12% b	8%	12% b	8%	12%	14%	10%	12%	10%	8%
10 - Extremely well	(10.0)	408	355	53	146	253	135	263	49	70	68	135	242	161
		9%	9%	9%	11% b	8%	12% b	8%	11%	12%	13%	12%	9%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	390	311	78	109	276	96	287	50	40	41	96	170	210
	9%	8%	13% a	8%	9%	8%	9%	12%	7%	8%	8%	7%	12% a
NEGATIVE VIEW (1-4)	737	654	83	173	550	152	568	61	63	74	152	402	311
	17%	17%	14%	13%	18% a	13%	18% a	14%	11%	14%	13%	15%	18%
NEUTRAL (5-6)	1116	986	130	324	771	278	813	90	129	129	278	690	411
	25%	26%	22%	25%	26%	24%	26%	21%	23%	24%	24%	27%	24%
POSITIVE VIEW (7-10)	2157	1867	289	690	1399	627	1459	226	330	288	627	1335	794
	49%	49%	50%	53% b	47%	54% b	47%	53%	59%	54%	54%	51% b	46%
MOST NEGATIVE (1-2)	368	326	41	90	270	82	276	31	36	41	82	203	148
	8%	9%	7%	7%	9%	7%	9%	7%	6%	8%	7%	8%	9%
MOST POSITIVE (9-10)	818	708	110	295	504	273	525	98	150	120	273	502	303
	19%	19%	19%	23% b	17%	24% b	17%	23%	27%	23%	24%	19%	18%
Answered	4011	3508	503	1187	2720	1057	2841	377	523	491	1057	2426	1517
Mean score	6.4	6.4	6.6	6.7 b	6.3	6.7 b	6.3	6.7	7.0	6.7	6.7	6.5	6.3
Standard deviation	2.44	2.45	2.42	2.37	2.47	2.39	2.46	2.44	2.32	2.43	2.39	2.38	2.51
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	261 6%	222 6%	201 6%	61 5%	40 5%	261 6%	145 4%	80 3%	65 3%	22 4%	171 4%	91 19% abcde	197 30% bc	34 3% c	30 1%
2	(2.0)	106 2%	90 2%	84 3%	23 2%	17 2%	106 2%	76 2%	37 2%	44 2%	12 2%	82 2%	24 5% abce	74 11% bc	23 2% c	9 *%
3	(3.0)	160 4%	141 4%	125 4%	35 3%	19 2%	160 4%	114 3% d	59 3%	56 3%	5 1%	129 3% d	31 6% abcde	76 11% bc	47 4% c	37 1%
4	(4.0)	210 5%	184 5%	154 5%	56 5%	26 3%	210 5%	171 5%	84 4%	96 4%	16 3%	182 5%	28 6%	57 9% c	74 7% c	79 3%
5	(5.0)	574 13%	481 13%	417 13%	156 13%	93 12%	574 13%	484 13%	266 12%	283 13%	65 11%	509 13%	65 13%	76 11%	257 24% ac	241 9%
6	(6.0)	542 12%	472 13% cd	420 13% cd	122 10%	71 9%	542 12%	501 13% f	275 12% f	308 14% df	55 9% f	520 13% f	22 5%	40 6%	188 18% ac	314 12% a
7	(7.0)	667 15%	569 16%	494 16%	173 14%	99 13%	667 15%	607 16% f	408 18% f	410 19% f	113 19% f	631 16% f	36 8%	27 4%	163 15% a	477 18% a
8	(8.0)	671 15%	566 16%	485 15%	186 15%	105 14%	671 15%	621 17% f	419 18% f	382 17% f	108 18% f	643 16% f	28 6%	18 3%	90 8% a	563 21% ab
9	(9.0)	410 9%	348 10%	299 9%	111 9%	62 8%	410 9%	373 10% f	282 12% f	260 12% f	88 15% aef	393 10% f	17 4%	6 1%	40 4% a	364 14% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	408	330	284	125	78	408	381	269	232	93	396	12	8	21	379
		9%	9%	9%	10%	10%	9%	10% f	12% f	11% f	16% acef	10% f	2%	1%	2%	14% ab
Don't know		390	235	193	196	155	390	236	115	65	12	262	128	85	127	178
		9%	6%	6%	16% abe	20% abe	9% ab	6% cd	5% cd	3%	2%	7% cd	27% abcde	13% c	12% c	7%
NEGATIVE VIEW (1-4)		737	636	563	175	101	737	507	260	261	54	564	173	405	178	155
		17%	17% d	18% cd	14%	13%	17%	14% d	11%	12%	9%	14% bd	36% abcde	61% bc	17% c	6%
NEUTRAL (5-6)		1116	952	838	279	164	1116	985	540	591	120	1029	87	116	445	556
		25%	26%	27% d	22%	21%	25%	27% df	24%	27% df	20%	26% df	18%	17%	42% ac	21%
POSITIVE VIEW (7-10)		2157	1813	1562	595	343	2157	1983	1378	1284	402	2063	94	59	315	1783
		49%	50%	50%	48%	45%	49%	53% f	60% aef	58% aef	68% abcef	53% f	19%	9%	30% a	67% ab
MOST NEGATIVE (1-2)		368	311	284	83	56	368	221	117	109	34	253	115	271	57	39
		8%	9%	9%	7%	7%	8%	6%	5%	5%	6%	6%	24% abcde	41% bc	5% c	1%
MOST POSITIVE (9-10)		818	679	583	235	140	818	755	551	492	181	789	29	14	62	742
		19%	19%	18%	19%	18%	19%	20% f	24% aef	22% f	31% abcef	20% f	6%	2%	6% a	28% ab
Answered		4011	3402	2963	1048	609	4011	3475	2178	2136	576	3657	354	579	938	2493
Mean score		6.4	6.4	6.4	6.6	6.6	6.4	6.7 f	6.9 aef	6.8 ef	7.2 acef	6.6 f	4.4	3.3	5.7 a	7.4 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.44	2.44	2.45	2.42	2.49	2.44	2.28	2.23	2.17	2.24	2.32	2.75	2.29	1.89	1.89
Standard error	.04	.04	.04	.08	.10	.04	.04	.05	.05	.09	.04	.15	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	256	131	122	12	38	43	42	121	62	75	35	84	212	24	16	4
		6%	6%	5%	3%	5%	6% a	6%	7% a	5%	6%	5%	7%	6%	6%	8% d	3%
2	(2.0)	93	52	40	8	13	14	23	36	19	24	26	24	74	11	6	3
		2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%
3	(3.0)	173	88	84	19	33	26	35	59	35	58	32	48	145	14	9	5
		4%	4%	4%	4%	4%	4%	5%	3%	3%	4%	4%	4%	4%	4%	4%	4%
4	(4.0)	209	99	111	27	32	29	28	93	50	62	28	69	176	16	11	6
		5%	5%	5%	6%	4%	4%	4%	5%	4%	5%	4%	6%	5%	4%	5%	5%
5	(5.0)	557	267	291	68	95	98	103	193	123	174	116	143	443	63	35	16
		13%	13%	13%	15%	13%	14%	14%	11%	11%	13%	15%	13%	12%	17% a	17% a	13%
6	(6.0)	578	273	305	71	102	105	97	202	149	185	97	147	502	42	23	11
		13%	13%	13%	15%	14%	15%	13%	12%	13%	14%	12%	13%	14% d	11%	11%	9%
7	(7.0)	685	326	358	77	126	114	95	273	184	225	129	147	587	50	32	16
		16%	15%	16%	17%	17%	16%	13%	16%	16%	17%	16%	13%	16%	14%	15%	13%
8	(8.0)	729	347	382	58	113	116	136	307	220	244	110	156	622	56	29	22
		17%	16%	17%	13%	15%	16%	18%	18%	19% cd	18% d	14%	14%	17%	15%	14%	18%
9	(9.0)	362	203	160	40	61	60	67	134	129	91	70	73	311	26	14	11
		8%	10% b	7%	9%	8%	8%	9%	8%	11% bd	7%	9%	6%	8%	7%	7%	9%
10 - Extremely well	(10.0)	438	203	235	38	83	71	69	177	108	124	85	120	363	36	21	18
		10%	10%	10%	8%	11%	10%	9%	10%	10%	9%	11%	11%	10%	10%	10%	15% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	319	131	185	43	52	41	40	144	53	88	56	122	267	32	10	10
	7%	6%	8%	9%	7%	6%	5%	8%	5%	7%	7%	11% abc	7%	9%	5%	8%
NEGATIVE VIEW (1-4)	731	371	356	67	116	113	127	309	166	219	121	225	607	64	42	18
	17%	17%	16%	14%	16%	16%	17%	18%	15%	16%	15%	20% a	16%	17%	20%	15%
NEUTRAL (5-6)	1135	540	595	140	197	203	201	395	272	359	214	291	945	105	58	27
	26%	25%	26%	30% e	26%	28% e	27%	23%	24%	27%	27%	26%	26%	28%	28%	22%
POSITIVE VIEW (7-10)	2215	1079	1135	213	383	361	367	891	642	684	394	495	1883	168	96	68
	50%	51%	50%	46%	51%	50%	50%	51%	57% bcd	51% d	50% d	44%	51%	45%	46%	55% bc
MOST NEGATIVE (1-2)	349	184	162	20	51	57	65	156	81	99	62	108	286	34	22	7
	8%	9%	7%	4%	7%	8%	9% a	9% a	7%	7%	8%	10%	8%	9%	11% d	6%
MOST POSITIVE (9-10)	800	406	395	78	144	131	136	311	237	215	155	192	674	62	35	29
	18%	19%	17%	17%	19%	18%	19%	18%	21% b	16%	20%	17%	18%	17%	17%	24%
Answered	4082	1989	2086	419	696	676	695	1594	1080	1263	728	1010	3435	337	196	113
Mean score	6.4	6.4	6.5	6.5	6.5	6.4	6.4	6.4	6.7 d	6.4	6.5	6.2	6.5 c	6.3	6.1	6.8 bc
Standard deviation	2.42	2.46	2.38	2.17	2.38	2.39	2.45	2.50	2.35	2.35	2.41	2.56	2.40	2.48	2.55	2.42
Standard error	.04	.05	.05	.10	.10	.09	.09	.06	.07	.07	.08	.08	.05	.11	.12	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	256	230	26	57	194	52	198	20	23	23	52	132	111
		6%	6%	4%	4%	6%	4%	6%	5%	4%	4%	4%	5%	6%
2	(2.0)	93	83	10	25	66	23	69	10	11	11	23	55	36
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
3	(3.0)	173	153	20	45	126	38	131	14	14	19	38	93	76
		4%	4%	3%	3%	4%	3%	4%	3%	2%	3%	3%	4%	4%
4	(4.0)	209	180	29	50	158	41	167	19	16	17	41	115	91
		5%	5%	5%	4%	5%	4%	5%	4%	3%	3%	4%	4%	5%
5	(5.0)	557	488	69	154	389	137	404	48	67	70	137	322	228
		13%	13%	12%	12%	13%	12%	13%	11%	12%	13%	12%	12%	13%
6	(6.0)	578	504	74	179	389	159	408	56	70	70	159	389	178
		13%	13%	13%	14%	13%	14%	13%	13%	12%	13%	14%	15% b	10%
7	(7.0)	685	598	87	192	469	168	492	65	80	71	168	425	255
		16%	16%	15%	15%	16%	15%	16%	15%	14%	13%	15%	16%	15%
8	(8.0)	729	633	97	222	479	201	499	58	108	101	201	432	286
		17%	17%	17%	17%	16%	17%	16%	14%	19%	19%	17%	17%	17%
9	(9.0)	362	315	47	133	225	120	237	41	63	59	120	241	119
		8%	8%	8%	10% b	8%	10% b	8%	10%	11%	11%	10%	9%	7%
10 - Extremely well	(10.0)	438	381	57	145	285	132	298	56	70	57	132	249	182
		10%	10%	10%	11%	10%	11%	10%	13%	12%	11%	11%	10%	11%
Don't know		319	254	65	94	216	83	226	41	41	37	83	143	164
		7%	7%	11% a	7%	7%	7%	7%	10%	7%	7%	7%	6%	10% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	731	646	85	177	543	153	565	62	64	69	153	395	313
	17%	17%	15%	14%	18% a	13%	18% a	14%	11%	13%	13%	15%	18%
NEUTRAL (5-6)	1135	992	143	333	778	296	812	104	137	140	296	711	406
	26%	26%	25%	26%	26%	26%	26%	24%	24%	26%	26%	27% b	24%
POSITIVE VIEW (7-10)	2215	1927	287	692	1458	621	1526	220	322	287	621	1347	843
	50%	50%	49%	53% b	49%	54% b	49%	51%	57%	54%	54%	52%	49%
MOST NEGATIVE (1-2)	349	313	36	82	260	75	267	29	34	33	75	188	147
	8%	8%	6%	6%	9%	6%	9%	7%	6%	6%	6%	7%	8%
MOST POSITIVE (9-10)	800	696	104	278	510	252	534	97	133	115	252	490	301
	18%	18%	18%	21% b	17%	22% b	17%	23%	24%	22%	22%	19%	17%
Answered	4082	3565	516	1202	2779	1070	2902	386	522	496	1070	2453	1562
Mean score	6.4	6.4	6.6	6.7 b	6.3	6.7 b	6.3	6.7	6.9	6.7	6.7	6.5	6.4
Standard deviation	2.42	2.43	2.34	2.34	2.45	2.35	2.44	2.43	2.31	2.33	2.35	2.34	2.50
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	256 6%	218 6%	199 6%	57 5%	38 5%	256 6%	140 4%	77 3%	63 3%	16 3%	165 4%	91 19% abcde	201 30% bc	34 3% c	21 1%
2	(2.0)	93 2%	76 2%	68 2%	25 2%	17 2%	93 2%	73 2%	40 2%	39 2%	11 2%	77 2%	16 3%	65 10% bc	21 2% c	7 *%
3	(3.0)	173 4%	153 4%	131 4%	42 3%	20 3%	173 4%	125 3%	63 3%	68 3%	13 2%	136 3%	37 8% abcde	87 13% bc	46 4% c	39 1%
4	(4.0)	209 5%	183 5%	159 5%	51 4%	26 3%	209 5%	166 4%	92 4%	96 4%	17 3%	178 5%	32 7%	60 9% c	81 8% c	69 3%
5	(5.0)	557 13%	464 13%	405 13%	152 12%	94 12%	557 13%	467 13% d	256 11%	256 12%	46 8%	492 13% d	66 14% d	76 11%	248 23% ac	234 9%
6	(6.0)	578 13%	507 14% cd	448 14% cd	130 10%	71 9%	578 13% d	518 14% f	292 13% f	337 15% f	68 12%	544 14% f	34 7%	39 6%	227 21% ac	312 12% a
7	(7.0)	685 16%	575 16%	503 16%	182 15%	110 14%	685 16%	624 17% f	393 17% f	389 18% f	91 15% f	655 17% f	30 6%	25 4%	157 15% a	503 19% ab
8	(8.0)	729 17%	592 16%	498 16%	231 19%	138 18%	729 17%	666 18% f	463 20% f	414 19% f	129 22% f	697 18% f	32 7%	13 2%	101 9% a	615 23% ab
9	(9.0)	362 8%	312 9%	274 9%	88 7%	51 7%	362 8%	344 9% f	253 11% f	244 11% f	91 15% abcef	357 9% f	6 1%	6 1%	22 2%	335 13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	438	354	300	138	84	438	414	288	245	92	421	16	10	19	408
		10%	10%	10%	11%	11%	10%	11% f	13% f	11% f	16% acef	11% f	3%	2%	2%	15% ab
Don't know		319	204	170	149	115	319	175	78	51	15	197	122	83	109	128
		7%	6%	5%	12% abe	15% abe	7% ab	5% c	3%	2%	2%	5% bc	25% abcde	12% c	10% c	5%
NEGATIVE VIEW (1-4)		731	629	557	174	102	731	503	272	266	57	555	176	412	182	136
		17%	17%	18% cd	14%	13%	17%	14%	12%	12%	10%	14% d	37% abcde	62% bc	17% c	5%
NEUTRAL (5-6)		1135	971	853	282	164	1135	985	548	593	114	1036	99	115	475	546
		26%	27% d	27% cd	23%	22%	26%	27% d	24%	27% df	19%	26% d	21%	17%	45% ac	20%
POSITIVE VIEW (7-10)		2215	1832	1575	639	382	2215	2048	1396	1292	403	2130	85	55	299	1862
		50%	50%	50%	51%	50%	50%	55% f	61% aef	59% ef	68% abcef	54% f	18%	8%	28% a	70% ab
MOST NEGATIVE (1-2)		349	294	267	82	55	349	213	117	102	27	241	108	266	55	28
		8%	8%	8%	7%	7%	8%	6%	5%	5%	5%	6%	22% abcde	40% bc	5% c	1%
MOST POSITIVE (9-10)		800	665	574	226	135	800	758	541	489	183	778	22	17	41	743
		18%	18%	18%	18%	18%	18%	20% f	24% aef	22% f	31% abcef	20% f	5%	2%	4%	28% ab
Answered		4082	3433	2986	1096	649	4082	3536	2216	2151	574	3721	360	582	956	2544
Mean score		6.4	6.4	6.4	6.6 b	6.6	6.4	6.7 f	6.9 aef	6.8 ef	7.3 abcef	6.7 f	4.4	3.2	5.7 a	7.5 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.42	2.42	2.43	2.38	2.43	2.42	2.27	2.23	2.17	2.18	2.29	2.69	2.28	1.81	1.83
Standard error	.04	.04	.04	.07	.10	.04	.04	.05	.05	.09	.04	.14	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	335	182	149	19	38	58	71	149	70	98	51	116	277	34	15	9
		8%	9%	7%	4%	5%	8% a	10% ab	9% ab	6%	7%	7%	10% ac	7%	9%	7%	8%
2	(2.0)	118	71	48	11	10	25	26	47	25	34	25	34	94	9	11	5
		3%	3%	2%	2%	1%	3%	4%	3%	2%	3%	3%	3%	3%	2%	5% a	4%
3	(3.0)	199	97	100	23	40	26	30	81	40	71	34	54	167	16	12	4
		5%	5%	4%	5%	5%	4%	4%	5%	4%	5%	4%	5%	5%	4%	6%	3%
4	(4.0)	179	83	95	27	28	29	15	80	36	49	45	49	146	17	12	4
		4%	4%	4%	6% d	4%	4%	2%	5% d	3%	4%	6%	4%	4%	5%	6%	3%
5	(5.0)	453	202	251	64	85	73	83	148	95	136	104	119	388	32	20	13
		10%	10%	11%	14% e	11%	10%	11%	9%	8%	10%	13% a	10%	10%	9%	9%	11%
6	(6.0)	511	256	255	65	82	103	79	181	125	155	96	134	445	32	25	9
		12%	12%	11%	14%	11%	14% e	11%	10%	11%	11%	12%	12%	12% d	9%	12%	7%
7	(7.0)	678	322	356	69	132	107	116	255	185	210	108	174	573	64	28	13
		15%	15%	16%	15%	18%	15%	16%	15%	16%	16%	14%	15%	15%	17% d	14%	11%
8	(8.0)	726	357	369	76	94	126	130	301	240	219	120	148	621	60	28	17
		17%	17%	16%	16%	13%	18%	18%	17% b	21% bcd	16%	15%	13%	17%	16%	14%	14%
9	(9.0)	437	221	216	34	94	71	64	173	143	137	75	82	360	39	17	21
		10%	10%	10%	7%	13% a	10%	9%	10%	13% d	10%	10%	7%	10%	11%	8%	17% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely well	(10.0)	588	263	325	47	104	79	94	265	146	192	99	152	487	45	35	22
		13%	12%	14%	10%	14%	11%	13%	15% ac	13%	14%	13%	13%	13%	12%	17%	18%
Don't know		176	67	108	28	42	22	26	59	27	51	27	71	145	22	4	6
		4%	3%	5%	6%	6%	3%	4%	3%	2%	4%	3%	6% abc	4%	6% c	2%	5%
NEGATIVE VIEW (1-4)		830	433	391	80	115	137	142	355	172	251	155	253	684	75	50	22
		19%	20%	17%	17%	15%	19%	19%	20%	15%	19%	20%	22% a	18%	20%	24% a	17%
NEUTRAL (5-6)		964	458	506	129	167	176	162	330	220	291	200	253	833	64	44	22
		22%	22%	22%	28% e	22%	25% e	22%	19%	19%	22%	26% a	22%	23% b	17%	21%	18%
POSITIVE VIEW (7-10)		2430	1163	1266	225	424	382	405	994	714	758	403	556	2039	208	108	74
		55%	55%	56%	49%	57%	53%	55%	57% a	63% bcd	56% d	51%	49%	55%	56%	52%	60%
MOST NEGATIVE (1-2)		453	253	197	30	48	83	97	195	95	132	76	150	371	42	26	14
		10%	12% b	9%	6%	6%	12% ab	13% ab	11% ab	8%	10%	10%	13% a	10%	11%	13%	11%
MOST POSITIVE (9-10)		1025	484	541	81	198	150	159	438	289	329	174	233	846	84	52	43
		23%	23%	24%	17%	26% a	21%	22%	25% a	25%	24%	22%	21%	23%	23%	25%	35% abc
Answered		4224	2054	2163	434	706	696	709	1680	1105	1300	757	1062	3557	348	202	117
Mean score		6.5	6.4	6.6	6.4	6.7	6.4	6.4	6.6	6.8 cd	6.6 d	6.4	6.2	6.5	6.5	6.4	6.9 c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Standard deviation	2.62	2.67	2.56	2.34	2.46	2.59	2.72	2.71	2.47	2.62	2.57	2.77	2.60	2.70	2.78	2.79
Standard error	.04	.06	.06	.11	.10	.09	.10	.07	.08	.08	.09	.08	.05	.12	.13	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	335	290	45	78	251	71	257	24	30	35	71	167	149
		8%	8%	8%	6%	8%	6%	8%	6%	5%	7%	6%	6%	9%
2	(2.0)	118	103	16	35	83	29	88	8	16	18	29	70	44
		3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
3	(3.0)	199	177	22	46	150	43	152	16	22	21	43	104	89
		5%	5%	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	5%
4	(4.0)	179	152	26	45	131	37	137	20	13	11	37	98	76
		4%	4%	5%	3%	4%	3%	4%	5%	2%	2%	3%	4%	4%
5	(5.0)	453	397	57	127	314	112	328	40	53	51	112	271	177
		10%	10%	10%	10%	10%	10%	10%	9%	9%	10%	10%	10%	10%
6	(6.0)	511	447	63	161	339	143	356	47	65	72	143	328	177
		12%	12%	11%	12%	11%	12%	11%	11%	12%	13%	12%	13%	10%
7	(7.0)	678	601	77	196	458	169	482	69	79	67	169	429	240
		15%	16%	13%	15%	15%	15%	15%	16%	14%	13%	15%	17%	14%
8	(8.0)	726	610	116	233	467	210	490	74	106	100	210	435	279
		17%	16%	20%	18%	16%	18%	16%	17%	19%	19%	18%	17%	16%
9	(9.0)	437	379	58	125	301	118	309	39	71	56	118	287	146
		10%	10%	10%	10%	10%	10%	10%	9%	13%	10%	10%	11%	8%
10 - Extremely well	(10.0)	588	513	75	200	380	183	398	75	89	85	183	326	258
		13%	13%	13%	15%	13%	16%	13%	18%	16%	16%	16%	13%	15%
Don't know		176	150	26	51	121	40	131	17	18	17	40	82	90
		4%	4%	4%	4%	4%	4%	4%	4%	3%	3%	4%	3%	5%
														a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	830	722	109	203	615	180	634	67	82	85	180	439	358
	19%	19%	19%	16%	21% a	16%	20% a	16%	15%	16%	16%	17%	21% a
NEUTRAL (5-6)	964	844	120	288	653	254	685	86	118	122	254	598	355
	22%	22%	21%	22%	22%	22%	22%	20%	21%	23%	22%	23%	21%
POSITIVE VIEW (7-10)	2430	2103	327	755	1606	679	1678	256	345	308	679	1477	923
	55%	55%	56%	58%	54%	59% b	54%	60%	61%	58%	59%	57%	53%
MOST NEGATIVE (1-2)	453	392	61	113	334	100	345	31	47	53	100	237	193
	10%	10%	10%	9%	11%	9%	11%	7%	8%	10%	9%	9%	11%
MOST POSITIVE (9-10)	1025	892	133	326	681	300	706	114	160	141	300	613	404
	23%	23%	23%	25%	23%	26%	23%	27%	29%	27%	26%	24%	23%
Answered	4224	3669	555	1246	2874	1113	2997	409	545	515	1113	2514	1636
Mean score	6.5	6.5	6.6	6.8 b	6.4	6.8 b	6.4	6.9	6.9	6.8	6.8	6.6	6.5
Standard deviation	2.62	2.62	2.62	2.53	2.67	2.54	2.65	2.51	2.51	2.60	2.54	2.51	2.73
Standard error	.04	.04	.10	.07	.05	.08	.05	.12	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	335	266	240	95	68	335	170	83	63	20	196	139	248	53	33
		8%	7%	8%	8%	9%	8%	5% c	4%	3%	3%	5% c	29% abcde	37% bc	5% c	1%
2	(2.0)	118	94	84	35	25	118	87	42	46	11	92	26	67	27	24
		3%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	5% abcde	10% bc	3% c	1%
3	(3.0)	199	163	142	57	36	199	146	70	72	12	163	36	86	64	48
		5%	4%	4%	5%	5%	5%	4%	3%	3%	2%	4%	7% abcde	13% bc	6% c	2%
4	(4.0)	179	145	121	58	34	179	141	76	79	14	151	27	51	61	67
		4%	4%	4%	5%	4%	4%	4%	3%	4%	2%	4%	6%	8% c	6% c	3%
5	(5.0)	453	372	337	116	81	453	362	207	204	50	392	61	62	235	157
		10%	10%	11%	9%	11%	10%	10%	9%	9%	9%	10%	13%	9% c	22% ac	6%
6	(6.0)	511	452	395	116	58	511	469	258	284	50	489	21	33	229	249
		12%	12% cd	13% cd	9%	8%	12% d	13% df	11% f	13% df	8%	12% f	4%	5%	22% ac	9% a
7	(7.0)	678	580	507	171	98	678	631	393	396	87	652	26	27	158	493
		15%	16%	16%	14%	13%	15%	17% f	17% f	18% f	15% f	17% f	5%	4%	15% a	18% a
8	(8.0)	726	601	510	217	126	726	655	445	416	110	686	40	28	99	600
		17%	17%	16%	17%	16%	17%	18% f	19% f	19% f	19% f	18% f	8%	4%	9% a	22% ab
9	(9.0)	437	373	317	120	64	437	413	294	281	99	431	6	7	35	395
		10%	10%	10%	10%	8%	10%	11% f	13% f	13% f	17% aef	11% f	1%	1%	3% a	15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	588	472	398	190	116	588	564	388	330	129	576	12	6	34	549
		13%	13%	13%	15%	15%	13%	15% f	17% f	15% f	22% acef	15% f	3%	1%	3% a	21% ab
Don't know		176	120	106	70	57	176	72	38	29	7	89	87	50	70	56
		4%	3%	3%	6% ab	7% abe	4%	2%	2%	1%	1%	2%	18% abcde	8% c	7% c	2%
NEGATIVE VIEW (1-4)		830	667	586	245	163	830	545	271	261	56	603	227	453	206	172
		19%	18%	19%	20%	21%	19%	15% bcd	12%	12%	10%	15% bcd	47% abcde	68% bc	19% c	6%
NEUTRAL (5-6)		964	824	731	232	139	964	831	465	488	100	882	82	94	463	406
		22%	23% c	23% cd	19%	18%	22%	22% d	20%	22%	17%	23% d	17%	14%	44% ac	15%
POSITIVE VIEW (7-10)		2430	2026	1732	698	404	2430	2263	1519	1424	425	2345	85	68	325	2037
		55%	56%	55%	56%	53%	55%	61% f	66% aef	65% ef	72% acef	60% f	18%	10%	31% a	76% ab
MOST NEGATIVE (1-2)		453	360	323	130	93	453	257	125	109	30	289	164	315	81	57
		10%	10%	10%	10%	12%	10%	7% c	5%	5%	5%	7% bc	34% abcde	47% bc	8% c	2%
MOST POSITIVE (9-10)		1025	845	715	310	181	1025	977	682	611	228	1007	18	13	69	944
		23%	23%	23%	25%	24%	23%	26% f	30% aef	28% f	39% abcef	26% f	4%	2%	6% a	35% ab
Answered		4224	3517	3050	1175	707	4224	3639	2255	2172	581	3830	394	614	995	2615
Mean score		6.5	6.5	6.5	6.6	6.4	6.5	6.9 f	7.1 aef	7.1 aef	7.5 abcef	6.8 f	3.9	3.1	5.7 a	7.7 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.62	2.58	2.59	2.69	2.80	2.62	2.41	2.31	2.24	2.30	2.44	2.76	2.32	2.04	1.95
Standard error	.04	.04	.05	.08	.11	.04	.04	.05	.05	.10	.04	.14	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	288	151	135	14	34	46	62	131	55	93	42	98	238	30	11	9
		7%	7%	6%	3%	5%	6%	9% ab	8% a	5%	7%	5%	9% ac	6%	8%	6%	8%
2	(2.0)	139	78	61	12	15	27	20	65	21	41	40	38	121	7	8	4
		3%	4%	3%	3%	2%	4%	3%	4%	2%	3%	5% a	3%	3%	2%	4%	3%
3	(3.0)	214	95	119	22	44	35	30	85	41	80	32	62	189	10	10	5
		5%	4%	5%	5%	6%	5%	4%	5%	4%	6%	4%	5%	5%	3%	5%	4%
4	(4.0)	225	115	110	20	47	32	40	86	59	71	40	55	189	20	11	4
		5%	5%	5%	4%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%	3%
5	(5.0)	428	211	217	52	86	65	80	145	87	133	106	102	354	41	24	10
		10%	10%	10%	11%	12%	9%	11%	8%	8%	10%	14% ad	9%	10%	11%	12%	8%
6	(6.0)	525	244	280	72	84	89	89	191	137	157	77	154	455	39	21	10
		12%	11%	12%	15%	11%	12%	12%	11%	12%	12%	10%	14%	12% d	11%	10%	8%
7	(7.0)	736	360	375	80	106	128	116	306	206	235	122	174	621	66	33	16
		17%	17%	17%	17%	14%	18%	16%	18%	18%	17%	16%	15%	17%	18%	16%	13%
8	(8.0)	774	353	421	73	128	137	131	306	235	259	140	140	654	61	38	21
		18%	17%	19%	16%	17%	19%	18%	18%	21% d	19% d	18% d	12%	18%	17%	19%	17%
9	(9.0)	411	207	204	38	77	57	71	167	137	106	72	95	339	36	19	16
		9%	10%	9%	8%	10%	8%	10%	10%	12% bd	8%	9%	8%	9%	10%	9%	13% a
10 - Extremely well	(10.0)	448	219	229	46	80	70	68	185	119	125	79	126	360	43	25	21
		10%	10%	10%	10%	11%	10%	9%	11%	11%	9%	10%	11%	10%	12%	12%	17% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	210	89	119	34	46	31	27	71	36	52	35	88	181	16	6	8
	5%	4%	5%	7% de	6%	4%	4%	4%	3%	4%	4%	8% abc	5%	4%	3%	6%
NEGATIVE VIEW (1-4)	867	438	425	68	140	140	152	367	176	284	154	253	737	67	41	22
	20%	21%	19%	15%	19%	20%	21%	21% a	16%	21% a	20%	22% a	20%	18%	20%	18%
NEUTRAL (5-6)	953	454	498	124	170	154	169	336	224	290	183	257	809	79	45	20
	22%	21%	22%	27% e	23%	21%	23%	19%	20%	21%	23%	23%	22% d	21%	22%	16%
POSITIVE VIEW (7-10)	2370	1139	1230	236	392	392	386	964	697	724	413	535	1975	207	115	74
	54%	54%	54%	51%	52%	55%	53%	55%	62% bcd	54% d	53%	47%	53%	56%	55%	60%
MOST NEGATIVE (1-2)	427	228	196	26	49	73	83	196	76	134	81	136	359	36	19	13
	10%	11%	9%	6%	7%	10% a	11% ab	11% ab	7%	10%	10% a	12% a	10%	10%	9%	10%
MOST POSITIVE (9-10)	859	426	433	84	157	127	139	352	256	230	151	221	700	79	43	37
	20%	20%	19%	18%	21%	18%	19%	20%	23% b	17%	19%	20%	19%	21%	21%	30% abc
Answered	4190	2031	2153	428	702	686	708	1667	1097	1298	750	1045	3521	353	201	115
Mean score	6.4	6.4	6.5	6.6	6.5	6.4	6.3	6.4	6.8 bcd	6.3	6.4	6.2	6.4	6.5	6.5	6.8 a
Standard deviation	2.52	2.57	2.47	2.26	2.44	2.50	2.58	2.60	2.34	2.51	2.51	2.68	2.51	2.55	2.53	2.74
Standard error	.04	.06	.05	.10	.10	.09	.10	.06	.07	.07	.09	.08	.05	.11	.11	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	288	253	35	65	220	58	225	21	26	28	58	142	129
		7%	7%	6%	5%	7% a	5%	7%	5%	5%	5%	5%	5%	7%
2	(2.0)	139	121	18	39	97	35	101	11	20	16	35	80	55
		3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%
3	(3.0)	214	188	26	40	165	36	169	17	16	14	36	118	94
		5%	5%	5%	3%	6% a	3%	5% a	4%	3%	3%	3%	5%	5%
4	(4.0)	225	194	31	69	154	63	160	22	28	33	63	127	95
		5%	5%	5%	5%	5%	5%	5%	5%	5%	6%	5%	5%	6%
5	(5.0)	428	376	52	118	300	101	318	49	41	43	101	255	163
		10%	10%	9%	9%	10%	9%	10%	12%	7%	8%	9%	10%	9%
6	(6.0)	525	453	72	150	364	129	383	39	60	64	129	329	192
		12%	12%	12%	12%	12%	11%	12%	9%	11%	12%	11%	13%	11%
7	(7.0)	736	633	103	223	492	201	513	61	108	86	201	464	258
		17%	17%	18%	17%	16%	17%	16%	14%	19%	16%	17%	18%	15%
8	(8.0)	774	670	104	240	507	218	528	79	118	105	218	476	292
		18%	18%	18%	18%	17%	19%	17%	19%	21%	20%	19%	18%	17%
9	(9.0)	411	365	46	138	260	122	274	42	55	59	122	245	159
		9%	10%	8%	11%	9%	11%	9%	10%	10%	11%	11%	9%	9%
10 - Extremely well	(10.0)	448	385	63	149	295	136	307	62	72	58	136	261	183
		10%	10%	11%	11%	10%	12%	10%	14%	13%	11%	12%	10%	11%
Don't know		210	181	30	65	140	55	149	23	19	28	55	100	106
		5%	5%	5%	5%	5%	5%	5%	5%	3%	5%	5%	4%	6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	867	757	110	213	637	192	655	72	90	90	192	467	372
	20%	20%	19%	16%	21% a	17%	21% a	17%	16%	17%	17%	18%	22% a
NEUTRAL (5-6)	953	829	124	268	664	230	701	89	101	106	230	584	355
	22%	22%	21%	21%	22%	20%	22%	21%	18%	20%	20%	22%	21%
POSITIVE VIEW (7-10)	2370	2053	316	750	1554	677	1623	243	353	308	677	1447	893
	54%	54%	54%	58% b	52%	59% b	52%	57%	63%	58%	59%	56%	52%
MOST NEGATIVE (1-2)	427	374	53	104	318	93	326	32	46	44	93	222	183
	10%	10%	9%	8%	11%	8%	10%	8%	8%	8%	8%	9%	11%
MOST POSITIVE (9-10)	859	750	109	287	555	258	581	103	127	117	258	506	342
	20%	20%	19%	22%	19%	22%	19%	24%	23%	22%	22%	19%	20%
Answered	4190	3639	551	1232	2855	1099	2979	404	544	505	1099	2497	1621
Mean score	6.4	6.4	6.5	6.7 b	6.3	6.7 b	6.3	6.7	6.8	6.7	6.7	6.5	6.3
Standard deviation	2.52	2.53	2.48	2.42	2.57	2.43	2.55	2.50	2.40	2.43	2.43	2.43	2.62
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	288 7%	233 6%	204 6%	84 7%	56 7%	288 7%	161 4%	87 4%	76 3%	21 4%	189 5%	99 21% abcde	203 31% bc	49 5% c	36 1%
2	(2.0)	139 3%	114 3%	94 3%	45 4%	25 3%	139 3%	109 3%	54 2%	45 2%	11 2%	117 3%	22 5% c	64 10% bc	37 3% c	38 1%
3	(3.0)	214 5%	171 5%	154 5%	60 5%	43 6%	214 5%	163 4% d	79 3%	69 3%	9 2%	170 4% d	45 9% abcde	86 13% bc	66 6% c	63 2%
4	(4.0)	225 5%	183 5%	157 5%	68 5%	42 5%	225 5%	186 5%	90 4%	104 5%	26 4%	197 5%	28 6%	69 10% c	84 8% c	73 3%
5	(5.0)	428 10%	366 10%	320 10%	108 9%	62 8%	428 10%	355 10%	187 8%	190 9%	41 7%	372 9%	57 12%	69 10% c	179 17% ac	180 7%
6	(6.0)	525 12%	462 13% d	405 13% cd	121 10%	63 8%	525 12% d	465 13% f	272 12% f	286 13% f	73 12% f	492 13% f	33 7%	40 6%	213 20% ac	272 10% a
7	(7.0)	736 17%	616 17%	534 17%	202 16%	120 16%	736 17%	682 18% f	415 18% f	421 19% f	91 15% f	707 18% f	30 6%	27 4%	177 17% a	532 20% a
8	(8.0)	774 18%	646 18%	563 18%	211 17%	129 17%	774 18%	700 19% f	498 22% f	487 22% aef	136 23% f	743 19% f	31 6%	24 4%	113 11% a	638 24% ab
9	(9.0)	411 9%	327 9%	289 9%	122 10%	83 11%	411 9%	384 10% f	280 12% f	241 11% f	81 14% f	397 10% f	14 3%	8 1%	39 4% a	364 14% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	448	370	308	140	79	448	427	294	254	94	437	11	8	26	415
		10%	10%	10%	11%	10%	10%	11%	13%	12%	16%	11%	2%	1%	2%	16%
								f	f	f	acef	f				ab
Don't know		210	149	128	83	62	210	79	38	29	5	98	112	67	81	62
		5%	4%	4%	7%	8%	5%	2%	2%	1%	1%	3%	23%	10%	8%	2%
					ab	abe						c	abcde	c	c	
NEGATIVE VIEW (1-4)		867	701	609	258	166	867	618	310	294	68	673	194	422	235	210
		20%	19%	19%	21%	22%	20%	17%	14%	13%	12%	17%	40%	64%	22%	8%
								bcd				bcd	abcde	bc	c	
NEUTRAL (5-6)		953	828	725	228	126	953	820	458	477	113	864	90	109	393	451
		22%	23%	23%	18%	16%	22%	22%	20%	22%	19%	22%	19%	16%	37%	17%
			cd	cd			d								ac	
POSITIVE VIEW (7-10)		2370	1959	1694	676	411	2370	2194	1486	1402	402	2284	86	66	355	1949
		54%	54%	54%	54%	54%	54%	59%	65%	64%	68%	58%	18%	10%	33%	73%
								f	aef	aef	aef	f			a	ab
MOST NEGATIVE (1-2)		427	347	298	129	80	427	270	141	121	32	306	121	267	86	74
		10%	10%	9%	10%	11%	10%	7%	6%	5%	6%	8%	25%	40%	8%	3%
												c	abcde	bc	c	
MOST POSITIVE (9-10)		859	697	597	262	162	859	811	573	494	175	834	25	16	65	778
		20%	19%	19%	21%	21%	20%	22%	25%	22%	30%	21%	5%	2%	6%	29%
								f	ef	f	acef	f			a	ab
Answered		4190	3488	3028	1162	702	4190	3632	2255	2173	583	3820	370	597	984	2609
Mean score		6.4	6.4	6.4	6.5	6.4	6.4	6.7	7.0	6.9	7.2	6.6	4.2	3.3	5.7	7.4
								f	aef	aef	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.52	2.49	2.49	2.61	2.65	2.52	2.37	2.29	2.22	2.25	2.40	2.71	2.32	2.07	1.98
Standard error	.04	.04	.04	.08	.10	.04	.04	.05	.05	.09	.04	.14	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	360	198	160	17	49	61	70	163	73	110	60	118	295	37	17	11
		8%	9%	7%	4%	7%	9% a	10% a	9% a	6%	8%	8%	10% a	8%	10%	8%	9%
2	(2.0)	155	86	69	12	23	23	28	69	26	52	33	44	133	10	9	4
		4%	4%	3%	3%	3%	3%	4%	4%	2%	4%	4%	4%	4%	3%	4%	3%
3	(3.0)	240	119	118	23	35	41	44	97	45	81	46	69	208	14	14	5
		5%	6%	5%	5%	5%	6%	6%	6%	4%	6%	6%	6%	6%	4%	7%	4%
4	(4.0)	217	104	113	36	35	28	27	91	54	86	33	44	179	19	12	6
		5%	5%	5%	8% cd	5%	4%	4%	5%	5%	6%	4%	4%	5%	5%	6%	5%
5	(5.0)	463	203	260	64	100	78	76	145	95	132	107	129	387	40	24	13
		11%	10%	11%	14% e	13% e	11%	10%	8%	8%	10%	14% a	11%	10%	11%	12%	11%
6	(6.0)	565	277	288	72	105	99	89	201	160	165	90	151	482	48	27	8
		13%	13%	13%	16%	14%	14%	12%	12%	14%	12%	11%	13%	13% d	13% d	13% d	7%
7	(7.0)	701	329	372	66	110	125	105	294	214	218	112	157	599	59	30	12
		16%	16%	16%	14%	15%	17%	14%	17%	19% d	16%	14%	14%	16% d	16% d	15%	10%
8	(8.0)	717	349	366	72	95	112	138	300	195	222	132	167	600	63	28	26
		16%	16%	16%	15%	13%	16%	19% b	17%	17%	16%	17%	15%	16%	17%	14%	21% c
9	(9.0)	369	201	168	33	72	61	62	141	113	122	68	66	317	25	15	13
		8%	9%	7%	7%	10%	8%	8%	8%	10% d	9% d	9%	6%	9%	7%	7%	11%
10 - Extremely well	(10.0)	427	191	236	41	84	68	71	164	124	115	76	112	348	37	24	18
		10%	9%	10%	9%	11%	9%	10%	9%	11%	9%	10%	10%	9%	10%	12%	15% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Don't know	186 4%	65 3%	120 5% a	26 6%	39 5%	22 3%	25 3%	73 4%	36 3%	47 3%	27 3%	76 7% abc	155 4%	18 5%	7 3%	6 5%
NEGATIVE VIEW (1-4)	973 22%	507 24% b	460 20%	88 19%	142 19%	153 21%	169 23%	420 24%	198 17%	329 24% a	171 22%	275 24% a	815 22%	80 22%	52 25%	26 21%
NEUTRAL (5-6)	1029 23%	480 23%	549 24%	136 29% e	205 27% e	176 25%	165 22%	346 20%	254 22%	297 22%	197 25%	280 25%	868 23% d	88 24%	51 25%	22 17%
POSITIVE VIEW (7-10)	2213 50%	1070 50%	1142 50%	212 46%	362 48%	365 51%	375 51%	899 52%	645 57% bcd	678 50% d	389 50%	502 44%	1863 50%	183 50%	97 47%	69 56% c
MOST NEGATIVE (1-2)	516 12%	283 13% b	229 10%	29 6%	72 10%	84 12% a	98 13% a	233 13% a	99 9%	162 12%	92 12%	162 14% a	428 12%	47 13%	26 13%	15 12%
MOST POSITIVE (9-10)	796 18%	392 18%	404 18%	74 16%	156 21%	128 18%	132 18%	305 18%	237 21% d	238 18%	144 18%	178 16%	665 18%	61 17%	39 19%	32 26% ab
Answered	4215	2056	2151	436	709	695	709	1665	1097	1304	757	1057	3546	351	200	117
Mean score	6.2	6.1	6.3	6.3	6.3	6.2	6.2	6.2	6.6 bcd	6.1	6.2	5.9	6.2	6.2	6.1	6.6 c
Standard deviation	2.60	2.66	2.54	2.30	2.54	2.58	2.68	2.68	2.45	2.60	2.60	2.71	2.59	2.64	2.68	2.80
Standard error	.04	.06	.05	.10	.10	.09	.10	.07	.08	.08	.09	.08	.05	.12	.12	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	360	311	49	79	270	73	274	28	35	32	73	177	167
		8%	8%	8%	6%	9% a	6%	9%	7%	6%	6%	6%	7%	10% a
2	(2.0)	155	140	15	43	111	40	114	14	20	25	40	82	64
		4%	4%	3%	3%	4%	3%	4%	3%	4%	5%	3%	3%	4%
3	(3.0)	240	209	31	54	184	44	192	16	20	20	44	135	102
		5%	5%	5%	4%	6%	4%	6% a	4%	4%	4%	4%	5%	6%
4	(4.0)	217	189	28	54	160	49	165	23	15	23	49	126	89
		5%	5%	5%	4%	5%	4%	5%	5%	3%	4%	4%	5%	5%
5	(5.0)	463	403	60	124	328	108	343	45	46	48	108	281	176
		11%	11%	10%	10%	11%	9%	11%	10%	8%	9%	9%	11%	10%
6	(6.0)	565	494	71	184	371	156	398	52	66	70	156	353	205
		13%	13%	12%	14%	12%	13%	13%	12%	12%	13%	13%	14%	12%
7	(7.0)	701	605	96	215	465	197	481	66	105	94	197	419	276
		16%	16%	16%	17%	16%	17%	15%	15%	19%	18%	17%	16%	16%
8	(8.0)	717	625	92	204	486	179	509	57	90	88	179	461	243
		16%	16%	16%	16%	16%	15%	16%	13%	16%	16%	15%	18% b	14%
9	(9.0)	369	328	41	128	231	121	237	51	68	45	121	230	136
		8%	9%	7%	10%	8%	11% b	8%	12%	12%	8%	11%	9%	8%
10 - Extremely well	(10.0)	427	365	62	161	260	147	274	59	79	68	147	253	172
		10%	10%	11%	12% b	9%	13% b	9%	14%	14%	13%	13%	10%	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Don't know	186	149	37	51	131	41	140	16	18	21	41	81	97
	4%	4%	6% a	4%	4%	4%	4%	4%	3%	4%	4%	3%	6% a
NEGATIVE VIEW (1-4)	973	850	123	230	723	206	745	82	91	99	206	519	422
	22%	22%	21%	18%	24% a	18%	24% a	19%	16%	19%	18%	20%	24% a
NEUTRAL (5-6)	1029	897	132	308	699	263	741	96	113	117	263	633	381
	23%	23%	23%	24%	23%	23%	24%	23%	20%	22%	23%	24%	22%
POSITIVE VIEW (7-10)	2213	1924	290	708	1441	644	1501	233	342	295	644	1363	826
	50%	50%	50%	55% b	48%	56% b	48%	55%	61%	55%	56%	52% b	48%
MOST NEGATIVE (1-2)	516	451	64	122	380	113	388	42	55	57	113	259	231
	12%	12%	11%	9%	13% a	10%	12%	10%	10%	11%	10%	10%	13% a
MOST POSITIVE (9-10)	796	694	102	289	491	268	511	110	147	113	268	483	308
	18%	18%	18%	22% b	16%	23% b	16%	26%	26%	21%	23%	19%	18%
Answered	4215	3670	544	1246	2864	1113	2988	411	545	511	1113	2515	1629
Mean score	6.2	6.2	6.2	6.6 b	6.1	6.6 b	6.1	6.6	6.8	6.5	6.6	6.4 b	6.1
Standard deviation	2.60	2.60	2.61	2.51	2.63	2.54	2.62	2.60	2.54	2.55	2.54	2.51	2.70
Standard error	.04	.04	.10	.07	.05	.08	.05	.13	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	360	284	255	105	76	360	194	99	72	31	220	140	261	60	39
		8%	8%	8%	8%	10%	8%	5% c	4%	3%	5%	6% c	29% abcde	39% bc	6% c	1%
2	(2.0)	155	128	108	47	27	155	120	56	60	11	129	27	76	40	39
		4%	4%	3%	4%	4%	4%	3%	2%	3%	2%	3%	6% bcd	11% bc	4% c	1%
3	(3.0)	240	190	171	69	50	240	182	91	86	17	194	46	95	75	71
		5%	5%	5%	6%	7%	5%	5%	4%	4%	3%	5%	10% abcde	14% bc	7% c	3%
4	(4.0)	217	179	148	69	38	217	180	102	104	21	192	25	48	77	92
		5%	5%	5%	6%	5%	5%	5%	4%	5%	4%	5%	5%	7% c	7% c	3%
5	(5.0)	463	385	332	131	79	463	393	210	214	47	415	48	51	222	191
		11%	11%	11%	11%	10%	11%	11%	9%	10%	8%	11%	10%	8%	21% ac	7%
6	(6.0)	565	498	448	118	67	565	511	293	340	63	537	28	35	215	315
		13%	14% cd	14% cd	9%	9%	13% cd	14% f	13% f	15% f	11% f	14% f	6%	5%	20% ac	12% a
7	(7.0)	701	599	525	176	101	701	654	421	407	99	680	20	17	167	516
		16%	16%	17%	14%	13%	16%	18% f	18% f	19% f	17% f	17% f	4%	3%	16% a	19% a
8	(8.0)	717	584	489	228	133	717	653	451	408	116	686	30	17	95	605
		16%	16%	15%	18%	17%	16%	18% f	20% f	19% f	20% f	18% f	6%	2%	9% a	23% ab
9	(9.0)	369	314	269	100	55	369	343	244	238	88	357	12	4	23	342
		8%	9%	9%	8%	7%	8%	9% f	11% f	11% f	15% abef	9% f	3%	1%	2%	13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	427	353	304	123	74	427	406	290	246	91	416	11	8	17	403
		10%	10%	10%	10%	10%	10%	11% f	13% f	11% f	16% aef	11% f	2%	1%	2%	15% ab
Don't know		186	123	106	79	63	186	75	36	26	5	92	93	54	74	58
		4%	3%	3%	6% abe	8% abe	4%	2%	2%	1%	1%	2% c	19% abcde	8% c	7% c	2%
NEGATIVE VIEW (1-4)		973	781	683	290	191	973	676	348	322	80	735	237	479	252	242
		22%	21%	22%	23%	25%	22%	18% bc	15%	15%	14%	19% bcd	49% abcde	72% bc	24% c	9%
NEUTRAL (5-6)		1029	883	780	249	146	1029	904	503	554	110	952	77	86	437	506
		23%	24% cd	25% cd	20%	19%	23%	24% df	22% f	25% df	19%	24% df	16%	13%	41% ac	19% a
POSITIVE VIEW (7-10)		2213	1850	1587	626	364	2213	2056	1406	1300	393	2139	74	45	302	1866
		50%	51%	50%	50%	48%	50%	55% f	61% aef	59% ef	67% acef	55% f	15%	7%	28% a	70% ab
MOST NEGATIVE (1-2)		516	412	363	152	103	516	314	155	131	42	349	167	337	100	79
		12%	11%	12%	12%	14%	12%	8% c	7%	6%	7%	9% bc	35% abcde	51% bc	9% c	3%
MOST POSITIVE (9-10)		796	667	573	223	130	796	749	534	484	179	773	24	11	40	745
		18%	18%	18%	18%	17%	18%	20% f	23% aef	22% f	30% abcef	20% f	5%	2%	4%	28% ab
Answered		4215	3514	3049	1165	701	4215	3636	2257	2175	584	3826	388	610	991	2614
Mean score		6.2	6.2	6.2	6.2	6.1	6.2	6.5 f	6.8 aef	6.8 aef	7.1 acef	6.5 f	3.7	2.8	5.4 a	7.3 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.60	2.57	2.57	2.67	2.76	2.60	2.43	2.35	2.25	2.41	2.45	2.75	2.17	2.02	2.03
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.14	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	320	163	154	15	47	59	67	132	57	98	53	112	264	31	17	7
		7%	8%	7%	3%	6%	8% a	9% a	8% a	5%	7%	7%	10% a	7%	9%	8%	6%
2	(2.0)	130	79	50	6	22	19	24	59	25	44	22	39	112	8	7	3
		3%	4% b	2%	1%	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%
3	(3.0)	184	89	95	16	32	26	27	83	34	48	39	64	154	16	11	4
		4%	4%	4%	3%	4%	4%	4%	5%	3%	4%	5%	6% a	4%	4%	5%	3%
4	(4.0)	191	103	88	33	44	33	19	61	36	77	37	41	156	15	16	5
		4%	5%	4%	7% de	6% d	5%	3%	4%	3%	6% a	5%	4%	4%	4%	8% a	4%
5	(5.0)	434	197	237	72	82	59	71	150	115	122	92	104	364	35	20	15
		10%	9%	10%	16% cde	11%	8%	10%	9%	10%	9%	12%	9%	10%	10%	10%	12%
6	(6.0)	512	244	268	57	83	113	87	172	108	167	90	147	443	40	20	10
		12%	11%	12%	12%	11%	16% e	12%	10%	10%	12%	11%	13%	12%	11%	10%	8%
7	(7.0)	736	358	378	80	124	122	115	294	205	226	140	164	628	65	28	16
		17%	17%	17%	17%	17%	17%	16%	17%	18%	17%	18%	15%	17%	18%	14%	13%
8	(8.0)	759	359	400	67	107	124	147	315	256	223	125	155	636	64	36	23
		17%	17%	18%	15%	14%	17%	20%	18%	23% bcd	17%	16%	14%	17%	17%	18%	18%
9	(9.0)	469	245	225	39	86	69	79	196	132	155	79	104	401	34	16	19
		11%	12%	10%	8%	11%	10%	11%	11%	12%	11%	10%	9%	11%	9%	8%	15% bc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
10 - Extremely well	(10.0)	521	235	285	52	80	73	81	235	142	150	84	144	427	43	31	19
		12%	11%	13%	11%	11%	10%	11%	13%	13%	11%	11%	13%	12%	12%	15%	16%
Don't know		145	50	92	25	41	20	18	41	23	41	22	59	117	18	5	4
		3%	2%	4% a	5% e	6% de	3%	3%	2%	2%	3%	3%	5% a	3%	5%	2%	4%
NEGATIVE VIEW (1-4)		825	434	387	70	146	137	137	336	151	266	152	255	686	70	51	18
		19%	20% b	17%	15%	19%	19%	19%	19%	13%	20% a	19% a	23% a	19%	19%	24% ad	15%
NEUTRAL (5-6)		946	440	504	129	164	173	158	322	224	289	182	251	807	75	40	24
		22%	21%	22%	28% e	22%	24% e	22%	19%	20%	21%	23%	22%	22%	20%	19%	20%
POSITIVE VIEW (7-10)		2485	1197	1287	239	397	388	421	1040	735	754	428	567	2092	206	111	76
		56%	56%	57%	52%	53%	54%	57%	60% ab	65% bcd	56% d	55%	50%	57%	56%	54%	62%
MOST NEGATIVE (1-2)		449	242	204	21	69	78	90	191	82	142	76	150	376	39	24	10
		10%	11%	9%	5%	9% a	11% a	12% a	11% a	7%	10%	10%	13% a	10%	11%	12%	8%
MOST POSITIVE (9-10)		990	480	510	92	166	142	160	431	274	305	164	248	828	77	47	38
		22%	23%	22%	20%	22%	20%	22%	25%	24%	23%	21%	22%	22%	21%	23%	31% abc
Answered		4256	2071	2179	437	707	698	716	1697	1110	1310	762	1074	3584	351	202	119
Mean score		6.5	6.5	6.6	6.6	6.5	6.4	6.5	6.6	6.9 bcd	6.5	6.4	6.3	6.5	6.5	6.4	6.9 abc
Standard deviation		2.57	2.61	2.52	2.25	2.53	2.54	2.64	2.64	2.36	2.56	2.52	2.77	2.55	2.61	2.73	2.55

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Standard error	.04	.06	.05	.10	.10	.09	.10	.07	.07	.08	.08	.08	.05	.12	.12	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	320	284	36	77	235	68	242	30	31	31	68	169	138
		7%	7%	6%	6%	8%	6%	8%	7%	6%	6%	6%	7%	8%
2	(2.0)	130	115	14	27	99	26	101	11	11	11	26	64	56
		3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%	3%
3	(3.0)	184	160	25	43	141	36	146	13	18	22	36	90	89
		4%	4%	4%	3%	5%	3%	5%	3%	3%	4%	3%	3%	5%
4	(4.0)	191	170	21	58	131	47	143	24	16	14	47	114	72
		4%	4%	4%	5%	4%	4%	5%	6%	3%	3%	4%	4%	4%
5	(5.0)	434	373	61	107	313	88	331	36	44	40	88	246	183
		10%	10%	11%	8%	10%	8%	11% a	8%	8%	7%	8%	9%	11%
6	(6.0)	512	450	63	164	342	149	355	41	64	73	149	340	168
		12%	12%	11%	13%	11%	13%	11%	10%	11%	14%	13%	13% b	10%
7	(7.0)	736	635	101	235	475	211	498	70	115	92	211	455	270
		17%	17%	17%	18%	16%	18%	16%	16%	20%	17%	18%	18%	16%
8	(8.0)	759	650	109	227	504	197	534	71	97	98	197	470	279
		17%	17%	19%	18%	17%	17%	17%	17%	17%	18%	17%	18%	16%
9	(9.0)	469	410	60	139	318	131	326	47	66	61	131	287	176
		11%	11%	10%	11%	11%	11%	10%	11%	12%	11%	11%	11%	10%
10 - Extremely well	(10.0)	521	454	67	166	349	154	360	63	83	70	154	293	222
		12%	12%	12%	13%	12%	13%	11%	15%	15%	13%	13%	11%	13%
Don't know		145	120	25	53	88	46	93	22	17	22	46	66	73
		3%	3%	4%	4%	3%	4%	3%	5%	3%	4%	4%	3%	4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	825	729	96	206	606	177	632	78	77	77	177	438	355
	19%	19%	16%	16%	20% a	15%	20% a	18%	14%	14%	15%	17%	21% a
NEUTRAL (5-6)	946	822	124	271	655	237	685	77	109	113	237	586	350
	22%	22%	21%	21%	22%	21%	22%	18%	19%	21%	21%	23%	20%
POSITIVE VIEW (7-10)	2485	2148	336	767	1646	693	1717	250	360	321	693	1506	947
	56%	56%	58%	59%	55%	60% b	55%	59%	64%	60%	60%	58%	55%
MOST NEGATIVE (1-2)	449	400	50	104	334	94	343	41	42	42	94	234	194
	10%	10%	9%	8%	11% a	8%	11%	10%	8%	8%	8%	9%	11%
MOST POSITIVE (9-10)	990	863	127	305	666	285	686	110	148	131	285	581	398
	22%	23%	22%	23%	22%	25%	22%	26%	26%	25%	25%	22%	23%
Answered	4256	3699	556	1244	2907	1107	3035	404	545	511	1107	2530	1653
Mean score	6.5	6.5	6.6	6.7 b	6.4	6.8 b	6.4	6.7	6.9	6.8	6.8	6.6	6.4
Standard deviation	2.57	2.58	2.48	2.45	2.62	2.46	2.61	2.61	2.42	2.44	2.46	2.47	2.67
Standard error	.04	.04	.10	.07	.05	.07	.05	.13	.10	.11	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	320	258	232	88	62	320	150	73	53	14	178	142	262	43	14
		7%	7%	7%	7%	8%	7%	4% c	3%	2%	2%	5% c	29% abcde	39% bc	4% c	1%
2	(2.0)	130	109	90	40	21	130	84	39	42	14	92	37	87	26	17
		3%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	8% abcde	13% bc	2% c	1%
3	(3.0)	184	153	138	47	31	184	149	74	69	16	160	25	82	63	40
		4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	5%	12% bc	6% c	1%
4	(4.0)	191	153	134	57	38	191	147	75	87	15	162	29	54	79	57
		4%	4%	4%	5%	5%	4%	4%	3%	4%	3%	4%	6% b	8% c	7% c	2%
5	(5.0)	434	353	306	128	81	434	349	177	189	43	376	58	59	225	151
		10%	10%	10%	10%	11%	10%	9%	8%	9%	7%	10%	12% b	9% c	21% ac	6%
6	(6.0)	512	443	397	116	69	512	474	251	278	49	494	19	29	237	246
		12%	12%	13% c	9%	9%	12%	13% df	11% f	13% df	8% f	13% df	4%	4%	22% ac	9% a
7	(7.0)	736	626	540	196	110	736	674	435	428	97	704	32	17	187	532
		17%	17%	17%	16%	14%	17%	18% f	19% f	19% f	17% f	18% f	7%	3%	18% a	20% a
8	(8.0)	759	617	534	225	142	759	700	493	444	123	733	26	15	86	658
		17%	17%	17%	18%	19%	17%	19% f	22% f	20% f	21% f	19% f	5%	2%	8% a	25% ab
9	(9.0)	469	410	352	117	60	469	441	303	301	104	455	14	9	33	427
		11%	11%	11%	9%	8%	11%	12% f	13% f	14% f	18% aef	12% f	3%	1%	3%	16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	521	415	344	177	106	521	503	354	294	109	512	8	6	23	491
		12%	11%	11%	14%	14%	12%	14%	15%	13%	18%	13%	2%	1%	2%	18%
					b			f	f	f	acef	f				ab
Don't know		145	99	90	55	46	145	40	19	17	5	54	91	44	63	38
		3%	3%	3%	4%	6%	3%	1%	1%	1%	1%	1%	19%	7%	6%	1%
					a	abe							abcde	c	c	
NEGATIVE VIEW (1-4)		825	674	593	232	151	825	530	261	251	59	591	233	485	211	128
		19%	19%	19%	19%	20%	19%	14%	11%	11%	10%	15%	48%	73%	20%	5%
								bc				bcd	abcde	bc	c	
NEUTRAL (5-6)		946	796	703	244	150	946	823	428	467	92	870	77	88	462	397
		22%	22%	22%	20%	20%	22%	22%	19%	21%	16%	22%	16%	13%	43%	15%
								bdf		d		bdf			ac	
POSITIVE VIEW (7-10)		2485	2068	1770	714	417	2485	2317	1586	1467	433	2404	81	48	329	2108
		56%	57%	56%	57%	55%	56%	62%	69%	67%	74%	61%	17%	7%	31%	79%
								f	aef	aef	acef	f			a	ab
MOST NEGATIVE (1-2)		449	367	322	128	82	449	234	112	95	28	270	179	349	69	31
		10%	10%	10%	10%	11%	10%	6%	5%	4%	5%	7%	37%	53%	7%	1%
								c				bc	abcde	bc	c	
MOST POSITIVE (9-10)		990	825	696	294	165	990	944	657	595	213	967	23	16	56	918
		22%	23%	22%	24%	22%	22%	25%	29%	27%	36%	25%	5%	2%	5%	34%
								f	ef	f	abcef	f			a	ab
Answered		4256	3538	3066	1190	718	4256	3671	2274	2185	584	3865	391	620	1002	2634
Mean score		6.5	6.5	6.5	6.6	6.5	6.5	6.9	7.2	7.1	7.4	6.8	3.7	2.8	5.7	7.7
								f	aef	aef	acef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.57	2.55	2.55	2.62	2.67	2.57	2.33	2.22	2.16	2.22	2.37	2.73	2.19	1.92	1.78
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.09	.04	.14	.09	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1 - Not at all well	(1.0)	230	122	105	12	32	42	47	97	40	70	35	84	189	22	11	7
		5%	6%	5%	3%	4%	6% a	6% a	6% a	4%	5%	4%	7% ac	5%	6%	5%	6%
2	(2.0)	90	49	41	7	13	14	20	35	19	30	14	28	73	10	6	1
		2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	1%
3	(3.0)	138	60	77	15	24	18	22	60	31	34	26	47	111	16	8	4
		3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	4%	4%	3%
4	(4.0)	173	87	86	20	25	33	23	71	42	53	36	43	143	11	13	5
		4%	4%	4%	4%	3%	5%	3%	4%	4%	4%	5%	4%	4%	3%	6%	4%
5	(5.0)	466	233	233	57	93	75	77	164	109	144	104	108	396	31	26	13
		11%	11%	10%	12%	12%	10%	11%	9%	10%	11%	13%	10%	11%	8%	13%	10%
6	(6.0)	533	246	286	57	98	96	104	178	142	166	90	135	447	54	22	10
		12%	12%	13%	12%	13%	13%	14%	10%	13%	12%	11%	12%	12%	15% d	11%	8%
7	(7.0)	741	367	374	86	128	122	119	286	196	223	153	169	620	68	34	19
		17%	17%	16%	19%	17%	17%	16%	16%	17%	17%	19%	15%	17%	18%	16%	16%
8	(8.0)	828	402	426	76	107	141	146	358	239	295	118	176	706	60	40	23
		19%	19%	19%	17%	14%	20%	20%	21% b	21% cd	22% cd	15%	16%	19%	16%	19%	18%
9	(9.0)	439	208	231	46	77	65	75	175	143	118	77	101	377	34	15	13
		10%	10%	10%	10%	10%	9%	10%	10%	13% bd	9%	10%	9%	10%	9%	7%	11%
10 - Extremely well	(10.0)	481	229	252	42	91	74	74	200	127	140	81	133	396	44	23	18
		11%	11%	11%	9%	12%	10%	10%	11%	11%	10%	10%	12%	11%	12%	11%	15%
Don't know		282	117	162	43	57	37	29	114	45	79	50	108	243	20	9	10
		6%	6%	7%	9% cd	8% d	5%	4%	7%	4%	6%	6%	10% ab	7%	5%	4%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NEGATIVE VIEW (1-4)	631	319	308	54	95	107	112	263	132	187	110	202	517	59	38	17
	14%	15%	14%	12%	13%	15%	15%	15%	12%	14%	14%	18% a	14%	16%	18%	14%
NEUTRAL (5-6)	999	479	519	114	191	171	181	342	252	309	194	243	843	85	48	23
	23%	23%	23%	25%	26% e	24%	25%	20%	22%	23%	25%	21%	23%	23%	23%	19%
POSITIVE VIEW (7-10)	2489	1206	1282	251	404	402	413	1019	705	776	429	579	2099	205	112	73
	57%	57%	56%	54%	54%	56%	56%	59%	62% cd	57% d	55%	51%	57%	55%	54%	60%
MOST NEGATIVE (1-2)	320	172	146	19	45	57	67	132	59	100	49	112	262	32	17	9
	7%	8%	6%	4%	6%	8%	9% a	8%	5%	7%	6%	10% ac	7%	9%	8%	7%
MOST POSITIVE (9-10)	920	437	483	88	169	139	149	375	270	258	158	235	772	77	39	31
	21%	21%	21%	19%	23%	19%	20%	22%	24%	19%	20%	21%	21%	21%	19%	25%
Answered	4119	2004	2109	419	691	680	706	1624	1088	1272	734	1025	3458	349	198	114
Mean score	6.7	6.7	6.8	6.8	6.7	6.6	6.6	6.7	7.0 cd	6.7	6.6	6.5	6.7	6.6	6.5	6.9
Standard deviation	2.38	2.41	2.34	2.15	2.34	2.38	2.43	2.43	2.21	2.34	2.31	2.60	2.36	2.47	2.44	2.49
Standard error	.04	.05	.05	.10	.09	.09	.09	.06	.07	.07	.08	.08	.05	.11	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1 - Not at all well	(1.0)	230	206	24	64	159	58	165	20	25	28	58	120	97
		5%	5%	4%	5%	5%	5%	5%	5%	4%	5%	5%	5%	6%
2	(2.0)	90	82	8	18	71	15	74	9	5	7	15	48	38
		2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%
3	(3.0)	138	124	15	32	106	29	109	11	14	16	29	69	65
		3%	3%	3%	3%	4%	2%	4%	2%	3%	3%	2%	3%	4%
4	(4.0)	173	156	17	48	123	42	127	19	23	20	42	99	71
		4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
5	(5.0)	466	401	65	124	324	107	341	47	42	51	107	280	177
		11%	10%	11%	10%	11%	9%	11%	11%	7%	10%	9%	11%	10%
6	(6.0)	533	474	59	175	352	156	370	39	77	76	156	335	191
		12%	12%	10%	13%	12%	14%	12%	9%	14%	14%	14%	13%	11%
7	(7.0)	741	638	103	218	499	189	527	76	85	81	189	469	265
		17%	17%	18%	17%	17%	16%	17%	18%	15%	15%	16%	18%	15%
8	(8.0)	828	720	108	234	565	207	589	73	123	89	207	518	299
		19%	19%	19%	18%	19%	18%	19%	17%	22%	17%	18%	20%	17%
9	(9.0)	439	375	64	150	282	140	291	48	66	70	140	269	164
		10%	10%	11%	12%	9%	12%	9%	11%	12%	13%	12%	10%	9%
10 - Extremely well	(10.0)	481	409	73	168	308	155	320	61	78	72	155	269	209
		11%	11%	12%	13%	10%	13% b	10%	14%	14%	14%	13%	10%	12%
Don't know		282	236	46	66	207	55	217	26	25	23	55	121	152
		6%	6%	8%	5%	7%	5%	7%	6%	4%	4%	5%	5%	9% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NEGATIVE VIEW (1-4)	631	567	63	163	458	144	474	58	67	71	144	336	270
	14%	15%	11%	13%	15%	12%	15%	14%	12%	13%	12%	13%	16%
NEUTRAL (5-6)	999	875	124	298	676	263	710	85	119	127	263	615	368
	23%	23%	21%	23%	23%	23%	23%	20%	21%	24%	23%	24%	21%
POSITIVE VIEW (7-10)	2489	2141	348	770	1654	691	1727	257	352	312	691	1524	936
	57%	56%	60%	59%	55%	60%	55%	60%	63%	59%	60%	59% b	54%
MOST NEGATIVE (1-2)	320	288	32	82	230	73	238	29	30	35	73	167	135
	7%	8%	6%	6%	8%	6%	8%	7%	5%	7%	6%	6%	8%
MOST POSITIVE (9-10)	920	783	137	318	590	295	611	109	144	142	295	538	373
	21%	21%	24%	25% b	20%	26% b	20%	26%	26%	27%	26%	21%	22%
Answered	4119	3583	535	1231	2788	1099	2911	400	538	510	1099	2475	1574
Mean score	6.7	6.7	6.9	6.9 b	6.6	6.9 b	6.6	6.9	7.1	6.9	6.9	6.8	6.7
Standard deviation	2.38	2.39	2.28	2.34	2.40	2.35	2.39	2.40	2.28	2.39	2.35	2.28	2.48
Standard error	.04	.04	.09	.07	.05	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1 - Not at all well	(1.0)	230	182	167	63	47	230	95	49	40	17	120	110	185	31	15
		5%	5%	5%	5%	6%	5%	3%	2%	2%	3%	3%	23%	28%	3%	1%
												c	abcde	bc	c	
2	(2.0)	90	81	70	20	9	90	64	29	36	5	68	23	60	21	10
		2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	5%	9%	2%	*%
													abcde	bc	c	
3	(3.0)	138	117	110	28	21	138	101	52	52	8	111	27	68	39	31
		3%	3%	3%	2%	3%	3%	3%	2%	2%	1%	3%	6%	10%	4%	1%
													abcde	bc	c	
4	(4.0)	173	148	129	43	24	173	142	86	82	24	146	26	55	72	46
		4%	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	5%	8%	7%	2%
														c	c	
5	(5.0)	466	390	331	135	76	466	375	193	210	44	400	66	88	212	166
		11%	11%	10%	11%	10%	11%	10%	8%	10%	8%	10%	14%	13%	20%	6%
													bd	c	ac	
6	(6.0)	533	474	417	116	59	533	476	258	309	73	508	25	44	214	275
		12%	13%	13%	9%	8%	12%	13%	11%	14%	12%	13%	5%	7%	20%	10%
			cd	cd			d	f	f	f	f	f			ac	
7	(7.0)	741	609	532	209	132	741	664	413	398	85	702	39	34	185	523
		17%	17%	17%	17%	17%	17%	18%	18%	18%	14%	18%	8%	5%	17%	20%
								f	f	f	f	f			a	a
8	(8.0)	828	685	597	232	144	828	771	518	482	131	795	33	31	119	678
		19%	19%	19%	19%	19%	19%	21%	23%	22%	22%	20%	7%	5%	11%	25%
								f	f	f	f	f			a	ab
9	(9.0)	439	374	319	119	64	439	411	298	270	96	425	13	9	38	392
		10%	10%	10%	10%	8%	10%	11%	13%	12%	16%	11%	3%	1%	4%	15%
								f	f	f	aef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
10 - Extremely well	(10.0)	481	381	315	166	100	481	456	313	262	91	467	15	11	22	449
		11%	10%	10%	13%	13%	11%	12%	14%	12%	15%	12%	3%	2%	2%	17%
					b			f	f	f	f	f				ab
Don't know		282	195	167	115	86	282	158	84	59	14	177	105	80	112	89
		6%	5%	5%	9%	11%	6%	4%	4%	3%	2%	5%	22%	12%	11%	3%
					abe	abe		c				c	abcde	c	c	
NEGATIVE VIEW (1-4)		631	529	477	154	102	631	401	216	210	54	445	186	368	163	101
		14%	15%	15%	12%	13%	14%	11%	9%	10%	9%	11%	39%	55%	15%	4%
													abcde	bc	c	
NEUTRAL (5-6)		999	864	748	251	135	999	851	451	519	117	908	91	132	426	441
		23%	24%	24%	20%	18%	23%	23%	20%	24%	20%	23%	19%	20%	40%	17%
			d	d			d	b		b		b			ac	
POSITIVE VIEW (7-10)		2489	2049	1764	726	440	2489	2301	1542	1413	402	2389	100	85	364	2041
		57%	56%	56%	58%	58%	57%	62%	67%	64%	68%	61%	21%	13%	34%	76%
								f	aef	f	aef	f			a	ab
MOST NEGATIVE (1-2)		320	263	238	82	57	320	159	78	76	22	187	132	244	51	24
		7%	7%	8%	7%	7%	7%	4%	3%	3%	4%	5%	28%	37%	5%	1%
													abcde	bc	c	
MOST POSITIVE (9-10)		920	755	635	285	165	920	866	610	532	187	892	28	20	60	840
		21%	21%	20%	23%	22%	21%	23%	27%	24%	32%	23%	6%	3%	6%	31%
								f	aef	f	acef	f				ab
Answered		4119	3442	2989	1130	677	4119	3553	2209	2142	574	3742	377	584	952	2582
Mean score		6.7	6.7	6.6	6.9	6.8	6.7	7.0	7.2	7.1	7.4	6.9	4.3	3.6	5.9	7.7
					b			f	aef	f	aef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Standard deviation	2.38	2.36	2.37	2.39	2.47	2.38	2.15	2.08	2.05	2.13	2.19	2.81	2.47	1.86	1.72
Standard error	.04	.04	.04	.07	.10	.04	.04	.04	.04	.09	.04	.14	.10	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	425	247	178	35	78	62	50	200	142	124	69	89	365	23	23	14
	10%	12% b	8%	8%	10%	9%	7%	12% d	13% d	9%	9%	8%	10%	6%	11%	11% b
A little better than others	1046	539	507	98	157	164	206	420	328	333	165	220	893	77	55	21
	24%	25%	22%	21%	21%	23%	28% b	24%	29% cd	25% d	21%	19%	24% d	21%	26% d	17%
About the same as others	1959	875	1081	225	318	328	312	776	445	607	391	516	1639	181	76	62
	45%	41%	48% a	49%	42%	46%	42%	45%	39%	45%	50% a	46% a	44% c	49% c	37%	51% c
A little worse than others	438	214	224	49	96	87	66	140	127	128	62	121	366	33	25	13
	10%	10%	10%	11%	13% e	12% e	9%	8%	11%	10%	8%	11%	10%	9%	12%	10%
Much worse than others	350	176	171	28	47	47	76	152	66	107	71	106	289	30	22	9
	8%	8%	8%	6%	6%	7%	10%	9%	6%	8%	9%	9% a	8%	8%	11%	7%
Don't know	183	70	111	27	52	30	25	50	25	51	27	81	148	25	6	4
	4%	3%	5%	6% e	7% de	4%	3%	3%	2%	4%	3%	7% abc	4%	7% ac	3%	3%
BETTER THAN OTHERS	1471	786	684	134	235	226	257	620	471	457	235	309	1259	100	77	35
	33%	37% b	30%	29%	31%	32%	35%	36% a	42% bcd	34% d	30%	27%	34% b	27%	37% bd	28%
WORSE THAN OTHERS	787	390	395	76	143	134	142	292	193	236	132	227	655	63	47	22
	18%	18%	17%	17%	19%	19%	19%	17%	17%	17%	17%	20%	18%	17%	23% a	18%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	425	361	64	131	284	122	293	64	62	46	122	251	170
	10%	9%	11%	10%	9%	11%	9%	15% c	11%	9%	11%	10%	10%
A little better than others	1046	925	122	315	707	286	735	89	136	149	286	615	419
	24%	24%	21%	24%	24%	25%	23%	21%	24%	28%	25%	24%	24%
About the same as others	1959	1683	276	547	1365	476	1431	168	250	206	476	1178	749
	45%	44%	48%	42%	46%	41%	46%	39%	44%	39%	41%	45%	43%
A little worse than others	438	382	56	157	271	140	285	49	66	70	140	265	164
	10%	10%	10%	12% b	9%	12% b	9%	12%	12%	13%	12%	10%	9%
Much worse than others	350	306	43	86	254	79	261	29	33	42	79	200	135
	8%	8%	7%	7%	8%	7%	8%	7%	6%	8%	7%	8%	8%
Don't know	183	163	20	61	115	51	123	27	16	19	51	87	90
	4%	4%	3%	5%	4%	4%	4%	6%	3%	4%	4%	3%	5% a
BETTER THAN OTHERS	1471	1285	186	446	991	408	1028	153	198	195	408	866	589
	33%	34%	32%	34%	33%	35%	33%	36%	35%	37%	35%	33%	34%
WORSE THAN OTHERS	787	688	99	243	524	218	546	78	98	111	218	465	299
	18%	18%	17%	19%	18%	19%	17%	18%	17%	21%	19%	18%	17%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	425	360	307	118	65	425	407	331	289	138	417	8	6	19	400
	10%	10%	10%	9%	9%	10%	11% f	14% aef	13% ef	23% abcef	11% f	2%	1%	2%	15% ab
A little better than others	1046	865	723	323	181	1046	984	650	649	176	1015	31	31	148	867
	24%	24%	23%	26%	24%	24%	27% f	28% f	29% ef	30% f	26% f	6%	5%	14% a	32% ab
About the same as others	1959	1605	1389	570	354	1959	1713	953	926	185	1808	150	171	622	1165
	45%	44%	44%	46%	46%	45%	46% bcdf	42% df	42% df	32%	46% bcdf	31%	26%	58% ac	44% a
A little worse than others	438	389	358	79	49	438	351	214	211	58	372	66	140	148	149
	10%	11% cd	11% cd	6%	6%	10% cd	9%	9%	10%	10%	9%	14% abe	21% bc	14% c	6%
Much worse than others	350	303	272	77	47	350	197	103	98	24	221	128	265	43	42
	8%	8%	9%	6%	6%	8%	5%	4%	4%	4%	6%	27% abcde	40% bc	4% c	2%
Don't know	183	116	106	77	68	183	59	42	29	7	85	98	51	85	48
	4%	3%	3%	6% abe	9% abe	4%	2%	2%	1%	1%	2%	20% abcde	8% c	8% c	2%
BETTER THAN OTHERS	1471	1225	1030	441	246	1471	1391	981	937	314	1432	39	38	166	1267
	33%	34%	33%	35%	32%	33%	37% f	43% aef	43% aef	53% abcef	37% f	8%	6%	16% a	47% ab
WORSE THAN OTHERS	787	691	631	157	96	787	548	317	308	82	593	194	405	191	191
	18%	19% cd	20% cd	13%	13%	18% cd	15%	14%	14%	14%	15%	40% abcde	61% bc	18% c	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	386	217	169	36	75	59	48	168	122	117	67	80	325	28	22	11
	9%	10% b	7%	8%	10%	8%	7%	10%	11% d	9%	9%	7%	9%	8%	11%	9%
A little better than others	999	499	499	114	164	147	160	413	289	320	175	214	857	71	48	23
	23%	24%	22%	25%	22%	21%	22%	24%	26% d	24% d	22%	19%	23%	19%	23%	19%
About the same as others	1952	900	1050	204	307	318	341	782	459	608	369	515	1648	160	82	62
	44%	42%	46%	44%	41%	44%	46%	45%	41%	45%	47% a	46%	45%	43%	40%	50% c
A little worse than others	527	249	278	57	105	111	79	175	158	152	84	133	432	51	30	15
	12%	12%	12%	12%	14%	16% e	11%	10%	14%	11%	11%	12%	12%	14%	14%	12%
Much worse than others	314	166	146	26	44	43	73	128	67	91	55	102	259	30	19	7
	7%	8%	6%	6%	6%	6%	10%	7%	6%	7%	7%	9%	7%	8%	9%	6%
Don't know	223	91	130	26	53	38	34	72	37	62	35	89	182	30	6	5
	5%	4%	6%	6%	7% e	5%	5%	4%	3%	5%	4%	8% abc	5%	8% ac	3%	4%
BETTER THAN OTHERS	1384	716	668	150	239	206	209	581	411	438	242	293	1182	99	70	34
	31%	34% b	29%	32%	32%	29%	28%	33%	36% d	32% d	31%	26%	32%	27%	34%	28%
WORSE THAN OTHERS	841	414	424	83	149	155	152	303	225	243	138	235	690	81	48	22
	19%	20%	19%	18%	20%	22%	21%	17%	20%	18%	18%	21%	19%	22%	23%	18%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	386	337	48	141	244	129	256	65	70	42	129	234	147
	9%	9%	8%	11% b	8%	11% b	8%	15% c	12%	8%	11%	9%	9%
A little better than others	999	872	126	300	666	261	704	85	137	121	261	600	389
	23%	23%	22%	23%	22%	23%	23%	20%	24%	23%	23%	23%	23%
About the same as others	1952	1675	277	533	1373	471	1430	172	228	228	471	1157	760
	44%	44%	48%	41%	46% a	41%	46% a	40%	40%	43%	41%	45%	44%
A little worse than others	527	454	73	174	341	162	352	54	74	81	162	326	195
	12%	12%	13%	13%	11%	14%	11%	13%	13%	15%	14%	13%	11%
Much worse than others	314	285	30	82	224	76	229	23	29	41	76	175	123
	7%	7%	5%	6%	7%	7%	7%	5%	5%	8%	7%	7%	7%
Don't know	223	197	26	67	148	56	156	28	25	19	56	104	113
	5%	5%	4%	5%	5%	5%	5%	6%	4%	3%	5%	4%	7% a
BETTER THAN OTHERS	1384	1210	175	441	909	389	959	150	207	163	389	835	536
	31%	32%	30%	34%	30%	34%	31%	35%	37%	31%	34%	32%	31%
WORSE THAN OTHERS	841	738	103	256	565	237	582	77	104	122	237	501	318
	19%	19%	18%	20%	19%	21%	19%	18%	18%	23%	21%	19%	18%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	386	319	282	104	67	386	373	285	253	116	377	9	3	22	361
	9%	9%	9%	8%	9%	9%	10% f	12% ef	11% f	20% abcef	10% f	2%	*%	2%	14% ab
A little better than others	999	826	695	304	172	999	928	639	608	173	969	29	40	143	815
	23%	23%	22%	24%	23%	23%	25% f	28% f	28% f	29% f	25% f	6%	6%	13% a	31% ab
About the same as others	1952	1616	1386	566	336	1952	1735	979	963	203	1815	137	153	592	1208
	44%	44%	44%	45%	44%	44%	47% bdf	43% df	44% df	35%	46% df	28%	23%	56% ac	45% a
A little worse than others	527	466	416	111	61	527	417	247	253	58	451	77	164	172	191
	12%	13% cd	13% cd	9%	8%	12% cd	11%	11%	11%	10%	11%	16% abd	25% bc	16% c	7%
Much worse than others	314	271	252	62	43	314	165	87	80	25	188	127	241	37	37
	7%	7% c	8% c	5%	6%	7%	4%	4%	4%	4%	5%	26% abcde	36% bc	3% c	1%
Don't know	223	139	124	98	84	223	93	56	45	12	119	104	63	99	60
	5%	4%	4%	8% abe	11% abe	5%	3%	2%	2%	2%	3%	21% abcde	10% c	9% c	2%
BETTER THAN OTHERS	1384	1145	977	407	239	1384	1302	924	860	289	1346	38	43	165	1176
	31%	31%	31%	33%	31%	31%	35% f	40% aef	39% aef	49% abcef	34% f	8%	7%	16% a	44% ab
WORSE THAN OTHERS	841	737	668	173	104	841	582	334	333	84	638	203	405	208	228
	19%	20% cd	21% cd	14%	14%	19% cd	16%	15%	15%	14%	16%	42% abcde	61% bc	20% c	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	539	287	252	45	98	67	68	261	170	174	79	116	456	37	32	14
	12%	14%	11%	10%	13%	9%	9%	15% acd	15% cd	13%	10%	10%	12%	10%	15%	12%
A little better than others	1150	539	610	136	187	157	178	492	334	380	189	248	993	76	57	25
	26%	25%	27%	29% c	25%	22%	24%	28% c	29% d	28% d	24%	22%	27% bd	21%	27% d	20%
About the same as others	1788	827	959	193	279	316	327	672	418	542	344	484	1491	168	70	59
	41%	39%	42%	42%	37%	44%	45%	39%	37%	40%	44% a	43% a	40% c	46% c	34%	48% ac
A little worse than others	437	230	208	46	87	93	73	138	111	120	94	112	357	41	27	13
	10%	11%	9%	10%	12%	13% e	10%	8%	10%	9%	12%	10%	10%	11%	13%	11%
Much worse than others	315	166	145	16	56	49	66	128	75	83	55	102	265	27	16	7
	7%	8%	6%	3%	7% a	7%	9% a	7% a	7%	6%	7%	9%	7%	7%	8%	5%
Don't know	171	71	98	25	41	34	23	48	26	51	24	71	140	21	6	6
	4%	3%	4%	6% e	5% e	5%	3%	3%	2%	4%	3%	6% ac	4%	6%	3%	4%
BETTER THAN OTHERS	1689	826	861	181	285	224	246	753	503	554	267	364	1449	113	88	39
	38%	39%	38%	39% c	38%	31%	33%	43% cd	44% cd	41% cd	34%	32%	39% bd	31%	43% bd	32%
WORSE THAN OTHERS	752	396	353	62	143	142	139	266	186	204	149	213	622	67	43	20
	17%	19%	16%	14%	19%	20% ae	19%	15%	16%	15%	19%	19%	17%	18%	21%	16%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	539	466	72	164	367	145	385	63	76	64	145	281	248
	12%	12%	12%	13%	12%	13%	12%	15%	14%	12%	13%	11%	14% a
A little better than others	1150	999	151	335	789	296	827	116	150	113	296	705	431
	26%	26%	26%	26%	26%	26%	26%	27%	27%	21%	26%	27%	25%
About the same as others	1788	1542	246	505	1233	458	1277	149	223	236	458	1066	695
	41%	40%	42%	39%	41%	40%	41%	35%	40%	44% a	40%	41%	40%
A little worse than others	437	381	56	159	268	137	287	53	59	67	137	292	138
	10%	10%	10%	12% b	9%	12%	9%	12%	11%	13%	12%	11% b	8%
Much worse than others	315	279	35	79	228	71	235	24	33	32	71	169	130
	7%	7%	6%	6%	8%	6%	8%	6%	6%	6%	6%	7%	8%
Don't know	171	151	20	55	111	48	117	21	22	20	48	82	83
	4%	4%	3%	4%	4%	4%	4%	5%	4%	4%	4%	3%	5%
BETTER THAN OTHERS	1689	1466	223	499	1156	440	1212	179	226	178	440	987	679
	38%	38%	38%	38%	39%	38%	39%	42%	40%	33%	38%	38%	39%
WORSE THAN OTHERS	752	661	91	238	496	208	521	77	92	99	208	461	269
	17%	17%	16%	18%	17%	18%	17%	18%	16%	19%	18%	18%	16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	539	455	385	154	84	539	515	389	364	146	526	13	3	31	504
	12%	12%	12%	12%	11%	12%	14% f	17% aef	17% ef	25% abcef	13% f	3%	1%	3% a	19% ab
A little better than others	1150	955	824	327	195	1150	1072	710	677	202	1107	43	47	186	917
	26%	26%	26%	26%	26%	26%	29% f	31% f	31% f	34% ef	28% f	9%	7%	17% a	34% ab
About the same as others	1788	1456	1240	548	332	1788	1560	858	856	159	1640	148	172	570	1046
	41%	40%	39%	44% b	43%	41%	42% bdf	37% d	39% df	27%	42% bdf	31%	26%	54% ac	39% a
A little worse than others	437	390	358	80	47	437	336	202	187	41	368	69	155	157	126
	10%	11% cd	11% cd	6%	6%	10% cd	9%	9%	8%	7%	9%	14% abcde	23% bc	15% c	5%
Much worse than others	315	269	248	67	45	315	172	90	85	29	194	120	238	44	32
	7%	7%	8% c	5%	6%	7%	5%	4%	4%	5%	5%	25% abcde	36% bc	4% c	1%
Don't know	171	111	102	70	60	171	56	45	34	11	83	89	50	76	46
	4%	3%	3%	6% ab	8% abe	4%	1%	2%	2%	2%	2%	18% abcde	7% c	7% c	2%
BETTER THAN OTHERS	1689	1410	1209	481	279	1689	1587	1099	1041	348	1633	56	51	217	1421
	38%	39%	38%	39%	37%	38%	43% f	48% aef	47% aef	59% abcef	42% f	12%	8%	20% a	53% ab
WORSE THAN OTHERS	752	660	606	146	92	752	508	292	271	70	563	189	392	201	158
	17%	18% cd	19% cd	12%	12%	17% cd	14%	13%	12%	12%	14%	39% abcde	59% bc	19% c	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	533	292	241	60	99	76	67	231	172	152	91	118	462	33	25	14
	12%	14% b	11%	13%	13%	11%	9%	13%	15% d	11%	12%	10%	12%	9%	12%	11%
A little better than others	1163	580	582	117	205	182	178	481	356	369	189	249	975	94	67	27
	26%	27%	26%	25%	27%	25%	24%	28%	31% cd	27% d	24%	22%	26%	25%	32% ad	22%
About the same as others	1925	875	1048	198	304	328	343	752	441	601	360	523	1605	179	77	64
	44%	41%	46% a	43%	41%	46%	47%	43%	39%	44%	46% a	46% a	43%	49% c	37%	52% ac
A little worse than others	312	155	156	37	60	58	60	97	78	98	62	75	265	20	19	8
	7%	7%	7%	8%	8%	8%	8%	6%	7%	7%	8%	7%	7%	5%	9%	6%
Much worse than others	255	126	126	20	38	34	56	108	51	68	48	88	219	21	10	5
	6%	6%	6%	4%	5%	5%	8%	6%	5%	5%	6%	8% a	6%	6%	5%	4%
Don't know	212	92	117	30	43	39	30	69	35	62	34	81	176	22	8	5
	5%	4%	5%	6%	6%	5%	4%	4%	3%	5%	4%	7% a	5%	6%	4%	4%
BETTER THAN OTHERS	1696	872	823	177	303	258	246	711	528	522	280	366	1437	126	92	41
	39%	41% b	36%	38%	41%	36%	33%	41% d	47% bcd	39% d	36%	32%	39%	34%	44% bd	33%
WORSE THAN OTHERS	567	281	283	57	98	92	116	205	129	166	110	163	484	41	30	13
	13%	13%	12%	12%	13%	13%	16%	12%	11%	12%	14%	14%	13%	11%	14%	10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	533	461	72	172	353	153	369	71	80	56	153	308	218
	12%	12%	12%	13%	12%	13%	12%	17%	14%	10%	13%	12%	13%
A little better than others	1163	1002	161	351	782	317	814	118	164	133	317	714	438
	26%	26%	28%	27%	26%	27%	26%	28%	29%	25%	27%	27%	25%
About the same as others	1925	1666	260	547	1337	481	1397	168	222	238	481	1141	750
	44%	44%	45%	42%	45%	42%	45%	39%	39%	45%	42%	44%	43%
A little worse than others	312	269	43	96	204	87	214	24	40	55	87	197	110
	7%	7%	7%	7%	7%	8%	7%	6%	7%	10%	8%	8%	6%
Much worse than others	255	231	24	57	189	52	193	18	24	25	52	139	102
	6%	6%	4%	4%	6%	5%	6%	4%	4%	5%	5%	5%	6%
Don't know	212	191	22	74	131	63	141	28	33	25	63	99	108
	5%	5%	4%	6%	4%	5%	4%	7%	6%	5%	5%	4%	6% a
BETTER THAN OTHERS	1696	1463	233	523	1135	470	1183	188	244	189	470	1021	656
	39%	38%	40%	40%	38%	41%	38%	44%	43%	35%	41%	39%	38%
WORSE THAN OTHERS	567	500	67	153	393	139	407	42	63	80	139	336	212
	13%	13%	12%	12%	13%	12%	13%	10%	11%	15%	12%	13%	12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	533	450	393	140	83	533	506	367	348	129	514	19	5	43	485
	12%	12%	12%	11%	11%	12%	14% f	16% ef	16% ef	22% abcef	13% f	4%	1%	4% a	18% ab
A little better than others	1163	968	836	327	195	1163	1059	719	691	211	1113	50	64	221	878
	26%	27%	27%	26%	26%	26%	29% f	31% f	31% f	36% aef	28% f	10%	10%	21% a	33% ab
About the same as others	1925	1592	1353	572	333	1925	1685	934	929	188	1762	163	229	584	1112
	44%	44%	43%	46%	44%	44%	45% bdf	41% d	42% df	32%	45% bdf	34%	34%	55% ac	42% a
A little worse than others	312	272	248	65	41	312	242	136	124	33	260	52	107	102	104
	7%	7%	8% c	5%	5%	7%	7%	6%	6%	6%	7%	11% abcde	16% bc	10% c	4%
Much worse than others	255	217	200	55	38	255	128	79	63	21	152	103	196	28	31
	6%	6%	6%	4%	5%	6%	3%	3%	3%	4%	4%	21% abcde	29% bc	3% c	1%
Don't know	212	138	126	87	74	212	92	57	47	7	117	95	65	86	61
	5%	4%	4%	7% abe	10% abe	5%	2%	2%	2%	1%	3%	20% abcde	10% c	8% c	2%
BETTER THAN OTHERS	1696	1418	1230	466	278	1696	1565	1086	1038	340	1627	69	68	264	1363
	39%	39%	39%	37%	36%	39%	42% f	47% aef	47% aef	58% abcef	42% f	14%	10%	25% a	51% ab
WORSE THAN OTHERS	567	489	448	120	78	567	370	215	187	53	413	155	302	130	135
	13%	13% c	14% cd	10%	10%	13% c	10%	9%	9%	9%	11%	32% abcde	45% bc	12% c	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	309	162	147	35	61	51	34	128	93	90	59	67	269	19	13	8
	7%	8%	6%	8%	8%	7%	5%	7%	8%	7%	7%	6%	7%	5%	6%	6%
A little better than others	804	417	387	80	171	136	127	289	250	246	141	167	697	56	31	20
	18%	20%	17%	17%	23% e	19%	17%	17%	22% d	18%	18%	15%	19%	15%	15%	16%
About the same as others	1886	886	999	205	267	315	334	764	462	587	348	490	1566	170	92	58
	43%	42%	44%	44% b	36%	44% b	45% b	44% b	41%	43%	44%	43%	42%	46%	45%	47%
A little worse than others	676	327	348	76	119	105	117	259	191	206	124	154	560	60	36	19
	15%	15%	15%	16%	16%	15%	16%	15%	17%	15%	16%	14%	15%	16%	17%	16%
Much worse than others	382	189	190	23	61	63	82	152	86	116	61	120	319	31	24	9
	9%	9%	8%	5%	8%	9%	11% a	9%	8%	9%	8%	11%	9%	8%	11%	7%
Don't know	343	141	200	42	69	46	40	146	51	107	51	134	290	33	12	9
	8%	7%	9%	9%	9%	6%	5%	8%	5%	8% a	7%	12% abc	8%	9%	6%	7%
BETTER THAN OTHERS	1113	579	533	115	232	187	161	417	343	336	200	235	966	75	43	28
	25%	27% b	23%	25%	31% de	26%	22%	24%	30% bd	25%	25%	21%	26% b	20%	21%	23%
WORSE THAN OTHERS	1058	516	539	99	180	169	199	411	277	321	185	274	879	91	59	28
	24%	24%	24%	21%	24%	23%	27%	24%	24%	24%	24%	24%	24%	25%	29%	23%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	309	261	48	111	193	105	199	49	65	34	105	186	117
	7%	7%	8%	9%	6%	9% b	6%	11%	12% c	6%	9%	7%	7%
A little better than others	804	703	101	286	488	260	511	88	138	121	260	512	283
	18%	18%	17%	22% b	16%	23% b	16%	21%	24%	23%	23%	20%	16%
About the same as others	1886	1620	267	510	1331	445	1393	160	209	208	445	1105	748
	43%	42%	46%	39%	44% a	39%	45% a	38%	37%	39%	39%	43%	43%
A little worse than others	676	591	84	198	466	170	492	53	76	94	170	410	257
	15%	15%	15%	15%	16%	15%	16%	12%	14%	18%	15%	16%	15%
Much worse than others	382	339	43	101	273	96	277	37	41	51	96	225	144
	9%	9%	7%	8%	9%	8%	9%	9%	7%	9%	8%	9%	8%
Don't know	343	306	37	91	244	77	256	39	34	24	77	159	177
	8%	8%	6%	7%	8%	7%	8%	9% c	6%	5%	7%	6%	10% a
BETTER THAN OTHERS	1113	964	149	397	682	365	710	137	203	155	365	698	400
	25%	25%	26%	31% b	23%	32% b	23%	32%	36%	29%	32%	27%	23%
WORSE THAN OTHERS	1058	930	128	299	738	267	769	90	117	145	267	635	401
	24%	24%	22%	23%	25%	23%	25%	21%	21%	27%	23%	24%	23%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	309	254	226	83	55	309	291	226	197	95	299	10	8	26	275
	7%	7%	7%	7%	7%	7%	8% f	10% ef	9% f	16% abcef	8% f	2%	1%	2%	10% ab
A little better than others	804	693	603	201	111	804	747	521	527	146	777	27	30	134	640
	18%	19% d	19% d	16%	15%	18%	20% f	23% f	24% aef	25% f	20% f	6%	4%	13% a	24% ab
About the same as others	1886	1537	1304	582	349	1886	1672	937	914	202	1747	139	142	523	1221
	43%	42%	41%	47% b	46%	43%	45% bdf	41% df	42% df	34%	45% bdf	29%	21%	49% a	46% a
A little worse than others	676	604	542	134	71	676	566	359	357	95	601	75	151	195	330
	15%	17% cd	17% cd	11%	9%	15% cd	15%	16%	16%	16%	15%	15%	23% c	18% c	12%
Much worse than others	382	336	298	84	46	382	224	134	122	30	255	127	258	68	56
	9%	9% d	9% cd	7%	6%	9%	6%	6%	6%	5%	6%	26% abcde	39% bc	6% c	2%
Don't know	343	213	182	161	131	343	212	116	84	21	240	104	75	119	150
	8%	6%	6%	13% abe	17% abe	8% ab	6% c	5%	4%	4%	6% c	22% abcde	11% c	11% c	6%
BETTER THAN OTHERS	1113	947	829	284	166	1113	1038	747	724	241	1076	37	38	160	915
	25%	26%	26%	23%	22%	25%	28% f	33% aef	33% aef	41% abcef	27% f	8%	6%	15% a	34% ab
WORSE THAN OTHERS	1058	940	840	218	117	1058	789	493	479	125	856	202	409	262	386
	24%	26% cd	27% cd	17%	15%	24% cd	21%	21%	22%	21%	22%	42% abcde	62% bc	25% c	14%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	342	198	144	43	63	49	43	144	120	99	52	72	295	23	14	10
	8%	9% b	6%	9%	8%	7%	6%	8%	11% cd	7%	7%	6%	8%	6%	7%	8%
A little better than others	907	451	455	103	158	144	141	360	296	287	154	170	780	62	46	19
	21%	21%	20%	22%	21%	20%	19%	21%	26% cd	21% d	20%	15%	21% d	17%	22% d	15%
About the same as others	2058	930	1127	215	330	334	356	824	484	641	389	545	1723	185	88	62
	47%	44%	50% a	47%	44%	47%	48%	47%	43%	47%	50% a	48%	47%	50%	43%	51%
A little worse than others	500	268	232	49	88	91	77	194	134	147	91	128	412	43	28	17
	11%	13%	10%	11%	12%	13%	11%	11%	12%	11%	12%	11%	11%	12%	14%	13%
Much worse than others	317	161	153	17	50	53	75	123	59	97	57	105	260	29	20	8
	7%	8%	7%	4%	7%	7%	10% a	7% a	5%	7%	7%	9% a	7%	8%	10%	7%
Don't know	277	114	160	34	60	46	42	94	41	81	43	113	231	28	10	7
	6%	5%	7%	7%	8%	6%	6%	5%	4%	6%	5%	10% abc	6%	7%	5%	6%
BETTER THAN OTHERS	1249	649	599	147	221	194	184	503	415	386	206	242	1076	84	60	29
	28%	31% b	26%	32%	30%	27%	25%	29%	37% bcd	29% d	26%	21%	29% b	23%	29%	24%
WORSE THAN OTHERS	817	428	385	66	138	143	152	317	192	244	148	233	672	72	48	25
	19%	20%	17%	14%	18%	20%	21% a	18%	17%	18%	19%	21%	18%	20%	23% a	20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	342	296	46	122	214	113	223	49	68	42	113	214	126
	8%	8%	8%	9%	7%	10% b	7%	11%	12%	8%	10%	8%	7%
A little better than others	907	784	122	293	589	259	622	87	129	119	259	550	346
	21%	21%	21%	23%	20%	22%	20%	20%	23%	22%	22%	21%	20%
About the same as others	2058	1793	265	555	1453	484	1518	186	224	228	484	1209	815
	47%	47%	46%	43%	49% a	42%	49% a	44%	40%	43%	42%	47%	47%
A little worse than others	500	420	80	155	333	142	344	42	72	69	142	306	185
	11%	11%	14%	12%	11%	12%	11%	10%	13%	13%	12%	12%	11%
Much worse than others	317	286	31	84	227	79	232	29	32	42	79	179	122
	7%	7%	5%	6%	8%	7%	7%	7%	6%	8%	7%	7%	7%
Don't know	277	241	36	88	179	76	189	34	37	32	76	138	132
	6%	6%	6%	7%	6%	7%	6%	8%	7%	6%	7%	5%	8% a
BETTER THAN OTHERS	1249	1080	168	415	803	372	845	135	198	161	372	764	473
	28%	28%	29%	32% b	27%	32% b	27%	32%	35%	30%	32%	29%	27%
WORSE THAN OTHERS	817	706	111	239	560	221	576	71	104	111	221	485	307
	19%	18%	19%	18%	19%	19%	18%	17%	18%	21%	19%	19%	18%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	342	288	256	86	53	342	320	261	224	98	328	14	2	24	316
	8%	8%	8%	7%	7%	8%	9% f	11% aef	10% f	17% abcef	8% f	3%	*%	2% a	12% ab
A little better than others	907	772	653	253	135	907	844	595	580	186	875	31	30	138	739
	21%	21%	21%	20%	18%	21%	23% f	26% ef	26% aef	32% aef	22% f	7%	5%	13% a	28% ab
About the same as others	2058	1682	1442	616	376	2058	1828	1009	1001	202	1918	141	171	608	1280
	47%	46%	46%	49%	49%	47%	49% bdf	44% df	45% df	34%	49% bdf	29%	26%	57% ac	48% a
A little worse than others	500	444	399	101	56	500	414	254	256	65	439	61	155	155	190
	11%	12% cd	13% cd	8%	7%	11% cd	11%	11%	12%	11%	11%	13%	23% bc	15% c	7%
Much worse than others	317	273	248	69	44	317	160	88	82	25	190	127	237	43	37
	7%	7%	8%	6%	6%	7%	4%	4%	4%	4%	5%	26% abcde	36% bc	4% c	1%
Don't know	277	178	157	120	99	277	144	86	58	13	169	108	69	97	111
	6%	5%	5%	10% abe	13% abe	6%	4%	4%	3%	2%	4% c	22% abcde	10% c	9% c	4%
BETTER THAN OTHERS	1249	1061	909	340	188	1249	1164	856	804	284	1203	45	32	162	1054
	28%	29%	29%	27%	25%	28%	31% f	37% aef	37% aef	48% abcef	31% f	9%	5%	15% a	39% ab
WORSE THAN OTHERS	817	716	647	170	101	817	574	342	338	89	629	188	393	198	227
	19%	20% cd	21% cd	14%	13%	19% cd	15%	15%	15%	15%	16%	39% abcde	59% bc	19% c	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	552	312	239	44	91	80	81	256	210	161	76	105	459	38	31	25
	13%	15% b	11%	10%	12%	11%	11%	15% a	19% bcd	12%	10%	9%	12%	10%	15%	20% ab
A little better than others	946	495	449	89	174	149	152	382	284	293	161	208	796	77	52	20
	21%	23% b	20%	19%	23%	21%	21%	22%	25% d	22%	20%	18%	22%	21%	25% d	16%
About the same as others	1416	652	764	183	246	246	258	484	341	416	281	378	1184	125	63	45
	32%	31%	34%	40% e	33%	34% e	35% e	28%	30%	31%	36%	33%	32%	34%	30%	36%
A little worse than others	253	131	122	43	59	46	41	63	78	67	56	52	208	23	16	7
	6%	6%	5%	9% e	8% e	6% e	6%	4%	7%	5%	7%	5%	6%	6%	8%	5%
Much worse than others	165	84	79	13	27	26	30	69	34	59	23	50	141	13	9	3
	4%	4%	3%	3%	4%	4%	4%	4%	3%	4%	3%	4%	4%	3%	4%	2%
Don't know	1069	447	618	90	152	170	173	484	187	355	188	339	915	94	36	24
	24%	21%	27% a	19%	20%	24%	24%	28% ab	16%	26% a	24% a	30% ac	25% c	25% c	17%	20%
BETTER THAN OTHERS	1497	807	689	133	265	229	233	638	494	454	237	313	1255	115	83	45
	34%	38% b	30%	29%	35%	32%	32%	37% a	44% bcd	34% d	30%	28%	34%	31%	40% ab	36%
WORSE THAN OTHERS	418	215	201	57	85	73	72	132	111	126	79	102	348	35	25	10
	10%	10%	9%	12% e	11% e	10%	10%	8%	10%	9%	10%	9%	9%	10%	12%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	552	469	83	168	380	155	391	59	80	71	155	325	222
	13%	12%	14%	13%	13%	13%	13%	14%	14%	13%	13%	13%	13%
A little better than others	946	815	130	283	639	258	664	90	121	129	258	604	331
	21%	21%	22%	22%	21%	22%	21%	21%	22%	24%	22%	23% b	19%
About the same as others	1416	1218	198	419	952	362	1003	129	187	153	362	879	509
	32%	32%	34%	32%	32%	31%	32%	30%	33%	29%	31%	34% b	29%
A little worse than others	253	230	23	106	136	93	146	35	43	49	93	179	73
	6%	6%	4%	8% b	5%	8% b	5%	8%	8%	9%	8%	7% b	4%
Much worse than others	165	146	20	50	106	44	112	13	19	22	44	83	74
	4%	4%	3%	4%	4%	4%	4%	3%	3%	4%	4%	3%	4%
Don't know	1069	941	128	271	782	242	810	101	112	109	242	525	518
	24%	25%	22%	21%	26% a	21%	26% a	24%	20%	20%	21%	20%	30% a
BETTER THAN OTHERS	1497	1285	213	451	1019	413	1056	149	201	199	413	930	553
	34%	34%	37%	35%	34%	36%	34%	35%	36%	37%	36%	36%	32%
WORSE THAN OTHERS	418	376	43	155	242	136	259	48	63	71	136	262	147
	10%	10%	7%	12% b	8%	12% b	8%	11%	11%	13%	12%	10%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	552	462	389	163	90	552	518	488	375	175	543	9	16	53	482
	13%	13%	12%	13%	12%	13%	14%	21%	17%	30%	14%	2%	2%	5%	18%
							f	acef	aef	abcef	f				ab
A little better than others	946	817	710	236	128	946	859	755	599	187	916	29	54	202	690
	21%	22%	22%	19%	17%	21%	23%	33%	27%	32%	23%	6%	8%	19%	26%
		d	d			d	f	acef	aef	aef	f			a	ab
About the same as others	1416	1178	1048	368	238	1416	1248	780	725	139	1319	97	145	398	873
	32%	32%	33%	30%	31%	32%	34%	34%	33%	24%	34%	20%	22%	37%	33%
							df	df	df		df			a	a
A little worse than others	253	227	217	36	25	253	195	129	145	36	215	38	71	74	108
	6%	6%	7%	3%	3%	6%	5%	6%	7%	6%	5%	8%	11%	7%	4%
		cd	cd			c							c	c	
Much worse than others	165	139	119	46	27	165	94	39	50	19	105	60	110	21	34
	4%	4%	4%	4%	4%	4%	3%	2%	2%	3%	3%	13%	17%	2%	1%
												abcde	bc		
Don't know	1069	814	674	395	255	1069	797	103	308	32	821	248	268	317	484
	24%	22%	21%	32%	33%	24%	21%	4%	14%	5%	21%	51%	40%	30%	18%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1497	1280	1099	399	218	1497	1377	1243	973	362	1459	39	70	255	1172
	34%	35%	35%	32%	29%	34%	37%	54%	44%	62%	37%	8%	11%	24%	44%
		d	d			d	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	418	366	336	83	52	418	289	168	195	55	320	98	181	95	142
	10%	10%	11%	7%	7%	10%	8%	7%	9%	9%	8%	20%	27%	9%	5%
		c	cd			c						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	546	319	226	47	97	89	68	245	205	156	76	108	451	40	29	25
	12%	15% b	10%	10%	13%	12%	9%	14% d	18% bcd	12%	10%	10%	12%	11%	14%	20% ab
A little better than others	986	499	486	101	170	140	184	390	301	309	163	212	840	68	55	23
	22%	24%	21%	22%	23%	19%	25%	22%	27% cd	23%	21%	19%	23%	18%	26% bd	19%
About the same as others	1417	650	766	177	243	246	249	502	341	415	282	380	1171	134	68	43
	32%	31%	34%	38% e	33%	34%	34%	29%	30%	31%	36%	34%	32%	36%	33%	35%
A little worse than others	284	142	141	38	67	60	49	69	81	81	58	63	232	30	14	8
	6%	7%	6%	8% e	9% e	8% e	7% e	4%	7%	6%	7%	6%	6%	8%	7%	6%
Much worse than others	155	82	70	10	24	22	33	66	31	54	25	44	129	14	8	4
	4%	4%	3%	2%	3%	3%	4%	4%	3%	4%	3%	4%	3%	4%	4%	3%
Don't know	1014	430	581	89	147	160	152	466	173	335	179	326	878	83	32	21
	23%	20%	26% a	19%	20%	22%	21%	27% abd	15%	25% a	23% a	29% ac	24% cd	23% c	16%	17%
BETTER THAN OTHERS	1531	818	712	148	267	229	252	635	506	465	239	320	1291	108	84	48
	35%	39% b	31%	32%	36%	32%	34%	37%	45% bcd	34% d	31%	28%	35%	29%	41% b	39% b
WORSE THAN OTHERS	438	223	212	48	91	82	82	135	113	135	84	107	361	44	22	11
	10%	11%	9%	10%	12% e	11% e	11%	8%	10%	10%	11%	9%	10%	12%	11%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	546	469	77	168	372	153	387	66	81	68	153	333	206
	12%	12%	13%	13%	12%	13%	12%	15%	14%	13%	13%	13%	12%
A little better than others	986	847	139	303	653	271	683	96	132	127	271	625	354
	22%	22%	24%	23%	22%	23%	22%	22%	23%	24%	23%	24%	20%
About the same as others	1417	1231	186	424	954	373	1000	124	178	172	373	857	528
	32%	32%	32%	33%	32%	32%	32%	29%	32%	32%	32%	33%	31%
A little worse than others	284	253	31	112	161	100	171	35	48	48	100	199	83
	6%	7%	5%	9% b	5%	9% b	5%	8%	9%	9%	9%	8% b	5%
Much worse than others	155	132	22	41	105	36	109	12	15	21	36	88	58
	4%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
Don't know	1014	888	126	249	751	221	777	94	110	96	221	495	498
	23%	23%	22%	19%	25% a	19%	25% a	22%	19%	18%	19%	19%	29% a
BETTER THAN OTHERS	1531	1315	216	471	1025	424	1070	161	213	195	424	958	559
	35%	34%	37%	36%	34%	37%	34%	38%	38%	37%	37%	37% b	32%
WORSE THAN OTHERS	438	385	53	152	266	136	280	47	63	69	136	287	141
	10%	10%	9%	12% b	9%	12%	9%	11%	11%	13%	12%	11% b	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	546	463	397	149	82	546	505	476	380	181	536	10	18	51	477
	12%	13%	13%	12%	11%	12%	14%	21%	17%	31%	14%	2%	3%	5%	18%
							f	acef	aef	abcef	f				ab
A little better than others	986	854	745	240	131	986	909	753	621	178	956	30	53	216	716
	22%	23%	24%	19%	17%	22%	25%	33%	28%	30%	24%	6%	8%	20%	27%
		cd	cd			d	f	acef	aef	aef	f			a	ab
About the same as others	1417	1167	1022	395	250	1417	1237	773	681	141	1309	108	148	390	878
	32%	32%	32%	32%	33%	32%	33%	34%	31%	24%	33%	22%	22%	37%	33%
							df	df	df		df			a	a
A little worse than others	284	258	242	41	26	284	222	155	175	34	248	36	70	96	118
	6%	7%	8%	3%	3%	6%	6%	7%	8%	6%	6%	7%	11%	9%	4%
		cd	cd			cd			a				c	c	
Much worse than others	155	136	117	38	19	155	85	31	39	17	94	61	110	17	28
	4%	4%	4%	3%	2%	4%	2%	1%	2%	3%	2%	13%	17%	2%	1%
												abcde	bc		
Don't know	1014	759	632	382	255	1014	753	105	306	36	777	237	265	296	453
	23%	21%	20%	31%	33%	23%	20%	5%	14%	6%	20%	49%	40%	28%	17%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1531	1318	1142	389	214	1531	1414	1229	1001	360	1492	40	71	267	1193
	35%	36%	36%	31%	28%	35%	38%	54%	45%	61%	38%	8%	11%	25%	45%
		cd	cd			d	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	438	393	359	79	45	438	307	186	214	52	342	97	180	112	147
	10%	11%	11%	6%	6%	10%	8%	8%	10%	9%	9%	20%	27%	11%	5%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	573	319	253	43	92	83	77	278	204	176	79	114	477	39	34	24
	13%	15% b	11%	9%	12%	12%	10%	16% acd	18% bcd	13%	10%	10%	13%	11%	16% b	19% ab
A little better than others	963	502	460	104	175	143	147	395	295	299	165	204	813	75	54	22
	22%	24%	20%	23%	23%	20%	20%	23%	26% d	22%	21%	18%	22%	20%	26% d	18%
About the same as others	1458	669	788	173	244	260	277	503	363	435	273	387	1210	135	67	46
	33%	32%	35%	37% e	33%	36% e	38% e	29%	32%	32%	35%	34%	33%	36%	32%	37%
A little worse than others	268	131	137	45	69	51	47	56	78	66	62	63	220	25	15	8
	6%	6%	6%	10% e	9% e	7% e	6% e	3%	7%	5%	8%	6%	6%	7%	7%	7%
Much worse than others	150	79	68	10	24	28	27	62	37	45	21	47	128	11	7	4
	3%	4%	3%	2%	3%	4%	4%	4%	3%	3%	3%	4%	3%	3%	3%	3%
Don't know	988	420	564	87	144	152	160	444	156	329	185	318	854	84	30	20
	22%	20%	25% a	19%	19%	21%	22%	26% ab	14%	24% a	24% a	28% a	23% cd	23% c	14%	16%
BETTER THAN OTHERS	1537	822	713	147	267	226	224	673	499	475	244	318	1289	114	88	45
	35%	39% b	31%	32%	36%	31%	30%	39% acd	44% bcd	35% d	31%	28%	35%	31%	43% ab	37%
WORSE THAN OTHERS	418	210	205	55	93	79	74	118	115	111	82	110	348	36	22	12
	10%	10%	9%	12% e	12% e	11% e	10%	7%	10%	8%	11%	10%	9%	10%	11%	10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	573	478	95	173	396	162	406	71	82	68	162	333	236
	13%	13%	16%	13%	13%	14%	13%	17%	15%	13%	14%	13%	14%
A little better than others	963	840	123	283	649	255	677	88	130	109	255	611	340
	22%	22%	21%	22%	22%	22%	22%	21%	23%	21%	22%	24% b	20%
About the same as others	1458	1263	195	440	977	385	1028	128	182	192	385	905	528
	33%	33%	34%	34%	33%	33%	33%	30%	32%	36%	33%	35% b	31%
A little worse than others	268	245	23	112	148	95	162	38	47	42	95	181	81
	6%	6%	4%	9% b	5%	8% b	5%	9%	8%	8%	8%	7% b	5%
Much worse than others	150	131	19	43	99	37	104	8	16	24	37	83	57
	3%	3%	3%	3%	3%	3%	3%	2%	3%	5%	3%	3%	3%
Don't know	988	862	126	246	727	219	751	93	106	97	219	483	484
	22%	23%	22%	19%	24% a	19%	24% a	22%	19%	18%	19%	19%	28% a
BETTER THAN OTHERS	1537	1318	218	456	1045	416	1083	159	212	178	416	944	576
	35%	35%	38%	35%	35%	36%	35%	37%	38%	33%	36%	36%	33%
WORSE THAN OTHERS	418	376	42	155	247	132	266	46	63	66	132	264	139
	10%	10%	7%	12% b	8%	11% b	9%	11%	11%	12%	11%	10%	8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	573	490	420	153	83	573	534	509	380	186	560	13	19	57	497
	13%	13%	13%	12%	11%	13%	14%	22%	17%	32%	14%	3%	3%	5%	19%
							f	acef	aef	abcef	f				ab
A little better than others	963	827	718	246	136	963	880	719	597	189	931	32	42	195	726
	22%	23%	23%	20%	18%	22%	24%	31%	27%	32%	24%	7%	6%	18%	27%
		d	d				f	acef	aef	aef	f			a	ab
About the same as others	1458	1197	1046	412	261	1458	1276	793	739	128	1347	110	159	419	880
	33%	33%	33%	33%	34%	33%	34%	35%	34%	22%	34%	23%	24%	39%	33%
							df	df	df		df			ac	a
A little worse than others	268	249	230	38	19	268	211	148	158	35	240	28	80	83	104
	6%	7%	7%	3%	2%	6%	6%	6%	7%	6%	6%	6%	12%	8%	4%
		cd	cd			cd							bc	c	
Much worse than others	150	131	120	30	19	150	83	30	43	12	90	60	109	22	20
	3%	4%	4%	2%	2%	3%	2%	1%	2%	2%	2%	13%	16%	2%	1%
												abcde	bc	c	
Don't know	988	742	623	365	245	988	727	95	284	38	749	238	255	289	444
	22%	20%	20%	29%	32%	22%	20%	4%	13%	7%	19%	49%	38%	27%	17%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1537	1317	1137	399	219	1537	1414	1228	976	375	1492	45	61	252	1223
	35%	36%	36%	32%	29%	35%	38%	54%	44%	64%	38%	9%	9%	24%	46%
		d	d			d	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	418	380	350	68	38	418	294	178	201	47	330	88	189	105	124
	10%	10%	11%	5%	5%	10%	8%	8%	9%	8%	8%	18%	28%	10%	5%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	568	326	242	51	103	92	77	245	205	160	94	110	472	39	32	26
	13%	15% b	11%	11%	14%	13%	11%	14%	18% bcd	12%	12%	10%	13%	11%	15%	21% ab
A little better than others	924	461	461	103	165	138	142	376	288	298	143	195	779	71	53	21
	21%	22%	20%	22%	22%	19%	19%	22%	25% cd	22% d	18%	17%	21%	19%	26% d	17%
About the same as others	1558	732	825	184	255	264	288	567	396	458	287	416	1292	146	72	48
	35%	35%	36%	40% e	34%	37%	39% e	33%	35%	34%	37%	37%	35%	40%	35%	39%
A little worse than others	216	109	107	30	55	45	36	51	57	64	51	45	179	20	12	6
	5%	5%	5%	7% e	7% e	6% e	5%	3%	5%	5%	7%	4%	5%	5%	6%	5%
Much worse than others	139	75	62	9	28	21	27	55	27	43	24	46	118	12	7	3
	3%	4%	3%	2%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%	3%
Don't know	995	418	574	85	143	158	165	445	160	329	185	321	862	82	31	20
	23%	20%	25% a	18%	19%	22%	22%	26% ab	14%	24% a	24% a	28% a	23% cd	22% c	15%	16%
BETTER THAN OTHERS	1492	788	703	155	268	230	220	620	493	457	238	304	1251	110	85	47
	34%	37% b	31%	33%	36%	32%	30%	36%	44% bcd	34% d	30%	27%	34%	30%	41% ab	38% b
WORSE THAN OTHERS	356	183	169	39	82	66	63	106	84	106	75	91	297	31	18	9
	8%	9%	7%	8%	11% e	9%	9%	6%	7%	8%	10%	8%	8%	8%	9%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	568	477	91	183	381	164	399	62	93	68	164	354	211
	13%	12%	16%	14%	13%	14%	13%	15%	17%	13%	14%	14%	12%
A little better than others	924	802	121	280	613	256	636	94	125	117	256	580	331
	21%	21%	21%	22%	20%	22%	20%	22%	22%	22%	22%	22%	19%
About the same as others	1558	1349	209	441	1073	381	1128	130	178	184	381	955	575
	35%	35%	36%	34%	36%	33%	36%	30%	32%	35%	33%	37%	33%
A little worse than others	216	197	20	94	117	83	125	34	39	37	83	155	56
	5%	5%	3%	7% b	4%	7% b	4%	8%	7%	7%	7%	6% b	3%
Much worse than others	139	125	14	43	89	40	92	9	20	24	40	71	62
	3%	3%	2%	3%	3%	3%	3%	2%	4%	5%	3%	3%	4%
Don't know	995	869	126	257	723	229	749	98	108	102	229	481	490
	23%	23%	22%	20%	24% a	20%	24% a	23%	19%	19%	20%	19%	28% a
BETTER THAN OTHERS	1492	1280	212	463	994	420	1035	156	218	185	420	934	542
	34%	34%	37%	36%	33%	36%	33%	37%	39%	35%	36%	36% b	31%
WORSE THAN OTHERS	356	322	34	136	205	123	216	43	59	61	123	226	118
	8%	8%	6%	11% b	7%	11% b	7%	10%	11%	11%	11%	9%	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	568	495	425	143	74	568	523	500	384	178	553	16	19	64	486
	13%	14%	13%	12%	10%	13%	14%	22%	17%	30%	14%	3%	3%	6%	18%
		d	d				f	acef	aef	abcef	f			a	ab
A little better than others	924	789	688	236	135	924	845	687	583	188	890	34	52	196	676
	21%	22%	22%	19%	18%	21%	23%	30%	26%	32%	23%	7%	8%	18%	25%
							f	aef	aef	aef	f			a	ab
About the same as others	1558	1289	1130	428	269	1558	1366	852	791	151	1449	109	169	424	966
	35%	35%	36%	34%	35%	35%	37%	37%	36%	26%	37%	23%	25%	40%	36%
							df	df	df		df			a	a
A little worse than others	216	202	187	29	15	216	174	122	123	25	191	26	66	79	71
	5%	6%	6%	2%	2%	5%	5%	5%	6%	4%	5%	5%	10%	7%	3%
		cd	cd			cd							c	c	
Much worse than others	139	117	103	36	23	139	69	32	36	13	79	60	98	15	26
	3%	3%	3%	3%	3%	3%	2%	1%	2%	2%	2%	12%	15%	1%	1%
												abcde	bc		
Don't know	995	745	622	373	249	995	735	99	284	33	757	237	261	287	447
	23%	20%	20%	30%	33%	23%	20%	4%	13%	6%	19%	49%	39%	27%	17%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1492	1284	1113	379	208	1492	1368	1188	967	366	1443	49	71	260	1162
	34%	35%	35%	30%	27%	34%	37%	52%	44%	62%	37%	10%	11%	24%	43%
		cd	cd			d	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	356	319	291	65	37	356	242	154	160	38	270	86	164	95	97
	8%	9%	9%	5%	5%	8%	7%	7%	7%	7%	7%	18%	25%	9%	4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	382	221	161	40	79	65	51	146	134	109	60	79	320	27	16	19
	9%	10% b	7%	9%	11%	9%	7%	8%	12% bcd	8%	8%	7%	9%	7%	8%	16% abc
A little better than others	773	394	378	94	164	128	112	274	252	237	127	158	662	55	35	21
	18%	19%	17%	20%	22% de	18%	15%	16%	22% cd	18%	16%	14%	18%	15%	17%	17%
About the same as others	1575	744	830	174	245	279	293	584	398	466	308	402	1290	144	93	48
	36%	35%	37%	38%	33%	39%	40% e	34%	35%	35%	39%	36%	35%	39%	45% a	39%
A little worse than others	325	174	150	36	63	53	53	119	105	80	66	74	263	36	17	9
	7%	8%	7%	8%	8%	7%	7%	7%	9% b	6%	8%	6%	7%	10%	8%	7%
Much worse than others	195	95	98	23	28	28	39	77	39	67	28	60	166	15	10	4
	4%	4%	4%	5%	4%	4%	5%	4%	3%	5%	4%	5%	4%	4%	5%	3%
Don't know	1151	494	654	95	169	163	186	538	204	391	196	359	1001	92	36	22
	26%	23%	29% a	21%	23%	23%	25%	31% abc	18%	29% a	25% a	32% ac	27% cd	25% c	17%	18%
BETTER THAN OTHERS	1156	615	539	135	244	194	163	421	386	346	186	237	982	82	51	41
	26%	29% b	24%	29%	33% de	27%	22%	24%	34% bcd	26%	24%	21%	27%	22%	25%	33% abc
WORSE THAN OTHERS	520	269	248	59	91	81	92	196	144	147	94	134	429	51	27	12
	12%	13%	11%	13%	12%	11%	13%	11%	13%	11%	12%	12%	12%	14%	13%	10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	382	330	53	145	231	134	242	60	76	53	134	239	141
	9%	9%	9%	11% b	8%	12% b	8%	14%	13%	10%	12%	9%	8%
A little better than others	773	663	110	254	491	222	519	84	108	99	222	508	261
	18%	17%	19%	20%	16%	19%	17%	20%	19%	19%	19%	20% b	15%
About the same as others	1575	1369	205	473	1064	426	1110	145	208	197	426	983	559
	36%	36%	35%	36%	36%	37%	35%	34%	37%	37%	37%	38% b	32%
A little worse than others	325	285	40	98	216	83	230	26	32	50	83	202	115
	7%	7%	7%	8%	7%	7%	7%	6%	6%	9%	7%	8%	7%
Much worse than others	195	168	27	62	123	51	132	14	25	29	51	109	79
	4%	4%	5%	5%	4%	4%	4%	3%	4%	5%	4%	4%	5%
Don't know	1151	1005	146	265	869	238	895	98	113	105	238	556	572
	26%	26%	25%	20%	29% a	21%	29% a	23%	20%	20%	21%	21%	33% a
BETTER THAN OTHERS	1156	993	163	399	722	357	761	144	184	152	357	746	402
	26%	26%	28%	31% b	24%	31% b	24%	34%	33%	29%	31%	29% b	23%
WORSE THAN OTHERS	520	452	67	160	339	134	362	40	57	79	134	311	194
	12%	12%	12%	12%	11%	12%	12%	9%	10%	15%	12%	12%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	382	326	287	95	56	382	350	335	250	131	369	13	11	46	325
	9%	9%	9%	8%	7%	9%	9%	15%	11%	22%	9%	3%	2%	4%	12%
							f	acef	f	abcef	f			a	ab
A little better than others	773	684	605	169	89	773	701	608	531	170	748	25	30	132	611
	18%	19%	19%	14%	12%	18%	19%	26%	24%	29%	19%	5%	5%	12%	23%
		cd	cd			cd	f	aef	aef	aef	f			a	ab
About the same as others	1575	1284	1133	442	291	1575	1394	918	809	178	1474	101	140	445	989
	36%	35%	36%	35%	38%	36%	38%	40%	37%	30%	38%	21%	21%	42%	37%
							df	df	df	f	df			a	a
A little worse than others	325	308	276	48	17	325	275	197	187	40	291	34	84	82	159
	7%	8%	9%	4%	2%	7%	7%	9%	9%	7%	7%	7%	13%	8%	6%
		cd	cd			cd							bc		
Much worse than others	195	171	151	44	24	195	108	55	64	14	125	70	138	24	33
	4%	5%	5%	4%	3%	4%	3%	2%	3%	2%	3%	15%	21%	2%	1%
												abcde	bc		
Don't know	1151	863	704	447	287	1151	883	181	359	55	912	239	261	334	556
	26%	24%	22%	36%	38%	26%	24%	8%	16%	9%	23%	50%	39%	31%	21%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1156	1011	891	264	145	1156	1051	942	781	301	1117	38	42	179	935
	26%	28%	28%	21%	19%	26%	28%	41%	35%	51%	29%	8%	6%	17%	35%
		cd	cd			cd	f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	520	479	428	92	41	520	382	252	252	54	416	104	222	106	191
	12%	13%	14%	7%	5%	12%	10%	11%	11%	9%	11%	22%	33%	10%	7%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	427	250	176	42	86	75	56	167	157	127	65	79	352	31	22	22
	10%	12% b	8%	9%	12%	11%	8%	10%	14% bcd	9%	8%	7%	9%	8%	11%	18% abc
A little better than others	822	414	407	94	163	119	132	313	278	256	129	159	697	63	43	19
	19%	20%	18%	20%	22%	17%	18%	18%	25% bcd	19% d	16%	14%	19%	17%	21%	15%
About the same as others	1637	773	863	188	255	286	303	604	402	481	307	447	1360	147	81	48
	37%	36%	38%	41%	34%	40%	41% e	35%	35%	36%	39%	39%	37%	40%	39%	39%
A little worse than others	295	149	145	35	65	51	44	100	82	81	63	69	239	28	18	9
	7%	7%	6%	8%	9%	7%	6%	6%	7%	6%	8%	6%	6%	8%	9%	8%
Much worse than others	185	93	89	16	28	35	35	71	37	63	32	53	158	13	9	4
	4%	4%	4%	3%	4%	5%	5%	4%	3%	5%	4%	5%	4%	4%	4%	3%
Don't know	1035	442	591	86	151	151	165	483	178	343	189	326	895	87	32	21
	24%	21%	26% a	19%	20%	21%	22%	28% abc	16%	25% a	24% a	29% a	24% cd	24% c	16%	17%
BETTER THAN OTHERS	1248	664	583	136	249	194	188	481	434	383	193	238	1048	94	66	40
	28%	31% b	26%	29%	33% d	27%	26%	28%	38% bcd	28% d	25%	21%	28%	25%	32%	33%
WORSE THAN OTHERS	480	242	234	52	93	86	79	171	119	144	95	122	397	42	27	14
	11%	11%	10%	11%	12%	12%	11%	10%	10%	11%	12%	11%	11%	11%	13%	11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	427	365	62	162	262	151	272	61	88	67	151	275	147
	10%	10%	11%	13% b	9%	13% b	9%	14%	16%	13%	13%	11%	8%
A little better than others	822	712	109	252	550	225	575	90	106	96	225	530	287
	19%	19%	19%	19%	18%	20%	18%	21%	19%	18%	20%	20% b	17%
About the same as others	1637	1413	223	481	1112	421	1168	134	198	209	421	996	608
	37%	37%	38%	37%	37%	37%	37%	31%	35%	39%	37%	38%	35%
A little worse than others	295	265	30	100	179	90	189	36	43	41	90	192	95
	7%	7%	5%	8%	6%	8%	6%	8%	8%	8%	8%	7%	5%
Much worse than others	185	164	20	53	124	45	131	13	21	25	45	100	80
	4%	4%	3%	4%	4%	4%	4%	3%	4%	5%	4%	4%	5%
Don't know	1035	900	136	248	769	222	794	93	107	95	222	503	510
	24%	24%	23%	19%	26% a	19%	25% a	22%	19%	18%	19%	19%	30% a
BETTER THAN OTHERS	1248	1077	171	414	811	376	847	150	194	162	376	805	434
	28%	28%	29%	32% b	27%	33% b	27%	35%	34%	30%	33%	31% b	25%
WORSE THAN OTHERS	480	429	51	154	303	135	319	49	64	66	135	292	175
	11%	11%	9%	12%	10%	12%	10%	11%	11%	12%	12%	11%	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	427	371	329	97	55	427	392	373	288	142	414	13	11	47	369
	10%	10%	10%	8%	7%	10%	11% f	16% acef	13% aef	24% abcef	11% f	3%	2%	4% a	14% ab
A little better than others	822	713	614	208	109	822	763	640	540	185	796	26	37	154	630
	19%	20% d	19% d	17%	14%	19% d	21% f	28% aef	25% aef	31% acef	20% f	5%	6%	14% a	24% ab
About the same as others	1637	1339	1174	463	298	1637	1434	942	837	168	1532	105	147	461	1029
	37%	37%	37%	37%	39%	37%	39% df	41% df	38% df	28%	39% df	22%	22%	43% a	39% a
A little worse than others	295	275	252	44	21	295	238	160	157	35	255	41	90	83	123
	7%	8% cd	8% cd	4%	3%	7% cd	6%	7%	7%	6%	7%	8%	14% bc	8% c	5%
Much worse than others	185	160	141	44	25	185	105	48	60	19	119	66	124	24	36
	4%	4%	4%	4%	3%	4%	3%	2%	3%	3%	3%	14% abcde	19% bc	2%	1%
Don't know	1035	779	646	389	256	1035	779	130	319	40	803	232	255	296	484
	24%	21%	20%	31% abe	34% abe	24% b	21% bcd	6%	14% bd	7%	20% bcd	48% abcde	38% bc	28% c	18%
BETTER THAN OTHERS	1248	1084	943	305	164	1248	1155	1014	828	327	1210	38	48	201	999
	28%	30% cd	30% cd	25%	21%	28% d	31% f	44% acef	38% aef	56% abcef	31% f	8%	7%	19% a	37% ab
WORSE THAN OTHERS	480	435	392	88	46	480	343	207	217	54	374	106	214	107	159
	11%	12% cd	12% cd	7%	6%	11% cd	9%	9%	10%	9%	10%	22% abcde	32% bc	10% c	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	417	240	177	59	88	76	47	147	148	140	67	62	344	32	26	15
	9%	11% b	8%	13% de	12% d	11% d	6%	8%	13% cd	10% d	9%	5%	9%	9%	12%	12%
A little better than others	946	491	454	118	202	156	173	297	315	307	145	179	816	57	49	24
	21%	23%	20%	26% e	27% e	22%	24% e	17%	28% cd	23% d	19%	16%	22% b	16%	24% b	19%
About the same as others	1652	752	900	174	275	321	311	571	419	501	325	408	1385	153	67	48
	38%	35%	40% a	38%	37%	45% be	42% e	33%	37%	37%	41%	36%	37%	41% c	32%	39%
A little worse than others	207	102	104	37	52	37	38	43	57	54	42	54	169	21	13	4
	5%	5%	5%	8% e	7% e	5% e	5% e	2%	5%	4%	5%	5%	5%	6%	6%	4%
Much worse than others	126	66	58	12	25	19	29	42	33	43	20	30	107	11	7	1
	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	1%
Don't know	1052	471	578	63	107	108	136	639	161	307	184	399	880	96	46	30
	24%	22%	25%	14%	14%	15%	19%	37% abcd	14%	23% a	24% a	35% abc	24%	26%	22%	24%
BETTER THAN OTHERS	1363	730	631	177	290	232	221	444	463	447	213	241	1160	89	74	39
	31%	34% b	28%	38% de	39% de	32% e	30%	26%	41% bcd	33% cd	27% d	21%	31% b	24%	36% b	32% b
WORSE THAN OTHERS	333	167	162	49	77	56	67	85	90	96	62	84	276	31	19	6
	8%	8%	7%	11% e	10% e	8% e	9% e	5%	8%	7%	8%	7%	7%	8%	9% d	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	417	368	49	187	226	165	246	71	84	73	165	259	155
	9%	10%	8%	14% b	8%	14% b	8%	17%	15%	14%	14%	10%	9%
A little better than others	946	826	121	334	576	299	607	114	152	126	299	636	298
	21%	22%	21%	26% b	19%	26% b	19%	27%	27%	24%	26%	24% b	17%
About the same as others	1652	1433	219	474	1135	425	1182	147	214	195	425	1062	563
	38%	38%	38%	37%	38%	37%	38%	34%	38%	37%	37%	41% b	33%
A little worse than others	207	189	18	82	116	71	125	26	31	37	71	143	60
	5%	5%	3%	6% b	4%	6% b	4%	6%	5%	7%	6%	6% b	3%
Much worse than others	126	113	13	42	80	35	86	16	12	18	35	77	42
	3%	3%	2%	3%	3%	3%	3%	4%	2%	3%	3%	3%	2%
Don't know	1052	891	161	178	862	158	882	53	70	84	158	419	608
	24%	23%	28%	14%	29% a	14%	28% a	12%	12%	16%	14%	16%	35% a
BETTER THAN OTHERS	1363	1193	170	521	803	464	853	185	236	199	464	894	453
	31%	31%	29%	40% b	27%	40% b	27%	43%	42%	37%	40%	34% b	26%
WORSE THAN OTHERS	333	302	31	124	196	106	212	42	43	54	106	221	102
	8%	8%	5%	10% b	7%	9%	7%	10%	8%	10%	9%	9% b	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	417	385	338	79	32	417	391	308	330	134	405	12	10	40	367
	9%	11%	11%	6%	4%	9%	11%	13%	15%	23%	10%	2%	2%	4%	14%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	946	871	765	181	75	946	861	607	699	200	905	41	43	185	718
	21%	24%	24%	15%	10%	21%	23%	26%	32%	34%	23%	9%	6%	17%	27%
		cd	cd	d		cd	f	aef	abef	abef	f			a	ab
About the same as others	1652	1413	1232	420	240	1652	1447	834	926	177	1526	126	191	488	973
	38%	39%	39%	34%	31%	38%	39%	36%	42%	30%	39%	26%	29%	46%	36%
		cd	cd			d	df	f	bdf		df			ac	a
A little worse than others	207	195	179	28	11	207	172	109	122	26	185	22	51	72	83
	5%	5%	6%	2%	2%	5%	5%	5%	6%	4%	5%	5%	8%	7%	3%
		cd	cd			cd							c	c	
Much worse than others	126	110	98	28	17	126	65	37	35	9	79	47	88	19	19
	3%	3%	3%	2%	2%	3%	2%	2%	2%	1%	2%	10%	13%	2%	1%
												abcde	bc	c	
Don't know	1052	664	543	509	388	1052	775	398	89	42	818	234	281	260	511
	24%	18%	17%	41%	51%	24%	21%	17%	4%	7%	21%	49%	42%	24%	19%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	
BETTER THAN OTHERS	1363	1255	1103	260	108	1363	1252	915	1029	335	1310	53	53	225	1085
	31%	35%	35%	21%	14%	31%	34%	40%	47%	57%	33%	11%	8%	21%	41%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	333	305	277	56	28	333	237	146	157	34	264	69	139	91	103
	8%	8%	9%	4%	4%	8%	6%	6%	7%	6%	7%	14%	21%	9%	4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	375	218	156	53	86	71	48	117	133	110	68	64	312	27	22	14
	9%	10% b	7%	12% de	11% de	10%	6%	7%	12% bd	8%	9%	6%	8%	7%	11%	11%
A little better than others	931	449	480	124	217	158	145	287	324	308	136	163	801	60	45	24
	21%	21%	21%	27% de	29% cde	22% e	20%	17%	29% bcd	23% cd	17%	14%	22% b	16%	22%	20%
About the same as others	1679	815	863	171	265	311	340	592	433	515	331	401	1404	157	73	46
	38%	38%	38%	37%	35%	43% be	46% abe	34%	38%	38%	42% d	35%	38%	43%	35%	37%
A little worse than others	235	106	129	40	52	52	31	60	52	72	47	65	196	22	12	6
	5%	5%	6%	9% de	7% e	7% e	4%	3%	5%	5%	6%	6%	5%	6%	6%	5%
Much worse than others	126	65	58	11	24	18	29	43	31	39	22	34	103	13	8	2
	3%	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%	3%	3%	4%	4%	1%
Don't know	1054	467	585	62	104	108	141	639	160	308	180	406	885	90	47	32
	24%	22%	26% a	13%	14%	15%	19%	37% abcd	14%	23% a	23% a	36% abc	24%	24%	23%	26%
BETTER THAN OTHERS	1306	668	637	177	303	229	193	404	457	418	205	227	1113	87	67	38
	30%	31%	28%	38% de	41% cde	32% e	26%	23%	40% bcd	31% d	26% d	20%	30% b	23%	33% b	31% b
WORSE THAN OTHERS	361	172	187	52	76	69	61	103	84	110	69	99	299	35	20	7
	8%	8%	8%	11% e	10% e	10% e	8%	6%	7%	8%	9%	9%	8%	9%	10%	6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	375 9%	326 9%	49 8%	152 12% b	217 7%	139 12% b	227 7%	67 16%	80 14%	56 10%	139 12%	237 9%	134 8%
A little better than others	931 21%	809 21%	122 21%	343 26% b	553 18%	304 26% b	592 19%	116 27%	156 28%	123 23%	304 26%	639 25% b	285 17%
About the same as others	1679 38%	1464 38%	215 37%	492 38%	1144 38%	436 38%	1195 38%	144 34%	209 37%	214 40%	436 38%	1082 42% b	565 33%
A little worse than others	235 5%	214 6%	21 4%	96 7% b	133 4%	86 7% b	141 4%	34 8%	34 6%	41 8%	86 7%	153 6%	80 5%
Much worse than others	126 3%	113 3%	13 2%	38 3%	80 3%	33 3%	85 3%	13 3%	17 3%	16 3%	33 3%	79 3%	40 2%
Don't know	1054 24%	893 23%	161 28%	176 14%	868 29% a	155 13%	888 28% a	52 12%	67 12%	84 16%	155 13%	408 16%	623 36% a
BETTER THAN OTHERS	1306 30%	1135 30%	171 29%	495 38% b	770 26%	443 38% b	819 26%	183 43% c	236 42% c	178 33%	443 38%	875 34% b	420 24%
WORSE THAN OTHERS	361 8%	327 9%	34 6%	134 10% b	214 7%	119 10% b	226 7%	48 11%	50 9%	56 11%	119 10%	231 9%	119 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	375	345	307	68	30	375	351	272	298	119	364	10	10	35	330
	9%	9%	10%	5%	4%	9%	9%	12%	14%	20%	9%	2%	1%	3%	12%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	931	864	772	159	67	931	842	626	688	196	886	45	39	182	710
	21%	24%	24%	13%	9%	21%	23%	27%	31%	33%	23%	9%	6%	17%	27%
		cd	cde			cd	f	aef	abef	abef	f			a	ab
About the same as others	1679	1432	1235	444	247	1679	1482	844	928	181	1567	112	174	507	998
	38%	39%	39%	36%	32%	38%	40%	37%	42%	31%	40%	23%	26%	48%	37%
		d	d			d	df	f	bdf		df			ac	a
A little worse than others	235	217	195	40	19	235	183	113	136	34	199	37	72	66	97
	5%	6%	6%	3%	2%	5%	5%	5%	6%	6%	5%	8%	11%	6%	4%
		cd	cd			cd							bc	c	
Much worse than others	126	112	100	26	13	126	68	35	41	14	78	48	89	16	22
	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	10%	13%	1%	1%
												abcde	bc		
Don't know	1054	667	547	507	388	1054	786	403	111	44	825	230	281	259	514
	24%	18%	17%	41%	51%	24%	21%	18%	5%	7%	21%	48%	42%	24%	19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1306	1209	1079	227	96	1306	1192	898	986	315	1250	55	49	217	1040
	30%	33%	34%	18%	13%	30%	32%	39%	45%	54%	32%	11%	7%	20%	39%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	361	329	295	67	32	361	251	147	177	49	277	85	160	82	119
	8%	9%	9%	5%	4%	8%	7%	6%	8%	8%	7%	18%	24%	8%	4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	447	252	195	55	105	81	53	154	163	140	67	77	369	33	32	13
	10%	12% b	9%	12% d	14% de	11%	7%	9%	14% bcd	10% d	9%	7%	10%	9%	15% ab	11%
A little better than others	946	480	465	88	208	152	162	336	310	313	164	160	802	68	50	26
	21%	23%	20%	19%	28% ace	21%	22%	19%	27% cd	23% d	21% d	14%	22%	18%	24%	21%
About the same as others	1582	728	853	207	248	312	299	515	406	483	289	404	1331	146	60	45
	36%	34%	38%	45% be	33%	43% be	41% be	30%	36%	36%	37%	36%	36% c	39% c	29%	37%
A little worse than others	239	120	118	38	54	45	38	64	56	75	50	58	198	21	14	6
	5%	6%	5%	8% e	7% e	6% e	5%	4%	5%	6%	6%	5%	5%	6%	7%	5%
Much worse than others	150	82	66	18	34	20	37	41	44	42	28	35	126	15	8	2
	3%	4%	3%	4%	5%	3%	5% e	2%	4%	3%	4%	3%	3%	4%	4%	2%
Don't know	1036	459	575	56	99	108	145	627	154	297	187	399	876	87	43	30
	24%	22%	25% a	12%	13%	15%	20% ab	36% abcd	14%	22% a	24% a	35% abc	24%	24%	21%	24%
BETTER THAN OTHERS	1393	732	660	143	312	232	215	490	473	453	231	237	1171	100	82	40
	32%	35% b	29%	31%	42% acde	32%	29%	28%	42% bcd	34% d	29% d	21%	32%	27%	40% ab	32%
WORSE THAN OTHERS	389	202	183	56	88	65	75	105	100	117	78	93	323	36	21	8
	9%	10%	8%	12% e	12% e	9%	10% e	6%	9%	9%	10%	8%	9%	10%	10%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	447	392	56	186	254	166	272	74	86	74	166	284	160
	10%	10%	10%	14% b	8%	14% b	9%	17%	15%	14%	14%	11%	9%
A little better than others	946	829	116	324	596	288	631	109	144	112	288	636	299
	21%	22%	20%	25% b	20%	25% b	20%	26%	26%	21%	25%	24% b	17%
About the same as others	1582	1377	205	459	1073	413	1115	151	206	193	413	1000	552
	36%	36%	35%	35%	36%	36%	36%	35%	37%	36%	36%	38% b	32%
A little worse than others	239	213	26	90	141	77	151	21	39	45	77	163	71
	5%	6%	5%	7% b	5%	7%	5%	5%	7%	8%	7%	6% b	4%
Much worse than others	150	134	16	60	85	53	92	19	23	24	53	101	42
	3%	4%	3%	5% b	3%	5%	3%	4%	4%	4%	5%	4%	2%
Don't know	1036	874	161	178	846	157	866	52	65	85	157	413	602
	24%	23%	28%	14%	28% a	14%	28% a	12%	12%	16%	14%	16%	35% a
BETTER THAN OTHERS	1393	1221	172	510	850	454	903	183	230	186	454	920	459
	32%	32%	30%	39% b	28%	39% b	29%	43%	41%	35%	39%	35% b	27%
WORSE THAN OTHERS	389	347	42	150	227	130	243	40	62	69	130	264	113
	9%	9%	7%	12% b	8%	11% b	8%	9%	11%	13%	11%	10% b	7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	447	414	364	84	34	447	420	325	354	150	432	15	12	35	400
	10%	11%	12%	7%	4%	10%	11%	14%	16%	26%	11%	3%	2%	3%	15%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	946	859	754	192	87	946	869	594	697	183	908	38	35	198	713
	21%	24%	24%	15%	11%	21%	23%	26%	32%	31%	23%	8%	5%	19%	27%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1582	1349	1175	407	233	1582	1373	805	853	168	1456	126	172	467	943
	36%	37%	37%	33%	31%	36%	37%	35%	39%	29%	37%	26%	26%	44%	35%
		d	d			d	df	df	df		df			ac	a
A little worse than others	239	217	198	41	22	239	191	126	145	33	214	25	70	81	88
	5%	6%	6%	3%	3%	5%	5%	5%	7%	6%	5%	5%	10%	8%	3%
		cd	cd			cd							c	c	
Much worse than others	150	137	125	25	13	150	92	49	55	15	102	48	98	24	28
	3%	4%	4%	2%	2%	3%	2%	2%	2%	3%	3%	10%	15%	2%	1%
		cd	cd									abcde	bc		
Don't know	1036	661	540	496	375	1036	765	394	97	39	806	229	279	259	498
	24%	18%	17%	40%	49%	24%	21%	17%	4%	7%	21%	48%	42%	24%	19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1393	1272	1118	276	121	1393	1289	919	1052	333	1340	53	47	233	1113
	32%	35%	35%	22%	16%	32%	35%	40%	48%	57%	34%	11%	7%	22%	42%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	389	355	323	66	34	389	284	175	200	49	316	73	167	105	117
	9%	10%	10%	5%	5%	9%	8%	8%	9%	8%	8%	15%	25%	10%	4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	427	243	184	50	102	78	52	144	151	130	70	75	348	34	28	16
	10%	11% b	8%	11%	14% de	11%	7%	8%	13% cd	10%	9%	7%	9%	9%	14% a	13%
A little better than others	950	476	473	125	192	152	156	325	315	312	148	175	816	64	47	23
	22%	22%	21%	27% e	26% e	21%	21%	19%	28% cd	23% d	19%	15%	22%	17%	23%	18%
About the same as others	1663	761	900	183	282	325	316	558	412	533	318	400	1392	151	70	50
	38%	36%	40%	40% e	38%	45% be	43% e	32%	36%	39%	41%	35%	38%	41%	34%	41%
A little worse than others	193	109	84	35	43	36	35	44	55	47	41	50	161	19	10	3
	4%	5%	4%	8% e	6% e	5% e	5% e	3%	5%	3%	5%	4%	4%	5%	5%	2%
Much worse than others	135	73	60	14	25	19	33	44	38	38	22	37	111	15	8	1
	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4% d	4%	1%
Don't know	1033	460	571	55	105	107	143	623	162	291	185	396	873	87	43	30
	23%	22%	25%	12%	14%	15%	20% a	36% abcd	14%	22% a	24% a	35% abc	24%	23%	21%	25%
BETTER THAN OTHERS	1376	718	656	174	294	230	208	469	466	442	218	250	1164	98	76	39
	31%	34% b	29%	38% de	39% cde	32%	28%	27%	41% bcd	33% d	28% d	22%	31%	26%	37% b	32%
WORSE THAN OTHERS	328	182	143	49	68	55	68	88	93	85	63	87	272	34	18	4
	7%	9% b	6%	11% e	9% e	8%	9% e	5%	8%	6%	8%	8%	7% d	9% d	9% d	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	427	377	49	163	258	141	278	66	81	52	141	271	152
	10%	10%	9%	13% b	9%	12% b	9%	15%	14%	10%	12%	10%	9%
A little better than others	950	818	131	341	575	304	609	125	152	130	304	634	306
	22%	21%	23%	26% b	19%	26% b	19%	29%	27%	24%	26%	24% b	18%
About the same as others	1663	1451	212	492	1128	450	1169	148	217	211	450	1064	569
	38%	38%	37%	38%	38%	39%	37%	35%	39%	40%	39%	41% b	33%
A little worse than others	193	174	19	82	99	67	112	23	31	38	67	128	60
	4%	5%	3%	6% b	3%	6% b	4%	5%	6%	7%	6%	5%	4%
Much worse than others	135	125	10	42	87	37	91	14	17	18	37	89	37
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%
Don't know	1033	875	159	177	847	154	869	51	66	84	154	411	601
	23%	23%	27%	14%	28% a	13%	28% a	12%	12%	16%	13%	16%	35% a
BETTER THAN OTHERS	1376	1196	180	504	833	445	887	191	233	182	445	904	459
	31%	31%	31%	39% b	28%	39% b	28%	45% c	41%	34%	39%	35% b	27%
WORSE THAN OTHERS	328	298	30	124	186	105	203	38	48	56	105	217	98
	7%	8%	5%	10% b	6%	9% b	6%	9%	8%	10%	9%	8% b	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	427	393	345	81	33	427	395	310	339	142	409	17	10	38	379
	10%	11%	11%	7%	4%	10%	11%	14%	15%	24%	10%	4%	1%	4%	14%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	950	867	761	189	83	950	874	608	687	175	917	33	48	208	694
	22%	24%	24%	15%	11%	22%	24%	27%	31%	30%	23%	7%	7%	20%	26%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1663	1421	1242	421	242	1663	1445	835	907	195	1535	128	182	479	1002
	38%	39%	39%	34%	32%	38%	39%	36%	41%	33%	39%	27%	27%	45%	38%
		cd	cd			d	f	f	bdf		f			ac	a
A little worse than others	193	183	167	26	10	193	151	107	110	24	164	29	59	64	70
	4%	5%	5%	2%	1%	4%	4%	5%	5%	4%	4%	6%	9%	6%	3%
		cd	cd			cd							c	c	
Much worse than others	135	121	107	28	14	135	82	44	52	11	91	44	87	21	27
	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	9%	13%	2%	1%
												abcde	bc		
Don't know	1033	652	533	500	382	1033	764	390	108	41	802	232	279	254	500
	23%	18%	17%	40%	50%	23%	21%	17%	5%	7%	20%	48%	42%	24%	19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1376	1260	1106	270	116	1376	1269	918	1025	317	1326	50	58	246	1072
	31%	35%	35%	22%	15%	31%	34%	40%	47%	54%	34%	10%	9%	23%	40%
		cde	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	328	304	275	53	24	328	233	151	162	36	255	73	146	85	97
	7%	8%	9%	4%	3%	7%	6%	7%	7%	6%	7%	15%	22%	8%	4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	320	183	137	58	79	55	44	84	116	84	65	54	273	20	16	11
	7%	9% b	6%	13% cde	11% de	8% e	6%	5%	10% bd	6%	8% d	5%	7%	5%	8%	9%
A little better than others	752	386	366	89	164	143	121	235	242	246	121	142	654	39	37	22
	17%	18%	16%	19% e	22% e	20% e	16%	14%	21% cd	18% d	15%	13%	18% b	10%	18% b	18% b
About the same as others	1654	779	872	187	281	320	309	557	431	528	300	394	1356	172	79	46
	38%	37%	38%	41% e	38%	45% e	42% e	32%	38%	39%	38%	35%	37%	47% acd	38%	38%
A little worse than others	365	186	179	48	70	62	60	126	116	109	72	69	308	30	19	9
	8%	9%	8%	10%	9%	9%	8%	7%	10% d	8%	9%	6%	8%	8%	9%	7%
Much worse than others	182	94	85	12	34	33	44	59	41	63	28	50	152	18	9	3
	4%	4%	4%	3%	5%	5%	6% ae	3%	4%	5%	4%	4%	4%	5%	4%	3%
Don't know	1128	493	633	69	120	104	157	678	187	320	198	423	958	91	47	32
	26%	23%	28% a	15%	16%	14%	21% ac	39% abcd	17%	24% a	25% a	37% abc	26%	25%	23%	26%
BETTER THAN OTHERS	1071	569	503	147	243	198	165	318	358	331	187	196	927	58	53	33
	24%	27% b	22%	32% de	33% de	28% e	22%	18%	32% bcd	24% d	24% d	17%	25% b	16%	26% b	27% b
WORSE THAN OTHERS	547	281	264	60	104	95	104	185	157	172	99	119	460	48	28	12
	12%	13%	12%	13%	14%	13%	14%	11%	14%	13%	13%	11%	12%	13%	13%	10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	320	283	37	150	163	139	173	63	74	60	139	225	93
	7%	7%	6%	12% b	5%	12% b	6%	15%	13%	11%	12%	9% b	5%
A little better than others	752	651	100	280	443	251	469	98	139	98	251	510	231
	17%	17%	17%	22% b	15%	22% b	15%	23%	25%	18%	22%	20% b	13%
About the same as others	1654	1453	201	497	1114	445	1163	146	217	211	445	1060	571
	38%	38%	35%	38%	37%	39%	37%	34%	39%	40%	39%	41% b	33%
A little worse than others	365	311	55	130	226	109	245	39	41	61	109	231	128
	8%	8%	9%	10%	8%	9%	8%	9%	7%	11%	9%	9%	7%
Much worse than others	182	162	20	56	121	50	127	19	25	24	50	115	59
	4%	4%	3%	4%	4%	4%	4%	4%	4%	5%	4%	4%	3%
Don't know	1128	960	168	184	929	160	951	61	66	78	160	457	644
	26%	25%	29%	14%	31% a	14%	30% a	14%	12%	15%	14%	18%	37% a
BETTER THAN OTHERS	1071	934	137	430	606	391	642	161	213	158	391	734	324
	24%	24%	24%	33% b	20%	34% b	21%	38%	38% c	30%	34%	28% b	19%
WORSE THAN OTHERS	547	473	75	186	347	158	372	58	66	85	158	346	187
	12%	12%	13%	14%	12%	14%	12%	14%	12%	16%	14%	13%	11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	320	294	269	51	26	320	302	248	244	107	314	6	4	31	285
	7%	8%	9%	4%	3%	7%	8%	11%	11%	18%	8%	1%	1%	3%	11%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
A little better than others	752	689	614	138	63	752	684	506	549	173	717	34	32	150	569
	17%	19%	19%	11%	8%	17%	18%	22%	25%	29%	18%	7%	5%	14%	21%
		cd	cd			cd	f	aef	aef	abef	f			a	ab
About the same as others	1654	1415	1222	432	238	1654	1463	859	940	196	1544	110	151	455	1048
	38%	39%	39%	35%	31%	38%	39%	37%	43%	33%	39%	23%	23%	43%	39%
		d	d			d	f	f	bdf	f	f			a	a
A little worse than others	365	344	315	51	22	365	300	193	230	46	321	44	88	104	174
	8%	9%	10%	4%	3%	8%	8%	8%	10%	8%	8%	9%	13%	10%	6%
		cd	cd			cd			ae				c	c	
Much worse than others	182	165	149	33	17	182	112	59	74	20	128	54	108	34	39
	4%	5%	5%	3%	2%	4%	3%	3%	3%	3%	3%	11%	16%	3%	1%
		cd	cd									abcde	bc	c	
Don't know	1128	731	587	541	397	1128	849	429	164	47	894	234	281	291	556
	26%	20%	19%	43%	52%	26%	23%	19%	7%	8%	23%	49%	42%	27%	21%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1071	982	883	188	89	1071	987	754	793	280	1031	40	37	181	854
	24%	27%	28%	15%	12%	24%	27%	33%	36%	48%	26%	8%	6%	17%	32%
		cd	cde			cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	547	509	464	83	39	547	412	252	304	66	449	98	196	138	213
	12%	14%	15%	7%	5%	12%	11%	11%	14%	11%	11%	20%	29%	13%	8%
		cd	cde			cd			ab			abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Much better than others	331	186	145	51	82	67	43	88	110	98	61	61	281	20	19	11
	8%	9% b	6%	11% de	11% de	9% e	6%	5%	10% d	7%	8%	5%	8%	5%	9%	9%
A little better than others	790	392	396	95	176	131	122	266	269	255	130	136	684	46	38	21
	18%	19%	17%	21% e	24% de	18%	17%	15%	24% bcd	19% d	17% d	12%	18% b	12%	18% b	17%
About the same as others	1745	820	923	192	291	327	348	587	457	560	319	409	1439	170	84	52
	40%	39%	41%	42% e	39%	46% e	47% be	34%	40%	41%	41%	36%	39%	46% a	41%	42%
A little worse than others	310	162	148	47	61	53	43	107	94	85	53	77	268	24	12	6
	7%	8%	7%	10% de	8%	7%	6%	6%	8%	6%	7%	7%	7%	6%	6%	5%
Much worse than others	144	78	63	10	24	27	39	44	35	45	26	39	117	16	8	2
	3%	4%	3%	2%	3%	4%	5% e	3%	3%	3%	3%	3%	3%	4%	4%	2%
Don't know	1081	482	597	66	114	113	140	647	167	307	195	411	912	93	45	31
	25%	23%	26%	14%	15%	16%	19%	37% abcd	15%	23% a	25% a	36% abc	25%	25%	22%	25%
BETTER THAN OTHERS	1121	578	541	146	258	198	165	354	379	353	192	197	966	66	57	32
	25%	27%	24%	32% de	35% cde	28% e	22%	20%	33% bcd	26% d	24% d	17%	26% b	18%	27% b	26% b
WORSE THAN OTHERS	454	240	211	57	85	79	82	151	129	130	79	116	385	40	21	9
	10%	11%	9%	12%	11%	11%	11%	9%	11%	10%	10%	10%	10%	11%	10%	7%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Much better than others	331	293	37	154	174	141	185	60	81	58	141	222	104
	8%	8%	6%	12% b	6%	12% b	6%	14%	14%	11%	12%	9% b	6%
A little better than others	790	682	108	286	471	255	501	94	127	112	255	524	261
	18%	18%	19%	22% b	16%	22% b	16%	22%	22%	21%	22%	20% b	15%
About the same as others	1745	1524	221	522	1178	466	1230	167	231	218	466	1129	587
	40%	40%	38%	40%	39%	40%	39%	39%	41%	41%	40%	43% b	34%
A little worse than others	310	272	38	107	192	94	203	34	39	45	94	197	105
	7%	7%	7%	8%	6%	8%	6%	8%	7%	8%	8%	8%	6%
Much worse than others	144	133	11	46	95	41	100	15	18	21	41	91	46
	3%	3%	2%	4%	3%	4%	3%	4%	3%	4%	4%	4%	3%
Don't know	1081	915	166	182	885	156	908	56	67	79	156	434	624
	25%	24%	29%	14%	30% a	14%	29% a	13%	12%	15%	14%	17%	36% a
BETTER THAN OTHERS	1121	976	145	440	645	396	686	154	208	170	396	746	365
	25%	26%	25%	34% b	22%	34% b	22%	36%	37%	32%	34%	29% b	21%
WORSE THAN OTHERS	454	405	49	153	287	135	303	50	58	66	135	288	151
	10%	11%	8%	12%	10%	12%	10%	12%	10%	12%	12%	11%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Much better than others	331	299	278	53	32	331	307	249	250	108	320	11	9	36	286
	8%	8%	9%	4%	4%	8%	8%	11%	11%	18%	8%	2%	1%	3%	11%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	790	714	624	166	76	790	717	535	576	174	756	34	23	158	609
	18%	20%	20%	13%	10%	18%	19%	23%	26%	30%	19%	7%	4%	15%	23%
		cd	cd			cd	f	aef	aef	abef	f			a	ab
About the same as others	1745	1504	1306	439	240	1745	1550	897	1000	206	1632	113	159	495	1091
	40%	41%	41%	35%	31%	40%	42%	39%	45%	35%	42%	23%	24%	46%	41%
		cd	cd			d	df	f	bdef	f	df			ac	a
A little worse than others	310	288	265	45	22	310	244	170	199	44	267	44	97	81	132
	7%	8%	8%	4%	3%	7%	7%	7%	9%	8%	7%	9%	15%	8%	5%
		cd	cd			cd			ae				bc	c	
Much worse than others	144	130	113	31	15	144	85	40	45	13	94	50	97	23	24
	3%	4%	4%	2%	2%	3%	2%	2%	2%	2%	2%	10%	15%	2%	1%
												abcde	bc	c	
Don't know	1081	702	569	511	379	1081	808	402	131	43	850	230	278	272	531
	25%	19%	18%	41%	50%	25%	22%	18%	6%	7%	22%	48%	42%	26%	20%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1121	1013	902	219	108	1121	1025	784	826	282	1075	45	32	194	894
	25%	28%	29%	18%	14%	25%	28%	34%	38%	48%	27%	9%	5%	18%	33%
		cd	cde			cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	454	418	378	76	36	454	329	210	244	57	361	94	195	104	156
	10%	11%	12%	6%	5%	10%	9%	9%	11%	10%	9%	19%	29%	10%	6%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

			GENDER		AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total		4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample		3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total		4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
The BBC is not important to me	(1.0)	497	263	231	40	87	88	100	182	79	160	83	175	400	53	24	20
		11%	12%	10%	9%	12%	12%	14%	10%	7%	12% a	11%	15% ac	11%	14%	12%	17% a
2	(2.0)	160	78	81	20	25	15	30	70	35	49	29	48	137	11	7	4
		4%	4%	4%	4%	3%	2%	4%	4%	3%	4%	4%	4%	4%	3%	4%	4%
3	(3.0)	186	85	100	16	38	31	28	73	42	58	39	47	148	19	11	8
		4%	4%	4%	4%	5%	4%	4%	4%	4%	4%	5%	4%	4%	5%	5%	6%
4	(4.0)	178	82	95	17	42	31	26	62	41	42	39	55	146	15	9	7
		4%	4%	4%	4%	6%	4%	3%	4%	4%	3%	5%	5%	4%	4%	5%	6%
5	(5.0)	357	161	196	49	69	78	55	107	69	120	69	100	294	34	14	15
		8%	8%	9%	11% e	9%	11% e	7%	6%	6%	9%	9%	9%	8%	9%	7%	12% ac
6	(6.0)	439	181	256	50	92	91	81	124	107	131	84	117	376	29	22	12
		10%	9%	11% a	11%	12% e	13% e	11% e	7%	9%	10%	11%	10%	10%	8%	11%	10%
7	(7.0)	631	285	345	105	135	104	103	185	179	191	117	145	541	53	21	15
		14%	13%	15%	23% cde	18% e	15%	14%	11%	16%	14%	15%	13%	15%	14%	10%	12%
8	(8.0)	786	392	394	104	124	132	124	302	200	246	156	185	674	62	35	16
		18%	18%	17%	23%	17%	18%	17%	17%	18%	18%	20%	16%	18% d	17%	17%	13%
9	(9.0)	521	261	261	39	66	74	87	255	184	154	85	99	439	44	27	12
		12%	12%	11%	8%	9%	10%	12%	15% abc	16% bcd	11%	11%	9%	12%	12%	13%	10%
The BBC is important to me	(10.0)	644	332	312	21	71	73	101	378	199	199	83	163	546	48	35	14
		15%	16%	14%	5%	9% a	10% a	14% a	22% abcd	18% c	15%	11%	14%	15%	13%	17%	11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
NOT IMPORTANT (1-4)	1021	508	508	93	192	165	184	387	196	310	190	325	831	98	52	40
	23%	24%	22%	20%	26%	23%	25%	22%	17%	23% a	24% a	29% ab	22%	26%	25%	32% a
NEUTRAL (5-6)	797	342	452	99	161	169	136	231	175	251	153	217	670	63	36	27
	18%	16%	20% a	22% e	22% e	24% e	19% e	13%	15%	19%	20%	19%	18%	17%	17%	22%
IMPORTANT (7-10)	2583	1270	1311	269	395	383	415	1120	761	790	441	591	2200	208	119	56
	59%	60%	58%	58%	53%	53%	56%	64% bcd	67% bcd	59% d	56%	52%	59% d	56% d	57% d	45%
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean score	6.4	6.5	6.4	6.2	6.1	6.2	6.3	6.8 abcd	7.0 bcd	6.4 d	6.3	6.0	6.5 d	6.2	6.5 d	5.7
Standard deviation	2.85	2.93	2.77	2.45	2.71	2.74	2.94	2.96	2.63	2.87	2.74	3.01	2.82	2.96	2.95	2.98
Standard error	.04	.06	.06	.11	.11	.10	.11	.07	.08	.08	.09	.09	.05	.13	.13	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

			URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%			a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total		4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample		3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total		4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
The BBC is not important to me	(1.0)	497 11%	441 12%	57 10%	145 11%	343 11%	132 11%	355 11%	65 15%	55 10%	58 11%	132 11%	269 10%	213 12%
2	(2.0)	160 4%	132 3%	28 5%	38 3%	118 4%	33 3%	124 4%	13 3%	9 2%	18 3%	33 3%	94 4%	63 4%
3	(3.0)	186 4%	167 4%	19 3%	50 4%	134 4%	45 4%	138 4%	20 5%	25 4%	19 3%	45 4%	101 4%	81 5%
4	(4.0)	178 4%	152 4%	25 4%	57 4%	120 4%	52 4%	125 4%	28 7%	26 5%	26 5%	52 4%	105 4%	67 4%
5	(5.0)	357 8%	313 8%	44 8%	107 8%	243 8%	92 8%	257 8%	32 7%	46 8%	43 8%	92 8%	213 8%	139 8%
6	(6.0)	439 10%	385 10%	54 9%	148 11%	282 9%	137 12%	292 9%	46 11%	63 11%	59 11%	137 12%	291 11% b	140 8%
7	(7.0)	631 14%	564 15%	67 12%	207 16%	398 13%	172 15%	432 14%	63 15%	78 14%	80 15%	172 15%	411 16% b	210 12%
8	(8.0)	786 18%	676 18%	110 19%	253 20%	491 16%	223 19%	517 17%	72 17%	114 20%	110 21%	223 19%	502 19% b	275 16%
9	(9.0)	521 12%	441 12%	80 14%	152 12%	363 12%	138 12%	377 12%	43 10%	78 14%	66 12%	138 12%	295 11%	223 13%
The BBC is important to me	(10.0)	644 15%	548 14%	96 16%	139 11%	503 17% a	130 11%	511 16% a	45 11%	70 12%	55 10%	130 11%	316 12%	315 18% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
NOT IMPORTANT (1-4)	1021	892	129	291	716	262	742	126	115	119	262	569	424
	23%	23%	22%	22%	24%	23%	24%	29% b	20%	22%	23%	22%	25%
NEUTRAL (5-6)	797	698	98	255	524	229	549	78	109	102	229	504	279
	18%	18%	17%	20%	18%	20%	18%	18%	19%	19%	20%	19%	16%
IMPORTANT (7-10)	2583	2229	354	751	1755	663	1836	223	339	311	663	1524	1023
	59%	58%	61%	58%	59%	57%	59%	52%	60%	58%	57%	59%	59%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean score	6.4	6.4	6.6	6.4	6.5	6.4	6.5	6.0	6.6 a	6.4	6.4	6.4	6.5
Standard deviation	2.85	2.84	2.85	2.73	2.91	2.76	2.90	2.92	2.68	2.73	2.76	2.73	2.99
Standard error	.04	.05	.11	.07	.05	.08	.05	.14	.11	.12	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
The BBC is not important to me	(1.0)	497	407	371	126	90	497	213	98	91	21	252	245	345	102	50
		11%	11%	12%	10%	12%	11%	6%	4%	4%	4%	6%	51%	52%	10%	2%
												bc	abcde	bc	c	
2	(2.0)	160	126	113	47	34	160	115	50	50	7	125	35	95	40	25
		4%	3%	4%	4%	4%	4%	3%	2%	2%	1%	3%	7%	14%	4%	1%
													abcde	bc	c	
3	(3.0)	186	157	145	41	29	186	140	59	67	12	153	33	59	77	50
		4%	4%	5%	3%	4%	4%	4%	3%	3%	2%	4%	7%	9%	7%	2%
													abcde	c	c	
4	(4.0)	178	153	137	40	25	178	146	81	71	12	160	17	35	91	52
		4%	4%	4%	3%	3%	4%	4%	4%	3%	2%	4%	4%	5%	9%	2%
														c	c	
5	(5.0)	357	289	264	93	68	357	297	137	160	21	315	42	31	173	154
		8%	8%	8%	7%	9%	8%	8%	6%	7%	4%	8%	9%	5%	16%	6%
								bd		d		bd	d		ac	
6	(6.0)	439	383	330	109	57	439	377	196	234	36	400	39	30	189	220
		10%	11%	10%	9%	7%	10%	10%	9%	11%	6%	10%	8%	5%	18%	8%
								d		d		d			ac	a
7	(7.0)	631	535	482	149	96	631	571	347	378	73	607	24	26	186	420
		14%	15%	15%	12%	13%	14%	15%	15%	17%	12%	15%	5%	4%	17%	16%
								f	f	f	f	f			a	a
8	(8.0)	786	665	586	200	122	786	725	474	447	125	759	28	28	139	620
		18%	18%	19%	16%	16%	18%	20%	21%	20%	21%	19%	6%	4%	13%	23%
								f	f	f	f	f			a	ab
9	(9.0)	521	443	366	156	78	521	503	365	326	123	515	6	6	36	479
		12%	12%	12%	13%	10%	12%	14%	16%	15%	21%	13%	1%	1%	3%	18%
								f	ef	f	abcef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

			VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total		4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample		3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
The BBC is important to me	(10.0)	644	479	362	282	164	644	623	487	377	158	633	11	8	32	603
		15%	13%	11%	23%	22%	15%	17%	21%	17%	27%	16%	2%	1%	3%	23%
					abe	abe	b	f	acef	f	abcef	f				ab
NOT IMPORTANT (1-4)		1021	843	765	255	178	1021	613	288	279	52	690	331	534	310	176
		23%	23%	24%	21%	23%	23%	17%	13%	13%	9%	18%	69%	80%	29%	7%
								bcd				bcd	abcde	bc	c	
NEUTRAL (5-6)		797	671	594	202	125	797	674	333	393	58	716	81	61	362	374
		18%	18%	19%	16%	16%	18%	18%	15%	18%	10%	18%	17%	9%	34%	14%
								bd	d	bd		bd	d		ac	a
IMPORTANT (7-10)		2583	2122	1796	787	461	2583	2423	1672	1529	478	2513	69	69	393	2121
		59%	58%	57%	63%	60%	59%	65%	73%	69%	81%	64%	14%	10%	37%	79%
					abe			f	aef	aef	abcef	f			a	ab
Answered		4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean score		6.4	6.4	6.3	6.8	6.6	6.4	6.9	7.4	7.2	7.9	6.9	3.1	2.6	5.5	7.8
					abe			f	aef	aef	abcef	f			a	ab
Standard deviation		2.85	2.81	2.81	2.91	3.00	2.85	2.54	2.40	2.35	2.24	2.58	2.66	2.32	2.32	2.02
Standard error		.04	.05	.05	.08	.11	.04	.04	.05	.05	.09	.04	.12	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Definitely agree	1497	766	729	97	176	183	219	821	463	457	239	338	1261	124	84	28
	34%	36%	32%	21%	23%	26%	30% a	47% abcd	41% bcd	34%	30%	30%	34% d	34% d	41% ad	23%
Slightly agree	1116	500	615	133	194	213	193	382	294	361	194	267	955	92	42	26
	25%	24%	27%	29% e	26%	30% e	26%	22%	26%	27%	25%	24%	26%	25%	20%	22%
Neither agree nor disagree	663	323	339	107	157	121	116	161	158	188	140	177	570	46	24	23
	15%	15%	15%	23% cde	21% e	17% e	16% e	9%	14%	14%	18%	16%	15%	12%	12%	18% c
Slightly disagree	373	160	212	62	74	65	67	105	79	121	81	92	305	35	20	13
	8%	8%	9%	13% e	10% e	9%	9%	6%	7%	9%	10%	8%	8%	9%	10%	11%
Definitely disagree	699	352	344	55	129	122	133	261	126	214	122	237	564	67	36	32
	16%	17%	15%	12%	17%	17%	18% a	15%	11%	16% a	16% a	21% abc	15%	18%	17%	26% abc
Don't know	52	20	31	8	18	14	6	8	12	10	9	22	46	5	1	1
	1%	1%	1%	2% e	2% e	2% e	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%
AGREE	2613	1266	1344	230	370	396	413	1204	758	817	432	605	2216	216	126	55
	59%	60%	59%	50%	49%	55%	56%	69% abcd	67% bcd	61% d	55%	53%	60% d	59% d	61% d	44%
DISAGREE	1073	512	556	117	203	187	200	366	205	335	203	329	870	102	56	45
	24%	24%	24%	25%	27% e	26%	27% e	21%	18%	25% a	26% a	29% a	23%	28%	27%	37% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Definitely agree	1497	1271	226	367	1112	335	1142	122	177	152	335	781	692
	34%	33%	39%	28%	37% a	29%	37% a	29%	31%	29%	29%	30%	40% a
Slightly agree	1116	982	134	354	729	319	763	102	149	160	319	734	368
	25%	26%	23%	27%	24%	28%	24%	24%	26%	30%	28%	28% b	21%
Neither agree nor disagree	663	590	73	251	386	208	424	83	109	89	208	435	217
	15%	15%	13%	19% b	13%	18% b	14%	19%	19%	17%	18%	17% b	13%
Slightly disagree	373	323	50	120	240	105	253	33	53	49	105	232	134
	8%	8%	9%	9%	8%	9%	8%	8%	9%	9%	9%	9%	8%
Definitely disagree	699	608	92	191	493	175	508	80	71	81	175	385	293
	16%	16%	16%	15%	16%	15%	16%	19%	13%	15%	15%	15%	17%
Don't know	52	46	7	15	35	12	37	8	5	1	12	29	23
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%
AGREE	2613	2253	359	720	1841	654	1905	224	326	312	654	1515	1061
	59%	59%	62%	56%	61% a	57%	61%	52%	58%	59%	57%	58%	61%
DISAGREE	1073	931	142	311	733	280	761	112	124	130	280	617	426
	24%	24%	24%	24%	24%	24%	24%	26%	22%	24%	24%	24%	25%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Definitely agree	1497	1203	967	530	294	1497	1447	1033	864	331	1470	27	39	128	1330
	34%	33%	31%	43% abe	39% ab	34% b	39% f	45% acef	39% f	56% abcef	38% f	6%	6%	12% a	50% ab
Slightly agree	1116	953	834	282	163	1116	1029	604	633	137	1080	36	49	306	762
	25%	26% d	26% d	23%	21%	25%	28% f	26% f	29% f	23% f	28% f	7%	7%	29% a	29% a
Neither agree nor disagree	663	558	510	152	105	663	537	310	321	44	573	90	61	289	313
	15%	15%	16% c	12%	14%	15%	14% d	14% d	15% d	7%	15% d	19% bd	9%	27% ac	12%
Slightly disagree	373	326	298	75	47	373	305	174	201	37	344	29	66	152	156
	8%	9% c	9% cd	6%	6%	8%	8%	8%	9%	6%	9%	6%	10% c	14% c	6%
Definitely disagree	699	561	512	187	139	699	365	160	167	37	422	277	441	167	92
	16%	15%	16%	15%	18%	16%	10% bc	7%	8%	6%	11% bcd	58% abcde	66% bc	16% c	3%
Don't know	52	36	34	18	16	52	27	12	15	2	29	23	10	23	19
	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	5% abcde	1%	2% c	1%
AGREE	2613	2156	1801	812	457	2613	2476	1637	1497	469	2550	63	88	433	2092
	59%	59%	57%	65% abe	60%	59%	67% f	71% aef	68% f	80% abcef	65% f	13%	13%	41% a	78% ab
DISAGREE	1073	887	811	262	186	1073	670	334	368	74	766	306	506	319	248
	24%	24%	26% c	21%	24%	24%	18% bd	15%	17%	13%	20% bd	64% abcde	76% bc	30% c	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4251	2064	2179	505	616	788	693	1649	1046	1177	885	1143	2802	524	496	429
Effective Weighted Sample	3507	1706	1794	431	502	651	579	1377	892	973	710	961	2668	505	467	397
Total	4246	2051	2186	436	693	685	719	1712	1093	1318	760	1074	3565	357	204	120
POSITIVE RESPONSES																
Entertaining/ enjoyable/ good TV/ unique	673	308	365	54	90	108	108	312	184	208	112	169	556	68	32	17
	16%	15%	17%	12%	13%	16%	15%	18% ab	17%	16%	15%	16%	16%	19%	16%	14%
Always been there/ a British institution	497	268	229	33	53	74	88	249	158	170	61	108	427	36	25	8
	12%	13%	10%	8%	8%	11%	12%	15% ab	14% cd	13% c	8%	10%	12% d	10%	12% d	7%
BBC News/ Keeps me informed/ up to date	486	243	242	61	76	70	69	210	137	150	83	117	405	34	33	14
	11%	12%	11%	14%	11%	10%	10%	12%	13%	11%	11%	11%	11%	9%	16% ab	12%
BBC is good/ trusted/ reliable	423	223	200	53	63	72	64	171	156	126	72	68	382	19	14	8
	10%	11%	9%	12%	9%	11%	9%	10%	14% bcd	10% d	9%	6%	11% bc	5%	7%	7%
Watch every day/ my first choice/ main channel	331	167	164	19	42	27	55	187	99	103	44	86	282	22	18	9
	8%	8%	7%	4%	6%	4%	8% c	11% abc	9%	8%	6%	8%	8%	6%	9%	7%
Specific mention of a TV show/ channel	224	75	147	17	41	42	30	94	32	78	48	66	172	24	20	8
	5%	4%	7% a	4%	6%	6%	4%	5%	3%	6% a	6% a	6% a	5%	7%	10% a	7%
Good variety of programmes	220	84	136	21	24	27	49	98	41	81	43	56	187	18	9	6
	5%	4%	6% a	5%	4%	4%	7%	6%	4%	6%	6%	5%	5%	5%	5%	5%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4251	2064	2179	505	616	788	693	1649	1046	1177	885	1143	2802	524	496	429
Effective Weighted Sample	3507	1706	1794	431	502	651	579	1377	892	973	710	961	2668	505	467	397
Total	4246	2051	2186	436	693	685	719	1712	1093	1318	760	1074	3565	357	204	120
Good quality radio/ enjoy listening	153	78	74	12	27	16	23	74	32	63	21	36	126	9	11	7
	4%	4%	3%	3%	4%	2%	3%	4%	3%	5%	3%	3%	4%	3%	6%	6%
Advertising free	89	38	51	3	7	7	13	58	26	29	19	15	73	7	9	*
	2%	2%	2%	1%	1%	1%	2%	3% abc	2%	2%	2%	1%	2%	2%	4% ad	*%
NEGATIVE RESPONSES																
There are other options/ channels/ plenty of choice	500	238	262	67	77	101	115	139	117	171	103	108	430	35	19	16
	12%	12%	12%	15% e	11%	15% e	16% e	8%	11%	13%	14%	10%	12%	10%	9%	14%
I don't watch/ listen to the BBC/ only use a little	389	165	224	72	104	59	61	92	64	107	80	137	318	42	15	13
	9%	8%	10%	17% cde	15% cde	9% e	8%	5%	6%	8%	11% a	13% ab	9%	12%	8%	10%
Negative view of the TV licence (general)	230	111	119	3	27	40	56	103	42	88	40	59	183	23	11	13
	5%	5%	5%	1%	4% a	6% a	8% ab	6% a	4%	7% a	5%	6%	5%	6%	5%	11% ac
Biased/ politically biased/ fake news	196	112	82	6	31	27	39	92	54	68	37	36	166	18	6	5
	5%	5%	4%	1%	4% a	4%	5% a	5% a	5%	5%	5%	3%	5%	5%	3%	4%
Poor programming/ boring/ bad TV	138	65	73	4	18	32	25	59	24	39	26	49	122	6	8	3
	3%	3%	3%	1%	3%	5% a	4% a	3% a	2%	3%	3%	5% a	3%	2%	4%	2%
Negative impression of the BBC (general)	131	67	61	8	23	25	29	47	34	39	28	30	109	15	5	2
	3%	3%	3%	2%	3%	4%	4%	3%	3%	3%	4%	3%	3%	4%	2%	2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4251	2064	2179	505	616	788	693	1649	1046	1177	885	1143	2802	524	496	429
Effective Weighted Sample	3507	1706	1794	431	502	651	579	1377	892	973	710	961	2668	505	467	397
Total	4246	2051	2186	436	693	685	719	1712	1093	1318	760	1074	3565	357	204	120
Not important to me/ not bothered	126	57	68	21	27	20	20	38	28	33	27	38	101	12	6	7
	3%	3%	3%	5% e	4%	3%	3%	2%	3%	3%	4%	4%	3%	3%	3%	6% a
Repetitive/ nothing new	68	21	46	4	6	4	15	39	11	25	12	20	52	7	6	2
	2%	1%	2%	1%	1%	1%	2%	2% c	1%	2%	2%	2%	1%	2%	3%	2%
Not aimed at me/ not representative	62	30	32	7	12	6	10	26	16	17	13	16	49	8	3	2
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%
Poor quality of broadcasting staff/ overpaid presenters	44	15	29	2	5	4	9	23	10	15	8	12	38	3	2	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Outdated/ old fashioned	37	23	14	1	5	5	15	11	8	11	7	11	30	5	1	*
	1%	1%	1%	*%	1%	1%	2% e	1%	1%	1%	1%	1%	1%	1%	1%	*%
NEUTRAL RESPONSES																
It's OK/ neutral	45	23	22	8	6	11	6	14	12	11	12	11	38	2	2	3
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
No reason/ just my opinion	125	66	58	20	30	25	11	39	39	30	21	35	103	13	6	2
	3%	3%	3%	5% d	4% d	4%	2%	2%	4%	2%	3%	3%	3%	4%	3%	2%
Other	163	98	65	22	45	19	22	55	58	34	27	44	142	13	6	3
	4%	5% b	3%	5%	7% cde	3%	3%	3%	5% b	3%	3%	4%	4%	4%	3%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4251	3587	664	1286	2875	1133	3018	421	546	529	1133	2475	1686
Effective Weighted Sample	3507	2978	539	1045	2384	922	2498	335	447	431	922	2031	1407
Total	4246	3677	569	1245	2905	1110	3031	404	537	517	1110	2505	1667
POSITIVE RESPONSES													
Entertaining/ enjoyable/ good TV/ unique	673	590	83	203	462	191	472	66	87	97	191	407	257
	16%	16%	15%	16%	16%	17%	16%	16%	16%	19%	17%	16%	15%
Always been there/ a British institution	497	415	82	101	382	92	390	25	52	44	92	286	205
	12%	11%	14%	8%	13% a	8%	13% a	6%	10%	8%	8%	11%	12%
BBC News/ Keeps me informed/ up to date	486	418	68	145	333	126	351	38	65	66	126	281	201
	11%	11%	12%	12%	11%	11%	12%	9%	12%	13%	11%	11%	12%
BBC is good/ trusted/ reliable	423	375	48	140	271	120	289	39	66	60	120	263	153
	10%	10%	8%	11%	9%	11%	10%	10%	12%	12%	11%	10%	9%
Watch every day/ my first choice/ main channel	331	281	50	74	256	66	262	32	22	28	66	170	158
	8%	8%	9%	6%	9% a	6%	9% a	8%	4%	5%	6%	7%	10% a
Specific mention of a TV show/ channel	224	184	39	73	149	68	154	27	37	26	68	128	89
	5%	5%	7%	6%	5%	6%	5%	7%	7%	5%	6%	5%	5%
Good variety of programmes	220	190	30	56	161	52	164	11	29	28	52	129	87
	5%	5%	5%	4%	6%	5%	5%	3%	5%	5%	5%	5%	5%
Good quality radio/ enjoy listening	153	120	33	29	122	24	126	6	15	13	24	90	61
	4%	3%	6% a	2%	4% a	2%	4% a	2%	3%	2%	2%	4%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4251	3587	664	1286	2875	1133	3018	421	546	529	1133	2475	1686
Effective Weighted Sample	3507	2978	539	1045	2384	922	2498	335	447	431	922	2031	1407
Total	4246	3677	569	1245	2905	1110	3031	404	537	517	1110	2505	1667
Advertising free	89	75	14	12	76	12	77	4	5	2	12	49	37
	2%	2%	2%	1%	3% a	1%	3% a	1%	1%	*%	1%	2%	2%
NEGATIVE RESPONSES													
There are other options/ channels/ plenty of choice	500	439	61	153	338	135	356	49	69	52	135	344	153
	12%	12%	11%	12%	12%	12%	12%	12%	13%	10%	12%	14% b	9%
I don't watch/ listen to the BBC/ only use a little	389	336	53	130	248	108	270	60	48	40	108	213	167
	9%	9%	9%	10%	9%	10%	9%	15% c	9%	8%	10%	9%	10%
Negative view of the TV licence (general)	230	189	41	62	167	59	169	25	23	29	59	134	91
	5%	5%	7%	5%	6%	5%	6%	6%	4%	6%	5%	5%	5%
Biased/ politically biased/ fake news	196	178	18	45	142	41	146	16	18	21	41	114	76
	5%	5%	3%	4%	5%	4%	5%	4%	3%	4%	4%	5%	5%
Poor programming/ boring/ bad TV	138	120	18	41	92	41	92	13	18	20	41	72	59
	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%	4%	3%	4%
Negative impression of the BBC (general)	131	114	16	40	83	39	83	19	15	18	39	74	51
	3%	3%	3%	3%	3%	4%	3%	5%	3%	4%	4%	3%	3%
Not important to me/ not bothered	126	117	9	40	82	36	86	14	17	12	36	73	48
	3%	3%	2%	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4251	3587	664	1286	2875	1133	3018	421	546	529	1133	2475	1686
Effective Weighted Sample	3507	2978	539	1045	2384	922	2498	335	447	431	922	2031	1407
Total	4246	3677	569	1245	2905	1110	3031	404	537	517	1110	2505	1667
Repetitive/ nothing new	68	54	14	11	55	11	55	4	5	6	11	28	38
	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2% a
Not aimed at me/ not representative	62	57	5	16	46	12	48	3	5	9	12	39	22
	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%
Poor quality of broadcasting staff/ overpaid presenters	44	34	10	16	27	16	27	4	6	13	16	18	26
	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
Outdated/ old fashioned	37	32	5	16	21	14	23	4	3	8	14	25	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
NEUTRAL RESPONSES													
It's OK/ neutral	45	41	4	16	28	12	30	4	9	3	12	31	13
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
No reason/ just my opinion	125	112	12	42	79	37	84	10	17	20	37	81	41
	3%	3%	2%	3%	3%	3%	3%	2%	3%	4%	3%	3%	2%
Other	163	143	20	63	98	54	107	26	23	19	54	91	71
	4%	4%	4%	5%	3%	5%	4%	6%	4%	4%	5%	4%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4251	3513	3076	1175	738	4251	3567	2221	2081	556	3776	475	657	1009	2585
Effective Weighted Sample	3507	2888	2507	1000	619	3507	2957	1821	1729	461	3126	381	528	836	2142
Total	4246	3500	3028	1218	746	4246	3585	2207	2111	569	3787	459	642	1008	2596
POSITIVE RESPONSES															
Entertaining/ enjoyable/ good TV/ unique	673	583	485	188	90	673	648	398	385	105	664	8	12	90	571
	16%	17% d	16%	15%	12%	16%	18% f	18% f	18% f	18% f	18% f	2%	2%	9% a	22% ab
Always been there/ a British institution	497	424	346	150	73	497	471	322	289	90	477	20	23	64	409
	12%	12%	11%	12%	10%	12%	13% f	15% f	14% f	16% f	13% f	4%	4%	6%	16% ab
BBC News/ Keeps me informed/ up to date	486	388	343	143	98	486	452	280	281	86	471	15	14	112	360
	11%	11%	11%	12%	13%	11%	13% f	13% f	13% f	15% f	12% f	3%	2%	11% a	14% a
BBC is good/ trusted/ reliable	423	357	298	125	66	423	399	294	288	93	411	11	15	63	345
	10%	10%	10%	10%	9%	10%	11% f	13% f	14% ef	16% aef	11% f	2%	2%	6% a	13% ab
Watch every day/ my first choice/ main channel	331	248	199	132	82	331	325	216	182	65	329	1	4	31	296
	8%	7%	7%	11% abe	11% abe	8%	9% f	10% f	9% f	11% f	9% f	*%	1%	3% a	11% ab
Specific mention of a TV show/ channel	224	181	160	64	43	224	203	98	98	26	216	8	26	43	155
	5%	5%	5%	5%	6%	5%	6% f	4%	5%	5%	6% f	2%	4%	4%	6%
Good variety of programmes	220	177	149	72	43	220	207	139	117	32	217	4	10	26	184
	5%	5%	5%	6%	6%	5%	6% f	6% f	6% f	6% f	6% f	1%	2%	3%	7% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4251	3513	3076	1175	738	4251	3567	2221	2081	556	3776	475	657	1009	2585
Effective Weighted Sample	3507	2888	2507	1000	619	3507	2957	1821	1729	461	3126	381	528	836	2142
Total	4246	3500	3028	1218	746	4246	3585	2207	2111	569	3787	459	642	1008	2596
Good quality radio/ enjoy listening	153 4%	119 3%	94 3%	59 5%	33 4%	153 4%	133 4% f	142 6% acef	80 4% f	41 7% acef	150 4% f	3 1%	9 1%	18 2%	125 5% ab
Advertising free	89 2%	72 2%	64 2%	24 2%	16 2%	89 2%	89 2% f	49 2% f	53 2% f	22 4% f	89 2% f	- -%	1 *%	18 2% a	70 3% a
NEGATIVE RESPONSES															
There are other options/ channels/ plenty of choice	500 12%	425 12%	381 13%	119 10%	75 10%	500 12%	431 12% d	214 10%	275 13% bd	45 8%	457 12% d	43 9%	71 11%	166 16% ac	263 10%
I don't watch/ listen to the BBC/ only use a little	389 9%	308 9%	277 9%	111 9%	81 11%	389 9%	174 5% bd	67 3%	83 4% d	6 1%	214 6% bcd	175 38% abcde	124 19% c	171 17% c	93 4%
Negative view of the TV licence (general)	230 5%	199 6%	176 6%	54 4%	30 4%	230 5%	172 5%	97 4%	82 4%	14 2%	190 5%	40 9% abcde	99 15% bc	67 7% c	64 2%
Biased/ politically biased/ fake news	196 5%	170 5%	147 5%	49 4%	26 3%	196 5%	148 4%	87 4%	70 3%	16 3%	160 4%	36 8% abcde	108 17% bc	55 5% c	33 1%
Poor programming/ boring/ bad TV	138 3%	122 3%	103 3%	34 3%	16 2%	138 3%	98 3%	49 2%	48 2%	9 2%	110 3%	28 6% abcde	71 11% bc	44 4% c	23 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4251	3513	3076	1175	738	4251	3567	2221	2081	556	3776	475	657	1009	2585
Effective Weighted Sample	3507	2888	2507	1000	619	3507	2957	1821	1729	461	3126	381	528	836	2142
Total	4246	3500	3028	1218	746	4246	3585	2207	2111	569	3787	459	642	1008	2596
Negative impression of the BBC (general)	131 3%	103 3%	93 3%	38 3%	28 4%	131 3%	75 2%	36 2%	38 2%	8 1%	84 2%	47 10% abcde	77 12% bc	23 2%	31 1%
Not important to me/ not bothered	126 3%	101 3%	89 3%	37 3%	25 3%	126 3%	87 2% d	41 2% d	35 2%	1 *%	100 3% d	26 6% abcde	28 4% c	55 5% c	44 2%
Repetitive/ nothing new	68 2%	53 2%	42 1%	26 2%	14 2%	68 2%	59 2%	31 1%	29 1%	9 2%	61 2%	7 2%	27 4% c	25 3% c	15 1%
Not aimed at me/ not representative	62 1%	54 2%	50 2%	12 1%	8 1%	62 1%	44 1%	15 1%	11 1%	1 *%	45 1%	17 4% abcde	41 6% bc	13 1% c	8 *%
Poor quality of broadcasting staff/ overpaid presenters	44 1%	33 1%	29 1%	15 1%	11 1%	44 1%	31 1%	16 1%	14 1%	3 *%	35 1%	9 2%	24 4% bc	15 1% c	4 *%
Outdated/ old fashioned	37 1%	35 1%	33 1%	4 *%	2 *%	37 1%	30 1%	16 1%	14 1%	7 1%	31 1%	6 1%	15 2% c	14 1% c	8 *%
NEUTRAL RESPONSES															
It's OK/ neutral	45 1%	38 1%	35 1%	10 1%	7 1%	45 1%	40 1%	21 1%	24 1%	3 1%	42 1%	2 1%	3 *%	20 2%	22 1%
No reason/ just my opinion	125 3%	99 3%	93 3%	31 3%	25 3%	125 3%	110 3%	80 4%	65 3%	19 3%	114 3%	10 2%	5 1%	48 5% ac	71 3% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4251	3513	3076	1175	738	4251	3567	2221	2081	556	3776	475	657	1009	2585
Effective Weighted Sample	3507	2888	2507	1000	619	3507	2957	1821	1729	461	3126	381	528	836	2142
Total	4246	3500	3028	1218	746	4246	3585	2207	2111	569	3787	459	642	1008	2596
Other	163	130	117	46	33	163	142	103	108	35	148	15	22	38	103
	4%	4%	4%	4%	4%	4%	4%	5%	5%	6%	4%	3%	3%	4%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
More than 10 times a day	152	93	59	11	35	26	21	59	61	45	20	25	124	15	10	3
	3%	4% b	3%	2%	5%	4%	3%	3%	5% cd	3%	3%	2%	3%	4%	5%	2%
Between 6 and 10 times a day	264	170	92	14	42	43	40	123	116	64	43	41	223	18	15	8
	6%	8% b	4%	3%	6%	6%	5%	7% a	10% bcd	5%	5%	4%	6%	5%	7%	6%
Between 2 and 5 times a day	1652	873	777	111	177	219	277	867	459	536	279	378	1433	122	62	35
	38%	41% b	34%	24%	24%	31% b	38% abc	50% abcd	41% d	40% d	36%	33%	39% cd	33%	30%	28%
Once a day	1212	530	681	97	194	216	245	461	270	378	236	328	1001	111	64	36
	28%	25%	30% a	21%	26%	30% a	33% abe	27%	24%	28%	30% a	29%	27%	30%	31%	29%
4-6 days a week	205	76	130	49	47	40	27	43	54	63	45	43	170	18	6	12
	5%	4%	6% a	11% cde	6% e	6% e	4%	2%	5%	5%	6%	4%	5%	5%	3%	10% abc
2-3 days a week	250	118	131	46	61	59	37	47	56	74	43	76	207	22	12	9
	6%	6%	6%	10% de	8% e	8% e	5% e	3%	5%	6%	6%	7%	6%	6%	6%	7%
Once a week	220	88	132	46	68	34	21	51	52	68	41	60	184	20	9	6
	5%	4%	6%	10% cde	9% cde	5%	3%	3%	5%	5%	5%	5%	5%	5%	5%	5%
Less often than once a week	122	45	76	30	35	26	14	18	25	30	22	45	95	12	9	6
	3%	2%	3%	6% de	5% de	4% e	2%	1%	2%	2%	3%	4%	3%	3%	4%	5% a
Less often than once a month	102	36	66	26	31	17	15	12	14	43	15	31	85	8	4	4
	2%	2%	3%	6% cde	4% e	2% e	2% e	1%	1%	3% a	2%	3%	2%	2%	2%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Never	165	72	92	17	47	29	27	46	18	42	28	77	132	17	13	3
	4%	3%	4%	4%	6% e	4%	4%	3%	2%	3%	4% a	7% abc	4%	4%	6% a	3%
Don't know	58	21	35	15	12	9	11	11	8	8	13	28	48	6	3	1
	1%	1%	2%	3% e	2%	1%	2%	1%	1%	1%	2%	2% ab	1%	2%	1%	1%
FREQUENCY																
MORE THAN ONCE A DAY	2067	1136	928	137	255	288	338	1049	636	645	342	444	1780	155	87	45
	47%	54% b	41%	30%	34%	40% a	46% ab	60% abcd	56% bcd	48% d	44%	39%	48% d	42%	42%	37%
ONCE A DAY	1212	530	681	97	194	216	245	461	270	378	236	328	1001	111	64	36
	28%	25%	30% a	21%	26%	30% a	33% abe	27%	24%	28%	30% a	29%	27%	30%	31%	29%
LESS OFTEN	899	362	535	197	241	175	114	171	200	277	165	255	741	80	40	38
	20%	17%	24% a	43% bcde	32% cde	24% de	15% e	10%	18%	21%	21%	23% a	20%	22%	19%	31% abc
NEVER	165	72	92	17	47	29	27	46	18	42	28	77	132	17	13	3
	4%	3%	4%	4%	6% e	4%	4%	3%	2%	3%	4% a	7% abc	4%	4%	6% a	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
More than 10 times a day	152 3%	135 4%	17 3%	56 4%	93 3%	56 5% b	93 3%	35 8% c	30 5%	20 4%	56 5%	100 4%	51 3%
Between 6 and 10 times a day	264 6%	222 6%	41 7%	88 7%	173 6%	83 7%	178 6%	30 7%	37 7%	40 8%	83 7%	165 6%	95 6%
Between 2 and 5 times a day	1652 38%	1435 38%	217 37%	384 30%	1240 41% a	349 30%	1274 41% a	101 24%	175 31%	184 35% a	349 30%	891 34%	738 43% a
Once a day	1212 28%	1045 27%	168 29%	364 28%	810 27%	331 29%	839 27%	110 26%	152 27%	158 30%	331 29%	760 29% b	426 25%
4-6 days a week	205 5%	180 5%	25 4%	81 6% b	119 4%	70 6%	131 4%	31 7%	39 7%	22 4%	70 6%	140 5%	64 4%
2-3 days a week	250 6%	214 6%	35 6%	100 8% b	143 5%	88 8% b	154 5%	39 9% c	46 8%	23 4%	88 8%	159 6%	87 5%
Once a week	220 5%	196 5%	24 4%	68 5%	147 5%	60 5%	155 5%	30 7%	29 5%	26 5%	60 5%	137 5%	78 5%
Less often than once a week	122 3%	105 3%	17 3%	42 3%	77 3%	27 2%	89 3%	14 3%	12 2%	12 2%	27 2%	74 3%	47 3%
Less often than once a month	102 2%	92 2%	10 2%	42 3% b	54 2%	33 3%	62 2%	16 4%	15 3%	17 3%	33 3%	58 2%	41 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Never	165 4%	142 4%	23 4%	53 4%	105 3%	45 4%	113 4%	17 4%	22 4%	24 5%	45 4%	90 3%	67 4%
Don't know	58 1%	54 1%	4 1%	18 1%	35 1%	10 1%	41 1%	4 1%	5 1%	6 1%	10 1%	22 1%	33 2% a
FREQUENCY													
MORE THAN ONCE A DAY	2067 47%	1793 47%	275 47%	529 41%	1506 50% a	488 42%	1544 49% a	165 39%	242 43%	245 46%	488 42%	1157 45%	883 51% a
ONCE A DAY	1212 28%	1045 27%	168 29%	364 28%	810 27%	331 29%	839 27%	110 26%	152 27%	158 30%	331 29%	760 29% b	426 25%
LESS OFTEN	899 20%	787 21%	112 19%	333 26% b	540 18%	279 24% b	590 19%	130 31% c	141 25%	100 19%	279 24%	568 22%	317 18%
NEVER	165 4%	142 4%	23 4%	53 4%	105 3%	45 4%	113 4%	17 4%	22 4%	24 5%	45 4%	90 3%	67 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
More than 10 times a day	152 3%	142 4% d	121 4% d	31 2%	10 1%	152 3% d	139 4%	114 5% f	116 5% ef	60 10% abcef	144 4%	7 2%	21 3%	23 2%	108 4%
Between 6 and 10 times a day	264 6%	234 6%	194 6%	69 6%	30 4%	264 6%	245 7% f	205 9% aef	185 8% f	81 14% abcef	255 6% f	9 2%	31 5%	42 4%	190 7% b
Between 2 and 5 times a day	1652 38%	1305 36%	1083 34%	569 46% abe	347 45% abe	1652 38% b	1531 41% f	997 43% f	924 42% f	259 44% f	1579 40% f	73 15%	181 27%	324 30%	1147 43% ab
Once a day	1212 28%	1001 28%	875 28%	337 27%	211 28%	1212 28%	1023 28% d	559 24%	572 26%	122 21%	1094 28% bd	118 25%	177 27%	328 31%	707 26%
4-6 days a week	205 5%	181 5% c	169 5% c	36 3%	25 3%	205 5%	178 5%	111 5%	109 5%	16 3%	193 5%	12 3%	16 2%	56 5%	134 5%
2-3 days a week	250 6%	222 6% c	206 7% cd	43 3%	28 4%	250 6% c	198 5%	116 5%	105 5%	18 3%	208 5%	42 9% abcde	37 6%	75 7%	137 5%
Once a week	220 5%	192 5%	175 6%	44 4%	28 4%	220 5%	160 4%	94 4%	100 5%	17 3%	175 4%	45 9% abcde	51 8% c	71 7% c	98 4%
Less often than once a week	122 3%	104 3%	90 3%	32 3%	18 2%	122 3%	81 2%	32 1%	42 2%	6 1%	89 2%	33 7% abcde	26 4%	43 4% c	54 2%
Less often than once a month	102 2%	84 2%	80 3%	22 2%	18 2%	102 2%	62 2% d	28 1%	24 1%	* *%	72 2% d	30 6% abcde	23 3% c	36 3% c	43 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Never	165	126	120	45	39	165	55	21	11	4	69	96	87	46	31
	4%	3%	4%	4%	5%	4%	1% c	1%	1%	1%	2% c	20% abcde	13% bc	4% c	1%
Don't know	58	48	42	16	10	58	39	15	13	4	40	17	14	20	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4% abcde	2%	2%	1%
FREQUENCY															
MORE THAN ONCE A DAY	2067	1680	1398	669	387	2067	1915	1317	1225	400	1978	89	233	389	1445
	47%	46%	44%	54% abe	51% b	47%	52% f	57% aef	56% aef	68% abcef	50% f	18%	35%	37%	54% ab
ONCE A DAY	1212	1001	875	337	211	1212	1023	559	572	122	1094	118	177	328	707
	28%	28%	28%	27%	28%	28%	28% d	24%	26%	21%	28% bd	25%	27%	31%	26%
LESS OFTEN	899	782	721	178	116	899	679	382	380	58	737	162	153	280	465
	20%	22% cd	23% cd	14%	15%	20% cd	18% d	17% d	17% d	10%	19% d	34% abcde	23% c	26% c	17%
NEVER	165	126	120	45	39	165	55	21	11	4	69	96	87	46	31
	4%	3%	4%	4%	5%	4%	1% c	1%	1%	1%	2% c	20% abcde	13% bc	4% c	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4159	2028	2125	488	603	777	670	1621	1057	1155	865	1082	2764	507	464	424
Effective Weighted Sample	3440	1677	1758	421	497	641	559	1354	903	959	693	912	2634	489	436	393
Total	4178	2028	2144	431	690	679	697	1681	1107	1300	743	1028	3521	347	191	119
BBC TV or BBC iPlayer	2507	1254	1251	186	332	371	437	1182	673	800	435	598	2124	192	117	74
	60%	62%	58%	43%	48%	55% a	63% abc	70% abcd	61%	62%	59%	58%	60%	55%	61%	62%
BBC website or apps	1395	759	633	150	259	264	248	475	517	437	207	234	1176	115	68	35
	33%	37% b	30%	35%	37% e	39% e	36% e	28%	47% bcd	34% d	28%	23%	33%	33%	36%	30%
BBC Radio or BBC Sounds	1126	609	516	115	199	165	175	472	400	332	195	198	947	71	69	40
	27%	30% b	24%	27%	29%	24%	25%	28%	36% bcd	26% d	26% d	19%	27% b	20%	36% ab	34% ab
None/ Don't use the BBC for news	776	334	439	80	139	137	131	288	145	249	146	236	652	72	32	20
	19%	16%	20% a	19%	20%	20%	19%	17%	13%	19% a	20% a	23% a	19%	21%	17%	17%
Don't know	136	60	75	24	23	19	22	47	23	46	27	40	114	10	8	3
	3%	3%	4%	6% e	3%	3%	3%	3%	2%	4%	4%	4%	3%	3%	4%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4159	3512	647	1250	2818	1111	2947	414	539	515	1111	2449	1630
Effective Weighted Sample	3440	2924	527	1021	2340	908	2444	333	445	419	908	2011	1366
Total	4178	3624	554	1225	2856	1098	2974	406	535	502	1098	2484	1626
BBC TV or BBC iPlayer	2507	2157	350	657	1795	598	1852	191	306	285	598	1459	1015
	60%	60%	63%	54%	63% a	54%	62% a	47%	57% a	57% a	54%	59%	62%
BBC website or apps	1395	1216	179	453	926	413	962	132	217	200	413	927	453
	33%	34%	32%	37%	32%	38% b	32%	33%	41%	40%	38%	37% b	28%
BBC Radio or BBC Sounds	1126	942	184	356	750	323	781	124	161	150	323	702	412
	27%	26%	33% a	29%	26%	29%	26%	30%	30%	30%	29%	28%	25%
None/ Don't use the BBC for news	776	685	90	217	539	192	561	85	82	92	192	429	324
	19%	19%	16%	18%	19%	18%	19%	21%	15%	18%	18%	17%	20%
Don't know	136	110	26	41	93	33	99	18	14	12	33	72	62
	3%	3%	5%	3%	3%	3%	3%	5%	3%	2%	3%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2023-2024. April 2023 to March 2024.

Table 235

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4159	3456	3024	1135	703	4159	3588	2264	2141	565	3789	370	569	986	2604
Effective Weighted Sample	3440	2847	2471	969	593	3440	2976	1860	1780	469	3139	302	460	822	2158
Total	4178	3464	2994	1184	714	4178	3617	2257	2177	580	3809	369	563	998	2617
BBC TV or BBC iPlayer	2507	2054	1724	783	453	2507	2448	1491	1421	431	2478	28	158	521	1828
	60%	59%	58%	66% abe	63%	60%	68% f	66% f	65% f	74% abcef	65% f	8%	28%	52% a	70% ab
BBC website or apps	1395	1321	1173	222	74	1395	1303	886	1227	334	1367	28	105	304	986
	33%	38% cde	39% cde	19% d	10%	33% cd	36% f	39% f	56% abef	58% abef	36% f	8%	19%	30% a	38% ab
BBC Radio or BBC Sounds	1126	991	859	267	135	1126	1060	1057	777	372	1113	13	57	213	857
	27%	29% cd	29% cd	23%	19%	27% cd	29% f	47% acef	36% aef	64% abcef	29% f	3%	10%	21% a	33% ab
None/ Don't use the BBC for news	776	602	531	245	173	776	436	202	146	20	496	280	297	236	243
	19%	17%	18%	21%	24% abe	19%	12% bcd	9% d	7% d	3%	13% bcd	76% abcde	53% bc	24% c	9%
Don't know	136	106	91	45	29	136	103	35	33	2	107	29	21	38	76
	3%	3%	3%	4%	4%	3%	3% bcd	2%	1%	*%	3% bcd	8% abcde	4%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Up to 2 hours per week	94	44	50	5	16	16	5	51	26	24	15	29	77	9	4	3
	2%	2%	2%	1%	2%	2%	1%	3% d	2%	2%	2%	3%	2%	3%	2%	2%
3 to 5 hours per week	291	137	153	28	65	43	36	120	75	63	72	81	257	15	10	8
	7%	6%	7%	6%	9%	6%	5%	7%	7%	5%	9% b	7%	7%	4%	5%	7%
6 to 8 hours per week	290	128	162	34	45	31	49	130	68	73	56	93	246	24	11	8
	7%	6%	7%	7%	6%	4%	7%	7% c	6%	5%	7%	8%	7%	7%	5%	6%
9 to 11 hours per week	353	164	189	26	54	69	60	144	88	99	83	82	297	30	15	11
	8%	8%	8%	6%	7%	10%	8%	8%	8%	7%	11%	7%	8%	8%	7%	9%
12 to 15 hours per week	516	242	273	35	77	79	95	231	120	152	108	135	435	38	26	17
	12%	11%	12%	8%	10%	11%	13% a	13% a	11%	11%	14%	12%	12%	10%	13%	14%
16 to 22 hours per week	672	334	339	87	112	117	124	232	175	266	116	115	567	55	30	20
	15%	16%	15%	19% e	15%	16%	17%	13%	15% d	20% cd	15% d	10%	15%	15%	15%	16%
Over 22 hours per week	1760	871	883	219	339	330	332	541	513	605	267	375	1462	160	90	49
	40%	41%	39%	47% e	45% e	46% e	45% e	31%	45% cd	45% cd	34%	33%	39%	43%	43%	40%
Don't know/ unsure	43	17	24	5	7	5	8	18	6	2	6	30	39	3	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	3% abc	1%	1%	*%	-%
None	382	184	198	23	34	27	27	272	62	67	61	193	321	34	20	7
	9%	9%	9%	5%	5%	4%	4%	16% abcd	5%	5%	8%	17% abc	9%	9%	10%	6%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Answered	4154	2008	2140	421	701	679	692	1661	1067	1303	739	1046	3497	339	198	119
Mean number of hours	23.0	23.6	22.3	27.9 e	26.4 e	26.3 e	25.2 e	18.0	25.0 cd	25.5 cd	20.0	19.7	22.8	23.8	25.1	22.7
Standard deviation	18.96	19.45	18.43	20.79	20.40	19.14	18.08	16.90	18.82	18.99	16.39	19.98	18.89	18.87	20.91	17.65
Standard error	.29	.43	.40	.94	.82	.69	.70	.42	.59	.56	.56	.60	.36	.85	.95	.85

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Up to 2 hours per week	94 2%	78 2%	16 3%	26 2%	65 2%	20 2%	69 2%	11 2%	10 2%	11 2%	20 2%	42 2%	50 3% a
3 to 5 hours per week	291 7%	257 7%	34 6%	93 7%	193 6%	84 7%	200 6%	43 10%	38 7%	34 6%	84 7%	168 6%	118 7%
6 to 8 hours per week	290 7%	229 6%	60 10% a	90 7%	193 6%	83 7%	200 6%	34 8%	31 6%	38 7%	83 7%	161 6%	126 7%
9 to 11 hours per week	353 8%	315 8%	38 6%	100 8%	243 8%	92 8%	251 8%	33 8%	47 8%	34 6%	92 8%	228 9%	123 7%
12 to 15 hours per week	516 12%	445 12%	71 12%	143 11%	353 12%	133 12%	363 12%	53 13%	69 12%	57 11%	133 12%	278 11%	236 14% a
16 to 22 hours per week	672 15%	583 15%	89 15%	189 15%	460 15%	172 15%	477 15%	60 14%	89 16%	78 15%	172 15%	446 17% b	216 13%
Over 22 hours per week	1760 40%	1547 40%	213 37%	574 44% b	1161 39%	509 44% b	1223 39%	171 40%	249 44%	253 47%	509 44%	1163 45% b	560 32%
Don't know/ unsure	43 1%	41 1%	2 *%	10 1%	30 1%	7 1%	32 1%	2 *%	3 *%	4 1%	7 1%	10 *%	25 1% a
None	382 9%	325 8%	58 10%	71 5%	297 10% a	54 5%	312 10% a	20 5%	28 5%	25 5%	54 5%	100 4%	272 16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Answered	4154	3606	548	1229	2831	1098	2956	406	537	506	1098	2464	1626
Mean number of hours	23.0	23.3 b	20.9	24.9 b	22.3	24.8 b	22.4	23.8	25.3	25.2	24.8	25.5 b	19.0
Standard deviation	18.96	19.13	17.66	19.41	18.83	19.27	18.92	19.60	19.90	18.55	19.27	19.12	17.87
Standard error	.29	.32	.70	.55	.36	.58	.35	.96	.85	.81	.58	.39	.44

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Up to 2 hours per week	94 2%	73 2%	64 2%	29 2%	21 3%	94 2%	82 2%	49 2%	35 2%	12 2%	84 2%	10 2%	15 2%	28 3%	50 2%
3 to 5 hours per week	291 7%	241 7%	200 6%	91 7%	50 7%	291 7%	244 7%	153 7%	132 6%	32 5%	257 7%	33 7%	42 6%	73 7%	176 7%
6 to 8 hours per week	290 7%	236 6%	203 6%	87 7%	54 7%	290 7%	243 7%	160 7%	135 6%	31 5%	261 7%	28 6%	46 7%	66 6%	178 7%
9 to 11 hours per week	353 8%	290 8%	243 8%	110 9%	63 8%	353 8%	315 8%	211 9%	182 8%	46 8%	327 8%	26 5%	26 4%	94 9% a	232 9% a
12 to 15 hours per week	516 12%	419 12%	354 11%	162 13%	97 13%	516 12%	434 12%	282 12%	250 11%	67 11%	457 12%	59 12%	64 10%	146 14%	306 11%
16 to 22 hours per week	672 15%	581 16%	507 16% d	165 13%	91 12%	672 15%	574 15%	363 16%	393 18%	101 17%	608 16%	64 13%	93 14%	149 14%	431 16%
Over 22 hours per week	1760 40%	1620 45% cde	1441 46% cde	319 26% d	141 18%	1760 40% cd	1465 39%	856 37%	979 44% abe	268 46% b	1552 40%	208 43%	311 47% bc	421 40%	1029 39%
Don't know/ unsure	43 1%	32 1%	23 1%	20 2%	11 1%	43 1%	29 1%	13 1%	11 *%	3 *%	32 1%	11 2% abce	10 1%	13 1%	20 1%
None	382 9%	146 4%	120 4%	262 21% abe	236 31% abce	382 9% ab	326 9% cd	205 9% cd	83 4%	29 5%	340 9% cd	42 9% c	58 9%	75 7%	250 9%
Answered	4154	3422	2968	1186	732	4154	3517	2167	2091	559	3710	444	620	1004	2530

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Mean number of hours	23.0	25.1 cde	25.5 cde	16.6 d	13.2	23.0 cd	22.6	22.0	25.1 abe	25.2 abe	22.8	24.5 b	26.4 bc	22.7	22.2
Standard deviation	18.96	18.90	18.90	17.60	15.91	18.96	18.71	18.55	18.25	18.44	18.84	19.89	21.86	17.80	18.55
Standard error	.29	.32	.34	.52	.59	.29	.32	.40	.40	.79	.31	.93	.87	.56	.37

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Home broadband (perhaps using Wi-Fi)	3678	1762	1910	375	641	634	655	1373	1010	1190	662	816	3090	309	173	106
	84%	83%	84%	81%	86%	88%	89%	79%	89%	88%	84%	72%	83%	84%	84%	86%
					e	ae	ae		cd	d	d					
Using a mobile signal (4G/ 5G)	2164	1068	1091	311	451	424	407	571	577	725	385	477	1847	154	87	76
	49%	50%	48%	67%	60%	59%	55%	33%	51%	54%	49%	42%	50%	42%	42%	61%
				cde	e	e	e		d	d	d		bc			abc
Neither – I do not go online from home	393	191	201	24	39	29	28	272	62	69	63	199	329	36	21	8
	9%	9%	9%	5%	5%	4%	4%	16%	6%	5%	8%	18%	9%	10%	10%	6%
								abcd				abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Home broadband (perhaps using Wi-Fi)	3678	3205	474	1122	2474	1008	2581	359	493	475	1008	2301	1317
	84%	84%	82%	87% b	83%	87% b	83%	84%	88%	89%	87%	89% b	76%
Using a mobile signal (4G/ 5G)	2164	1917	247	743	1349	669	1420	263	332	303	669	1482	647
	49%	50% b	43%	57% b	45%	58% b	45%	62%	59%	57%	58%	57% b	37%
Neither – I do not go online from home	393	335	58	72	306	54	321	20	28	25	54	106	274
	9%	9%	10%	6%	10% a	5%	10% a	5%	5%	5%	5%	4%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Home broadband (perhaps using Wi-Fi)	3678	3261	2830	848	417	3678	3120	1923	1967	523	3290	388	552	893	2233
	84%	90%	90%	68%	55%	84%	84%	84%	89%	89%	84%	81%	83%	84%	84%
		cde	cde	d		cd			abef	abef					
Using a mobile signal (4G/ 5G)	2164	1896	1716	448	268	2164	1837	1124	1247	313	1948	216	279	595	1290
	49%	52%	54%	36%	35%	49%	49%	49%	57%	53%	50%	45%	42%	56%	48%
		cd	cde			cd			abef					ac	a
Neither – I do not go online from home	393	155	129	265	238	393	331	212	90	32	346	47	61	75	258
	9%	4%	4%	21%	31%	9%	9%	9%	4%	5%	9%	10%	9%	7%	10%
				abe	abce	ab	c	cd			c	c			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Man	2121	2121	-	207	325	371	365	853	616	594	428	484	1782	179	101	59
	48%	100% b	-%	45%	43%	52% b	50%	49%	54% bd	44%	55% bd	43%	48%	48%	49%	48%
Woman	2271	-	2271	253	418	346	368	886	516	754	354	647	1913	188	106	64
	52%	-%	100% a	55%	56% c	48%	50%	51%	46%	56% ac	45%	57% ac	52%	51%	51%	52%
Non-binary	4	-	-	2	2	-	-	-	-	2	1	-	2	1	-	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%
Prefer not to say	5	-	-	1	2	-	1	-	1	-	2	2	4	1	-	-
	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Man	2121	1854	267	595	1476	528	1539	180	245	260	528	1343	742
	48%	49%	46%	46%	49%	46%	49%	42%	44%	49%	46%	52% b	43%
Woman	2271	1959	312	701	1514	625	1584	247	318	272	625	1246	984
	52%	51%	54%	54%	51%	54%	51%	58%	56%	51%	54%	48%	57% a
Non-binary	4	3	1	-	3	-	3	-	-	-	-	4	-
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%
Prefer not to say	5	3	1	-	2	-	2	-	-	-	-	3	1
	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Man	2121	1741	1489	631	379	2121	1817	1210	1165	374	1919	202	344	479	1299
	48%	48%	47%	51%	50%	48%	49% f	53% aef	53% aef	64% abcef	49% f	42%	52%	45%	49%
Woman	2271	1887	1658	613	384	2271	1892	1081	1033	214	1995	276	319	583	1370
	52%	52%	53%	49%	50%	52%	51% bcd	47% d	47% d	36%	51% bcd	57% bcd	48%	55%	51%
Non-binary	4	4	4	-	-	4	2	2	3	-	4	-	-	3	1
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%
Prefer not to say	5	5	5	-	-	5	1	-	-	-	1	4	2	-	2
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	1% abce	*%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
16-24 years	462	207	253	462	-	-	-	-	108	165	97	92	400	33	17	12
	10%	10%	11%	100% bcde	-%	-%	-%	-%	10%	12% d	12% d	8%	11%	9%	8%	10%
25-34 years	748	325	418	-	748	-	-	-	223	244	120	161	622	66	37	23
	17%	15%	18%	-%	100% acde	-%	-%	-%	20% d	18%	15%	14%	17%	18%	18%	19%
35-44 years	717	371	346	-	-	717	-	-	205	224	132	156	603	62	31	22
	16%	17%	15%	-%	-%	100% abde	-%	-%	18%	17%	17%	14%	16%	17%	15%	17%
45-54 years	735	365	368	-	-	-	735	-	205	225	151	155	626	58	33	19
	17%	17%	16%	-%	-%	-%	100% abce	-%	18% d	17%	19% d	14%	17%	16%	16%	15%
55-64 years	704	348	356	-	-	-	-	704	162	194	126	221	579	70	35	20
	16%	16%	16%	-%	-%	-%	-%	41% abcd	14%	14%	16%	20% ab	16%	19%	17%	16%
65-74 years	554	268	286	-	-	-	-	554	116	176	86	177	464	44	31	16
	13%	13%	13%	-%	-%	-%	-%	32% abcd	10%	13%	11%	16% ac	13%	12%	15%	13%
75 years or over	480	236	244	-	-	-	-	480	115	123	72	170	408	37	23	11
	11%	11%	11%	-%	-%	-%	-%	28% abcd	10%	9%	9%	15% abc	11%	10%	11%	9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
16-24 years	462	429	33	164	277	76	358	45	23	19	76	269	188
	10%	11%	6%	13%	9%	7%	11%	11%	4%	4%	7%	10%	11%
		b		b			a	bc					
25-34 years	748	701	47	365	364	345	383	224	164	62	345	585	156
	17%	18%	8%	28%	12%	30%	12%	52%	29%	12%	30%	23%	9%
		b		b		b		bcd	c		c	b	
35-44 years	717	647	70	430	264	423	271	120	260	215	423	592	114
	16%	17%	12%	33%	9%	37%	9%	28%	46%	40%	37%	23%	7%
		b		b		b			ad	a	a	b	
45-54 years	735	627	108	255	458	246	466	29	94	193	246	578	130
	17%	16%	19%	20%	15%	21%	15%	7%	17%	36%	21%	22%	8%
				b		b			a	abd	a	b	
55-64 years	704	593	111	58	636	52	641	7	18	36	52	424	254
	16%	16%	19%	4%	21%	4%	21%	2%	3%	7%	4%	16%	15%
					a		a			a			
65-74 years	554	443	112	13	535	10	537	2	4	5	10	121	433
	13%	12%	19%	1%	18%	1%	17%	1%	1%	1%	1%	5%	25%
			a		a		a						a
75 years or over	480	379	101	12	462	2	472	-	-	2	2	27	451
	11%	10%	17%	1%	15%	*%	15%	-%	-%	*%	*%	1%	26%
			a		a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
16-24 years	462	437	423	39	25	462	364	254	284	67	398	64	47	159	256
	10%	12%	13%	3%	3%	10%	10%	11%	13%	11%	10%	13%	7%	15%	10%
		cd	cde			cd			ae					ac	
25-34 years	748	700	674	74	48	748	564	412	436	122	622	126	106	232	409
	17%	19%	21%	6%	6%	17%	15%	18%	20%	21%	16%	26%	16%	22%	15%
		cd	cde			cd			ae	ae		abce		ac	
35-44 years	717	653	611	107	65	717	579	347	408	98	621	96	116	187	414
	16%	18%	19%	9%	8%	16%	16%	15%	19%	17%	16%	20%	17%	18%	16%
		cd	cde			cd			ab						
45-54 years	735	653	579	156	82	735	631	344	403	79	659	76	120	162	453
	17%	18%	18%	13%	11%	17%	17%	15%	18%	13%	17%	16%	18%	15%	17%
		cd	cd			cd			b						
55-64 years	704	566	450	254	138	704	618	366	341	125	645	59	127	140	438
	16%	16%	14%	20%	18%	16%	17%	16%	15%	21%	16%	12%	19%	13%	16%
				abe						bcf			b		
65-74 years	554	391	282	272	163	554	508	304	228	69	517	37	92	106	357
	13%	11%	9%	22%	21%	13%	14%	13%	10%	12%	13%	8%	14%	10%	13%
				abe	abe	b	cf	cf			cf				
75 years or over	480	237	135	344	243	480	447	267	101	28	456	24	58	77	345
	11%	7%	4%	28%	32%	11%	12%	12%	5%	5%	12%	5%	9%	7%	13%
		b		abe	abe	ab	cdf	cdf			cdf				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
AB	1133	616	516	108	223	205	205	392	1133	-	-	-	977	83	46	28
	26%	29% b	23%	23%	30% e	29% e	28%	23%	100% bcd	-%	-%	-%	26%	22%	22%	22%
C1	1351	594	754	165	244	224	225	493	-	1351	-	-	1132	114	65	39
	31%	28%	33% a	36% e	33%	31%	31%	28%	-%	100% acd	-%	-%	31%	31%	32%	32%
C2	784	428	354	97	120	132	151	285	-	-	784	-	643	73	43	25
	18%	20% b	16%	21%	16%	18%	21%	16%	-%	-%	100% abd	-%	17%	20%	21%	20%
DE	1133	484	647	92	161	156	155	568	-	-	-	1133	950	100	52	31
	26%	23%	29% a	20%	22%	22%	21%	33% abcd	-%	-%	-%	100% abc	26%	27%	25%	25%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
AB	1133	982	151	420	688	380	725	131	190	183	380	820	310
	26%	26%	26%	32% b	23%	33% b	23%	31%	34%	34%	33%	32% b	18%
C1	1351	1163	187	376	932	329	976	118	152	156	329	887	453
	31%	30%	32%	29%	31%	29%	31%	28%	27%	29%	29%	34% b	26%
C2	784	680	104	232	530	206	554	76	104	93	206	539	234
	18%	18%	18%	18%	18%	18%	18%	18%	18%	17%	18%	21% b	14%
DE	1133	994	139	269	846	238	873	102	117	101	238	350	729
	26%	26%	24%	21%	28% a	21%	28% a	24%	21%	19%	21%	13%	42% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
AB	1133	1033	931	202	100	1133	1026	744	799	261	1067	66	127	253	753
	26%	28%	30%	16%	13%	26%	28%	32%	36%	44%	27%	14%	19%	24%	28%
		cd	cde			cd	f	aef	aef	abcef	f				a
C1	1351	1160	1018	332	191	1351	1138	699	695	176	1208	143	211	301	838
	31%	32%	32%	27%	25%	31%	31%	30%	32%	30%	31%	30%	32%	28%	31%
		cd	cd			d									
C2	784	653	557	227	131	784	661	399	350	83	701	83	116	213	455
	18%	18%	18%	18%	17%	18%	18%	17%	16%	14%	18%	17%	17%	20%	17%
DE	1133	791	649	484	342	1133	885	452	358	68	943	190	211	297	625
	26%	22%	21%	39%	45%	26%	24%	20%	16%	12%	24%	39%	32%	28%	23%
				abe	abe	ab	bcd	cd			bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
In full time employment	1977	1149	824	171	480	479	474	373	700	696	390	191	1674	164	87	51
	45%	54%	36%	37%	64%	67%	64%	21%	62%	52%	50%	17%	45%	44%	42%	42%
		b		e	ae	ae	ae		bcd	d	d					
In part time employment	620	194	422	98	105	113	105	199	120	191	150	159	522	49	27	22
	14%	9%	19%	21%	14%	16%	14%	11%	11%	14%	19%	14%	14%	13%	13%	18%
			a	bde		e					abd					
Unemployed	299	158	140	37	62	56	62	82	12	17	20	250	247	31	11	10
	7%	7%	6%	8%	8%	8%	8%	5%	1%	1%	3%	22%	7%	8%	5%	8%
				e	e	e	e					abc				
A student	186	70	115	140	34	9	3	*	38	108	18	21	154	18	8	5
	4%	3%	5%	30%	4%	1%	*%	*%	3%	8%	2%	2%	4%	5%	4%	4%
			a	bcde	cde	e				acd						
Full-time responsibility for home/ family	230	22	208	9	60	47	55	58	25	36	56	113	200	15	11	5
	5%	1%	9%	2%	8%	7%	8%	3%	2%	3%	7%	10%	5%	4%	5%	4%
			a		ae	ae	ae				ab	ab				
Retired	1012	491	521	2	1	2	10	997	235	292	140	345	846	85	54	27
	23%	23%	23%	*%	*%	*%	1%	57%	21%	22%	18%	30%	23%	23%	26%	22%
								abcd				abc				
Other	62	29	33	1	6	7	23	24	1	7	7	48	44	7	9	2
	1%	1%	1%	*%	1%	1%	3%	1%	*%	*%	1%	4%	1%	2%	4%	2%
							abc					abc			a	
Prefer not to say	15	6	8	4	1	4	3	3	2	4	4	5	15	*	-	-
	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	-%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
In full time employment	1977	1767	209	757	1162	714	1202	242	342	357	714	1977	-
	45%	46% b	36%	58% b	39%	62% b	38%	57%	61%	67% a	62%	76% b	-%
In part time employment	620	525	94	225	388	199	410	66	114	74	199	620	-
	14%	14%	16%	17% b	13%	17% b	13%	15%	20%	14%	17%	24% b	-%
Unemployed	299	275	24	81	213	67	224	34	22	28	67	-	299
	7%	7% b	4%	6%	7%	6%	7%	8%	4%	5%	6%	-%	17% a
A student	186	176	10	65	110	21	152	10	5	10	21	-	186
	4%	5% b	2%	5%	4%	2%	5% a	2%	1%	2%	2%	-%	11% a
Full-time responsibility for home/ family	230	205	25	135	91	131	95	69	68	53	131	-	230
	5%	5%	4%	10% b	3%	11% b	3%	16% c	12%	10%	11%	-%	13% a
Retired	1012	807	204	17	980	6	992	1	2	5	6	-	1012
	23%	21%	35% a	1%	33% a	1%	32% a	*%	*%	1%	1%	-%	59% a
Other	62	52	11	13	49	13	50	3	8	3	13	-	-
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	-%	-%
Prefer not to say	15	12	3	4	2	3	3	1	1	3	3	-	-
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
In full time employment	1977	1820	1679	297	157	1977	1690	1103	1241	336	1788	188	257	486	1233
	45%	50% cde	53% cde	24%	21%	45% cd	46%	48% f	56% abef	57% abef	46%	39%	39%	46% a	46% a
In part time employment	620	554	486	134	65	620	507	337	307	78	543	76	96	176	348
	14%	15% cd	15% cd	11%	9%	14% cd	14%	15%	14%	13%	14%	16%	14%	16%	13%
Unemployed	299	229	194	105	70	299	214	108	112	17	234	65	71	76	152
	7%	6%	6%	8%	9% ab	7%	6%	5%	5%	3%	6% d	14% abcde	11% c	7%	6%
A student	186	176	171	15	9	186	141	80	101	25	156	30	21	66	99
	4%	5% cd	5% cd	1%	1%	4% cd	4%	3%	5%	4%	4%	6%	3%	6% ac	4%
Full-time responsibility for home/ family	230	186	163	67	44	230	174	86	89	17	188	42	43	65	122
	5%	5%	5%	5%	6%	5%	5%	4%	4%	3%	5%	9% abcde	6%	6%	5%
Retired	1012	614	415	597	397	1012	935	553	335	109	952	60	150	179	682
	23%	17% b	13%	48% abe	52% abe	23% ab	25% cdf	24% cf	15%	19%	24% cdf	12%	23% b	17%	26% b
Other	62	45	36	26	17	62	41	21	13	3	48	15	23	10	29
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	3% abcde	3% bc	1%	1%
Prefer not to say	15	13	12	4	3	15	9	5	5	1	10	6	3	6	7
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% abce	*%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Large city	955	497	457	128	196	210	170	252	308	269	156	222	851	74	16	14
	22%	23%	20%	28% e	26% e	29% e	23% e	14%	27% bcd	20%	20%	20%	23% cd	20% cd	8%	11%
Smaller city or large town	1101	526	576	134	214	181	172	400	241	356	204	301	966	65	43	27
	25%	25%	25%	29% e	29%	25%	23%	23%	21%	26% a	26%	27% a	26% b	18%	21%	22%
Medium town	996	480	512	106	181	161	158	390	225	325	178	268	850	71	53	23
	23%	23%	23%	23%	24%	22%	22%	22%	20%	24%	23%	24%	23%	19%	26% d	18%
Small town	766	351	415	61	110	96	127	373	207	214	143	202	588	108	48	22
	17%	17%	18%	13%	15%	13%	17%	21% abc	18%	16%	18%	18%	16%	29% ad	23% a	18%
Rural area	581	267	312	33	47	70	108	323	151	187	104	139	446	51	47	37
	13%	13%	14%	7%	6%	10%	15% abc	19% abc	13%	14%	13%	12%	12%	14%	23% ab	30% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Large city	955	955	-	353	576	320	606	112	147	158	320	664	281
	22%	25% b	-%	27% b	19%	28% b	19%	26%	26%	30%	28%	26% b	16%
Smaller city or large town	1101	1101	-	343	732	298	773	116	154	130	298	638	441
	25%	29% b	-%	26%	24%	26%	25%	27%	27%	25%	26%	25%	26%
Medium town	996	996	-	290	683	261	710	98	125	111	261	569	411
	23%	26% b	-%	22%	23%	23%	23%	23%	22%	21%	23%	22%	24%
Small town	766	766	-	181	568	157	592	61	89	69	157	421	329
	17%	20% b	-%	14%	19% a	14%	19% a	14%	16%	13%	14%	16%	19%
Rural area	581	-	581	130	436	119	447	39	48	64	119	303	264
	13%	-%	100% a	10%	15% a	10%	14% a	9%	8%	12%	10%	12%	15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Large city	955	831	745	211	124	955	851	557	637	153	891	65	89	255	612
	22%	23%	24%	17%	16%	22%	23%	24%	29%	26%	23%	13%	13%	24%	23%
		cd	cd			cd	f	f	abef	f	f			a	a
Smaller city or large town	1101	906	797	304	195	1101	880	559	508	147	942	160	191	293	616
	25%	25%	25%	24%	26%	25%	24%	24%	23%	25%	24%	33%	29%	28%	23%
												abcde	c	c	
Medium town	996	821	717	280	175	996	824	461	471	118	875	122	174	239	584
	23%	23%	23%	22%	23%	23%	22%	20%	21%	20%	22%	25%	26%	22%	22%
Small town	766	613	512	254	154	766	648	396	331	94	685	81	127	168	471
	17%	17%	16%	20%	20%	17%	17%	17%	15%	16%	17%	17%	19%	16%	18%
				b											
Rural area	581	466	385	196	115	581	508	321	255	76	527	54	83	110	388
	13%	13%	12%	16%	15%	13%	14%	14%	12%	13%	13%	11%	12%	10%	15%
				b											b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
North East and Cumbria	243	117	126	36	28	38	36	105	68	67	45	64	243	-	-	-
	6%	6%	6%	8% b	4%	5%	5%	6%	6%	5%	6%	6%	7% bcd	-%	-%	-%
North-West	548	270	276	45	103	80	90	230	125	190	91	141	548	-	-	-
	12%	13%	12%	10%	14%	11%	12%	13%	11%	14%	12%	12%	15% bcd	-%	-%	-%
Yorkshire & Lincolnshire	399	172	224	43	71	63	66	155	74	122	77	126	399	-	-	-
	9%	8%	10%	9%	10%	9%	9%	9%	7%	9%	10%	11% a	11% bcd	-%	-%	-%
West Midlands	447	233	214	51	57	78	87	174	111	116	96	123	447	-	-	-
	10%	11%	9%	11%	8%	11%	12%	10%	10%	9%	12%	11%	12% bcd	-%	-%	-%
East Midlands	186	95	90	25	32	25	26	78	56	53	27	50	186	-	-	-
	4%	5%	4%	5%	4%	3%	3%	4%	5%	4%	4%	4%	5% bcd	-%	-%	-%
East	257	124	133	29	31	48	32	117	64	71	48	75	257	-	-	-
	6%	6%	6%	6%	4%	7%	4%	7%	6%	5%	6%	7%	7% bcd	-%	-%	-%
West	186	86	100	19	43	20	36	69	47	61	41	37	186	-	-	-
	4%	4%	4%	4%	6% c	3%	5%	4%	4%	4%	5%	3%	5% bcd	-%	-%	-%
South	255	123	131	25	44	40	33	112	80	83	45	47	255	-	-	-
	6%	6%	6%	5%	6%	6%	5%	6%	7% d	6%	6%	4%	7% bcd	-%	-%	-%
South West	242	106	136	16	38	27	40	121	30	123	24	66	242	-	-	-
	6%	5%	6%	3%	5%	4%	5%	7% ac	3%	9% acd	3%	6% ac	7% bcd	-%	-%	-%
South East	172	82	90	16	23	24	35	75	68	40	26	38	172	-	-	-
	4%	4%	4%	4%	3%	3%	5%	4%	6% bd	3%	3%	3%	5% bcd	-%	-%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
London	767	374	392	95	152	160	144	216	256	206	121	184	767	-	-	-
	17%	18%	17%	21% e	20% e	22% e	20% e	12%	23% bcd	15%	15%	16%	21% bcd	-%	-%	-%
Wales	207	101	106	17	37	31	33	89	46	65	43	52	-	-	207	-
	5%	5%	5%	4%	5%	4%	4%	5%	4%	5%	6%	5%	-%	-%	100% abd	-%
Scotland	369	179	188	33	66	62	58	150	83	114	73	100	-	369	-	-
	8%	8%	8%	7%	9%	9%	8%	9%	7%	8%	9%	9%	-%	100% acd	-%	-%
Northern Ireland	123	59	64	12	23	22	19	47	28	39	25	31	-	-	-	123
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	-%	-%	-%	100% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
North East and Cumbria	243 6%	212 6%	31 5%	73 6%	168 6%	64 6%	175 6%	27 6%	24 4%	32 6%	64 6%	154 6%	84 5%
North-West	548 12%	511 13% b	37 6%	163 13%	378 13%	145 13%	396 13%	46 11%	80 14%	61 11%	145 13%	312 12%	230 13%
Yorkshire & Lincolnshire	399 9%	353 9%	46 8%	111 9%	280 9%	97 8%	292 9%	45 11%	54 10%	44 8%	97 8%	200 8%	188 11% a
West Midlands	447 10%	386 10%	61 10%	128 10%	312 10%	114 10%	326 10%	45 11%	55 10%	47 9%	114 10%	246 9%	190 11%
East Midlands	186 4%	153 4%	33 6%	41 3%	143 5%	39 3%	146 5%	19 4%	15 3%	16 3%	39 3%	107 4%	77 4%
East	257 6%	206 5%	51 9% a	57 4%	171 6%	44 4%	184 6%	18 4%	21 4%	15 3%	44 4%	145 6%	107 6%
West	186 4%	158 4%	28 5%	50 4%	132 4%	45 4%	137 4%	16 4%	17 3%	20 4%	45 4%	131 5% b	55 3%
South	255 6%	222 6%	32 6%	74 6%	173 6%	65 6%	180 6%	20 5%	34 6%	36 7%	65 6%	156 6%	91 5%
South West	242 6%	173 5%	69 12% a	61 5%	173 6%	51 4%	183 6%	12 3%	26 5%	30 6%	51 4%	111 4%	126 7% a
South East	172 4%	143 4%	29 5%	50 4%	120 4%	48 4%	122 4%	16 4%	18 3%	26 5%	48 4%	95 4%	75 4%
London	767 17%	739 19% b	28 5%	296 23% b	448 15%	266 23% b	473 15%	90 21%	138 24%	132 25%	266 23%	537 21% b	223 13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Wales	207	160	47	55	150	50	155	22	23	21	50	114	83
	5%	4%	8% a	4%	5%	4%	5%	5%	4%	4%	4%	4%	5%
Scotland	369	318	51	93	272	86	277	33	43	35	86	213	149
	8%	8%	9%	7%	9%	7%	9%	8%	8%	7%	7%	8%	9%
Northern Ireland	123	86	37	46	76	39	83	16	16	18	39	74	47
	3%	2%	6% a	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
North East and Cumbria	243 6%	210 6%	172 5%	71 6%	33 4%	243 6%	206 6%	125 5%	106 5%	24 4%	213 5%	31 6%	36 5%	63 6%	144 5%
North-West	548 12%	436 12%	390 12%	158 13%	112 15%	548 12%	442 12%	258 11%	267 12%	84 14%	467 12%	81 17% abe	115 17% bc	119 11%	313 12%
Yorkshire & Lincolnshire	399 9%	328 9%	286 9%	112 9%	71 9%	399 9%	303 8%	168 7%	154 7%	42 7%	332 8%	67 14% abcde	91 14% c	111 10% c	196 7%
West Midlands	447 10%	354 10%	296 9%	151 12%	93 12%	447 10%	387 10%	263 11% c	187 8%	49 8%	411 10%	36 8%	52 8%	89 8%	305 11%
East Midlands	186 4%	139 4%	128 4%	58 5%	46 6%	186 4%	164 4%	117 5%	97 4%	37 6%	171 4%	15 3%	18 3%	32 3%	135 5%
East	257 6%	204 6%	156 5%	101 8% abe	53 7%	257 6%	220 6%	118 5%	131 6%	34 6%	234 6%	23 5%	35 5%	56 5%	167 6%
West	186 4%	168 5%	142 5%	44 4%	18 2%	186 4%	153 4%	116 5%	82 4%	26 4%	162 4%	25 5%	22 3%	31 3%	133 5%
South	255 6%	223 6%	191 6%	64 5%	32 4%	255 6%	212 6%	150 7%	133 6%	42 7%	226 6%	29 6%	35 5%	60 6%	159 6%
South West	242 6%	190 5%	153 5%	89 7% b	52 7%	242 6%	199 5%	109 5%	96 4%	26 4%	210 5%	32 7%	52 8% c	65 6%	125 5%
South East	172 4%	157 4% d	135 4% d	37 3%	15 2%	172 4%	152 4%	82 4%	98 4%	31 5%	152 4%	20 4%	28 4%	40 4%	105 4%
London	767 17%	645 18% c	592 19% c	176 14%	122 16%	767 17%	690 19% f	422 18% f	531 24% abdef	102 17% f	726 19% f	42 9%	61 9%	243 23% ac	463 17% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Wales	207	173	153	53	34	207	173	117	103	40	184	23	35	44	127
	5%	5%	5%	4%	4%	5%	5%	5%	5%	7%	5%	5%	5%	4%	5%
Scotland	369	306	267	103	64	369	306	177	157	39	324	45	66	83	221
	8%	8%	8%	8%	8%	8%	8%	8%	7%	7%	8%	9%	10%	8%	8%
Northern Ireland	123	103	95	28	20	123	102	72	59	12	108	15	18	26	78
	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
English	2777	1328	1442	293	458	418	442	1166	715	826	511	724	2691	38	40	8
	63%	63%	64%	63%	61%	58%	60%	67% cd	63%	61%	65%	64%	73% bcd	10%	19% bd	6%
Welsh	146	75	71	11	23	25	23	64	36	46	28	36	28	1	118	-
	3%	4%	3%	2%	3%	4%	3%	4%	3%	3%	4%	3%	1%	*%	57% abd	-%
Scottish	345	165	179	29	64	52	54	146	71	109	69	97	57	287	*	1
	8%	8%	8%	6%	9%	7%	7%	8%	6%	8%	9%	9%	2%	78% acd	*%	*%
Northern Irish	76	42	34	9	18	10	11	27	25	22	14	16	17	2	1	57
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	*%	1%	*%	46% abc
British	715	374	342	68	91	144	150	263	213	226	100	176	627	23	39	26
	16%	18%	15%	15%	12%	20% be	20% be	15%	19% c	17%	13%	16%	17% b	6%	19% b	21% b
Irish	51	26	26	12	7	6	4	23	12	16	9	14	21	2	2	27
	1%	1%	1%	2% d	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	22% abc
Other	249	98	151	35	71	53	48	43	56	93	39	62	226	14	5	4
	6%	5%	7% a	8% e	9% e	7% e	7% e	2%	5%	7%	5%	5%	6% c	4%	3%	3%
Prefer not to say	40	13	26	5	16	10	3	6	6	12	14	8	36	1	1	1
	1%	1%	1%	1%	2% de	1%	*%	*%	1%	1%	2%	1%	1%	*%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
English	2777	2366	411	756	1956	671	2033	243	337	325	671	1630	1105
	63%	62%	71% a	58%	65% a	58%	65% a	57%	60%	61%	58%	63%	64%
Welsh	146	122	24	44	101	40	106	14	21	15	40	82	57
	3%	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%
Scottish	345	307	38	82	259	76	265	28	39	31	76	198	139
	8%	8%	6%	6%	9%	7%	8%	6%	7%	6%	7%	8%	8%
Northern Irish	76	56	20	28	45	23	50	10	10	8	23	49	27
	2%	1%	4% a	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
British	715	651	64	239	453	212	479	63	100	109	212	420	284
	16%	17% b	11%	18%	15%	18%	15%	15%	18%	21%	18%	16%	16%
Irish	51	41	10	13	38	12	39	5	4	5	12	32	20
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	249	237	13	115	130	104	141	52	48	34	104	164	82
	6%	6% b	2%	9% b	4%	9% b	5%	12% c	9%	6%	9%	6%	5%
Prefer not to say	40	39	1	19	12	15	15	11	4	4	15	23	13
	1%	1%	*%	1% b	*%	1% b	*%	3%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
English	2777	2326	1980	796	451	2777	2369	1449	1347	385	2492	285	440	637	1700
	63%	64%	63%	64%	59%	63%	64%	63%	61%	66%	64%	59%	66%	60%	64%
Welsh	146	119	112	35	27	146	126	84	77	29	133	13	24	33	89
	3%	3%	4%	3%	4%	3%	3%	4%	4%	5%	3%	3%	4%	3%	3%
Scottish	345	293	252	93	52	345	289	174	147	42	309	36	72	69	204
	8%	8%	8%	7%	7%	8%	8%	8%	7%	7%	8%	7%	11% b	6%	8%
Northern Irish	76	68	65	12	8	76	66	49	44	9	68	8	12	16	48
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
British	715	566	499	217	149	715	630	397	427	92	660	55	84	171	461
	16%	16%	16%	17%	20%	16%	17% f	17% f	19% f	16%	17% f	11%	13%	16%	17% a
Irish	51	42	39	13	10	51	41	28	26	5	44	7	8	13	30
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Other	249	194	182	68	56	249	163	96	110	23	181	68	21	108	120
	6%	5%	6%	5%	7%	6%	4%	4%	5%	4%	5%	14% abcde	3%	10% ac	5%
Prefer not to say	40	29	28	12	11	40	27	18	22	2	30	9	3	18	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	*%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
English/ Welsh/ Scottish/ Northern Irish/ British	3411	1618	1786	277	531	503	567	1533	881	1038	606	886	2827	316	184	85
	78%	76%	79%	60%	71% a	70% a	77% ac	88% abcd	78%	77%	77%	78%	76% d	85% ad	89% ad	69%
Irish	69	35	34	13	10	9	7	30	14	23	15	17	34	3	1	31
	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	25% abc
Gypsy, Traveller or Irish Traveller	2	1	1	1	1	-	-	1	-	-	-	2	-	1	1	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*% a	*% a	-%
Any other White background	154	53	101	13	40	34	33	33	32	53	32	37	141	9	1	3
	3%	2%	4% a	3%	5% e	5% e	4% e	2%	3%	4%	4%	3%	4% c	3%	1%	2%
White and Black Caribbean	37	20	16	13	5	7	1	10	7	5	5	19	34	2	1	*
	1%	1%	1%	3% bde	1%	1%	*%	1%	1%	*%	1%	2% b	1%	*%	1%	*%
White and Black African	39	23	17	13	8	11	4	3	15	11	4	9	36	2	1	-
	1%	1%	1%	3% de	1% e	2% e	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%
White and Asian	29	15	15	5	10	3	3	8	5	10	5	9	26	1	2	*
	1%	1%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%
Any other mixed/ multiple ethnic background	32	17	15	6	10	7	6	3	10	6	7	9	29	1	*	1
	1%	1%	1%	1% e	1% e	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Indian	111	62	49	22	18	15	30	27	36	40	17	18	106	2	3	1
	3%	3%	2%	5% e	2%	2%	4% e	2%	3%	3%	2%	2%	3% bd	*%	1%	1%
Pakistani	85	41	43	20	22	22	14	7	10	34	23	18	82	2	1	-
	2%	2%	2%	4% e	3% e	3% e	2% e	*%	1%	2% a	3% a	2%	2% d	1%	*%	-%
Bangladeshi	31	17	13	8	7	8	6	1	9	10	2	10	30	-	1	-
	1%	1%	1%	2% e	1% e	1% e	1% e	*%	1%	1%	*%	1%	1%	-%	*%	-%
Chinese	18	7	11	2	7	4	3	1	12	2	*	4	16	*	1	-
	*%	*%	*%	*%	1% e	1%	*%	*%	1% bc	*%	*%	*%	*%	*%	*%	-%
Any other Asian background	23	10	12	7	4	4	1	7	9	7	3	3	21	1	-	1
	1%	*%	1%	2% de	*%	1%	*%	*%	1%	1%	*%	*%	1%	*%	-%	*%
Caribbean	55	31	24	4	11	15	9	16	9	14	12	21	54	1	*	-
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*%	*%	-%
African	113	64	50	23	28	35	18	9	42	34	19	19	102	8	3	1
	3%	3%	2%	5% e	4% e	5% e	2% e	1%	4% d	3%	2%	2%	3% d	2%	1%	1%
Any other Black/ African/ Caribbean background	22	14	8	4	6	9	1	2	6	8	3	5	22	-	*	-
	1%	1%	*%	1% e	1%	1% e	*%	*%	1%	1%	*%	*%	1%	-%	*%	-%
Arab	20	11	9	4	5	1	6	4	4	5	6	4	18	2	-	-
	*%	1%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	1%	-%	-%
Any other ethnic background	20	9	11	3	2	6	6	3	5	7	2	6	18	1	1	*
	*%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Prefer not to say	131	73	57	24	24	23	21	39	25	45	24	37	107	17	5	1
	3%	3%	2%	5% e	3%	3%	3%	2%	2%	3%	3%	3%	3%	5% d	2%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
English/ Welsh/ Scottish/ Northern Irish/ British	3411	2891	520	860	2491	786	2562	274	409	373	786	1954	1394
	78%	76%	89% a	66%	83% a	68%	82% a	64%	73% a	70%	68%	75%	81% a
Irish	69	57	12	16	52	13	54	6	5	5	13	42	26
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%
Gypsy, Traveller or Irish Traveller	2	2	-	1	1	-	1	-	-	-	-	1	1
	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%
Any other White background	154	147	7	66	81	64	84	26	22	23	64	111	42
	3%	4% b	1%	5% b	3%	6% b	3%	6%	4%	4%	6%	4% b	2%
White and Black Caribbean	37	34	2	16	20	14	22	5	6	8	14	24	11
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Black African	39	39	1	26	13	19	19	11	6	7	19	26	13
	1%	1%	*%	2% b	*%	2% b	1%	3%	1%	1%	2%	1%	1%
White and Asian	29	27	2	12	17	8	21	6	3	3	8	18	11
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	32	31	*	11	20	10	21	5	2	5	10	25	6
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%
Indian	111	107	4	47	58	39	65	16	19	25	39	62	47
	3%	3% b	1%	4% b	2%	3%	2%	4%	3%	5%	3%	2%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Pakistani	85	83	2	43	32	39	36	16	21	17	39	51	33
	2%	2% b	*%	3% b	1%	3% b	1%	4%	4%	3%	3%	2%	2%
Bangladeshi	31	29	1	18	12	13	15	7	6	2	13	17	14
	1%	1%	*%	1% b	*%	1%	*%	2%	1%	*%	1%	1%	1%
Chinese	18	18	-	6	12	5	13	1	5	1	5	13	4
	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
Any other Asian background	23	20	2	8	12	5	15	4	1	1	5	12	11
	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	1%
Caribbean	55	55	-	26	26	19	32	4	8	9	19	40	15
	1%	1% b	-%	2% b	1%	2%	1%	1%	1%	2%	2%	2%	1%
African	113	113	-	63	46	54	54	23	19	21	54	88	25
	3%	3% b	-%	5% b	2%	5% b	2%	5%	3%	4%	5%	3% b	1%
Any other Black/ African/ Caribbean background	22	21	1	10	10	10	10	4	3	4	10	16	6
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%
Arab	20	20	-	14	6	12	8	7	5	5	12	14	6
	*%	1%	-%	1% b	*%	1% b	*%	2%	1%	1%	1%	1%	*%
Any other ethnic background	20	16	4	13	8	13	8	1	7	9	13	11	8
	*%	*%	1%	1% b	*%	1% b	*%	*%	1%	2%	1%	*%	*%
Prefer not to say	131	108	23	42	79	30	88	12	13	14	30	72	53
	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
English/ Welsh/ Scottish/ Northern Irish/ British	3411	2837	2405	1006	573	3411	2934	1783	1638	470	3075	335	556	720	2134
	78%	78%	76%	81% bd	75%	78%	79% cf	78% f	74%	80% f	78% cf	70%	84% b	68%	80% b
Irish	69	53	48	21	17	69	59	44	37	6	61	8	9	15	45
	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%
Gypsy, Traveller or Irish Traveller	2	2	2	-	-	2	2	1	1	1	2	-	1	-	1
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%
Any other White background	154	130	126	28	24	154	106	48	80	11	119	35	18	72	64
	3%	4%	4% c	2%	3%	3%	3%	2%	4% b	2%	3%	7% abcde	3%	7% ac	2%
White and Black Caribbean	37	31	28	9	6	37	29	20	21	5	31	6	6	12	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Black African	39	36	32	8	4	39	31	17	26	5	34	5	1	19	20
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	2% a	1%
White and Asian	29	23	21	8	7	29	23	12	14	5	24	5	6	8	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	32	27	27	4	4	32	28	16	26	10	29	3	3	8	20
	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Indian	111	83	77	34	28	111	92	67	61	18	99	12	6	31	75
	3%	2%	2%	3%	4%	3%	2%	3%	3%	3%	3%	3%	1%	3% a	3% a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Pakistani	85	68	63	22	17	85	65	48	54	10	75	10	7	25	53
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Bangladeshi	31	22	22	9	9	31	25	18	19	5	29	2	7	11	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%
Chinese	18	14	12	5	4	18	13	11	14	-	15	3	1	11	6
	*%	*%	*%	*%	1%	*%	*%	*%	1%	-%	*%	1%	*%	1% c	*%
Any other Asian background	23	14	13	10	8	23	16	14	11	2	18	4	1	6	16
	1%	*%	*%	1%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	1%
Caribbean	55	40	36	19	15	55	48	38	30	4	51	4	5	15	35
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
African	113	105	101	13	9	113	95	53	67	13	99	15	6	42	65
	3%	3% c	3% cd	1%	1%	3% c	3%	2%	3%	2%	3%	3%	1%	4% a	2%
Any other Black/ African/ Caribbean background	22	17	16	6	5	22	21	11	16	3	21	1	5	10	7
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%
Arab	20	17	13	7	3	20	20	13	13	4	20	-	1	9	9
	*%	*%	*%	1%	*%	*%	1%	1%	1%	1%	1%	-%	*%	1%	*%
Any other ethnic background	20	16	15	5	4	20	10	8	8	1	12	8	3	9	8
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	2% abce	1%	1%	*%
Prefer not to say	131	103	98	32	28	131	95	72	65	15	106	25	22	43	66
	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	5% ae	3%	4%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
No religion	1569	765	797	192	339	280	290	468	397	468	296	409	1266	167	109	28
	36%	36%	35%	42% e	45% e	39% e	39% e	27%	35%	35%	38%	36%	34% d	45% ad	53% ad	23%
Catholic	502	235	267	60	96	96	67	183	144	167	87	104	400	47	12	43
	11%	11%	12%	13%	13%	13%	9%	11%	13%	12%	11%	9%	11% c	13% c	6%	35% abc
Church of England/ Scotland/ Ireland	1272	595	677	59	91	145	205	772	320	378	208	366	1111	90	46	24
	29%	28%	30%	13%	12%	20% ab	28% abc	44% abcd	28%	28%	27%	32%	30% cd	24%	22%	20%
Other Christian	453	219	234	52	91	87	65	158	119	138	90	105	377	25	28	23
	10%	10%	10%	11%	12%	12%	9%	9%	11%	10%	11%	9%	10%	7%	14% b	19% ab
Buddhist	17	6	11	3	2	3	5	5	8	4	2	4	16	1	-	*
	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	-%	*%
Hindu	49	26	23	10	11	5	11	11	28	12	7	2	48	-	1	-
	1%	1%	1%	2% e	1%	1%	1%	1%	2% bd	1%	1%	*%	1% b	-%	*%	-%
Jewish	11	3	8	1	3	-	3	5	6	3	-	2	11	1	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	*%	*%	-%	-%
Muslim	221	115	106	52	60	48	35	27	50	78	38	55	214	5	2	*
	5%	5%	5%	11% cde	8% e	7% e	5% e	2%	4%	6%	5%	5%	6% bcd	1%	1%	*%
Sikh	20	13	7	3	-	4	11	3	6	8	3	3	20	1	-	-
	*%	1%	*%	1%	-%	1%	1% be	*%	1%	1%	*%	*%	1%	*%	-%	-%
Any other religion	51	19	31	2	10	3	10	27	12	17	7	15	47	2	1	1
	1%	1%	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	235	124	108	28	45	47	34	80	42	78	46	69	193	31	8	3
	5%	6%	5%	6%	6%	7%	5%	5%	4%	6%	6%	6%	5%	8% acd	4%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
No religion	1569	1336	233	481	1063	434	1107	151	242	186	434	1029	509
	36%	35%	40%	37%	35%	38%	35%	35%	43%	35%	38%	40% b	29%
Catholic	502	454	48	180	308	160	326	68	73	78	160	331	166
	11%	12%	8%	14% b	10%	14% b	10%	16%	13%	15%	14%	13% b	10%
Church of England/ Scotland/ Ireland	1272	1058	214	244	1007	219	1030	66	103	117	219	609	643
	29%	28%	37% a	19%	34% a	19%	33% a	16%	18%	22%	19%	23%	37% a
Other Christian	453	415	38	162	283	147	298	59	61	60	147	270	175
	10%	11% b	7%	12% b	9%	13% b	10%	14%	11%	11%	13%	10%	10%
Buddhist	17	16	1	6	11	5	12	3	1	2	5	10	8
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Hindu	49	47	2	20	25	16	29	3	8	13	16	28	21
	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Jewish	11	11	-	2	9	2	9	-	-	2	2	4	7
	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Muslim	221	217	4	121	85	105	100	45	48	46	105	130	88
	5%	6% b	1%	9% b	3%	9% b	3%	10%	8%	9%	9%	5%	5%
Sikh	20	20	-	6	13	6	13	1	4	3	6	18	2
	*%	1%	-%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%
Any other religion	51	46	5	9	42	9	42	3	5	5	9	29	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	235	200	35	67	149	52	161	28	18	21	52	137	86
	5%	5%	6%	5%	5%	5%	5%	7%	3%	4%	5%	5%	5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
No religion	1569	1381	1210	359	188	1569	1278	741	770	224	1373	197	286	377	906
	36%	38% cd	38% cd	29%	25%	36% cd	34%	32%	35%	38%	35%	41% b	43% bc	35%	34%
Catholic	502	432	394	108	70	502	429	289	278	81	448	54	73	122	307
	11%	12% c	12% c	9%	9%	11%	12%	13%	13%	14%	11%	11%	11%	11%	11%
Church of England/ Scotland/ Ireland	1272	989	807	465	283	1272	1158	712	582	140	1188	84	180	246	846
	29%	27%	26%	37% abe	37% abe	29% b	31% cdf	31% cdf	26% f	24%	30% cdf	17%	27%	23%	32% b
Other Christian	453	364	319	134	89	453	372	228	267	59	393	60	50	144	259
	10%	10%	10%	11%	12%	10%	10%	10%	12%	10%	10%	12%	8%	14% ac	10%
Buddhist	17	16	14	4	1	17	12	11	13	3	14	4	2	4	11
	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%
Hindu	49	44	41	7	5	49	41	37	40	10	45	4	2	12	35
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	*%	1%	1%
Jewish	11	11	10	1	-	11	9	7	6	2	9	2	5	-	6
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%
Muslim	221	162	150	72	59	221	180	130	134	38	199	22	17	64	140
	5%	4%	5%	6%	8% abe	5%	5%	6%	6%	6%	5%	5%	3%	6% a	5% a
Sikh	20	16	16	4	4	20	18	17	11	2	19	1	1	7	12
	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%
Any other religion	51	42	34	16	8	51	39	20	21	6	43	8	13	12	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
Prefer not to say	235	179	160	75	55	235	174	102	80	22	188	47	34	76	125
	5%	5%	5%	6%	7%	5%	5%	4%	4%	4%	5%	10% abcde	5%	7% c	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
1	957	470	487	45	92	90	105	625	154	289	136	379	783	100	55	20
	22%	22%	21%	10%	12%	13%	14%	36%	14%	21%	17%	33%	21%	27%	27%	16%
								abcd		a		abc		ad	ad	
2	1515	734	778	96	224	163	216	816	404	484	266	361	1265	141	69	41
	34%	35%	34%	21%	30%	23%	29%	47%	36%	36%	34%	32%	34%	38%	33%	33%
					ac		ac	abcd								
3	841	400	439	99	203	165	187	186	218	274	163	186	707	61	44	29
	19%	19%	19%	22%	27%	23%	26%	11%	19%	20%	21%	16%	19%	16%	21%	24%
				e	e	e	e									b
4	723	340	381	111	156	216	156	84	251	193	148	131	626	49	28	20
	16%	16%	17%	24%	21%	30%	21%	5%	22%	14%	19%	12%	17%	13%	14%	17%
				e	e	bde	e		bd		d					
5+	363	178	185	111	74	83	70	26	106	111	72	75	319	20	11	13
	8%	8%	8%	24%	10%	12%	10%	1%	9%	8%	9%	7%	9%	5%	5%	11%
				bcde	e	e	e									bc
Answered	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Mean number of people	2.7	2.7	2.6	3.8	3.0	3.2	2.9	1.9	3.0	2.5	2.7	2.4	2.7	2.3	2.4	2.8
				bcde	e	de	e		bd		bd		b			bc
Standard deviation	2.56	2.95	2.14	4.75	3.18	2.99	1.28	.92	3.91	1.29	1.34	2.62	2.74	1.23	1.26	1.29
Standard error	.04	.06	.05	.21	.12	.10	.05	.02	.12	.04	.04	.08	.05	.05	.06	.06

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
1	957	836	121	-	957	-	957	-	-	-	-	380	555
	22%	22%	21%	-%	32% a	-%	31% a	-%	-%	-%	-%	15%	32% a
2	1515	1265	250	112	1341	99	1353	38	33	30	99	846	646
	34%	33%	43% a	9%	45% a	9%	43% a	9%	6%	6%	9%	33%	37% a
3	841	742	99	415	412	396	428	155	133	133	396	605	218
	19%	19%	17%	32% b	14%	34% b	14%	36% bc	24%	25%	34% bc	23% b	13%
4	723	647	76	502	203	457	246	150	264	239	457	544	169
	16%	17%	13%	39% b	7%	40% b	8%	35%	47% ad	45% a	40%	21% b	10%
5+	363	329	34	267	81	202	142	83	133	130	202	220	138
	8%	9%	6%	21% b	3%	17% b	5%	20%	24% d	24% d	17%	8%	8%
Answered	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Mean number of people	2.7	2.7 b	2.4	4.0 b	2.0	4.0 b	2.1	4.1	4.0	4.3	4.0	2.9 b	2.3
Standard deviation	2.56	2.71	1.19	4.12	1.02	4.35	1.14	4.14	1.36	5.11	4.35	2.75	2.27
Standard error	.04	.04	.05	.11	.02	.13	.02	.20	.06	.22	.13	.05	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
1	957	628	468	489	329	957	793	469	367	118	841	116	174	213	570
	22%	17%	15%	39% abe	43% abe	22% ab	21% c	20% c	17%	20%	21% c	24% c	26% b	20%	21%
2	1515	1234	1008	507	281	1515	1305	775	710	201	1366	149	239	350	927
	34%	34%	32%	41% abe	37%	34%	35%	34%	32%	34%	35%	31%	36%	33%	35%
3	841	771	717	123	70	841	697	429	468	107	739	101	117	211	513
	19%	21% cd	23% cde	10%	9%	19% cd	19%	19%	21%	18%	19%	21%	18%	20%	19%
4	723	666	637	86	57	723	613	417	433	98	650	74	93	194	437
	16%	18% cd	20% cde	7%	8%	16% cd	17%	18%	20% ae	17%	17%	15%	14%	18%	16%
5+	363	337	324	39	27	363	303	202	223	64	322	41	42	98	224
	8%	9% cd	10% cde	3%	3%	8% cd	8%	9%	10%	11%	8%	9%	6%	9%	8%
Answered	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Mean number of people	2.7	2.8 cd	2.9 cde	2.0	1.9	2.7 cd	2.7	2.8	2.9 ae	2.7	2.7	2.6	2.4	2.7 a	2.7
Standard deviation	2.56	2.75	2.88	1.23	1.13	2.56	2.73	3.32	3.00	1.43	2.68	1.36	1.34	2.61	2.77
Standard error	.04	.05	.05	.04	.04	.04	.04	.07	.06	.06	.04	.06	.05	.08	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Yes, aged 0-2	258	105	154	36	135	63	13	11	69	74	42	74	211	25	13	9
	6%	5%	7%	8% de	18% acde	9% de	2%	1%	6%	5%	5%	7%	6%	7%	6%	8%
Yes, aged 3-4	259	115	144	34	130	70	17	9	86	62	50	60	221	15	13	10
	6%	5%	6%	7% de	17% acde	10% de	2% e	1%	8% b	5%	6%	5%	6%	4%	6%	8%
Yes, aged 5-10	620	270	349	55	172	262	99	32	205	173	115	127	532	45	24	19
	14%	13%	15%	12% e	23% ade	37% abde	13% e	2%	18% bd	13%	15%	11%	14%	12%	12%	16%
Yes, aged 11-15	617	300	317	78	72	220	198	48	207	179	109	122	531	41	23	22
	14%	14%	14%	17% be	10% e	31% abe	27% abe	3%	18% bd	13%	14%	11%	14%	11%	11%	18% bc
ANY CHILDREN AGED UNDER 16	1297	595	701	164	365	430	255	83	420	376	232	269	1103	93	55	46
	29%	28%	31%	36% e	49% ade	60% abde	35% e	5%	37% bcd	28%	30% d	24%	30%	25%	26%	37% abc
No children aged under 16	2995	1476	1514	277	364	264	458	1633	688	932	530	846	2498	272	150	76
	68%	70%	67%	60% bc	49% c	37%	62% bc	94% abcd	61%	69% a	68% a	75% abc	67%	74% ad	72% d	61%
Don't know	15	7	8	6	2	3	2	3	5	3	1	6	13	1	*	1
	*%	*%	*%	1% e	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%
Prefer not to say	93	43	48	15	18	20	20	20	20	40	21	12	87	3	2	1
	2%	2%	2%	3% e	2%	3% e	3%	1%	2%	3% d	3%	1%	2%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Yes, aged 0-2	258	231	27	258	-	242	16	242	60	30	242	174	81
	6%	6%	5%	20%	-%	21%	1%	57%	11%	6%	21%	7%	5%
				b		b		bcd	c		bc		
Yes, aged 3-4	259	237	22	259	-	241	18	241	102	39	241	185	73
	6%	6%	4%	20%	-%	21%	1%	56%	18%	7%	21%	7%	4%
				b		b		bcd	c		c	b	
Yes, aged 5-10	620	569	51	620	-	563	54	144	563	201	563	477	132
	14%	15%	9%	48%	-%	49%	2%	34%	100%	38%	49%	18%	8%
		b		b		b			acd		ac	b	
Yes, aged 11-15	617	546	71	617	-	532	75	60	201	532	532	470	141
	14%	14%	12%	48%	-%	46%	2%	14%	36%	100%	46%	18%	8%
				b		b			a	abd	ab	b	
ANY CHILDREN AGED UNDER 16	1297	1167	130	1297	-	1154	133	427	563	532	1154	981	298
	29%	31%	22%	100%	-%	100%	4%	100%	100%	100%	100%	38%	17%
		b		b		b						b	
No children aged under 16	2995	2559	436	-	2995	-	2995	-	-	-	-	1550	1393
	68%	67%	75%	-%	100%	-%	96%	-%	-%	-%	-%	60%	81%
			a		a		a						a
Don't know	15	13	2	-	-	-	-	-	-	-	-	8	6
	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%
Prefer not to say	93	80	13	-	-	-	-	-	-	-	-	57	29
	2%	2%	2%	-%	-%	-%	-%	-%	-%	-%	-%	2%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Yes, aged 0-2	258	233	227	31	25	258	203	132	137	43	212	47	38	78	143
	6%	6% cd	7% cd	2%	3%	6% cd	5%	6%	6%	7%	5%	10% abe	6%	7%	5%
Yes, aged 3-4	259	238	229	30	21	259	208	144	162	42	227	32	36	66	158
	6%	7% cd	7% cd	2%	3%	6% cd	6%	6%	7%	7%	6%	7%	5%	6%	6%
Yes, aged 5-10	620	570	551	68	50	620	513	358	373	91	555	65	71	161	387
	14%	16% cd	17% cde	5%	7%	14% cd	14%	16%	17% ae	16%	14%	14%	11%	15%	14%
Yes, aged 11-15	617	570	534	83	47	617	511	338	369	82	543	74	75	153	389
	14%	16% cd	17% cde	7%	6%	14% cd	14%	15%	17% ae	14%	14%	15%	11%	14%	15%
ANY CHILDREN AGED UNDER 16	1297	1195	1142	155	102	1297	1065	719	775	186	1138	159	164	339	795
	29%	33% cde	36% acde	12%	13%	29% cd	29%	31%	35% ae	32%	29%	33%	25%	32% a	30%
No children aged under 16	2995	2352	1932	1063	643	2995	2563	1530	1370	392	2690	306	486	690	1820
	68%	65% b	61%	85% abe	84% abe	68% ab	69% c	67% c	62%	67%	69% c	63%	73% b	65%	68%
Don't know	15	15	15	1	1	15	11	9	10	2	14	1	4	5	6
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
Prefer not to say	93	75	67	26	18	93	72	34	47	9	77	16	11	31	51
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	~e	a	b	c	d	a	b	c	d
Unweighted total	1340	609	731	196	329	497	244	74	415	356	280	289	883	147	141	169
Effective Weighted Sample	1090	502	588	167	271	405	202	62	352	287	216	242	842	141	132	160
Total	1297	595	701	164	365	430	255	83	420	376	232	269	1103	93	55	46
Yes	1154	528	625	76	345	423	246	**	380	329	206	238	979	86	50	39
	89%	89%	89%	46%	94%	98%	96%	**	91%	87%	89%	89%	89%	93%	91%	84%
					a	ab	a									
No	133	62	70	81	19	7	8	**	36	44	25	27	115	5	5	7
	10%	10%	10%	49%	5%	2%	3%	**	9%	12%	11%	10%	10%	6%	9%	16%
				bcd	c											b
Prefer not to say	11	5	6	7	1	-	1	**	3	3	1	4	9	2	-	-
	1%	1%	1%	5%	*%	-%	*%	**	1%	1%	*%	1%	1%	2%	-%	-%
				bcd												

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	~b	a	b	a	b	c	d	a	b
Unweighted total	1340	1166	174	1340	-	1178	150	441	571	548	1178	1007	312
Effective Weighted Sample	1090	961	134	1090	-	959	120	353	470	447	959	814	259
Total	1297	1167	130	1297	-	1154	133	427	563	532	1154	981	298
Yes	1154	1035	119	1154	**	1154	-	427	563	532	1154	914	224
	89%	89%	92%	89%	**	100% b	-%	100%	100%	100%	100%	93% b	75%
No	133	122	11	133	**	-	133	-	-	-	-	62	69
	10%	10%	8%	10%	**	-%	100% a	-%	-%	-%	-%	6%	23% a
Prefer not to say	11	11	-	11	**	-	-	-	-	-	-	6	5
	1%	1%	-%	1%	**	-%	-%	-%	-%	-%	-%	1%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1340	1246	1193	147	94	1340	1090	730	777	183	1166	174	186	342	812
Effective Weighted Sample	1090	1009	962	128	81	1090	893	598	649	154	954	136	144	277	670
Total	1297	1195	1142	155	102	1297	1065	719	775	186	1138	159	164	339	795
Yes	1154	1068	1018	135	**	1154	954	646	696	170	1016	138	145	293	716
	89%	89%	89%	87%	**	89%	90%	90%	90%	91%	89%	87%	88%	86%	90%
No	133	118	114	19	**	133	103	65	71	15	113	20	18	40	75
	10%	10%	10%	12%	**	10%	10%	9%	9%	8%	10%	12%	11%	12%	9%
Prefer not to say	11	10	10	1	**	11	8	8	8	1	9	2	1	6	4
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Your husband/ wife/ partner	2482	1236	1243	94	434	479	505	969	745	771	480	485	2091	213	105	72
	56%	58%	55%	20%	58% a	67% abe	69% abe	56% a	66% bd	57% d	61% d	43%	56%	58%	51%	59%
Your parent/ parents	413	228	183	208	102	44	36	22	101	121	89	102	353	29	17	15
	9%	11% b	8%	45% bcde	14% cde	6% e	5% e	1%	9%	9%	11%	9%	10%	8%	8%	12%
Your child/ children aged 16 or over	666	283	382	14	59	137	218	237	180	212	129	144	575	43	30	18
	15%	13%	17% a	3%	8% a	19% abe	30% abce	14% ab	16%	16%	16%	13%	16%	12%	14%	15%
Your brother/s or sister/s	215	113	101	128	53	15	9	9	59	62	46	48	186	9	10	10
	5%	5%	4%	28% bcde	7% cde	2% e	1%	1%	5%	5%	6%	4%	5%	2%	5%	8% b
Any other relatives of yours	88	52	36	22	21	8	5	32	25	26	14	22	79	4	2	2
	2%	2%	2%	5% cde	3% d	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%
Your friend/s or housemates	101	48	52	40	31	8	12	10	30	43	14	14	90	5	4	1
	2%	2%	2%	9% bcde	4% ce	1%	2%	1%	3%	3% d	2%	1%	2%	1%	2%	1%
Any other adults aged 16 or over	114	60	54	13	17	12	34	37	29	39	14	32	105	2	4	2
	3%	3%	2%	3%	2%	2%	5% ce	2%	3%	3%	2%	3%	3% b	1%	2%	2%
None of these	1111	507	602	61	143	140	126	640	186	331	158	436	912	110	65	24
	25%	24%	26%	13%	19%	20% a	17%	37% abcd	16%	25% a	20%	38% abc	25%	30% d	31% ad	19%
Prefer not to say	40	18	19	13	9	5	5	8	6	14	10	9	34	3	3	*
	1%	1%	1%	3% cde	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Your husband/ wife/ partner	2482	2119	363	918	1502	888	1531	333	443	408	888	1636	818
	56%	55%	62% a	71% b	50%	77% b	49%	78%	79%	77%	77%	63% b	47%
Your parent/ parents	413	368	45	146	260	73	330	34	36	27	73	240	166
	9%	10%	8%	11%	9%	6%	11% a	8%	6%	5%	6%	9%	10%
Your child/ children aged 16 or over	666	585	81	271	380	248	403	60	102	159	248	456	192
	15%	15%	14%	21% b	13%	21% b	13%	14%	18%	30% abd	21% a	18% b	11%
Your brother/s or sister/s	215	201	14	78	132	33	174	8	20	15	33	134	78
	5%	5% b	2%	6%	4%	3%	6% a	2%	4%	3%	3%	5%	5%
Any other relatives of yours	88	79	9	40	45	22	63	8	8	10	22	50	37
	2%	2%	1%	3% b	2%	2%	2%	2%	1%	2%	2%	2%	2%
Your friend/s or housemates	101	96	5	12	88	10	89	4	4	5	10	69	32
	2%	3%	1%	1%	3% a	1%	3% a	1%	1%	1%	1%	3%	2%
Any other adults aged 16 or over	114	99	14	24	87	13	99	3	4	6	13	65	46
	3%	3%	2%	2%	3%	1%	3% a	1%	1%	1%	1%	3%	3%
None of these	1111	968	143	122	982	120	984	51	59	47	120	486	600
	25%	25%	25%	9%	33% a	10%	31% a	12%	11%	9%	10%	19%	35% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Prefer not to say	40	35	5	8	6	4	8	2	2	-	4	15	18
	1%	1%	1%	1%	*%	*%	*%	*%	*%	-%	*%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Your husband/ wife/ partner	2482	2141	1891	591	340	2482	2151	1328	1330	334	2244	237	334	568	1579
	56%	59% cd	60% cde	47%	45%	56% cd	58% f	58% f	60% f	57%	57% f	49%	50%	53%	59% ab
Your parent/ parents	413	385	355	58	29	413	354	223	238	70	371	42	51	127	235
	9%	11% cd	11% cd	5%	4%	9% cd	10%	10%	11%	12%	9%	9%	8%	12% ac	9%
Your child/ children aged 16 or over	666	601	561	105	65	666	556	328	367	91	592	74	107	166	392
	15%	17% cd	18% cde	8%	8%	15% cd	15%	14%	17%	15%	15%	15%	16%	16%	15%
Your brother/s or sister/s	215	203	192	23	12	215	178	123	125	32	191	23	26	75	113
	5%	6% cd	6% cd	2%	2%	5% cd	5%	5%	6%	5%	5%	5%	4%	7% c	4%
Any other relatives of yours	88	69	68	19	18	88	71	51	41	10	73	15	17	12	58
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%
Your friend/s or housemates	101	94	87	14	7	101	81	67	71	23	93	8	15	26	59
	2%	3% c	3% cd	1%	1%	2%	2%	3%	3%	4%	2%	2%	2%	2%	2%
Any other adults aged 16 or over	114	101	86	27	13	114	91	42	46	13	95	19	20	25	69
	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	4%	3%	2%	3%
None of these	1111	764	593	518	347	1111	913	551	443	137	974	137	197	256	658
	25%	21%	19%	42% abe	45% abe	25% ab	25% c	24% c	20%	23%	25% c	28% c	30%	24%	25%
Prefer not to say	40	29	27	12	11	40	29	18	16	5	31	9	5	13	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
I have no formal qualifications (and I am not still studying)	438	189	249	22	46	32	55	282	25	54	65	292	338	51	32	16
	10%	9%	11%	5%	6%	4%	7%	16% abcd	2%	4%	8% ab	26% abc	9%	14% a	16% a	13%
Entry level qualification such as ESOL, ELC or Skills for Life	99	47	52	14	15	16	11	42	14	21	19	45	85	8	2	4
	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	4% ab	2%	2%	1%	3%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	447	205	241	43	73	79	90	162	42	101	110	194	389	30	17	10
	10%	10%	11%	9%	10%	11%	12%	9%	4%	8% a	14% ab	17% ab	11%	8%	8%	8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	656	296	361	68	73	95	95	326	86	213	138	220	558	53	26	20
	15%	14%	16%	15%	10%	13%	13%	19% bcd	8%	16% a	18% a	19% a	15%	14%	13%	16%
Level 1-2 vocational qualification or intermediate apprenticeship	281	137	144	22	33	42	56	128	13	63	100	105	247	15	14	5
	6%	6%	6%	5%	4%	6%	8%	7%	1%	5% a	13% ab	9% ab	7%	4%	7%	4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	407	187	220	82	78	66	50	131	97	197	51	62	345	33	13	15
	9%	9%	10%	18% bcde	10%	9%	7%	8%	9% d	15% acd	7%	5%	9%	9%	6%	13% c
Level 3 vocational qualification or advanced apprenticeship	260	151	108	20	40	53	51	95	36	105	83	36	224	15	14	6
	6%	7% b	5%	4%	5%	7%	7%	5%	3%	8% ad	11% ad	3%	6%	4%	7%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	311	165	145	31	50	53	61	115	70	138	54	49	249	41	14	7
	7%	8%	6%	7%	7%	7%	8%	7%	6%	10% ad	7%	4%	7%	11% ad	7%	6%
Level 4-5 vocational qualification or higher apprenticeship	147	72	75	8	20	18	28	72	42	54	36	15	125	9	8	4
	3%	3%	3%	2%	3%	2%	4%	4%	4% d	4% d	5% d	1%	3%	2%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	778	375	399	69	185	157	141	225	404	258	70	45	650	68	38	21
	18%	18%	18%	15%	25% ae	22% ae	19% e	13%	36% bcd	19% cd	9% d	4%	18%	19%	18%	17%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Level 6 vocational qualification or degree apprenticeship	52	27	25	4	7	8	9	24	25	18	6	4	47	2	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	2% d	1%	1%	*%	1%	1%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	381	205	174	18	104	83	73	103	257	81	24	19	321	31	20	9
	9%	10%	8%	4%	14% ae	12% ae	10% ae	6%	23% bcd	6% cd	3%	2%	9%	8%	10%	7%
Still studying/ still at school	51	22	28	40	7	2	-	2	7	27	8	10	42	5	2	2
	1%	1%	1%	9% bcde	1% e	*%	-%	*%	1%	2% a	1%	1%	1%	1%	1%	2%
Prefer not to say	78	41	37	15	13	10	13	27	12	20	16	30	67	5	5	1
	2%	2%	2%	3%	2%	1%	2%	2%	1%	1%	2%	3%	2%	1%	2%	1%
Don't know	16	2	13	4	3	2	2	5	3	2	5	7	13	3	-	-
	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	1%	*%	1%	-%	-%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
I have no formal qualifications (and I am not still studying)	438 10%	367 10%	70 12%	81 6%	354 12% a	72 6%	361 12% a	32 7%	37 7%	31 6%	72 6%	102 4%	323 19% a
Entry level qualification such as ESOL, ELC or Skills for Life	99 2%	84 2%	15 3%	33 3%	64 2%	25 2%	70 2%	10 2%	14 2%	7 1%	25 2%	38 1%	60 3% a
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	447 10%	374 10%	72 12%	135 10%	298 10%	121 10%	311 10%	46 11%	49 9%	59 11%	121 10%	263 10%	171 10%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	656 15%	563 15%	94 16%	154 12%	488 16% a	124 11%	517 17% a	38 9%	67 12%	62 12%	124 11%	340 13%	299 17% a
Level 1-2 vocational qualification or intermediate apprenticeship	281 6%	253 7%	29 5%	68 5%	211 7%	62 5%	216 7%	21 5%	34 6%	28 5%	62 5%	160 6%	117 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	407	350	57	113	286	89	309	27	47	43	89	253	152
	9%	9%	10%	9%	10%	8%	10%	6%	8%	8%	8%	10%	9%
Level 3 vocational qualification or advanced apprenticeship	260	227	32	75	182	70	187	27	41	29	70	184	70
	6%	6%	6%	6%	6%	6%	6%	6%	7%	5%	6%	7% b	4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	311	268	43	96	208	92	212	29	44	40	92	199	107
	7%	7%	7%	7%	7%	8%	7%	7%	8%	8%	8%	8%	6%
Level 4-5 vocational qualification or higher apprenticeship	147	120	26	35	110	33	112	8	13	17	33	95	49
	3%	3%	4%	3%	4%	3%	4%	2%	2%	3%	3%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	778	706	71	287	475	279	483	103	131	127	279	598	176
	18%	18% b	12%	22% b	16%	24% b	15%	24%	23%	24%	24%	23% b	10%
Level 6 vocational qualification or degree apprenticeship	52	45	7	15	33	15	33	5	8	7	15	38	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
University higher degree (e.g. Masters, PhD or equivalent)	381	334	48	157	213	152	218	71	70	72	152	282	97
	9%	9%	8%	12% b	7%	13% b	7%	17%	12%	13%	13%	11% b	6%
Still studying/ still at school	51	46	5	25	25	5	45	2	-	3	5	7	44
	1%	1%	1%	2% b	1%	*%	1%	*%	-%	1%	*%	*%	3% a
Prefer not to say	78	66	12	20	40	13	45	7	4	6	13	34	38
	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Don't know	16	15	1	3	8	2	9	-	2	1	2	3	10
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
I have no formal qualifications (and I am not still studying)	438 10%	229 6%	179 6%	258 21% abe	209 27% abce	438 10% ab	359 10% cd	178 8% cd	77 4%	19 3%	375 10% cd	62 13% bcd	77 12%	101 10%	259 10%
Entry level qualification such as ESOL, ELC or Skills for Life	99 2%	56 2%	52 2%	46 4% abe	42 6% abe	99 2%	82 2%	57 2%	40 2%	8 1%	88 2%	10 2%	10 1%	33 3%	56 2%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	447 10%	374 10%	325 10%	122 10%	72 9%	447 10%	366 10% d	202 9%	184 8%	35 6%	387 10% d	59 12% d	78 12%	99 9%	270 10%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	656 15%	537 15%	438 14%	218 18% b	120 16%	656 15%	563 15%	333 15%	283 13%	82 14%	594 15%	63 13%	104 16%	151 14%	401 15%
Level 1-2 vocational qualification or intermediate apprenticeship	281 6%	225 6%	197 6%	84 7%	56 7%	281 6%	237 6% d	124 5% d	109 5% d	9 2%	249 6% d	32 7% d	42 6%	85 8%	154 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	407	369	330	77	38	407	342	208	243	68	366	41	67	94	246
	9%	10% cd	10% cd	6%	5%	9% cd	9%	9%	11%	12%	9%	9%	10%	9%	9%
Level 3 vocational qualification or advanced apprenticeship	260	214	190	70	46	260	219	123	131	33	232	28	48	75	138
	6%	6%	6%	6%	6%	6%	6%	5%	6%	6%	6%	6%	7%	7%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	311	270	236	74	41	311	269	164	167	43	282	29	51	83	176
	7%	7%	7%	6%	5%	7%	7%	7%	8%	7%	7%	6%	8%	8%	7%
Level 4-5 vocational qualification or higher apprenticeship	147	126	103	44	21	147	130	88	87	18	135	11	14	37	95
	3%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	2%	2%	3%	4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	778	725	648	129	53	778	666	478	535	164	706	72	94	169	515
	18%	20% cd	21% cde	10%	7%	18% cd	18%	21% f	24% aef	28% abef	18%	15%	14%	16%	19% a
Level 6 vocational qualification or degree apprenticeship	52	46	40	12	6	52	48	34	33	7	48	4	8	6	38
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
University higher degree (e.g. Masters, PhD or equivalent)	381	349	311	70	33	381	329	254	274	91	349	32	48	80	253
	9%	10% cd	10% cd	6%	4%	9% cd	9%	11% f	12% aef	15% abef	9%	7%	7%	8%	9%
Still studying/ still at school	51	48	48	3	3	51	38	19	15	6	41	10	3	26	22
	1%	1% c	2% c	*%	*%	1% c	1%	1%	1%	1%	1%	2% c	*%	2% ac	1%
Prefer not to say	78	60	49	29	18	78	51	29	23	4	55	23	14	22	42
	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	5% abcde	2%	2%	2%
Don't know	16	10	9	7	6	16	10	3	2	1	11	5	5	5	6
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1% bc	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
All my life/ born in the UK	3378	1598	1773	314	525	497	557	1484	836	1057	600	885	2781	312	181	104
	77%	75%	78%	68%	70%	69%	76% ac	85% abcd	74%	78%	76%	78%	75%	84% a	88% a	85% a
Less than 6 months	22	11	11	4	10	5	3	-	11	8	3	1	20	-	1	1
	1%	1%	*%	1% e	1% e	1% e	*%	-%	1%	1%	*%	*%	1%	-%	*%	1%
6 months to 1 year	31	11	21	9	14	4	3	2	6	14	3	8	25	4	2	*
	1%	1%	1%	2% e	2% e	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%
1 to 2 years	70	37	33	24	24	17	3	3	24	24	13	8	61	5	2	2
	2%	2%	1%	5% de	3% de	2% de	*%	*%	2% d	2%	2%	1%	2%	1%	1%	1%
3 to 5 years	104	48	56	26	39	28	6	6	44	28	14	19	93	8	2	2
	2%	2%	2%	6% de	5% de	4% de	1%	*%	4% d	2%	2%	2%	3%	2%	1%	1%
6 to 10 years	126	61	64	17	53	33	11	12	32	40	22	32	113	10	2	1
	3%	3%	3%	4% e	7% de	5% de	1%	1%	3%	3%	3%	3%	3% c	3%	1%	1%
11 to 15 years	76	24	52	16	22	19	12	7	17	21	15	24	70	4	1	2
	2%	1%	2% a	3% e	3% e	3% e	2% e	*%	2%	2%	2%	2%	2%	1%	*%	1%
More than 15 years	542	311	231	40	54	101	134	213	153	144	102	142	494	24	14	10
	12%	15% b	10%	9%	7%	14% ab	18% abe	12% b	14%	11%	13%	13%	13% bcd	6%	7%	8%
Prefer not to say	51	20	31	12	7	14	7	11	9	15	14	13	44	3	2	2
	1%	1%	1%	3% e	1%	2% e	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
All my life/ born in the UK	3378	2863	515	856	2471	772	2553	277	389	361	772	1930	1393
	77%	75%	89% a	66%	83% a	67%	82% a	65%	69%	68%	67%	74%	81% a
Less than 6 months	22	20	2	13	8	13	9	9	1	4	13	11	11
	1%	1%	*%	1% b	*%	1% b	*%	2% b	*%	1%	1%	*%	1%
6 months to 1 year	31	30	1	19	12	15	16	9	6	4	15	20	10
	1%	1%	*%	1% b	*%	1%	1%	2%	1%	1%	1%	1%	1%
1 to 2 years	70	65	4	42	24	32	32	17	11	8	32	53	16
	2%	2%	1%	3% b	1%	3% b	1%	4%	2%	1%	3%	2%	1%
3 to 5 years	104	102	3	63	36	54	43	26	27	14	54	75	27
	2%	3% b	*%	5% b	1%	5% b	1%	6%	5%	3%	5%	3% b	2%
6 to 10 years	126	123	3	61	56	52	65	22	24	24	52	92	34
	3%	3% b	*%	5% b	2%	5% b	2%	5%	4%	4%	5%	4% b	2%
11 to 15 years	76	75	1	49	25	43	29	19	21	13	43	56	21
	2%	2% b	*%	4% b	1%	4% b	1%	4%	4%	2%	4%	2%	1%
More than 15 years	542	490	52	178	343	162	358	44	79	98	162	338	192
	12%	13% b	9%	14%	11%	14%	11%	10%	14%	18% a	14%	13%	11%
Prefer not to say	51	50	2	16	20	9	23	3	5	6	9	22	23
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
All my life/ born in the UK	3378	2782	2387	991	596	3378	2896	1763	1619	460	3038	340	551	733	2094
	77%	77%	76%	80%	78%	77%	78% cf	77% f	74%	78%	78% cf	71%	83% b	69%	78% b
Less than 6 months	22	21	20	3	2	22	17	15	15	2	18	4	3	9	11
	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%
6 months to 1 year	31	31	31	*	*	31	24	20	20	-	26	6	1	12	18
	1%	1% c	1% c	*%	*%	1%	1%	1%	1%	-%	1%	1%	*%	1%	1%
1 to 2 years	70	64	63	7	6	70	47	47	44	10	52	18	7	25	38
	2%	2% c	2% c	1%	1%	2%	1%	2%	2%	2%	1%	4% ae	1%	2%	1%
3 to 5 years	104	93	87	18	12	104	83	65	77	18	95	9	13	40	51
	2%	3%	3%	1%	2%	2%	2%	3%	3%	3%	2%	2%	2%	4% c	2%
6 to 10 years	126	113	106	20	12	126	85	57	72	16	100	26	12	45	68
	3%	3% c	3% c	2%	2%	3%	2%	2%	3%	3%	3%	5% abe	2%	4%	3%
11 to 15 years	76	65	60	17	11	76	57	34	45	7	61	16	9	31	36
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	3%	1%	3% c	1%
More than 15 years	542	426	366	175	116	542	465	272	293	71	488	53	57	152	333
	12%	12%	12%	14%	15%	12%	13%	12%	13%	12%	12%	11%	9%	14% a	12% a
Prefer not to say	51	43	37	15	8	51	35	21	17	4	41	10	11	19	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Up to £199 per week / Up to £10,399p.a.	280	109	171	36	55	42	38	110	23	46	35	176	231	25	14	10
	6%	5%	8% a	8%	7%	6%	5%	6%	2%	3%	4% a	16% abc	6%	7%	7%	8%
From £200 to £299 per week / From £10,400 to £15,599p.a.	418	176	242	42	55	31	45	245	42	78	61	237	338	39	23	18
	10%	8%	11%	9% c	7%	4%	6%	14% abcd	4%	6%	8% a	21% abc	9%	11%	11%	14% a
From £300 to £499 per week / From £15,600 to £25,999p.a.	569	277	292	54	104	93	82	235	94	178	130	167	470	47	26	25
	13%	13%	13%	12%	14%	13%	11%	14%	8%	13% a	17% a	15% a	13%	13%	12%	21% abc
From £500 to £699 per week / From £26,000 to £36,399p.a.	591	285	306	50	106	105	102	228	152	227	114	98	494	55	25	18
	13%	13%	13%	11%	14%	15%	14%	13%	13% d	17% d	15% d	9%	13%	15%	12%	15%
From £700 to £999 per week / From £36,400 to £51,999p.a.	543	296	246	41	86	122	110	184	198	186	106	52	460	42	27	13
	12%	14% b	11%	9%	11%	17% abe	15% ae	11%	17% d	14% d	14% d	5%	12%	11%	13%	11%
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	393	219	174	31	82	90	85	105	205	128	51	9	335	32	17	10
	9%	10% b	8%	7%	11% e	12% ae	12% ae	6%	18% bcd	9% d	7% d	1%	9%	9%	8%	8%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
£1,500 per week and above / £78,000p.a. and above	243	146	96	14	57	53	56	62	185	39	17	2	219	12	8	4
	6%	7%	4%	3%	8%	7%	8%	4%	16%	3%	2%	*%	6%	3%	4%	3%
		b			ae	ae	ae		bcd	d	d					
Don't know	371	169	201	114	65	41	46	106	40	111	84	136	312	34	19	8
	8%	8%	9%	25%	9%	6%	6%	6%	4%	8%	11%	12%	8%	9%	9%	6%
				bcde						a	a	ab				
Prefer not to say	992	443	543	80	139	140	171	462	194	356	185	256	841	84	49	18
	23%	21%	24%	17%	19%	20%	23%	27%	17%	26%	24%	23%	23%	23%	24%	14%
								abc		a	a	a	d	d	d	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Up to £199 per week / Up to £10,399p.a.	280	237	43	71	205	61	214	27	27	21	61	80	189
	6%	6%	7%	5%	7%	5%	7%	6%	5%	4%	5%	3%	11% a
From £200 to £299 per week / From £10,400 to £15,599p.a.	418	363	55	85	331	70	343	37	26	25	70	165	236
	10%	10%	10%	7%	11% a	6%	11% a	9%	5%	5%	6%	6%	14% a
From £300 to £499 per week / From £15,600 to £25,999p.a.	569	498	71	150	409	138	420	56	59	62	138	334	233
	13%	13%	12%	12%	14%	12%	13%	13%	11%	12%	12%	13%	13%
From £500 to £699 per week / From £26,000 to £36,399p.a.	591	519	72	179	399	162	415	55	76	76	162	400	187
	13%	14%	12%	14%	13%	14%	13%	13%	13%	14%	14%	15% b	11%
From £700 to £999 per week / From £36,400 to £51,999p.a.	543	478	64	192	336	174	353	54	80	84	174	414	128
	12%	13%	11%	15% b	11%	15% b	11%	13%	14%	16%	15%	16% b	7%
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	393	341	52	162	219	154	227	41	88	76	154	336	56
	9%	9%	9%	12% b	7%	13% b	7%	10%	16%	14%	13%	13% b	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
£1,500 per week and above / £78,000p.a. and above	243	214	29	118	120	114	124	40	57	63	114	216	27
	6%	6%	5%	9% b	4%	10% b	4%	9%	10%	12%	10%	8% b	2%
Don't know	371	326	45	111	253	78	285	32	37	36	78	161	199
	8%	9%	8%	9%	8%	7%	9%	8%	7%	7%	7%	6%	12% a
Prefer not to say	992	843	149	229	724	203	747	83	113	88	203	491	472
	23%	22%	26%	18%	24% a	18%	24% a	20%	20%	17%	18%	19%	27% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Up to £199 per week / Up to £10,399p.a.	280	215	177	103	66	280	220	141	117	33	236	44	54	88	138
	6%	6%	6%	8%	9%	6%	6%	6%	5%	6%	6%	9%	8%	8%	5%
				ab	b							c	c	c	
From £200 to £299 per week / From £10,400 to £15,599p.a.	418	303	237	181	115	418	339	225	170	52	361	57	70	84	264
	10%	8%	8%	15%	15%	10%	9%	10%	8%	9%	9%	12%	10%	8%	10%
				abe	abe	b						c			
From £300 to £499 per week / From £15,600 to £25,999p.a.	569	483	411	158	86	569	475	298	272	85	507	62	87	142	340
	13%	13%	13%	13%	11%	13%	13%	13%	12%	14%	13%	13%	13%	13%	13%
From £500 to £699 per week / From £26,000 to £36,399p.a.	591	517	445	146	74	591	520	317	356	81	544	48	89	141	361
	13%	14%	14%	12%	10%	13%	14%	14%	16%	14%	14%	10%	13%	13%	14%
		d	d						f						
From £700 to £999 per week / From £36,400 to £51,999p.a.	543	493	441	102	50	543	500	315	365	97	511	31	62	136	345
	12%	14%	14%	8%	7%	12%	13%	14%	17%	16%	13%	6%	9%	13%	13%
		cd	cd			cd	f	f	aef	f	f				
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	393	370	345	48	24	393	362	250	277	78	376	18	41	82	270
	9%	10%	11%	4%	3%	9%	10%	11%	13%	13%	10%	4%	6%	8%	10%
		cd	cde			cd	f	f	aef	f	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
£1,500 per week and above / £78,000p.a. and above	243	229	214	29	14	243	225	168	185	59	228	15	21	41	181
	6%	6%	7%	2%	2%	6%	6%	7%	8%	10%	6%	3%	3%	4%	7%
		cd	cd			cd		f	aef	aef					ab
Don't know	371	291	255	116	80	371	264	137	102	29	293	78	68	108	195
	8%	8%	8%	9%	11%	8%	7%	6%	5%	5%	7%	16%	10%	10%	7%
							c				c	abcde		c	
Prefer not to say	992	737	629	362	254	992	805	442	357	75	863	129	173	242	576
	23%	20%	20%	29%	33%	23%	22%	19%	16%	13%	22%	27%	26%	23%	22%
				abe	abe		cd	d			cd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Hearing? Poor hearing, partial hearing, or are deaf	246	141	104	13	25	19	20	170	63	62	31	89	209	19	11	9
	6%	7% b	5%	3%	3%	3%	3%	10% abcd	6%	5%	4%	8% bc	6%	5%	5%	7%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	187	88	98	24	27	24	23	88	61	42	25	60	157	17	8	4
	4%	4%	4%	5%	4%	3%	3%	5%	5%	3%	3%	5%	4%	5%	4%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	457	213	242	10	32	31	54	330	82	100	65	210	369	45	28	15
	10%	10%	11%	2%	4%	4%	7% a	19% abcd	7%	7%	8%	19% abc	10%	12%	14%	12%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	163	65	98	7	20	17	22	96	31	29	30	73	141	11	6	4
	4%	3%	4%	2%	3%	2%	3%	6% abc	3%	2%	4%	6% ab	4%	3%	3%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Breathing? Breathlessness or chest pains	232	125	107	14	18	19	43	138	24	55	35	118	195	22	10	6
	5%	6%	5%	3%	2%	3%	6% bc	8% abc	2%	4%	5% a	10% abc	5%	6%	5%	5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	176	83	91	32	39	27	27	52	33	30	25	88	155	13	5	4
	4%	4%	4%	7% e	5%	4%	4%	3%	3%	2%	3%	8% abc	4%	3%	2%	3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	122	66	55	29	47	23	11	12	26	34	19	43	111	6	3	2
	3%	3%	2%	6% de	6% de	3% e	1%	1%	2%	3%	2%	4%	3%	2%	2%	1%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	465	187	276	67	106	75	86	131	67	111	82	205	396	36	18	16
	11%	9%	12% a	15% e	14% e	10%	12% e	8%	6%	8%	10% a	18% abc	11%	10%	9%	13%
Difficulty with speech? e.g. due to stroke, stutter or stammer	34	21	13	4	5	5	5	15	9	6	3	15	30	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	230	94	135	5	27	23	25	151	41	59	37	93	183	24	14	9
	5%	4%	6%	1%	4%	3%	3%	9% abcd	4%	4%	5%	8% abc	5%	7%	7%	7%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2623	1267	1352	253	459	473	487	951	768	886	474	495	2204	220	128	71
	60%	60%	60%	55%	61% e	66% ae	66% ae	55%	68% cd	66% d	60% d	44%	60%	60%	62%	58%
Prefer not to say	363	180	182	59	59	71	63	110	79	114	65	104	310	30	14	9
	8%	8%	8%	13% e	8%	10% e	9%	6%	7%	8%	8%	9%	8%	8%	7%	7%
Don't know	59	25	35	14	12	17	7	10	14	14	13	18	53	3	2	1
	1%	1%	2%	3% e	2%	2% e	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Hearing? Poor hearing, partial hearing, or are deaf	246	192	54	44	199	37	205	17	18	18	37	79	165
	6%	5%	9% a	3%	7% a	3%	7% a	4%	3%	3%	3%	3%	10% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	187	154	34	60	125	48	137	23	26	25	48	87	97
	4%	4%	6%	5%	4%	4%	4%	6%	5%	5%	4%	3%	6% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	457	379	78	73	375	63	384	18	29	35	63	112	312
	10%	10%	13%	6%	13% a	5%	12% a	4%	5%	7%	5%	4%	18% a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	163	135	27	37	122	37	122	14	15	17	37	48	101
	4%	4%	5%	3%	4%	3%	4%	3%	3%	3%	3%	2%	6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Breathing? Breathlessness or chest pains	232	206	26	44	187	43	188	14	22	24	43	71	148
	5%	5%	5%	3%	6% a	4%	6% a	3%	4%	4%	4%	3%	9% a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	176	163	13	49	127	40	135	15	21	17	40	73	90
	4%	4%	2%	4%	4%	3%	4%	4%	4%	3%	3%	3%	5% a
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	122	115	7	48	73	40	81	22	18	15	40	69	49
	3%	3%	1%	4%	2%	3%	3%	5%	3%	3%	3%	3%	3%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	465	417	48	141	321	116	343	39	58	56	116	234	212
	11%	11%	8%	11%	11%	10%	11%	9%	10%	11%	10%	9%	12% a
Difficulty with speech? e.g. due to stroke, stutter or stammer	34	30	4	13	21	10	24	7	1	3	10	16	17
	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	230	198	32	30	198	30	198	6	13	18	30	70	145
	5%	5%	5%	2%	7% a	3%	6% a	1%	2%	3%	3%	3%	8% a
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2623	2272	351	811	1769	747	1833	267	377	346	747	1783	829
	60%	59%	60%	63%	59%	65% b	59%	62%	67%	65%	65%	69% b	48%
Prefer not to say	363	321	42	118	206	92	226	39	38	35	92	208	144
	8%	8%	7%	9%	7%	8%	7%	9%	7%	7%	8%	8%	8%
Don't know	59	56	3	28	25	25	28	13	11	9	25	38	21
	1%	1%	1%	2% b	1%	2% b	1%	3%	2%	2%	2%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Hearing? Poor hearing, partial hearing, or are deaf	246	180	141	105	66	246	225	152	104	36	230	16	39	38	169
	6%	5%	4%	8% abe	9% abe	6%	6%	7%	5%	6%	6%	3%	6%	4%	6% b
Eyesight? Poor vision, colour blindness, partial sight, or are blind	187	149	132	55	38	187	165	112	90	34	175	12	36	49	103
	4%	4%	4%	4%	5%	4%	4%	5%	4%	6%	4%	2%	5%	5%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	457	310	256	201	147	457	375	219	156	58	397	60	104	86	267
	10%	9%	8%	16% abe	19% abe	10% b	10% c	10% c	7%	10%	10% c	12% c	16% bc	8%	10%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	163	110	94	69	53	163	131	101	62	17	145	17	36	26	101
	4%	3%	3%	6% abe	7% abe	4%	4%	4%	3%	3%	4%	4%	5% b	2%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Breathing? Breathlessness or chest pains	232	174	143	90	58	232	188	105	90	21	201	31	55	43	134
	5%	5%	5%	7% ab	8% ab	5%	5%	5%	4%	4%	5%	6%	8% bc	4%	5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	176	141	123	53	35	176	132	68	73	14	143	33	31	42	103
	4%	4%	4%	4%	5%	4%	4%	3%	3%	2%	4%	7% abcde	5%	4%	4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	122	114	111	11	8	122	87	71	66	16	102	20	30	24	68
	3%	3% cd	4% cd	1%	1%	3% c	2%	3%	3%	3%	3%	4%	5%	2%	3%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	465	392	351	114	73	465	358	217	209	49	394	72	102	119	244
	11%	11%	11%	9%	10%	11%	10%	9%	9%	8%	10%	15% abcde	15% c	11%	9%
Difficulty with speech? e.g. due to stroke, stutter or stammer	34	23	23	10	10	34	26	21	17	6	30	4	6	9	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	230	177	144	86	53	230	183	108	84	32	202	28	60	57	114
	5%	5%	5%	7% b	7%	5%	5%	5%	4%	5%	5%	6%	9% bc	5%	4%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2623	2256	1967	656	367	2623	2260	1367	1422	370	2362	261	330	656	1637
	60%	62% cd	62% cd	53%	48%	60% cd	61% f	60%	65% bef	63% f	60%	54%	50%	62% a	61% a
Prefer not to say	363	274	236	127	89	363	286	176	165	37	313	50	51	102	210
	8%	8%	7%	10% ab	12% abe	8%	8%	8%	7%	6%	8%	10%	8%	10%	8%
Don't know	59	53	51	8	6	59	41	30	25	3	45	15	11	23	25
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3% acde	2%	2% c	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Heterosexual or straight	3981	1915	2065	391	632	662	681	1616	1003	1224	717	1037	3339	337	190	115
	90%	90%	91%	85%	84%	92% ab	93% ab	93% ab	89%	91%	91%	92%	90%	91%	92%	93%
Gay or lesbian	120	71	46	15	31	13	20	41	39	47	16	18	101	14	4	2
	3%	3%	2%	3%	4%	2%	3%	2%	3%	3% d	2%	2%	3%	4%	2%	2%
Bisexual	114	52	61	31	41	19	11	11	46	27	16	24	98	8	6	2
	3%	2%	3%	7% cde	6% de	3% e	1%	1%	4% b	2%	2%	2%	3%	2%	3%	1%
Prefer to use another term (please state)	16	5	11	4	4	1	2	5	5	4	1	7	16	-	*	*
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%
Prefer not to say	169	78	89	21	39	23	20	65	40	49	34	46	148	11	6	4
	4%	4%	4%	5%	5%	3%	3%	4%	4%	4%	4%	4%	4%	3%	3%	3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Heterosexual or straight	3981	3446	535	1177	2715	1053	2832	390	511	493	1053	2331	1582
	90%	90%	92%	91%	91%	91%	91%	91%	91%	93%	91%	90%	92%
Gay or lesbian	120	108	13	23	94	18	98	3	8	9	18	87	33
	3%	3%	2%	2%	3%	2%	3% a	1%	1%	2%	2%	3%	2%
Bisexual	114	107	6	46	66	39	72	16	20	18	39	82	31
	3%	3%	1%	4%	2%	3%	2%	4%	3%	3%	3%	3%	2%
Prefer to use another term (please state)	16	15	1	5	12	4	12	-	3	2	4	10	6
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Prefer not to say	169	143	26	47	109	40	114	18	22	11	40	86	74
	4%	4%	4%	4%	4%	3%	4%	4%	4%	2%	3%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Heterosexual or straight	3981	3280	2843	1138	701	3981	3400	2062	1983	529	3573	408	589	948	2444
	90%	90%	90%	91%	92%	90%	92% f	90% f	90% f	90%	91% f	85%	89%	89%	91%
Gay or lesbian	120	95	86	35	25	120	88	61	64	17	96	24	21	26	73
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	5% ae	3%	2%	3%
Bisexual	114	109	99	14	4	114	88	72	72	22	99	15	10	37	66
	3%	3% cd	3% cd	1%	1%	3% cd	2%	3%	3%	4%	3%	3%	2%	4%	2%
Prefer to use another term (please state)	16	16	16	*	-	16	12	10	12	3	12	4	5	2	9
	*%	*%	1%	*%	-%	*%	*%	*%	1%	*%	*%	1%	1%	*%	*%
Prefer not to say	169	136	112	57	33	169	123	88	70	17	138	31	39	51	79
	4%	4%	4%	5%	4%	4%	3%	4%	3%	3%	4%	6% ace	6% c	5%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

		GENDER		AGE					SEG				NATION			
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4400	2132	2260	533	661	822	709	1675	1082	1205	912	1201	2914	542	503	441
Effective Weighted Sample	3634	1761	1866	456	541	681	592	1399	924	997	731	1012	2774	522	474	408
Total	4400	2121	2271	462	748	717	735	1738	1133	1351	784	1133	3701	369	207	123
Yes	4280	2064	2213	447	720	693	719	1701	1111	1310	757	1102	3595	362	203	120
	97%	97%	97%	97%	96%	97%	98%	98%	98%	97%	96%	97%	97%	98%	98%	97%
No	55	24	26	9	18	7	9	13	9	22	12	12	48	4	1	2
	1%	1%	1%	2%	2% e	1%	1%	1%	1%	2%	2%	1%	1%	1%	*%	2%
Prefer not to say	65	33	33	7	10	17	7	24	13	18	16	19	58	4	2	1
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED				WORKING STATUS	
	Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	4400	3720	680	1340	2958	1178	3108	441	571	548	1178	2561	1745
Effective Weighted Sample	3634	3092	553	1090	2455	959	2574	353	470	447	959	2103	1459
Total	4400	3819	581	1297	2995	1154	3128	427	563	532	1154	2596	1727
Yes	4280	3713	567	1269	2916	1132	3045	417	554	523	1132	2527	1683
	97%	97%	98%	98%	97%	98%	97%	98%	98%	98%	98%	97%	97%
No	55	51	4	11	37	9	38	3	1	6	9	36	19
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Prefer not to say	65	56	10	17	42	13	45	7	7	4	13	34	25
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4400	3645	3198	1202	755	4400	3687	2301	2166	574	3903	497	677	1064	2659
Effective Weighted Sample	3634	3000	2612	1022	635	3634	3058	1891	1801	476	3233	401	547	882	2205
Total	4400	3637	3156	1245	763	4400	3711	2293	2201	588	3919	482	664	1065	2672
Yes	4280	3543	3078	1202	737	4280	3626	2237	2153	576	3821	459	639	1026	2615
	97%	97%	98%	97%	97%	97%	98% f	98%	98% f	98%	97%	95%	96%	96%	98%
No	55	42	36	19	13	55	41	25	32	7	47	8	5	19	31
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Prefer not to say	65	52	41	24	13	65	44	31	16	5	51	14	20	19	26
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	3% ace	3% c	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c