

	Page	Table	Title	Base Description	Base
●	1	1	S1. Typically, how many hours do you spend on the internet per week?	Base : All non-internet / light internet respondents	259
	7	2	S2. Which of the following do you ever use?	Base : All light internet respondents	130
●	13	3	A1b. Which of the following bands best describes your age?	Base : All respondents	2257
●	19	4	A2. Which of the following do you most identify with?	Base : All respondents	2257
●	25	5	A3. In which region or nation do you live?	Base : All respondents	2257
●	31	6	Social Grade	Base : All respondents	2257
●	37	7	B1a. Which, if any, of these types of television service does your household receive at the moment?	Base : All respondents	2257
●	43	8	B2. Which of the following TV channels or providers have you used in the past 12 months?	Base : All respondents	2257
●	49	9	B2b. Which of the following radio stations and audio services have you used in the past 12 months?	Base : All respondents	2257
●	55	10	B2c. Which of the following websites/apps have you used in the past 12 months?	Base : All internet respondents	2129
●	61	11	B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?	Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months	1539
●	67	12	B3.2. How often, on average, do you use BBC iPlayer?	Base : All who have used BBC iPlayer in past 12 months	1109
●	73	13	B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?	Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months	1474
●	79	14	B3.4. How often, on average, do you use ITV Hub/STV Player?	Base : All who have used ITV Hub/STV Player in past 12 months	759
●	85	15	B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?	Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months	1313
●	91	16	B3.6. How often, on average, do you use All 4?	Base : All who have used All 4 in past 12 months	686
●	97	17	B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?	Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months	1074
●	103	18	B3.8. How often, on average, do you use My5?	Base : All who have used My5 in past 12 months	407
	109	19	B3.9. How often, on average, do you use S4C?	Base : All who have used S4C in past 12 months	75

	Page	Table	Title	Base Description	Base
●	115	20	B3.10. How often, on average, do you use Freeview/Youview?	Base : All who have used Freeview/Youview in past 12 months	581
●	121	21	B3.11. How often, on average, do you use Netflix?	Base : All who have used Netflix in past 12 months	1168
●	127	22	B3.12. How often, on average, do you use Amazon Prime Video?	Base : All who have used Amazon Prime Video in past 12 months	730
●	133	23	B3.13. How often, on average, do you use Disney +?	Base : All who have used Disney + in past 12 months	422
●	139	24	B3.14. How often, on average, do you use Apple TV +?	Base : All who have used Apple TV + in past 12 months	126
	145	25	B3.15. How often, on average, do you use Britbox?	Base : All who have used Britbox in past 12 months	47
●	151	26	B3.16. How often, on average, do you use NowTV?	Base : All who have used NowTV in past 12 months	266
●	157	27	B3.17. How often, on average, do you use Sky?	Base : All who have used Sky in past 12 months	820
●	163	28	B3.18. How often, on average, do you use Virgin TV?	Base : All who have used Virgin TV in past 12 months	291
●	169	29	B3.19. How often, on average, do you use YouTube?	Base : All who have used YouTube in past 12 months	874
●	175	30	B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?	Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months	1045
●	181	31	B3.21. How often, on average, do you use BBC Sounds?	Base : All who have used BBC Sounds in past 12 months	226
●	187	32	B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?	Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months	839
●	193	33	B3.23. How often, on average, do you use Spotify?	Base : All who have used Spotify in past 12 months	700
●	199	34	B3.24. How often, on average, do you use Apple Music/Apple Podcasts?	Base : All who have used Apple Music/Apple Podcasts in past 12 months	194
●	205	35	B3.25. How often, on average, do you use Amazon Music?	Base : All who have used Amazon Music in past 12 months	403
	211	36	B3.26. How often, on average, do you use Other audio services?	Base : All who have used Other audio services in past 12 months	97
●	217	37	B3.e. How often, on average, do you use PSB providers (NET)?	Base : All who have used PSB providers (NET) in past 12 months	2003

	Page	Table	Title	Base Description	Base
●	223	38	B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?	Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months	1189
●	229	39	B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?	Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months	635
●	235	40	B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?	Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months	892
●	241	41	B3.30. How often, on average, do you use Apple News/ Google News/Upday?	Base : All who have used Apple News/ Google News/Upday in past 12 months	360
●	247	42	B3.31. How often, on average, do you use Other websites/apps?	Base : All who have used Other websites/apps in past 12 months	372
●	253	43	B3.a. How often, on average, do you use Any BBC?	Base : All who have used Any BBC in past 12 months	1929
●	259	44	B3.b. How often, on average, do you use Any BBC TV content?	Base : All who have used Any BBC TV content in past 12 months	1686
●	265	45	B3.c. How often, on average, do you use Any ITV?	Base : All who have used Any ITV in past 12 months	1556
●	271	46	B3.d. How often, on average, do you use Any C4?	Base : All who have used Any C4 in past 12 months	1408
●	277	47	B3.f. How often, on average, do you use Channel 5/My5?	Base : All who have used Channel 5/My5 in past 12 months	1134
	283	48	Frequency of usage - Summary	Base : All who have used services in past 12 months	1539
●	285	49	B4. Media provider ranked the most valuable	Base : All who have used media providers in the last 12 months	2232
●	291	50	B4. Media provider ranked 2nd most valuable	Base : All who have used media providers in the last 12 months	2232
●	297	51	B4. Media provider ranked 3rd most valuable	Base : All who have used media providers in the last 12 months	2232
●	303	52	B4. Summary - Media provider rankings (1st, 2nd,3rd)	Base : All who have used media providers in the last 12 months	2232
●	309	53	B4b. Why do you value the most?	Base : All who have used media providers in the last 12 months and value the most	2232
●	321	54	B5.1. Proportion of viewing - PSB usage	Base : All respondents	2257
●	327	55	B5.2. Proportion of viewing - Other broadcast TV channels usage	Base : All respondents	2257
●	333	56	B5.3. Proportion of viewing - On demand and catch up usage	Base : All respondents	2257
●	339	57	B5.4. Proportion of viewing - SVoD usage	Base : All respondents	2257

	Page	Table	Title	Base Description	Base
●	345	58	C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone	Base : All non-internet / light internet respondents	259
●	351	59	C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions	Base : All non-internet / light internet respondents	259
●	357	60	C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me	Base : All non-internet / light internet respondents	259
●	363	61	C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK	Base : All non-internet / light internet respondents	259
●	369	62	C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news	Base : All non-internet / light internet respondents	259
●	375	63	C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)	Base : All non-internet / light internet respondents	259
●	381	64	C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK	Base : All non-internet / light internet respondents	259
●	387	65	C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know	Base : All non-internet / light internet respondents	259
●	393	66	C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent	Base : All non-internet / light internet respondents	259
●	399	67	C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches	Base : All non-internet / light internet respondents	259
●	405	68	C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think	Base : All non-internet / light internet respondents	259
●	411	69	C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values	Base : All non-internet / light internet respondents	259
●	417	70	C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends	Base : All non-internet / light internet respondents	259
●	423	71	C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience	Base : All non-internet / light internet respondents	259
●	429	72	C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today	Base : All non-internet / light internet respondents	259
●	435	73	C1a. Top 3 most valuable benefits for you personally	Base : All respondents	2257
●	441	74	C1a. Top 3 most valuable benefits for you personally	Base : All value any personally	2120
	447	75	C1a. Top 3 most valuable benefits for you personally	Base : All respondents	2257
●	448	76	C1b. Least 3 valuable benefits for you personally	Base : All respondents	2257
	454	77	C1b. Least 3 valuable benefits for you personally	Base : All respondents	2257
	455	78	C1b. Least 3 valuable benefits for you personally	Base : All value any personally	2120
●	456	79	C1b. Least 3 valuable benefits for you personally	Base : All value any personally	2120

	Page	Table	Title	Base Description	Base
●	459	80	C1b. Least 3 valuable benefits for you personally	Base : All value any personally	2120
●	462	81	C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone	Base : All non-internet / light internet respondents	259
●	468	82	C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions	Base : All non-internet / light internet respondents	259
●	474	83	C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them	Base : All non-internet / light internet respondents	259
●	480	84	C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK	Base : All non-internet / light internet respondents	259
●	486	85	C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news	Base : All non-internet / light internet respondents	259
●	492	86	C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)	Base : All non-internet / light internet respondents	259
●	498	87	C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK	Base : All non-internet / light internet respondents	259
●	504	88	C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know	Base : All non-internet / light internet respondents	259
●	510	89	C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent	Base : All non-internet / light internet respondents	259
●	516	90	C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches	Base : All non-internet / light internet respondents	259
●	522	91	C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think	Base : All non-internet / light internet respondents	259
●	528	92	C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values	Base : All non-internet / light internet respondents	259
●	534	93	C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends	Base : All non-internet / light internet respondents	259
●	540	94	C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience	Base : All non-internet / light internet respondents	259
●	546	95	C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today	Base : All non-internet / light internet respondents	259
●	552	96	C2a. Top 3 most valuable benefits for family and friends	Base : All respondents	2257
●	558	97	C2a. Top 3 most valuable benefits for family and friends	Base : All who value any for friends/family	2047
	564	98	C2a. Top 3 most valuable benefits for family and friends	Base : All respondents	2257
●	565	99	C2b. Least 3 valuable benefits for family and friends	Base : All respondents	2257
	571	100	C2b. Least 3 valuable benefits for family and friends	Base : All respondents	2257
	572	101	C2b. Least 3 valuable benefits for family and friends	Base : All who value any for friends/family	2047

	Page	Table	Title	Base Description	Base
●	573	102	C2b. Least 3 valuable benefits for family and friends	Base : All who value any for friends/family	2047
●	576	103	C2b. Least 3 valuable benefits for family and friends	Base : All who value any for friends/family	2047
●	579	104	C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone	Base : All non-internet / light internet respondents	259
●	585	105	C3i.2. How valuable you think each benefit is to society overall - High-quality productions	Base : All non-internet / light internet respondents	259
●	591	106	C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone	Base : All non-internet / light internet respondents	259
●	597	107	C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK	Base : All non-internet / light internet respondents	259
●	603	108	C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news	Base : All non-internet / light internet respondents	259
●	609	109	C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)	Base : All non-internet / light internet respondents	259
●	615	110	C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK	Base : All non-internet / light internet respondents	259
●	621	111	C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know	Base : All non-internet / light internet respondents	259
●	627	112	C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent	Base : All non-internet / light internet respondents	259
●	633	113	C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches	Base : All non-internet / light internet respondents	259
●	639	114	C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think	Base : All non-internet / light internet respondents	259
●	645	115	C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values	Base : All non-internet / light internet respondents	259
	651	116	C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends	Base : All non-internet / light internet respondents	259
●	657	117	C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience	Base : All non-internet / light internet respondents	259
●	663	118	C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today	Base : All non-internet / light internet respondents	259
●	669	119	C3a. Top 3 most valuable benefits for UK society	Base : All respondents	2257
●	675	120	C3a. Top 3 most valuable benefits for UK society	Base : All who value any societally	2120
	681	121	C3a. Top 3 most valuable benefits for UK society	Base : All respondents	2257
●	682	122	C3b. Least 3 valuable benefits for UK society	Base : All respondents	2257
	688	123	C3b. Least 3 valuable benefits for UK society	Base : All respondents	2257

	Page	Table	Title	Base Description	Base
	689	124	C3b. Least 3 valuable benefits for UK society	Base : All who value any societally	2120
●	690	125	C3b. Least 3 valuable benefits for UK society	Base : All who value any societally	2120
●	693	126	C3b. Least 3 valuable benefits for UK society	Base : All who value any societally	2120
●	696	127	C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society	Base : All respondents	2257
●	702	128	C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society	Base : All respondents	2257
●	708	129	C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone	Base : All watch both PBS and SVOD services	1142
●	714	130	C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions	Base : All watch both PBS and SVOD services	1142
●	720	131	C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone	Base : All watch both PBS and SVOD services	1142
●	726	132	C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK	Base : All watch both PBS and SVOD services	1142
●	732	133	C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK	Base : All watch both PBS and SVOD services	1142
●	738	134	C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know	Base : All watch both PBS and SVOD services	1142
●	744	135	C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent	Base : All watch both PBS and SVOD services	1142
●	750	136	C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches	Base : All watch both PBS and SVOD services	1142
●	756	137	C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think	Base : All watch both PBS and SVOD services	1142
●	762	138	C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values	Base : All watch both PBS and SVOD services	1142
●	768	139	C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends	Base : All watch both PBS and SVOD services	1142
●	774	140	C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience	Base : All watch both PBS and SVOD services	1142
●	780	141	C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today	Base : All watch both PBS and SVOD services	1142
●	786	142	C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you	Base : All watch both PBS and SVOD services	1142

	Page	Table	Title	Base Description	Base
●	792	143	C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows	Base : All watch both PBS and SVOD services	1142
●	798	144	C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion	Base : All watch both PBS and SVOD services	1142
●	804	145	C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch	Base : All watch both PBS and SVOD services	1142
●	810	146	C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch	Base : All watch both PBS and SVOD services	1142
●	816	147	C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background	Base : All watch both PBS and SVOD services	1142
●	822	148	C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family	Base : All watch both PBS and SVOD services	1142
●	828	149	C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you	Base : All watch both PBS and SVOD services	1142
	834	150	C4. In your opinion, are the PSB services or Streaming platforms better at/for?	Base : All watch both PBS and SVOD services	1142
●	835	151	D1a. Do you have any children under 16 living in the household?	Base : All respondents	2257
●	841	152	D1b. Which of the following age groups do they fall into?	Base : All respondents with children under 16 living in the household	559
●	847	153	D1c. Which of the following best describes who else you live with?	Base : All respondents	2257
●	853	154	D2. Which of these best describes your ethnicity?	Base : All respondents	2257
●	859	155	D3c. During the pandemic have you...	Base : All respondents	2257
●	865	156	D4a. What is your current working status?	Base : All respondents	2257
●	871	157	D4b. Approximately, what is your annual household income (from all sources, before tax)?	Base : All respondents	2257
●	877	158	D4c. During the Covid-19 pandemic, which if any of the following have applied to you?	Base : All respondents	2257



S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*	
30+ hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
20-29 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
15-19 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11 - 14 hours	17	16	1	16	16	14	12	3	1	6	1	2	3	7	7	
	10%	10%	22%	10%	10%	9%	9%	13%	51%	9%	30%	83%	7%	11%	12%	
8-10 hours	22	22	-	22	22	20	9	-	2	9	-	-	8	7	8	
	14%	14%	-	14%	15%	15%	43%	-	100%	12%	-	-	17%	11%	13%	
6-7 hours	14	14	-	14	12	11	3	-	-	5	*	-	6	5	3	
	8%	9%	-	9%	8%	8%	17%	-	-	7%	4%	-	13%	8%	6%	
3-5 hours	24	24	*	22	22	18	1	1	-	12	*	-	9	8	7	
	15%	15%	7%	14%	15%	13%	7%	49%	-	17%	7%	-	21%	13%	12%	
1-2 hours	8	8	-	8	8	8	8	*	-	4	-	-	2	4	2	
	5%	5%	-	5%	5%	5%	2%	-	-	6%	-	-	5%	7%	3%	
Less than 1 hour	5	3	2	3	3	3	3	-	-	*	-	-	3	*	2	
	3%	2%	61%	2%	2%	2%	-	-	-	*	-	-	6%	*	4%	
None	74	73	*	70	70	60	4	-	-	37	2	*	14	30	30	
	45%	46%	11%	45%	46%	45%	19%	-	-	50%	60%	17%	31%	49%	51%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(NET) Non-internet	74	73	*	70	70	60	4	-	-	37	2	*	14	30	30	
	45%	46%	11%	45%	46%	45%	19%	-	-	50%	60%	17%	31%	49%	51%	
(NET) Light users	91	88	3	86	84	81	72	17	1	37	1	2	31	31	29	
	55%	54%	89%	55%	54%	55%	81%	100%	100%	50%	40%	83%	69%	51%	49%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
30+ hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-19 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11 - 14 hours	17	13	3	*	14	3	14	3	1	4	6	1	11	6
	10%	15%	6%	2%	9%	82%	9%	93%	10%	9%	7%	5%	13%	7%
8-10 hours	22	8	12	3	22	*	22	-	*	8	11	9	16	11
	14%	9%	19%	16%	14%	12%	14%	-	5%	18%	13%	39%	19%	13%
6-7 hours	14	6	8	-	14	-	14	-	-	6	5	8	12	9
	8%	6%	13%	-	9%	-	9%	-	-	14%	6%	34%	14%	10%
3-5 hours	24	16	8	2	24	-	20	-	4	11	5	2	18	5
	15%	19%	10%	10%	15%	-	13%	-	54%	23% <b>E</b>	6%	7%	20% <b>E</b>	6%
1-2 hours	8	2	4	2	8	-	8	-	-	1	6	*	2	6
	5%	3%	6%	13%	5%	-	5%	-	-	3%	8%	1%	3%	7%
Less than 1 hour	5	2	*	2	5	-	5	-	*	3	*	-	3	*
	3%	3%	*	15%	3%	-	3%	-	3%	7%	*	-	4%	*
None	74	38	28	7	73	*	72	*	2	11	49	3	24	49
	45%	44%	46%	44%	46%	5%	46%	7%	28%	25%	60% <b>A</b>	14%	28%	57% <b>A</b>
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(NET) Non-internet	74	38	28	7	73	*	72	*	2	11	49	3	24	49
	45%	44%	46%	44%	46%	5%	46%	7%	28%	25%	60% <b>A</b>	14%	28%	57% <b>A</b>
(NET) Light users	91	48	34	9	87	3	83	3	5	32	33	20	62	38
	55%	56%	54%	56%	54%	95%	54%	93%	72%	73% <b>E</b>	40%	86%	72% <b>E</b>	43%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
30+ hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-19 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11 - 14 hours	17	5	12	-	2	15	-	2	*	7	3	5	3	9	1	1	12	5	
	10%	8%	12%	-	16%	10%	-	36%	4%	24%	6%	7%	13%	21%RT	2%	1%	16%RT	5%	
8-10 hours	22	11	11	-	3	19	-	3	*	8	8	2	6	8	6	2	14	8	
	14%	16%	12%	-	25%	13%	-	54%	6%	28%	16%RT	4%	28%	19%	14%	5%	22%RT	8%	
6-7 hours	14	10	4	-	2	12	-	-	2	3	4	5	3	6	5	-	6	5	
	8%	13%RT	4%	-	13%	8%	-	-	22%	11%	8%	7%	14%	13%RT	12%	-	14%RT	5%	
3-5 hours	24	15	9	-	2	22	-	-	2	2	9	11	4	8	4	7	13	11	
	15%	21%	10%	-	13%	15%	-	-	22%	6%	17%	17%	20%	20%	9%	14%	20%	11%	
1-2 hours	8	5	3	-	3	5	-	1	2	1	3	2	-	1	6	2	1	8	
	5%	7%	4%	-	19%	3%	-	10%	25%	2%	5%	2%	-	2%	14%	3%	1%	7%	
Less than 1 hour	5	*	5	-	-	5	-	-	-	2	1	2	1	2	-	2	3	2	
	3%	1%	5%	-	-	3%	-	-	-	7%	2%	3%	3%	5%	-	4%	5%	2%	
None	74	24	50	-	2	71	-	-	2	6	24	41	5	8	20	37	13	61	
	45%	33%	54%RT	-	13%	48%	-	-	22%	22%	45%	61%	22%	19%	48%	73%PS	20%	61%PS	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
(NET) Non-internet	74	24	50	-	2	71	-	-	2	6	24	41	5	8	20	37	13	61	
	45%	33%	54%RT	-	13%	48%	-	-	22%	22%	45%	61%	22%	19%	48%	73%PS	20%	61%PS	
(NET) Light users	91	47	43	-	12	78	-	6	7	23	29	26	17	34	21	14	51	40	
	55%	67%RT	46%	-	87%	52%	-	100%	78%	78%	55%	39%	78%	61%RT	52%	27%	80%RT	39%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
30+ hours	-	-	-	-	-	-	-	-	-	-
20-29 hours	-	-	-	-	-	-	-	-	-	-
15-19 hours	-	-	-	-	-	-	-	-	-	-
11 - 14 hours	17	4	2	10	-	-	4	2	13	4
	10%	18%	17%	9%	-	-	93%	82%	8%	89%
8-10 hours	22	7	4	11	+	-	+	-	22	-
	14%	29%	29%	9%	3%	-	7%	18%	14%	11%
6-7 hours	14	3	2	9	+	-	-	-	14	-
	8%	11%	16%	7%	5%	-	-	-	9%	-
3-5 hours	24	2	4	17	2	-	-	-	24	-
	15%	8%	28%	14%	34%	-	-	-	15%	-
1-2 hours	8	3	1	4	-	-	-	-	8	-
	5%	12%	4%	4%	-	-	-	-	5%	-
Less than 1 hour	5	-	-	3	-	-	-	-	5	-
	3%	-	-	3%	-	-	-	-	3%	-
None	74	5	1	63	3	-	-	-	74	-
	45%	22%	5%	53%	58%	-	-	-	46%	-
Don't know	-	-	-	-	-	-	-	-	-	-
(NET) Non-internet	74	5	1	63	3	-	-	-	74	-
	45%	22%	5%	53%	58%	-	-	-	46%	-
(NET) Light users	91	19	13	54	2	-	4	3	86	4
	55%	78%	95%	47%	42%	-	100%	100%	54%	100%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/ - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
30+ hours	-	-	-	-	-	-	-	-	-	-	-
20-29 hours	-	-	-	-	-	-	-	-	-	-	-
15-19 hours	-	-	-	-	-	-	-	-	-	-	-
11 - 14 hours	17	-	2	2	2	4	-	12	3	2	1
10%	-	-	13%	7%	25%	18%	-	10%	11%	12%	5%
8-10 hours	22	2	-	2	2	2	2	18	2	2	+
14%	14%	14%	-	8%	23%	10%	18%	15%	10%	12%	3%
6-7 hours	14	-	-	2	-	4	2	9	3	1	1
8%	-	-	-	7%	-	18%	21%	8%	12%	8%	7%
3-5 hours	24	-	3	3	2	2	2	19	2	3	*
15%	-	-	23%	15%	26%	8%	19%	16% <sup>ns</sup>	8%	19% <sup>ns</sup>	3%
1-2 hours	8	2	2	-	-	-	-	4	2	1	1
5%	16%	14%	-	-	-	-	-	4%	9%	7%	9%
Less than 1 hour	5	-	-	-	-	2	2	4	*	1	*
3%	-	-	-	-	-	8%	19%	3%	2%	5%	2%
None	74	9	7	14	2	7	2	50	11	6	7
45%	70%	50%	62%	26%	37%	23%	43%	49%	37%	70% <sup>ns</sup>	37%
Don't know	-	-	-	-	-	-	-	-	-	-	-
(NET) Non-internet	74	9	7	14	2	7	2	50	11	6	7
45%	70%	50%	62%	26%	37%	23%	43%	49%	37%	70% <sup>ns</sup>	37%
(NET) Light users	91	4	7	8	5	13	8	66	12	10	3
55%	30%	50%	38%	74%	63%	77%	57% <sup>ns</sup>	51% <sup>ns</sup>	63% <sup>ns</sup>	30%	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S1. Typically, how many hours do you spend on the internet per week?

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
30+ hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-19 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11 - 14 hours	17	17	-	3	-	6	-	2	6	-	17	-	17	-
	10%	10%	15%	28%	-	34%	10%	31%	11%	-	10%	-	13% <sup>D</sup>	-
8-10 hours	22	22	-	3	3	2	2	-	14	-	22	-	22	-
	14%	14%	-	21%	27%	13%	40%	5%	23%	-	14%	-	23% <sup>D</sup>	-
6-7 hours	14	14	-	4	2	4	*	*	7	-	14	-	14	-
	8%	9%	-	35%	19%	22%	3%	2%	13%	-	8%	-	15% <sup>D</sup>	-
3-5 hours	24	24	-	*	2	2	*	*	8	-	24	-	24	-
	15%	15%	-	2%	15%	11%	5%	3%	16%	-	15%	-	27% <sup>D</sup>	-
1-2 hours	8	8	-	-	3	-	-	*	1	-	8	-	8	-
	5%	5%	-	-	22%	-	-	2%	1%	-	5%	-	9% <sup>D</sup>	-
Less than 1 hour	5	5	-	-	-	-	-	-	1	-	5	-	5	-
	3%	3%	-	-	-	-	-	-	1%	-	3%	-	6%	-
None	74	72	2	2	2	4	2	4	17	-	74	-	74	-
	45%	44%	85%	15%	17%	20%	42%	57%	32%	-	45%	-	100% <sup>E</sup>	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(NET) Non-internet	74	72	2	2	2	4	2	4	17	-	74	-	74	-
	45%	44%	85%	15%	17%	20%	42%	57%	32%	-	45%	-	100% <sup>E</sup>	-
(NET) Light users	91	90	*	11	10	14	2	3	36	-	91	-	91	-
	55%	56%	15%	85%	83%	80%	58%	43%	68%	-	55%	-	100% <sup>D</sup>	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S2. Which of the following do you ever use?

Base : All light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	130	126	4	124	120	113	103	33	5	2	56	5	1	43	49	38
Weighted Base	91*	88*	3**	86*	84*	81*	72*	17**	1**	2**	37**	1**	2**	31**	31**	29**
In home internet access	86	84	3	82	79	76	68	17	1	2	34	1	2	31	27	29
	95%	95%	100%	95%	95%	95%	94%	100%	100%	100%	93%	100%	100%	100%	88%	98%
Internet access while travelling	18	18	-	17	17	15	14	5	-	2	4	-	-	5	9	4
	19%	20%	-	20%	21%	19%	20%	30%	11%	90%	10%	22%	-	16%	29%	12%
Internet access at work or place of study	14	14	-	14	14	14	10	4	*	*	7	-	-	7	5	2
	16%	16%	-	16%	16%	17%	14%	26%	11%	10%	19%	-	-	22%	17%	8%
Internet access in a public place (e.g. a café or library)	11	11	-	11	11	9	9	3	*	-	3	-	-	7	4	1
	12%	13%	-	13%	13%	11%	12%	15%	42%	-	7%	-	-	21%	13%	2%

S2. Which of the following do you ever use?

Base : All light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base 130	70	51	9	123	5	119	4	7	46	59	35	86	64
Weighted Base 91*	48*	34**	9**	87*	3**	83*	3**	5**	32**	33**	20**	62*	38**
In home internet access 86	47	30	9	83	3	79	3	5	30	31	20	60	36
95%	99%	89%	100%	95%	100%	95%	100%	100%	95%	94%	99%	96%	95%
Internet access while travelling 18	7	8	2	17	-	17	*	-	8	5	2	14	5
19%	15%	24%	26%	20%	-	21%	16%	-	26%	14%	8%	22%	13%
Internet access at work or place of study 14	5	7	2	14	*	14	*	-	6	5	3	10	7
16%	10%	20%	26%	16%	8%	17%	5%	-	18%	15%	14%	15%	19%
Internet access in a public place (e.g. a cafe or library) 11	2	6	2	11	-	11	*	-	6	2	1	9	3
12%	5%	19%	23%	13%	-	13%	19%	-	18%	7%	3%	14%	7%



S2. Which of the following do you ever use?

Base : All light internet respondents

	Gender		Age										Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	130	66 64	-	12	117	-	-	6	6	33	52	32	26	43	30	24	69	61
Weighted Base	91*	47* 43*	**	12**	78*	**	**	6**	7**	23**	29**	26**	17**	34**	21**	14**	51*	40**
In home internet access	86	47 40	-	12	74	-	-	6	7	21	27	26	15	33	21	12	49	38
	95%	99% 92%	-	100%	95%	-	-	100%	100%	92%	92%	99%	89%	99%	98%	86%	96%	95%
Internet access while travelling	18	12 6	-	7	11	-	-	3	4	5	4	2	3	8	3	3	12	6
	19%	24% 14%	-	56%	14%	-	-	50%	60%	22%	13%	8%	18%	25%	13%	24%	23%	15%
Internet access at work or place of study	14	9 5	-	10	4	-	-	4	6	3	1	*	6	5	2	-	12	3
	16%	19% 12%	-	86%	5%	-	-	79%	91%	12%	3%	1%	38%	15%	11%	-	23%	6%
Internet access in a public place (e.g. a cafe or library)	11	9 2	-	6	5	-	-	2	4	3	*	2	2	4	5	*	6	5
	12%	19% 5%	-	50%	6%	-	-	37%	60%	11%	1%	8%	14%	11%	22%	3%	12%	12%

S2. Which of the following do you ever use?

Base : All light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	130	25	14	83	4	-	4	4	125	5
Weighted Base	91*	19**	13**	54*	2**	-**	4**	3**	86*	4**
In home internet access	86	19	11	54	1	-	4	3	82	4
	95%	99%	86%	99%	29%	-	100%	100%	95%	100%
Internet access while travelling	18	7	4	5	2	-	2	-	16	2
	19%	38%	30%	9%	71%	-	42%	-	18%	40%
Internet access at work or place of study	14	9	4	1	-	-	2	2	12	2
	16%	49%	35%	7%	-	-	44%	77%	14%	46%
Internet access in a public place (e.g. a cafe or library)	11	4	4	3	-	-	-	-	11	-
	12%	23%	32%	5%	-	-	-	-	13%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S2. Which of the following do you ever use?

Base : All light internet respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	130	2	4	5	3	7	4	37	31	41	21
Weighted Base	91*	4**	7**	8**	5**	13**	8**	66*	12*	10*	3**
In home internet access	86	4	5	8	5	13	8	63	11	9	3
	95%	100%	77%	100%	100%	100%	100%	95%	97%	96%	100%
Internet access while travelling	18	2	3	-	3	2	2	14	1	1	*
	19%	54%	49%	-	65%	16%	24%	22%	11%	14%	15%
Internet access at work or place of study	14	2	-	-	-	6	2	11	1	1	*
	16%	54%	-	-	-	45%	24%	17%	11%	11%	11%
Internet access in a public place (e.g. a cafe or library)	11	2	2	-	-	2	4	10	1	*	*
	12%	54%	25%	-	-	16%	52%	15%	6%	2%	4%

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

S2. Which of the following do you ever use?

Base : All light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	130	129	1	10	7	14	5	6	42	-	130	-	130	-
Weighted Base	91*	90*	***	11**	10**	14**	2**	3**	36**	-**	91*	-**	91*	-**
In home internet access	86	86	*	9	9	14	2	3	33	-	86	-	86	-
	95%	95%	100%	81%	83%	100%	100%	100%	94%	-	95%	-	95%	-
Internet access while travelling	18	18	-	2	6	5	2	-	6	-	18	-	18	-
	19%	19%	-	17%	55%	33%	76%	-	16%	-	19%	-	19%	-
Internet access at work or place of study	14	14	-	4	6	8	*	2	3	-	14	-	14	-
	16%	16%	-	40%	56%	57%	10%	60%	7%	-	16%	-	16%	-
Internet access in a public place (e.g. a cafe or library)	11	11	-	4	6	4	-	-	5	-	11	-	11	-
	12%	12%	-	37%	59%	29%	-	-	14%	-	12%	-	12%	-

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

A1b. Which of the following bands best describes your age?

Base : All respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	551	364	153*	1318	573	366
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	291	222	69	175	107	93	78	177	67	135	17	68	247	33	12
	13%	11%def	27%acde	10%de	7%	7%	7%	37%acde	11%def	23%acde	3%	13%j	19%ind	6%	3%
25-34	391	330	60	268	200	164	164	274	152	163	49	122	323	45	23
	17%	17%de	23%acdn	15%	13%	13%	14%	26%acde	25%acde	26%acde	9%	34%kl	21%j	24%ind	8%
35-44	354	306	48	283	231	179	152	199	134	138	56	75	26	249	82
	16%	15%	19%	16%	16%	14%	13%	19%acdf	22%acde	22%acde	10%	21%j	15%io	14%im	6%
45-54	371	338	33	312	270	235	214	175	109	79	117	47	11	208	113
	16%	17%j	13%	17%j	18%j	18%j	18%j	17%	18%j	13%	21%kl	13%	7%	16%	20%
55-64	311	294	18	275	251	229	209	114	61	65	99	29	11	132	109
	14%	15%bghi	7%	15%bghi	17%bghi	17%bghi	18%bghi	11%	10%	10%	16%kl	8%	7%	10%	19%im
65-74	295	283	12	260	235	221	205	73	44	30	115	15	1	96	111
	13%	14%bghi	5%	15%bghi	16%bghi	17%bghi	18%abghi	7%	7%	5%	21%kl	4%	*	7%	19%im
75+	221	208	12	201	186	180	137	21	25	5	98	2	3	49	75
	10%	10%bghi	5%j	11%bghi	12%bghi	14%abghi	12%bghi	2%	4%j	1%	18%kl	1%	2%	4%	13%im
Prefer not to say	23	18	5	12	8	6	8	11	5	11	1	5	6	14	5
	1%	1%	2%de	1%	1%	*	1%	1%	1%	2%de	*	2%	4%j	1%	1%
(NET) 16-34	682	552	130	443	308	257	242	450	219	298	65	191	95	569	78
	30%	28%def	50%acde	25%de	21%	20%	21%	43%acde	37%acde	48%acde	12%	52%j	62%j	43%ind	14%
(NET) 35-54	725	644	81	595	501	414	367	373	243	217	173	122	37	457	195
	32%	32%	31%	33%	34%	32%	31%	36%	41%abce	35%	31%	34%	24%	35%io	34%im
(NET) 55+	827	785	42	737	672	629	551	208	130	101	312	46	15	277	295
	37%	39%bghi	16%	41%bghi	45%abgh	46%abce	47%abce	20%	22%j	16%	57%kl	13%	10%	21%	52%im

A1b. Which of the following bands best describes your age?

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	291	261	29	2	261	25	116	81	94	140	77	172	224	136
	13%	15%qr	8%r	1%	13%	16%	8%	20%u	25%w	14%y	8%	15%yB	13%y	11%
25-34	391	354	34	3	352	31	160	103	127	180	147	260	332	195
	17%	20%qr	10%r	2%	17%	20%	11%	26%u	33%w	18%	16%	22%yAB	19%	16%
35-44	354	289	47	18	317	34	208	83	64	178	116	211	295	175
	16%	16%	13%	15%	15%	22%	14%	21%u	17%	18%y	13%	16%y	17%y	15%
45-54	371	274	72	25	344	21	259	70	42	165	161	197	295	201
	16%	15%	20%	21%	17%	14%	18%w	18%w	11%	16%	17%	17%	17%	17%
55-64	311	223	62	26	285	21	242	43	26	127	148	133	234	178
	14%	13%	18%p	21%p	14%	14%	16%w	11%	7%	13%	16%z	11%	14%	15%
65-74	295	211	59	25	268	16	270	7	18	126	165	111	207	172
	13%	12%	17%p	23%p	13%	11%	13%w	2%	5%	13%	11%zA	10%	12%	11%z
75+	221	151	45	23	212	2	209	9	3	79	117	66	125	129
	10%	8%	13%p	19%p	19%r	2%	14%w	2%	1%	8%	13%zA	6%	7%	11%zA
Prefer not to say	23	21	1	*	21	2	11	4	8	8	7	10	15	12
	1%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
(NET) 16-34	682	615	62	5	613	56	276	184	221	320	224	432	556	331
	30%	34%qr	18%r	4%	30%	37%	19%	46%u	55%w	32%y	24%	37%yAB	32%yB	28%
(NET) 35-54	725	563	119	44	661	55	466	153	106	342	408	590	590	376
	32%	32%	34%	35%	32%	36%	32%	38%u	28%	34%	30%	35%y	34%	31%
(NET) 55+	827	585	108	74	766	40	722	60	46	332	420	310	566	479
	37%	33%	45%p	60%p	37%r	26%	49%w	15%	12%	33%z	45%zA	27%	33%z	40%zA

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 \* small base

A1b. Which of the following bands best describes your age?

Base : All respondents

	Gender			Age										Social Grade					
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	291	144	140	291	-	-	291	-	-	-	-	-	-	26	98	91	56	124	167
13%		13%	12%	43%FGUK LMN	-	-	100%EFGL KLMN	-	-	-	-	-	-	5%	14%OS	18%ORS	11%O	10%O	16%ORS
25-34	391	192	196	391	-	-	-	391	-	-	-	-	-	62	153	92	78	214	176
17%		18%	17%	57%FGHJK LMN	-	-	-	100%EFGL KLMN	-	-	-	-	-	12%	22%ORT	18%O	15%	18%O	16%
35-44	354	173	177	-	354	-	-	-	354	-	-	-	-	93	94	83	78	187	168
16%		16%	15%	-	49%EGHJK LMN	-	-	-	100%EFGL KLMN	-	-	-	-	19%	14%	17%	15%	16%	16%
45-54	371	179	191	-	371	-	-	-	-	371	-	-	-	98	96	77	92	194	176
16%		16%	17%	-	51%EGHJK LMN	-	-	-	-	100%EFGL JLMN	-	-	-	20%	14%	15%	16%	16%	16%
55-64	311	145	166	-	-	311	-	-	-	-	311	-	-	85	82	62	72	167	144
14%		13%	15%	-	-	35%EFHIL KMN	-	-	-	-	100%EFGL JKMN	-	-	17%	12%	12%	14%	14%	13%
65-74	295	140	155	-	-	295	-	-	-	-	-	295	-	88	84	43	76	172	123
13%		13%	14%	-	-	36%EFHIL KLN	-	-	-	-	-	100%EFGL JKLN	-	16%POT	12%	9%	15%O	15%O	11%
75+	221	116	105	-	-	221	-	-	-	-	-	-	221	50	58	51	58	108	113
10%		11%	9%	-	-	27%EFHIL KLM	-	-	-	-	-	-	100%EFGL LJKLM	10%	9%	10%	11%	9%	10%
Prefer not to say	23	8	11	-	-	-	-	-	-	-	-	-	-	*	14	3	4	14	9
1%		1%	1%	-	-	-	-	-	-	-	-	-	-	*	2%O	1%	1%	1%	1%
(NET) 16-34	682	336	336	682	-	-	291	391	-	-	-	-	-	88	251	183	134	338	344
30%		31%	29%	100%FGJKL MN	-	-	100%FGJ KLMN	100%FGJKL MN	-	-	-	-	-	17%	37%ORS	37%ORS	26%O	29%O	32%O
(NET) 35-54	725	352	368	-	725	-	-	-	354	371	-	-	-	191	180	160	171	381	344
32%		32%	32%	-	100%EGHIL MN	-	-	-	100%EGH ILMN	100%EGHIL MN	-	-	-	35%P	28%	32%	33%	32%	32%
(NET) 55+	827	401	426	-	-	827	-	-	-	-	311	295	221	223	224	156	205	447	380
37%		37%	37%	-	-	100%EFHIL K	-	-	-	-	100%EFH LJK	100%EFH LJK	100%EFH JK	44%POT	33%	31%	40%PO	38%O	35%

A1b. Which of the following bands best describes your age?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Under 16	-	-	-	-	-	-	-	-	-	-
16-24	291	84	52	5	59	40	27	28	203	88
	13%	9% <sup>bc</sup>	15% <sup>abc</sup>	1%	15% <sup>abc</sup>	22% <sup>defh</sup>	9%	11%	12%	15% <sup>f</sup>
25-34	391	240	67	1	71	86	100	31	221	169
	17%	27% <sup>abcd</sup>	20% <sup>c</sup>	*	18% <sup>c</sup>	46% <sup>efgh</sup>	32% <sup>gh</sup>	12%	13%	28% <sup>gh</sup>
35-44	354	213	57	4	68	42	122	84	170	184
	16%	24% <sup>abcd</sup>	17% <sup>c</sup>	1%	17% <sup>c</sup>	23% <sup>gh</sup>	39% <sup>efh</sup>	32% <sup>gh</sup>	10%	30% <sup>gh</sup>
45-54	371	197	84	4	95	12	50	86	248	122
	16%	23% <sup>c</sup>	15% <sup>cd</sup>	1%	23% <sup>cd</sup>	7%	16% <sup>de</sup>	33% <sup>efgh</sup>	13% <sup>de</sup>	20% <sup>defh</sup>
55-64	311	124	56	48	73	1	8	20	285	26
	14%	14% <sup>c</sup>	17% <sup>cd</sup>	10%	18% <sup>cd</sup>	*	2%	3% <sup>ef</sup>	11% <sup>efgh</sup>	4% <sup>de</sup>
65-74	295	22	27	223	21	-	2	5	288	7
	13%	2%	8% <sup>a</sup>	47% <sup>abcd</sup>	5% <sup>a</sup>	-	7%	2%	17% <sup>efgh</sup>	1%
75+	221	6	11	189	10	2	-	*	219	2
	10%	1%	3% <sup>a</sup>	40% <sup>abcd</sup>	2% <sup>a</sup>	1%	-	*	13% <sup>efgh</sup>	*
Prefer not to say	23	5	4	3	2	2	5	5	17	6
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
(NET) 16-34	682	324	118	6	130	126	127	58	424	258
	30%	36% <sup>bc</sup>	35% <sup>cd</sup>	1%	33% <sup>cd</sup>	68% <sup>efgh</sup>	40% <sup>gh</sup>	22%	26%	43% <sup>gh</sup>
(NET) 35-54	725	410	121	8	163	55	172	170	418	306
	32%	43% <sup>bc</sup>	33% <sup>cd</sup>	2%	41% <sup>cd</sup>	30%	45% <sup>efh</sup>	43% <sup>efgh</sup>	25%	51% <sup>gh</sup>
(NET) 55+	827	152	93	460	104	2	10	25	792	35
	37%	17% <sup>c</sup>	28% <sup>a</sup>	96% <sup>abcd</sup>	26% <sup>a</sup>	1%	3%	10% <sup>ef</sup>	46% <sup>efgh</sup>	6% <sup>de</sup>

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 \* small base



A1b. Which of the following bands best describes your age?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Under 16	-	-	-	-	-	-	-	-	-	-	-
16-24	291	31	22	24	44	36	31	243	23	16	9
13%		12%	11%	12%	15%	11%	15%	13%	13%	14%	14%
25-34	391	37	33	23	65	53	51	334	28	18	11
17%		15%	16%	11%	22% <sup>u</sup>	17%	25% <sup>u</sup>	18%	15%	16%	16%
35-44	354	43	30	31	57	59	23	299	26	17	12
16%		17%	15%	15%	19%	19%	11%	16%	15%	15%	17%
45-54	371	49	35	33	48	55	28	309	33	17	12
16%		20%	16%	16%	16%	18%	14%	16%	18%	15%	17%
55-64	311	34	29	27	28	34	26	256	28	17	10
14%		14%	14%	13%	10%	11%	13%	14%	16%	15%	15%
65-74	295	31	35	31	27	48	27	250	22	16	7
13%		13%	17%	15%	9%	15%	13%	13%	12%	14%	11%
75+	221	20	18	35	17	26	17	185	18	12	6
10%		8%	9%	17% <sup>u</sup>	6%	8%	8%	10%	10%	11% <sup>u</sup>	9%
Prefer not to say	23	4	2	-	7	5	-	19	2	1	*
1%		1%	1%	-	2%	2%	-	1%	1%	1%	1%
(NET) 16-34	682	68	55	46	109	89	82	577	51	33	20
30%		27%	27%	23%	37% <sup>u</sup>	28%	40% <sup>u</sup>	30%	28%	29%	30%
(NET) 35-54	725	92	63	65	105	114	51	608	60	34	23
32%		37%	31%	32%	36%	36%	25%	32%	33%	30%	34%
(NET) 55+	827	85	83	92	73	108	70	691	68	45	24
37%		34%	41% <sup>u</sup>	45% <sup>u</sup>	25%	34%	35%	36% <sup>u</sup>	38% <sup>u</sup>	40% <sup>u</sup>	35% <sup>u</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

A1b. Which of the following bands best describes your age?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	291	209	73	47	44	62	36	38	17	291	-	-	-	291
	13%	11%	30% <b>U</b>	16%	15%	14%	17%	13%	10%	14% <b>C</b>	-	-	-	14% <b>D</b> <b>E</b>
25-34	391	319	65	55	63	111	54	67	17	391	-	-	-	391
	17%	16%	27% <b>Z</b>	19%	22% <b>A</b>	24% <b>A</b>	26% <b>A</b>	22% <b>A</b>	10%	19% <b>C</b>	-	-	-	19% <b>D</b> <b>E</b>
35-44	354	294	56	46	55	106	50	92	18	349	6	-	6	349
	16%	15%	23% <b>U</b>	15%	19%	23% <b>A</b>	24% <b>A</b>	30% <b>W</b> <b>X</b> <b>A</b>	10%	17% <b>C</b>	3%	-	6%	17% <b>D</b> <b>E</b>
45-54	371	335	30	70	58	90	38	71	15	362	8	2	7	362
	16%	17%	12%	24% <b>A</b>	20% <b>A</b>	23% <b>A</b>	13% <b>A</b>	23% <b>A</b>	9%	11% <b>C</b>	5%	3%	7%	11% <b>D</b> <b>E</b>
55-64	311	302	7	57	47	57	16	16	19	282	29	6	23	282
	14%	15% <b>U</b>	3%	19% <b>Y</b> <b>Z</b>	16% <b>Y</b> <b>Z</b>	13% <b>Z</b>	8%	5%	11%	13%	18%	9%	25% <b>D</b> <b>F</b>	13%
65-74	295	292	3	11	12	19	7	12	47	242	53	24	29	242
	13%	15% <b>U</b>	1%	4%	4%	4%	3%	4%	27% <b>W</b> <b>X</b> <b>Z</b>	12%	32% <b>B</b>	33% <b>F</b>	32% <b>F</b>	12%
75+	221	217	2	7	6	4	4	3	42	154	67	41	26	154
	10%	11% <b>U</b>	1%	2%	2%	1%	2%	1%	24% <b>W</b> <b>X</b> <b>Y</b> <b>Z</b>	7%	41% <b>B</b>	55% <b>D</b> <b>E</b> <b>F</b>	29% <b>F</b>	7%
Prefer not to say	23	15	6	4	4	6	2	5	-	22	1	1	-	22
	1%	1%	3%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%
(NET) 16-34	682	528	138	102	107	172	90	106	34	682	-	-	-	682
	30%	27%	57% <b>U</b>	34% <b>A</b>	37% <b>A</b>	36% <b>A</b>	43% <b>A</b>	35% <b>A</b>	20%	33% <b>C</b>	-	-	-	33% <b>D</b> <b>E</b>
(NET) 35-54	725	629	86	116	113	197	89	163	32	711	14	2	12	711
	32%	32%	35%	39% <b>A</b>	39% <b>A</b>	43% <b>A</b>	43% <b>A</b>	53% <b>W</b> <b>X</b> <b>A</b>	19%	34% <b>C</b>	9%	3%	13% <b>D</b>	34% <b>D</b> <b>E</b>
(NET) 55+	827	810	13	75	65	81	27	31	107	678	149	71	78	678
	37%	41% <b>U</b>	5%	25% <b>Y</b> <b>Z</b>	23% <b>Y</b> <b>Z</b>	18% <b>Z</b>	13%	10%	62% <b>W</b> <b>X</b> <b>Z</b>	32%	91% <b>B</b>	96% <b>F</b>	86% <b>F</b>	32%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

A2. Which of the following do you most identify with?

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Male	1097	969	128	865	715	601	547	473	307	293	281	144	84	650	286	161
	49%	49%	50%	48%	48%	46%	47%	45%	51%	47%	51%	40%	35%	49%	50%	44%
Female	1141	1016	125	910	766	700	616	561	286	326	270	215	65	655	283	203
	51%	51%	48%	51%	54%	53%	54%	48%	48%	52%	49%	43%	42%	50%	49%	56%
Other Please type in	6	5	1	4	2	*	-	4	2	2	1	3	1	6	-	-
	*	*	*	*	*	*	*	*	*	*	*	1%	1%	1%	-	-
Prefer not to say	13	8	5	8	6	5	5	4	2	5	-	2	3	7	3	2
	1%	*	2%acde	*	*	*	*	*	*	1%	-	*	2%	1%	1%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

A2. Which of the following do you most identify with?

Base : All respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Male	1097	848	175	75	1014	58	731	195	171	509	468	553	864	591
	49%	48%	50%	51%	49%	38%	50%	49%	45%	51%	50%	48%	50%	49%
Female	1141	920	174	47	1033	92	735	203	203	487	454	589	854	598
	51%	52%	50%	39%	50%	60%	50%	51%	53%	49%	49%	52%	49%	50%
Other Please type in	6	6	-	-	4	1	*	1	4	1	1	5	5	3
	*	*	-	-	*	1%	*	*	1%	*	*	*	*	*
Prefer not to say	13	10	2	1	9	2	9	2	2	5	5	3	4	6
	1%	1%	1%	*	*	1%	1%	*	1%	*	1%	*	*	1%

A2. Which of the following do you most identify with?

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Male	1097	-	-	336	352	401	144	192	173	179	145	140	116	246	331	284	215	577	520
	49%	100% <b>D</b>	-	49%	49%	48%	49%	49%	49%	48%	47%	47%	53%	49%	49%	57% <b>PRSI</b>	42%	49% <b>E</b>	48%
Female	1141	-	1141	336	368	426	140	196	177	191	166	155	105	256	341	213	296	596	545
	51%	-	100% <b>C</b>	49%	51%	51%	48%	50%	50%	52%	53%	53%	47%	51% <b>Q</b>	50% <b>C</b>	42%	58% <b>POST</b>	51% <b>Q</b>	51% <b>Q</b>
Other Please type in	6	-	-	5	1	-	3	2	1	-	-	-	-	-	2	-	3	2	3
	*	-	-	1%	*	-	1% <b>G</b>	1%	*	-	-	-	-	-	*	-	*	*	*
Prefer not to say	13	-	-	5	4	*	5	-	4	-	*	-	-	*	5	5	1	5	8
	1%	-	-	1%	1%	*	2% <b>G</b>	-	1% <b>G</b>	-	*	-	-	*	1%	1%	*	*	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

A2. Which of the following do you most identify with?

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Male	1097	523	116	241	148	80	136	122	817	280
	49%	59%abcd	34%	50%bcd	37%	43%	43%	47%	49%	46%
Female	1141	363	218	237	249	103	176	134	822	320
	51%	41%	55%abc	50%ab	62%abc	56%	56%	52%	50%	53%
Other Please type in	6	2	1	-	1	-	1	-	5	1
	*	*	*	-	*	-	*	-	*	*
Prefer not to say	13	3	2	-	2	2	3	9	4	
	1%	*	1%	-	*	1%	1%	1%	1%	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

A2. Which of the following do you most identify with?

Base : All respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Male	1097	117	101	98	120	145	129	924	86	55	33
	49%	47%	50%	48%	41%	46%	63% <sup>nkml</sup> npqrs	49%	48%	49%	49%
Female	1141	130	101	104	168	170	72	957	93	57	34
	51%	52% <sup>ko</sup>	50% <sup>ko</sup>	51% <sup>lo</sup>	57% <sup>ko</sup>	54% <sup>ko</sup>	36%	50% <sup>ko</sup>	52% <sup>ko</sup>	51% <sup>ko</sup>	51% <sup>ko</sup>
Other Please type in	6	-	-	1	-	-	2	5	1	*	-
	*	-	-	*	-	-	1%	*	*	*	-
Prefer not to say	13	2	1	-	5	1	-	10	1	1	*
	1%	1%	1%	-	2%	*	-	1%	1%	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

A2. Which of the following do you most identify with?

Base : All respondents

	Ethnic Minority Group		Covid-19					Methodology		Type of internet user				
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Male	1097	972	115	153	145	212	120	120	83	1026	71	24	47	1026
	49%	49%	47%	51% <u>z</u>	50% <u>z</u>	47%	55% <u>z</u>	39%	48%	49%	43%	32%	52% <u>D</u>	49% <u>D</u>
Female	1141	1002	123	141	141	241	86	182	90	1048	93	50	43	1048
	51%	51%	51%	47%	49%	53% <u>w</u>	41%	59% <u>w</u>	52%	50%	57%	68% <u>E</u>	48%	50%
Other Please type in	6	5	1	3	1	2	*	1	-	6	-	-	-	6
	*	*	*	7%	*	*	*	*	-	*	-	-	-	*
Prefer not to say	13	4	4	*	1	1	1	2	-	13	-	-	-	13
	7%	*	2% <u>u</u>	*	*	*	7%	7%	-	7%	-	-	-	7%



A3. In which region or nation do you live?

Base : All respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	551	364	153*	1318	573	366
North East	90	79	11	74	64	54	54	49	30	22	15	6	44	29	17
North West	248	230	12	203	172	152	143	136	76	53	56	11	153	48	47
Yorkshire & Humber	181	162	19	140	107	101	75	50	45	34	31	12	119	36	25
East Midlands	158	144	14	121	103	96	78	72	40	46	24	15	89	39	30
West Midlands	203	169	34	152	118	104	86	69	35	44	20	21	111	62	31
East of England	203	189	14	172	150	135	121	82	59	67	25	9	91	71	41
Greater London	293	256	37	233	185	140	132	140	71	64	56	31	190	60	43
South East	316	273	43	255	210	178	155	139	84	53	37	11	176	91	49
South West	203	174	29	155	130	109	108	99	54	35	30	12	128	46	30
Scotland	181	156	24	138	120	113	99	89	52	50	35	9	109	45	27
Wales	113	100	13	90	77	69	58	58	31	27	20	10	67	30	16
Northern Ireland	88	59	9	54	47	42	35	36	16	16	13	6	41	17	10
Outside of the UK	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3
(NET) England	1896	1682	214	1504	1245	1082	976	860	498	459	295	128	1101	481	314

A3. In which region or nation do you live?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
North East	90	71	10	9	90	-	61	12	17	42	37	39	69	50
	4%	4%	3%	7%	20%	-	4%	3%	5%	4%	4%	3%	4%	4%
North West	246	203	32	13	224	20	149	49	50	107	125	133	188	149
	11%	11%	9%	10%	11%	13%	10%	12%	13%	11%	14%	11%	11%	12%
Yorkshire & Humber	181	143	26	11	161	11	117	29	35	79	60	95	143	80
	8%	8%	8%	9%	8%	7%	8%	7%	9%	8%	7%	8%	8%	7%
East Midlands	158	125	25	8	140	11	113	16	29	61	59	75	121	74
	7%	7%	7%	6%	7%	7%	8%	4%	8%	6%	6%	6%	7%	6%
West Midlands	203	148	44	11	190	11	139	25	39	83	53	84	153	87
	9%	8%	13%	9%	9%	7%	9%	6%	10%	8%	6%	7%	9%	7%
East of England	203	165	26	13	190	12	147	36	19	89	117	112	148	129
	9%	9%	7%	10%	9%	8%	10%	9%	5%	9%	13%	10%	9%	11%
Greater London	295	242	40	11	267	26	180	75	39	137	119	151	218	158
	13%	14%	12%	9%	13%	17%	12%	13%	10%	14%	13%	13%	13%	13%
South East	316	251	48	17	282	26	210	60	46	146	118	169	256	159
	14%	14%	14%	14%	14%	17%	14%	15%	12%	15%	13%	15%	15%	13%
South West	203	159	34	10	182	15	138	29	35	94	89	120	161	115
	9%	9%	10%	8%	9%	10%	9%	7%	9%	9%	10%	10%	9%	10%
Scotland	181	136	32	13	166	9	112	36	33	81	70	87	136	94
	8%	8%	9%	10%	8%	6%	8%	9%	9%	8%	8%	7%	8%	8%
Wales	113	86	21	6	103	8	71	19	23	55	47	60	84	63
	5%	5%	6%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%
Northern Ireland	68	53	12	3	63	4	39	15	14	29	31	34	50	39
	3%	3%	3%	2%	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%
Outside of the UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(NET) England	1896	1508	296	102	1728	132	1254	332	310	838	779	979	1458	1002
	84%	85%	82%	83%	84%	86%	85%	83%	81%	84%	84%	84%	84%	84%

A3. In which region or nation do you live?

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
North East	90	58	32	20	29	39	2	18	12	18	20	10	9	15	31	15	24	45	45
	4%	5% <b>D</b>	3%	3%	4% <b>H</b>	5% <b>J</b>	7%	5% <b>I</b>	3%	5% <b>H</b>	7% <b>EH</b>	3%	4% <b>D</b>	3%	5%	3%	5%	4%	4%
North West	248	117	130	68	92	85	31	37	43	49	34	31	20	36	89	58	60	125	123
	11%	11%	11%	10%	13%	10%	11%	9%	12%	13%	11%	11%	9%	7%	13% <b>O</b>	11%	12% <b>O</b>	11%	11% <b>O</b>
Yorkshire & Humber	181	101	77	81	39	60	40	41	12	27	24	10	26	34	56	50	32	90	91
	8%	9%	7%	12% <b>MFGJLM</b>	5%	7% <b>M</b>	14% <b>MFGJK</b>	10% <b>FJLM</b>	3%	7%	8% <b>L</b>	3%	12% <b>MFGJLM</b>	7%	8%	10%	6%	8%	8%
East Midlands	158	56	102	27	50	81	14	14	33	17	33	31	18	33	40	30	49	74	84
	7%	5%	5% <b>C</b>	4%	7%	10% <b>EH</b>	5%	3%	5% <b>E</b>	5%	10% <b>EHK</b>	10% <b>EH</b>	8%	7%	6%	6%	10%	6%	8%
West Midlands	203	101	101	55	63	83	22	33	30	33	29	35	18	52	49	48	46	101	102
	9%	9%	9%	8%	9%	10%	8%	8%	9%	9%	12%	8%	8%	10%	7%	10%	9%	9%	9%
East of England	203	98	104	46	65	92	24	23	31	33	27	31	35	51	51	44	50	102	101
	9%	9%	9%	7%	9%	11% <b>E</b>	8%	6%	9%	9%	9%	10%	10%	10%	7%	9%	10%	9%	9%
Greater London	293	120	168	109	105	73	44	65	57	48	28	27	17	87	109	51	45	196	98
	13%	11%	15% <b>C</b>	16% <b>GMLN</b>	14% <b>GN</b>	9%	15% <b>GN</b>	17% <b>GMLN</b>	16% <b>GMLN</b>	13%	9%	9%	8%	17% <b>QRT</b>	16% <b>QRT</b>	10%	9%	17% <b>QRT</b>	9%
South East	316	145	170	89	114	108	36	53	59	55	34	48	26	94	75	58	84	170	146
	14%	13%	15%	13%	16%	13%	12%	14%	17%	15%	11%	16%	12%	10% <b>QRT</b>	11%	12%	10% <b>QRT</b>	14%	14%
South West	203	120	72	82	51	70	31	51	23	28	26	27	17	33	70	64	31	103	100
	9%	15% <b>D</b>	6%	15% <b>D</b>	7%	8%	11%	13% <b>E</b>	6%	8%	8%	9%	8%	7%	10% <b>R</b>	13% <b>OR</b>	6%	9%	9%
Scotland	181	86	93	51	60	68	23	28	26	33	28	22	18	34	56	40	47	90	90
	8%	8%	8%	7%	8%	8%	8%	7%	7%	9%	9%	7%	8%	7%	8%	8%	9%	8%	8%
Wales	113	55	57	33	34	45	16	18	17	17	17	16	12	20	33	28	26	53	60
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%	4%	5%	6%	5%	4%	6%
Northern Ireland	68	33	34	20	23	24	9	11	12	12	10	7	6	12	20	16	19	31	37
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%
Outside of the UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(NET) England	1896	924	957	577	608	691	243	334	299	309	256	250	185	436	570	418	422	1006	890
	84%	84%	84%	85%	84%	84%	84%	86%	85%	83%	82%	85%	84%	87%	84%	83%	82%	85%	83%

A3. In which region or nation do you live?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
North East	90	37	11	17	18	2	4	6	79	11
	4%	4%	3%	4%	4%	1%	1%	2%	5%	2%
North West	248	111	27	50	47	21	37	38	176	72
	11%	12%	8%	11%	12%	11%	12%	15%	11%	12%
Yorkshire & Humber	181	70	30	36	30	18	24	13	138	43
	8%	8%	9%	8%	8%	10%	8%	5%	8%	7%
East Midlands	158	51	28	41	31	14	22	18	118	40
	7%	6%	8%	9%	8%	8%	7%	7%	7%	7%
West Midlands	203	72	30	35	49	12	20	19	162	41
	9%	8%	9%	7%	12%	6%	6%	7%	10%	7%
East of England	203	61	37	65	32	7	18	18	165	38
	9%	7%	11%	14%	8%	4%	6%	7%	10%	6%
Greater London	293	139	52	36	50	34	57	49	180	114
	13%	16%	16%	7%	12%	18%	18%	19%	11%	19%
South East	316	111	51	76	55	26	54	25	224	92
	14%	13%	15%	16%	14%	14%	17%	10%	14%	15%
South West	203	93	27	38	25	20	29	31	144	59
	9%	10%	8%	8%	6%	11%	9%	12%	9%	10%
Scotland	181	78	20	43	28	19	21	21	135	46
	8%	9%	6%	9%	7%	10%	7%	6%	8%	8%
Wales	113	40	14	27	21	8	16	12	84	29
	5%	4%	4%	6%	5%	4%	5%	5%	5%	5%
Northern Ireland	68	28	9	13	12	5	11	9	48	20
	3%	3%	3%	3%	3%	3%	4%	4%	3%	3%
Outside of the UK	-	-	-	-	-	-	-	-	-	-
(NET) England	1896	745	293	394	339	153	266	217	1386	510
	84%	84%	87%	83%	85%	83%	85%	84%	84%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

A3. In which region or nation do you live?

Base : All respondents

	Regions and Nations										
	Total	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
North East	90	-	-	-	-	-	-	90	-	-	-
	4%	-	-	-	-	-	-	5% <i>jklnmo</i>	-	-	-
North West	248	248	-	-	-	-	-	248	-	-	-
	11%	100% <i>jklnmo</i>	-	-	-	-	-	13% <i>jklnmo</i>	-	-	-
Yorkshire & Humber	181	-	-	-	-	-	-	181	-	-	-
	8%	-	-	-	-	-	-	10% <i>jklnmo</i>	-	-	-
East Midlands	158	-	-	-	-	-	-	158	-	-	-
	7%	-	-	-	-	-	-	8% <i>jklnmo</i>	-	-	-
West Midlands	203	-	203	-	-	-	-	203	-	-	-
	9%	-	100% <i>jklnmo</i>	-	-	-	-	11% <i>jklnmo</i>	-	-	-
East of England	203	-	-	203	-	-	-	203	-	-	-
	9%	-	-	100% <i>jklnmo</i>	-	-	-	11% <i>jklnmo</i>	-	-	-
Greater London	293	-	-	-	293	-	-	293	-	-	-
	13%	-	-	-	100% <i>jklnmo</i>	-	-	13% <i>jklnmo</i>	-	-	-
South East	316	-	-	-	-	316	-	316	-	-	-
	14%	-	-	-	-	100% <i>jklnmo</i>	-	17% <i>jklnmo</i>	-	-	-
South West	203	-	-	-	-	-	203	203	-	-	-
	9%	-	-	-	-	-	100% <i>jklnmo</i>	11% <i>jklnmo</i>	-	-	-
Scotland	181	-	-	-	-	-	-	-	181	-	-
	8%	-	-	-	-	-	-	-	100% <i>jklnmo</i>	-	-
Wales	113	-	-	-	-	-	-	-	-	113	-
	5%	-	-	-	-	-	-	-	-	100% <i>jklnmo</i>	-
Northern Ireland	68	-	-	-	-	-	-	-	-	-	68
	3%	-	-	-	-	-	-	-	-	-	100% <i>jklnmo</i>
Outside of the UK	-	-	-	-	-	-	-	-	-	-	-
(NET) England	1896	248	203	203	293	316	203	1896	-	-	-
	84%	100% <i>qrs</i>	100% <i>qrs</i>	100% <i>qrs</i>	100% <i>qrs</i>	100% <i>qrs</i>	100% <i>qrs</i>	100% <i>qrs</i>	-	-	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

A3. In which region or nation do you live?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
North East	90	87	-	7	5	22	11	10	2	85	5	-	5	85
	4%	4%		2%	2%	5%	5%	3%	1%	4%	3%	-	6%	4%
North West	248	220	27	32	24	41	26	43	23	235	13	9	4	235
	11%	11%	11%	11%	8%	9%	12%	14%	13%	11%	8%	12%	4%	11%
Yorkshire & Humber	181	160	16	13	20	36	15	15	31	169	11	-	11	169
	8%	8%	6%	5%	7%	8%	7%	5%	16% <sup>WXXYZ</sup>	8%	7%	-	13% <sup>D</sup>	9% <sup>D</sup>
East Midlands	158	145	10	22	16	27	12	30	12	145	13	8	5	145
	7%	7%	4%	8%	6%	6%	10%	7%	7%	8%	8%	11%	5%	7%
West Midlands	203	170	30	17	17	32	19	18	12	189	14	7	7	189
	9%	9%	12%	6%	6%	7%	9%	6%	7%	9%	9%	10%	8%	9%
East of England	203	187	14	27	27	42	14	21	10	181	22	14	8	181
	9%	9%	6%	9%	9%	9%	7%	7%	6%	9%	14%	19% <sup>F</sup>	9%	9%
Greater London	293	198	89	52	51	82	36	58	14	286	7	2	5	286
	13%	10%	37% <sup>U</sup>	18% <sup>A</sup>	18% <sup>A</sup>	19% <sup>A</sup>	17% <sup>A</sup>	19% <sup>A</sup>	8%	14% <sup>C</sup>	4%	2%	6%	14% <sup>D</sup>
South East	316	285	30	46	54	60	24	37	28	296	20	7	13	296
	14%	14%	12%	15%	19%	13%	12%	12%	16%	14%	12%	10%	14%	14%
South West	203	188	12	27	34	42	19	23	17	193	10	2	8	193
	9%	10%	5%	9%	12%	9%	9%	8%	10%	9%	6%	3%	8%	9%
Scotland	181	173	7	29	22	35	16	23	13	158	23	11	12	158
	8%	8%	3%	10%	7%	8%	8%	8%	8%	8%	14% <sup>G</sup>	15% <sup>F</sup>	13%	8%
Wales	113	107	5	14	10	23	10	15	7	97	16	6	10	97
	5%	5%	2%	5%	3%	5%	5%	4%	5%	10% <sup>B</sup>	8%	11% <sup>F</sup>	5%	5%
Northern Ireland	68	64	3	9	9	13	6	12	4	58	10	7	3	58
	3%	3%	1%	3%	3%	3%	3%	4%	2%	3%	6%	9% <sup>F</sup>	3%	3%
Outside of the UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(NET) England	1896	1639	228	245	248	386	175	255	150	1780	116	50	66	1780
	84%	83%	94% <sup>U</sup>	82%	86%	85%	85%	84%	86%	86% <sup>C</sup>	71%	68%	73%	85% <sup>D</sup>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/ - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

Social Grade

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
A	106	95	11	93	87	58	57	47	32	43	34	10	6	70	22	14
	5%	5%	4%	5%	6%	4%	5%	5%	5%	7%	6%	3%	4%	5%	4%	4%
B	398	370	28	353	310	268	233	194	125	115	188	53	15	199	114	82
	18%	17%	10%	19% <sup>ab</sup>	21% <sup>b</sup>	21% <sup>b</sup>	20% <sup>b</sup>	18% <sup>b</sup>	21% <sup>b</sup>	18% <sup>b</sup>	25% <sup>kl</sup>	14%	10%	16%	20% <sup>m</sup>	23% <sup>o</sup>
C1	679	620	59	560	459	396	353	329	185	218	173	118	55	406	173	100
	30%	31% <sup>a</sup>	23%	31% <sup>ab</sup>	31% <sup>ab</sup>	30%	30%	32% <sup>ab</sup>	31%	35% <sup>ab</sup>	31%	32%	36%	31%	30%	27%
C2	502	423	79	361	288	265	254	242	132	140	94	104	39	321	124	57
	22%	21%	30% <sup>acade</sup>	20%	19%	20%	22%	23%	22%	22%	17%	28% <sup>kl</sup>	25%	24% <sup>kl</sup>	22%	16%
D	237	212	25	180	142	120	101	116	51	61	42	47	17	162	43	33
	11%	11%	10%	10%	10%	9%	9%	11%	9%	10%	8%	13% <sup>kl</sup>	11%	12% <sup>kl</sup>	7%	9%
E	337	278	60	239	202	199	169	113	72	49	72	32	21	161	97	80
	15%	14% <sup>a</sup>	23% <sup>acade</sup>	13% <sup>d</sup>	14% <sup>d</sup>	15% <sup>de</sup>	15% <sup>de</sup>	11%	12%	8%	13%	9%	14%	12%	17% <sup>m</sup>	22% <sup>o</sup>

Social Grade

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
A	106	78	22	6	91	14	75	20	12	58	44	68	92	57
	5%	4%	6%	5%	4%	7%	5%	5%	3%	6%	5%	6%	5%	5%
B	385	333	38	25	361	27	270	74	51	188	185	233	324	235
	18%	18%	11%	20%	18%	16%	18%	19%	13%	19%	20%	20%	19%	20%
C1	679	537	114	27	618	45	437	124	118	320	279	371	536	370
	30%	30%	33%	22%	30%	29%	30%	31%	31%	32%	30%	32%	31%	31%
C2	502	371	101	30	465	30	312	92	97	242	170	249	399	223
	22%	21%	29%	25%	23%	20%	21%	23%	26%	24%	18%	21%	23%	19%
D	237	188	38	12	217	18	142	48	47	101	99	101	181	126
	11%	11%	11%	10%	11%	11%	10%	12%	12%	10%	11%	9%	10%	10%
E	337	278	38	22	309	19	239	43	55	94	151	138	195	188
	15%	16%	11%	18%	15%	12%	16%	11%	15%	9%	16%	12%	11%	18%

Jigsaw 2020

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\* small base



Social Grade

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
A	106	51	55	23	42	41	11	12	25	17	17	14	10	106	-	-	-	8	106
	5%	5%	5%	3%	6%	5%	4%	3%	7%	5%	5%	5%	4%	21%PQRST	-	-	-	8%PQRT	-
B	395	194	201	64	149	182	15	50	68	81	68	74	40	395	-	-	-	395	-
	18%	18%	18%	9%	21%EHI	22%EHI	5%	13%H	19%EH	22%EHI	22%EHI	26%EHI	18%EH	79%PQRST	-	-	-	33%PQRT	-
C1	679	331	341	251	190	224	98	153	94	96	82	84	58	-	679	-	-	679	-
	30%	30%	30%	37%FGJM	26%	27%	34%	39%FGJM	26%	26%	26%	28%	26%	100%QRST	-	-	-	57%QRST	-
				LMN				LMN											
C2	502	284	213	183	160	156	91	92	83	77	62	43	51	-	-	502	-	-	502
	22%	26%D	19%	27%GM	22%MN	19%	31%FGKL	24%MN	23%MN	21%	20%	14%	23%MN	-	-	100%OPRS	-	-	47%OPRS
				M															
D	237	108	128	87	85	61	38	50	43	43	42	15	4	-	-	-	237	-	237
	11%	10%	11%	13%GMN	12%GMN	7%N	13%GMN	13%GMN	12%GMN	14%GMN	5%	2%	-	-	-	-	46%OPST	-	22%OPST
E	337	128	204	73	98	163	38	34	42	56	40	65	58	-	-	-	277	-	337
	15%	12%	18%C	11%	14%	20%EFHI	13%	9%	12%	15%J	13%	22%EFHI	26%EFHI	-	-	-	54%OPST	-	31%OPST
				JL								JL	KL						

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

Social Grade

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
A	106	59	17	20	9	9	26	15	70	36
	5%	7% <sup>ab</sup>	5%	4%	2%	5%	8% <sup>cd</sup>	6%	4%	6%
B	395	200	46	114	23	25	57	34	300	95
	18%	22% <sup>abd</sup>	14% <sup>cd</sup>	24% <sup>abd</sup>	6%	13%	18%	13%	18%	16%
C1	679	325	109	128	63	63	91	72	494	185
	30%	37% <sup>acd</sup>	32% <sup>cd</sup>	27% <sup>cd</sup>	16%	34%	29%	28%	30%	31%
C2	502	205	95	87	82	42	71	86	336	166
	22%	23%	28% <sup>cd</sup>	18%	21%	23%	23%	33% <sup>cd</sup>	20%	27% <sup>cd</sup>
D	237	96	63	18	48	28	36	27	168	69
	11%	11% <sup>bc</sup>	19% <sup>abcd</sup>	4%	20% <sup>cd</sup>	15%	17%	10%	10%	11%
E	337	5	7	111	174	18	33	25	284	53
	15%	1%	2%	23% <sup>ab</sup>	44% <sup>abcd</sup>	10%	11%	10%	17% <sup>cd</sup>	9%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

Social Grade

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
A	106	9	5	9	31	13	8	93	7	4	3
	5%	4%	3%	5%	11% <sup>knop</sup>	4%	4%	5%	4%	4%	4%
B	395	26	47	42	55	81	25	343	28	16	9
	18%	11%	23% <sup>ors</sup>	21%	19%	26% <sup>opd</sup>	12%	18% <sup>is</sup>	15%	14%	13%
C1	679	89	49	51	109	75	70	570	56	33	20
	30%	36% <sup>lm</sup>	24%	25%	37% <sup>lm</sup>	24%	35%	30%	31%	29%	29%
C2	502	58	48	44	51	58	64	418	40	28	16
	22%	23%	24%	22%	17%	19%	31% <sup>mpd</sup>	22%	22%	25% <sup>lm</sup>	23%
D	237	24	18	19	24	46	14	196	23	12	6
	11%	9%	9%	9%	8%	14%	7%	10%	13%	10%	9%
E	337	42	36	38	23	42	22	276	27	20	15
	15%	17% <sup>lm</sup>	18% <sup>lm</sup>	16% <sup>lm</sup>	8%	13%	11%	15% <sup>lm</sup>	15% <sup>lm</sup>	16% <sup>lm</sup>	22% <sup>mpd</sup>

Social Grade

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998	
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
A	106	90	16	14	20	41	14	17	7	97	9	2	7	97
	5%	5%	7%	5%	7%	9%	7%	6%	4%	5%	5%	3%	8%	5%
B	395	355	38	36	59	134	42	60	19	382	13	3	10	382
	18%	18%	16%	12%	20% <sup>vwA</sup>	29% <sup>vwzA</sup>	20%	20% <sup>w</sup>	11%	18% <sup>C</sup>	8%	4%	11%	18% <sup>D</sup>
C1	679	594	80	97	89	200	75	92	47	637	41	8	34	637
	30%	30%	33%	33%	31%	44% <sup>vwzA</sup>	36%	30%	27%	30%	25%	11%	37% <sup>D</sup>	30% <sup>D</sup>
C2	502	430	61	85	75	63	45	69	54	480	41	20	21	460
	22%	22%	25%	23% <sup>ix</sup>	23% <sup>ix</sup>	14%	22%	23% <sup>ix</sup>	31% <sup>ix</sup>	22%	25%	27%	24%	22%
D	237	210	26	54	41	10	30	28	21	227	11	7	4	227
	11%	11%	11%	16% <sup>ixz</sup>	14% <sup>ix</sup>	2%	14% <sup>ix</sup>	8% <sup>ix</sup>	15% <sup>ix</sup>	11%	6%	9%	4%	11%
E	337	305	22	9	4	8	2	38	26	288	49	35	14	288
	15%	15% <sup>iu</sup>	9%	3%	2%	2%	1%	13% <sup>wvxy</sup>	15% <sup>wvxy</sup>	14%	30% <sup>B</sup>	47% <sup>EF</sup>	16%	14%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Cable TV (through Virgin Media)	448	416	32	366	302	271	237	244	149	155	93	75	41	278	110	60
Satellite TV from Sky	20%	21% <sup>ab</sup>	12%	21% <sup>ab</sup>	20% <sup>b</sup>	21% <sup>ab</sup>	20% <sup>b</sup>	23% <sup>ab</sup>	25% <sup>ab</sup>	17%	20%	27% <sup>cd</sup>	21%	19%	16%	
Satellite TV from Freesat	834	745	89	679	577	492	437	413	226	296	158	122	47	545	206	83
Satellite TV from Freesat	37%	37%	34%	38%	39%	38%	37%	40%	38%	41%	29%	34%	31%	41% <sup>cd</sup>	33% <sup>cd</sup>	23%
Satellite TV from anyone else	180	167	13	151	124	101	91	77	41	74	40	32	20	106	50	24
Satellite TV from anyone else	8%	8%	5%	8%	8%	8%	7%	7%	4%	12% <sup>abefgh</sup>	7%	9%	13%	8%	9%	6%
Freeview (through a set-top box or digital television set)	812	779	33	720	636	564	528	337	210	183	265	101	42	382	247	164
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	36%	35% <sup>abg</sup>	13%	40% <sup>abg</sup>	43% <sup>abgh</sup>	45% <sup>abgh</sup>	45% <sup>abbcg</sup>	32% <sup>ab</sup>	35% <sup>ab</sup>	30% <sup>ab</sup>	48% <sup>kl</sup>	28%	27%	29%	43% <sup>lm</sup>	50% <sup>lm</sup>
YouView	317	293	24	260	209	185	169	175	122	119	69	58	31	201	79	37
YouView	14%	15%	9%	15%	14%	14%	14%	17% <sup>ab</sup>	20% <sup>ab</sup>	19% <sup>ab</sup>	12%	16%	20%	15%	14%	10%
TV content via the internet - through a paid for subscription (e.g. Netflix, Amazon, Now TV etc.)	81	73	8	62	52	53	44	45	37	37	9	26	9	51	24	5
TV content via the internet - through a paid for subscription (e.g. Netflix, Amazon, Now TV etc.)	4%	4%	3%	3%	4%	4%	4%	4%	3% <sup>abcd</sup>	3% <sup>cd</sup>	2%	3% <sup>cd</sup>	3% <sup>cd</sup>	4%	4%	1%
TV content via the internet - through BBC iPlayer, ITV Hub, All4 or My5	863	785	78	700	607	529	488	663	422	350	169	247	59	634	185	45
TV content via the internet - through BBC iPlayer, ITV Hub, All4 or My5	38%	39% <sup>ab</sup>	30%	39% <sup>ab</sup>	41% <sup>ab</sup>	40% <sup>ab</sup>	42% <sup>ab</sup>	64% <sup>ab</sup>	74% <sup>ab</sup>	57% <sup>ab</sup>	29%	38% <sup>cd</sup>	38%	48% <sup>no</sup>	32% <sup>no</sup>	12%
Other Please type in	26	25	1	25	20	18	15	8	3	5	11	6	*	7	6	12
No TV in household and do not access TV content via the internet	3	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	2%	*	1%	1%	3% <sup>lm</sup>
Don't know	47	11	36	9	5	6	4	14	3	8	4	5	4	30	7	10
Don't know	2%	1%	14% <sup>acdefgh</sup>	*	*	*	*	1% <sup>cd</sup>	1%	1%	1%	1%	3%	2%	1%	3%

B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2081	153*	1475	401	381	1002	928	1160	1728	1198
Cable TV (through Virgin Media)	448	376	60	13	418	26	267	90	92	81	116	244	448	191
20%	21% <u>z</u>	17%	10%	10%	20%	17%	18%	22%	24% <u>u</u>	8%	12% <u>x</u>	21% <u>xy</u> B	25% <u>xyz</u> B	16% <u>xy</u>
Satellite TV from Sky	834	585	181	68	755	62	590	157	87	634	184	384	834	297
37%	33% <u>z</u>	32% <u>w</u>	36% <u>u</u>	36% <u>u</u>	37%	40%	40% <u>w</u>	33% <u>w</u>	23%	53% <u>wz</u> AB	20%	33% <u>w</u> B	48% <u>wz</u> B	25% <u>w</u>
Satellite TV from Freesat	180	155	18	6	165	12	107	41	32	180	180	106	117	180
8%	9%	5%	5%	8%	8%	8%	7%	10%	8%	18% <u>z</u> A	19% <u>z</u> AB	9%	7%	15% <u>z</u> A
Satellite TV from anyone else	64	57	4	2	60	3	43	16	5	64	24	32	42	31
3%	3%	1%	2%	3%	2%	3%	3%	4%	1%	6% <u>wz</u> AB	3%	3%	2%	3%
Freeview (through a set-top box or digital television set)	812	648	115	50	745	44	582	127	104	205	812	424	455	812
36%	36%	33%	40%	36%	29%	39% <u>w</u>	39% <u>w</u>	32%	27%	20%	68% <u>wz</u> AB	37% <u>z</u> A	26% <u>x</u>	66% <u>wz</u> A
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	317	278	30	8	289	28	171	84	62	111	107	317	317	161
14%	15% <u>u</u>	9%	7%	14%	18%	16%	12%	21% <u>u</u>	16%	11%	12%	27% <u>xy</u> AB	18% <u>xy</u> B	13%
YouView	81	74	6	*	72	7	51	14	16	40	34	62	62	47
4%	4%	2%	*	4%	4%	4%	3%	3%	4%	4%	4%	5%	4%	4%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	863	760	79	24	791	60	384	234	244	375	345	863	863	560
38%	43% <u>v</u>	23%	20%	38%	39%	26%	26%	58% <u>u</u>	64% <u>u</u>	37%	37%	74% <u>xy</u> AB	50% <u>xy</u>	47% <u>xy</u>
TV content via the internet- through BBC iPlayer, ITV Hub, All4 or My5	606	533	56	17	529	56	333	155	118	255	335	606	533	606
27%	30% <u>v</u>	16%	14%	26%	37% <u>u</u>	23%	23%	39% <u>u</u>	31% <u>u</u>	25%	36% <u>x</u> A	52% <u>xy</u> A	31% <u>x</u>	51% <u>xy</u> A
Other Please type in	26	20	4	2	24	2	20	2	3	1	1	4	4	3
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	*
No TV in household and do not access TV content via the internet	3	3	*	-	2	-	1	*	1	-	-	-	-	-
*	*	*	-	*	-	-	*	*	*	-	-	-	-	-
Don't know	47	45	2	-	43	4	30	5	11	-	-	-	-	-
2%	2%	1%	-	2%	2%	2%	2%	1%	3%	-	-	-	-	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Cable TV (through Virgin Media)	448	242	205	160	137	144	62	98	71	65	63	56	25	97	133	105	98	230	218
	20%	22%	18%	23%GN	18%N	17%	21%N	25%GN	20%N	18%	20%N	19%	12%	19%	20%	21%	19%	19%	20%
Satellite TV from Sky	834	418	412	245	295	288	98	147	151	144	110	110	67	208	270	198	142	478	356
	37%	38%	36%	36%	41%N	35%	34%	38%	43%GN	39%	35%	37%	30%	41%RT	40%RT	39%R	28%	40%RT	33%
Satellite TV from Freesat	180	101	77	78	55	47	32	46	29	26	18	17	12	38	61	43	37	99	81
	8%	9%	7%	11%G	12%G	8%	11%G	12%G	8%	7%	6%	6%	6%	8%	9%	9%	7%	8%	8%
Satellite TV from anyone else	64	39	24	41	15	4	23	18	9	6	1	2	2	16	24	17	7	39	24
	3%	4%	2%	6%FGKLM	2%G	1%	8%FGJKL	6%GLMN	2%G	2%	*	1%	1%	3%	3%	3%	1%	3%	2%
Freeview (through a set-top box or digital television set)	812	407	401	173	238	396	54	119	95	143	134	148	114	208	238	149	200	445	367
	36%	37%	35%	25%	33%EH	49%EFHI	18%	30%JI	27%	39%EHJ	43%EFHI	50%EFHI	62%EFHI	41%OT	35%	30%	39%Q	39%Q	34%
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	317	164	151	124	106	84	50	74	62	44	31	28	25	82	86	99	41	168	149
	14%	15%	13%	18%GKLM	15%G	10%	17%GLM	19%GKLM	18%GLM	12%	10%	10%	11%	16%R	13%R	20%PRST	8%	14%R	14%R
YouView	81	49	42	36	27	15	17	19	18	9	4	11	*	12	28	23	16	40	41
	4%	4%	4%	5%GLN	4%LN	2%	6%GLN	5%GLN	6%GLN	2%	1%	1%	*	2%	4%	5%	3%	3%	4%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	863	404	452	347	323	183	136	211	168	155	91	61	31	213	279	191	159	493	370
	38%	37%	40%	31%GKLM	45%GLMN	22%N	47%GLMN	54%FGKL	47%GLMN	42%GLMN	28%GN	21%	14%	42%RT	41%RT	38%	31%	42%RT	34%
TV content via the internet through BBC iPlayer, ITV Hub, All4 or My5	606	304	297	205	214	179	86	119	106	107	69	72	38	177	210	92	120	387	219
	27%	28%	26%	39%GLN	40%GN	22%	40%GN	31%GN	40%GN	29%GN	22%	24%	17%	35%QRT	41%QRT	18%	23%	33%QRT	20%
Other Please type in	26	10	15	*	12	14	-	*	6	6	6	3	5	5	6	4	11	11	15
	1%	1%	1%	*	2%E	2%E	-	*	2%E	2%E	2%E	1%E	2%E	1%	1%	1%	2%	1%	1%
No TV in household and do not access TV content via the internet	3	2	1	1	2	*	1	*	1	1	*	*	*	*	1	*	1	1	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	47	18	25	25	12	6	18	7	6	6	*	-	6	1	16	9	11	17	30
	2%	2%	2%	4%GLM	2%	1%	6%FGJKL	2%	2%	2%	*	-	2%LM	*	2%Q	2%	2%Q	1%	3%Q

B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Cable TV (through Virgin Media)	448	212	70	75	61	54	75	68	293	155
	20%	24% <sup>abcd</sup>	21%	16%	15%	29% <sup>kl</sup>	24%	26% <sup>lm</sup>	18%	26% <sup>lm</sup>
Satellite TV from Sky	834	397	112	165	118	58	155	128	565	268
	37%	45% <sup>abcd</sup>	33%	35%	29%	31%	49% <sup>eh</sup>	49% <sup>eh</sup>	34%	44% <sup>gh</sup>
Satellite TV from Freesat	180	86	20	27	35	24	18	17	133	47
	8%	10% <sup>bc</sup>	6%	6%	9%	13% <sup>kl</sup>	6%	6%	8%	8%
Satellite TV from anyone else	64	36	9	3	9	11	29	16	23	40
	3%	4% <sup>bc</sup>	3%	1%	2%	6% <sup>kl</sup>	9% <sup>kl</sup>	6% <sup>kl</sup>	1%	7% <sup>kl</sup>
Freeview (through a set-top box or digital television set)	812	286	95	242	157	50	70	55	664	149
	36%	32%	28%	51% <sup>abcd</sup>	39% <sup>abcd</sup>	27%	22%	21%	40% <sup>gh</sup>	25%
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	317	140	61	49	48	40	66	45	202	115
	14%	16% <sup>bc</sup>	18% <sup>cd</sup>	10%	12%	22% <sup>kl</sup>	21% <sup>kl</sup>	17%	12%	19% <sup>kl</sup>
YouView	81	48	10	10	11	13	14	13	55	26
	4%	5% <sup>bc</sup>	3%	2%	3%	7%	5%	5%	3%	4%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	863	422	122	91	160	98	159	128	579	284
	38%	47% <sup>abcd</sup>	36% <sup>abcd</sup>	19%	40% <sup>abcd</sup>	33% <sup>kl</sup>	31% <sup>kl</sup>	49% <sup>kl</sup>	35%	47% <sup>kl</sup>
TV content via the internet - through BBC iPlayer, ITV Hub, All4 or My5	608	270	82	104	105	73	89	79	429	177
	27%	30% <sup>bc</sup>	24%	22%	26%	33% <sup>kl</sup>	28%	30%	26%	29%
Other Please type in	26	6	4	8	4	-	2	1	23	2
	1%	1%	1%	2%	1%	-	1%	*	1%	*
No TV in household and do not access TV content via the internet	3	1	1	*	1	-	-	1	2	1
	*	*	*	*	*	-	-	*	*	*
Don't know	47	9	3	4	10	2	6	5	36	11
	2%	1%	1%	1%	3%	1%	2%	2%	2%	2%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Cable TV (through Virgin Media)	448 20%	36 14%	58 25% <sup>dj</sup> <sub>pe</sub>	29 14%	82 25% <sup>dj</sup> <sub>pe</sub>	64 20%	36 18%	388 20%	29 16%	17 15%	14 20%
Satellite TV from Sky	834 37%	91 37%	69 34%	72 35%	106 36%	119 38%	84 41%	697 37%	72 40%	43 38%	23 33%
Satellite TV from Freesat	180 8%	21 8%	11 6%	18 9%	35 12% <sup>pe</sup>	28 9%	16 8%	152 8%	9 5%	13 11% <sup>kp</sup>	6 5% <sup>pe</sup>
Satellite TV from anyone else	64 3%	8 3%	4 2%	4 2%	19 3% <sup>kp</sup>	6 2%	4 2%	57 3%	3 2%	2 2%	2 3%
Freeview (through a set-top box or digital television set)	812 36%	117 47% <sup>km</sup> <sub>pe</sub>	48 23%	105 62% <sup>km</sup> <sub>pe</sub>	98 33%	91 29%	77 38% <sup>ka</sup>	680 36% <sup>ka</sup>	67 37% <sup>ka</sup>	38 34% <sup>ka</sup>	27 40% <sup>ka</sup>
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	317 14%	21 9%	18 9%	32 16% <sup>kr</sup>	58 20% <sup>kr</sup>	48 15% <sup>kr</sup>	44 22% <sup>kr</sup>	279 15% <sup>kr</sup>	21 12%	10 8%	7 11%
YouView	81 4%	14 5% <sup>ka</sup>	2 1%	6 3%	12 4%	8 2%	10 5%	75 4% <sup>kr</sup>	2 1%	2 2%	2 3%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	863 38%	109 44% <sup>ka</sup>	60 29%	75 37%	106 36%	131 41% <sup>ka</sup>	78 38%	717 38%	71 39%	46 41% <sup>ka</sup>	29 42% <sup>ka</sup>
TV content via the internet- through BBC iPlayer, ITV Hub, All4 or My5	606 27%	82 33% <sup>ka</sup>	47 23%	62 30%	83 28%	96 27%	56 27%	514 27%	43 24%	32 28%	18 26%
Other Please type in	28 1%	5 2%	2 1%	4 2%	-	5 2%	2 1%	22 1%	2 1%	1 1% <sup>km</sup>	1 1% <sup>km</sup>
No TV in household and do not access TV content via the internet	3 *	-	-	-	-	-	-	-	2 1% <sup>op</sup>	1 1% <sup>op</sup>	-
Don't know	47 2%	2 1%	9 4% <sup>kn</sup>	3 2%	8 3%	2 1%	4 2%	40 2%	2 1%	3 3% <sup>kn</sup>	1 2%

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\* small base

B1a. Which, if any, of these types of television service does your household receive at the moment?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Cable TV (through Virgin Media)	448	54	71	63	115	63	77	30	414	34	13	21	414
	20%	22%	24%	22%	25%	30%A	25%	17%	20%	21%	18%	23%	20%
Satellite TV from Sky	834	85	99	113	211	83	139	65	794	39	11	29	794
	37%	35%	33%	39%	46%w	40%	46%w	38%	38%w	24%	14%	32%D	38%D
Satellite TV from Freesat	180	36	19	29	40	28	22	12	177	3	*	3	177
	8%	15%	6%	10%	9%	14%w	7%	7%	8%w	2%	*	3%	8%w
Satellite TV from anyone else	64	10	9	13	21	9	14	3	64	-	-	-	64
	3%	4%	3%	5%	5%	4%	5%	2%	3%	-	-	-	3%
Freeview (through a set-top box or digital television set)	812	64	107	99	138	51	76	66	733	79	49	30	733
	36%	26%	36%w	34%	30%	25%	25%	35%w	38%	48%B	56%EF	34%	35%
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	317	45	34	41	87	40	53	30	308	9	2	6	308
	14%	18%	12%	14%	19%w	19%	17%	17%	15%w	5%	3%	7%	15%w
YouView	81	8	9	12	25	10	17	10	81	-	-	-	81
	4%	3%	3%	4%	5%	5%	6%	6%	3%w	-	-	-	4%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	863	108	131	112	228	104	164	35	849	14	1	13	849
	38%	45%	44%A	39%A	50%wA	50%wA	54%wA	20%	41%w	8%	1%	14%D	41%D
TV content via the internet- through BBC iPlayer, ITV Hub, All4 or My5	606	70	73	67	177	59	103	27	598	8	-	8	598
	27%	29%	25%	23%	39%wA	20%A	34%wA	16%	29%w	5%	-	8%D	29%D
Other Please type in	26	7	2	4	4	*	2	4	17	9	4	5	17
	1%	3%	1%	1%	1%	*	1%	2%	1%w	9%B	6%F	5%F	1%
No TV in household and do not access TV content via the internet	3	1	1	*	-	-	-	*	3	*	-	*	3
	*	*	*	*	*	-	-	*	*	*	-	*	*
Don't know	47	9	5	4	1	1	4	4	43	4	*	4	43
	2%	4%	2%	1%	*	*	1%	2%	2%	2%	*	4%	2%

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 \* small base

**PSB Quantitative Research- September 2020**

**B2. Which of the following TV channels or providers have you used in the past 12 months?**

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484	-	1435	1389	1182	1055	687	424	426	477	183	83	752	437	295	
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408	-	1304	1233	1256	1045	646	405	382	431	185	58	717	413	278	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274	-	1198	1141	1080	1104	608	370	350	403	165	49	626	393	256	
Netflix	1159	1037	122	914	773	663	604	1043	484	474	186	364	862	237	60	
BBC iPlayer	1128	-	1069	1018	827	747	610	399	380	355	182	70	626	343	159	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043	-	985	952	920	883	467	291	248	333	103	34	478	343	222	
YouTube	897	816	81	735	629	528	476	587	335	345	182	203	628	199	70	
Sky	817	739	78	678	571	507	455	420	236	266	149	121	543	198	75	
ITV Hub/STV Player	781	-	729	682	674	564	431	277	269	217	124	45	450	241	90	
Amazon Prime Video	758	699	58	631	550	464	418	556	597	299	125	190	546	171	40	
All 4	714	-	683	642	592	603	405	255	245	204	112	38	418	220	77	
Freeview/Youview	609	585	24	545	498	462	435	270	196	160	183	85	298	175	137	
My5	444	444	-	417	391	388	367	239	174	152	112	63	244	147	53	
Disney +	414	387	27	353	293	238	230	343	221	201	87	128	321	71	21	
Virgin TV	315	286	29	258	226	200	178	163	116	116	57	59	195	85	35	
NowTV	282	263	19	248	216	182	170	215	147	142	50	80	215	52	15	
Apple TV +	153	141	12	134	110	95	90	104	85	83	23	41	109	36	8	
Britbox	68	68	-	63	55	51	40	49	37	25	13	16	51	10	6	
S4C	20	20	-	18	18	16	14	8	4	5	7	1	7	9	4	
None of these	11	11	29	9	-	-	-	-	-	2	-	-	23	7	10	
(NET) PSB	1794	-	1615	1488	1306	1167	843	514	514	523	266	109	979	498	318	
(NET) SVoD	1415	1275	140	1127	953	814	745	1043	597	525	254	364	95	1004	314	
(NET) TV services	1480	1357	124	1242	1076	968	882	700	446	435	336	213	79	864	392	

"Caution should be used when reviewing any base size under 20"  
 Proportions/Means: Columns Tested (5% risk level) - abc/d/ef/ghi - jkl - m/n/o - p/q/r - s/t - u/vw - xyz/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B2. Which of the following TV channels or providers have you used in the past 12 months?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (g)	High (f)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484	1144	262	77	1372	86	1055	260	169	663	713	807	1154	918
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408	1078	247	83	1302	82	1012	240	156	623	687	766	1089	882
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274	975	228	72	1171	81	930	213	132	548	635	709	987	804
Netflix	1158	1019	107	32	1055	82	547	301	311	538	433	621	1036	631
BBC iPlayer	1128	944	155	29	1015	88	740	231	157	503	537	737	935	758
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043	787	192	64	970	52	801	150	92	455	534	564	798	660
YouTube	897	778	88	30	820	64	454	215	228	389	376	579	747	533
Sky	817	570	181	66	744	56	572	152	92	723	199	385	783	325
ITV Hub/STV Player	781	664	98	19	684	74	514	162	105	351	381	535	654	542
Amazon Prime Video	758	672	60	26	690	54	360	201	197	332	304	574	693	448
All 4	714	591	101	22	636	60	479	152	83	318	343	468	592	481
Freeview/Youview	609	505	74	30	564	32	431	100	78	182	487	362	406	519
My5	444	376	52	16	396	32	316	83	46	215	230	294	362	317
Disney +	414	363	42	9	386	21	173	114	127	213	159	309	397	263
Virgin TV	315	262	45	8	298	15	176	75	64	61	90	163	305	141
NowTV	282	255	21	6	271	9	128	83	71	117	137	211	250	183
Apple TV +	153	134	15	4	127	20	86	35	32	90	53	112	133	90
Britbox	68	65	2	*	57	7	41	19	8	36	31	55	57	50
S4C	20	14	5	1	18	1	16	2	1	9	12	10	12	14
None of these	41	31	5	4	38	3	29	5	7	8	10	2	11	10
(NET) PSB	1794	1411	291	91	1643	117	1228	325	241	801	817	989	1398	1077
(NET) SVoD	1415	1227	146	42	1283	101	734	348	333	647	555	972	1233	784
(NET) TV services	1480	1130	257	93	1355	97	1023	266	192	806	626	758	1245	802

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PSB Quantitative Research- September 2020

Table 8

B2. Which of the following TV channels or providers have you used in the past 12 months?

Base : All respondents

	Total	Gender		Age											Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091	
Weighted Base	2257	1097	1141	682	725	827	291	361	354	371	311	295	221	502	679	502	514	1181	1076	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484	709	769	314	495	667	116	198	228	267	245	235	186	381	460	298	318	841	642	
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408	657	746	290	457	654	123	167	202	255	240	226	188	356	415	268	319	771	637	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274	591	679	254	404	607	82	172	171	233	231	224	153	332	381	270	267	713	561	
Netflix	1159	529	621	481	413	251	188	293	202	211	126	92	34	273	358	273	224	631	528	
BBC iPlayer	1128	538	581	292	401	423	113	178	190	211	176	168	79	305	376	218	209	681	447	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043	493	547	159	335	543	45	114	125	210	204	194	145	281	297	219	224	577	466	
YouTube	897	452	437	364	305	216	163	201	157	148	108	77	31	200	280	206	187	480	417	
Sky	817	407	407	236	278	300	97	139	137	141	117	117	67	209	253	186	153	461	356	
ITV Hub/STV Player	781	361	416	212	261	301	84	128	115	145	118	121	63	214	244	145	161	458	322	
Amazon Prime Video	758	365	389	260	295	189	87	182	147	143	87	65	37	203	229	162	142	437	320	
All 4	714	338	374	181	255	270	61	120	108	147	134	102	34	197	225	142	138	422	292	
Freeview/Youview	609	310	298	121	199	283	29	93	86	114	114	107	62	174	186	103	135	361	249	
My5	444	222	221	92	171	178	21	71	68	102	86	67	25	122	128	85	98	250	194	
Disney +	414	201	210	216	155	37	83	133	79	76	16	14	7	104	145	84	72	249	164	
Virgin TV	315	174	140	102	95	114	33	68	49	46	50	41	23	82	88	66	73	170	145	
NowTV	282	136	143	140	93	48	52	88	53	41	21	19	8	68	88	63	59	155	126	
Apple TV +	153	75	75	85	48	19	35	50	23	25	11	4	4	44	61	32	14	104	48	
Britbox	68	33	34	37	28	1	17	20	15	13	*	*	*	13	18	16	19	31	37	
S4C	20	11	9	4	5	10	1	2	1	4	3	5	2	4	5	5	4	10	10	
None of these	41	17	20	9	17	11	5	5	11	5	6	*	5	2	5	12	16	7	34	
(NET) PSB	1794	855	928	451	587	740	176	275	277	311	278	264	197	427	562	382	386	989	805	
(NET) SVoD	1415	680	724	552	499	348	221	331	250	156	132	61	28	338	446	322	276	784	631	
(NET) TV services	1480	733	743	388	487	596	142	247	225	262	240	216	140	374	454	311	313	828	653	

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 \* small base

B2. Which of the following TV channels or providers have you used in the past 12 months?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484	586	211	394	216	96	173	150	1153	330
	66%	66% <sup>cd</sup>	63%	83% <sup>abcd</sup>	54%	52%	55%	58%	70% <sup>efgh</sup>	55%
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408	526	200	386	224	87	156	137	1107	301
	62%	59%	59%	81% <sup>abcd</sup>	56%	47%	50%	53%	67% <sup>efgh</sup>	50%
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274	478	189	356	199	75	139	133	1009	265
	56%	54%	56%	75% <sup>abcd</sup>	50%	41%	44%	51%	61% <sup>efgh</sup>	44%
Netflix	1159	567	201	115	194	135	207	159	775	384
	51%	64% <sup>cd</sup>	60% <sup>cd</sup>	24%	49% <sup>c</sup>	73% <sup>gh</sup>	66% <sup>gh</sup>	61% <sup>gh</sup>	47%	64% <sup>gh</sup>
BBC iPlayer	1128	471	191	228	167	78	160	133	831	297
	50%	63% <sup>cd</sup>	67% <sup>cd</sup>	48%	42%	42%	51%	51%	50%	49%
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043	386	135	322	168	53	108	100	841	203
	46%	43%	40%	68% <sup>abcd</sup>	42%	29%	34%	39%	51% <sup>efgh</sup>	34%
YouTube	897	394	159	114	152	101	139	119	627	270
	40%	44% <sup>cd</sup>	47% <sup>cd</sup>	24%	38% <sup>c</sup>	55% <sup>gh</sup>	44%	46%	38%	45% <sup>gh</sup>
Sky	817	376	114	164	131	53	140	124	570	247
	36%	42% <sup>abcd</sup>	34%	34%	33%	29%	44% <sup>efgh</sup>	48% <sup>efgh</sup>	35%	41% <sup>efgh</sup>
ITV Hub/STV Player	781	322	123	166	136	64	98	87	587	194
	35%	36%	36%	35%	34%	34%	31%	34%	36%	32%
Amazon Prime Video	758	354	128	90	135	79	142	113	503	254
	34%	40% <sup>cd</sup>	38% <sup>cd</sup>	19%	34% <sup>c</sup>	43% <sup>gh</sup>	45% <sup>gh</sup>	44% <sup>gh</sup>	30%	42% <sup>gh</sup>
All 4	714	307	133	126	114	58	85	87	537	177
	32%	34% <sup>cd</sup>	40% <sup>cd</sup>	26%	29%	31%	27%	34%	33%	29%
Freeview/Youview	609	231	90	154	109	33	67	55	484	129
	27%	26%	27%	32%	27%	18%	21%	21%	52% <sup>efgh</sup>	21%
My5	444	185	70	85	87	31	55	53	346	99
	20%	21%	21%	18%	22%	17%	17%	20%	21%	16%
Disney +	414	242	73	20	55	73	98	77	224	189
	18%	27% <sup>cd</sup>	22% <sup>cd</sup>	4%	14% <sup>c</sup>	39% <sup>gh</sup>	31% <sup>gh</sup>	30% <sup>gh</sup>	14%	31% <sup>gh</sup>
Virgin TV	315	141	56	65	43	30	55	44	215	100
	14%	16%	17%	14%	11%	16%	18%	17%	13%	17%
NowTV	282	142	48	24	43	34	54	48	179	103
	12%	16% <sup>cd</sup>	14% <sup>cd</sup>	5%	11% <sup>c</sup>	19% <sup>gh</sup>	17% <sup>gh</sup>	19% <sup>gh</sup>	17%	17% <sup>gh</sup>
Apple TV +	153	89	20	3	24	33	31	40	78	75
	7%	10% <sup>cd</sup>	6% <sup>cd</sup>	1%	6% <sup>c</sup>	19% <sup>gh</sup>	16% <sup>gh</sup>	19% <sup>gh</sup>	5%	12% <sup>gh</sup>
Britbox	68	30	18	2	14	12	20	9	38	30
	3%	3% <sup>c</sup>	3% <sup>c</sup>	*	4% <sup>c</sup>	7% <sup>gh</sup>	6% <sup>gh</sup>	3%	2%	3% <sup>gh</sup>
S4C	20	7	2	7	2	1	2	1	16	3
	1%	1%	1%	1%	1%	1%	*	*	1%	1%
None of these	41	9	6	3	7	-	6	5	31	9
	2%	1%	2%	1%	2%	-	2%	2%	2%	2%
(NET) PSB	1794	721	260	429	293	133	230	191	1352	442
	79%	81% <sup>cd</sup>	77%	90% <sup>abcd</sup>	73%	72%	73%	74%	82% <sup>efgh</sup>	73%
(NET) SVoD	1415	665	234	167	245	157	232	194	980	455
	63%	76% <sup>cd</sup>	69% <sup>cd</sup>	35%	61% <sup>cd</sup>	65% <sup>gh</sup>	74% <sup>gh</sup>	76% <sup>gh</sup>	58%	75% <sup>gh</sup>
(NET) TV services	1480	622	217	327	251	104	214	179	1087	393
	86%	70%	64%	68%	63%	56%	60% <sup>ef</sup>	60% <sup>ef</sup>	60% <sup>ef</sup>	65%

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\* small base

B2. Which of the following TV channels or providers have you used in the past 12 months?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484 66%	164 66%	117 57%	152 75%kmd	185 63%	206 65%	130 64%	1235 65%	124 69%kmp	79 70%k	45 67%
ITV/STV/ITV/Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408 62%	163 66%k	115 57%	149 74%kmd	148 50%	198 63%k	125 61%	1167 62%k	124 69%kmp	72 64%k	45 67%k
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274 56%	156 63%k	96 47%	140 69%kmpqs	120 41%	171 54%k	120 59%k	1063 56%k	106 59%k	67 60%k	38 56%k
Netflix	1159 51%	147 59%k	78 38%	94 46%	151 52%k	163 52%k	108 53%k	957 50%k	101 56%k	62 55%k	39 58%k
BBC iPlayer	1128 50%	128 56%k	73 36%	105 52%k	152 52%k	183 58%kqs	109 54%k	954 50%k	85 47%k	57 50%k	32 47%k
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043 46%	135 55%kmd	81 40%	114 56%kmpqs	99 34%	140 44%	92 48%	878 46%k	80 45%k	55 48%k	30 45%k
YouTube	897 40%	110 44%k	60 29%	74 36%	135 46%k	120 38%	75 37%	752 40%k	72 40%k	46 41%k	27 39%k
Sky	817 36%	86 35%	68 34%	75 37%	88 30%	115 36%	75 37%	678 36%	73 40%k	43 38%	23 34%
ITV Hub/STV Player	781 35%	105 42%k	45 22%	67 33%	94 32%	122 38%k	65 32%	665 35%k	53 30%	40 36%k	22 33%k
Amazon Prime Video	758 34%	91 37%	54 27%	75 37%	92 31%	112 35%	68 33%	633 37%k	66 45%k	38 34%	21 30%
All 4	714 32%	99 40%kmdqs	38 19%	64 32%k	81 27%	108 34%k	72 35%k	611 32%k	50 28%	34 30%k	20 29%k
Freeview/Youview	609 27%	90 35%kmpqs	37 18%	71 33%kmpqs	85 29%k	70 22%	56 28%	526 28%k	42 23%	24 21%	17 26%
My5	444 20%	68 27%kmpqs	26 13%	46 23%k	42 14%	59 19%	52 26%kmpqs	386 20%k	30 16%	19 17%	9 14%
Disney +	414 18%	45 18%	27 13%	21 10%	64 22%k	64 20%k	45 22%k	333 18%	42 23%k	25 22%k	14 20%k
Virgin TV	315 14%	34 14%	38 19%kmp	22 11%	53 19%kmp	49 16%	18 9%	275 15%k	18 10%	12 11%	10 14%
NowTV	282 12%	29 12%	12 6%	32 13%k	45 15%k	43 14%k	34 14%k	236 12%k	22 12%k	16 15%k	6 10%
Apple TV +	153 7%	15 6%	17 8%k	4 2%	33 11%kqs	29 9%k	12 6%	136 7%k	7 4%	6 5%	4 5%k
Britbox	68 3%	15 6%kmpqs	2 1%	6 3%	8 3%	14 4%k	4 2%	64 3%kmp	2 1%	1 1%	1 1%
S4C	20 1%	-	-	-	-	-	-	-	-	20 17%k	-
None of these	41 2%	5 2%	4 2%	-	7 3%	2 1%	4 2%	33 2%	4 2%	2 2%k	2 3%k
(NET) PSB	1794 79%	210 84%k	146 72%	172 85%k	232 79%	249 79%	156 77%	1503 79%	148 81%	92 82%k	53 78%
(NET) SVoD	1415 63%	169 68%k	101 50%	121 59%	204 70%k	188 59%	130 64%k	1186 63%k	114 63%k	72 64%k	44 64%k
(NET) TV services	1480 66%	173 70%	126 62%	140 69%	188 64%	200 63%	132 65%	1253 66%	115 64%	70 62%	42 61%

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\* small base

B2. Which of the following TV channels or providers have you used in the past 12 months?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998	
Weighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	1484	1338	132	189	192	324	111	215	1328	156	72	84	1328	
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	1408	1296	102	166	170	284	108	190	1252	156	71	85	1252	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	1274	1185	81	154	153	270	97	170	1130	145	65	79	1130	
Netflix	1159	988	154	168	168	293	136	200	1134	25	4	21	1134	
BBC iPlayer	1128	1021	96	157	164	281	89	176	1100	28	4	24	1100	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	1043	980	57	120	122	204	72	129	916	127	54	73	916	
YouTube	897	750	128	138	141	225	87	144	886	11	*	10	886	
Sky	817	733	79	95	106	204	85	132	777	40	9	31	777	
ITV Hub/STV Player	781	700	71	110	103	176	71	105	755	26	4	22	755	
Amazon Prime Video	758	681	73	117	106	199	79	134	755	3	2	1	755	
All 4	714	659	49	112	107	189	60	98	701	14	1	13	701	
Freeview/Youview	609	565	40	83	63	124	39	72	583	26	10	16	583	
My5	444	413	26	74	54	111	38	65	436	8	-	8	436	
Disney +	414	339	68	60	50	132	73	111	411	2	-	2	411	
Virgin TV	315	274	37	36	38	79	39	48	289	26	9	17	289	
NowTV	282	243	39	40	51	82	47	62	280	2	-	2	280	
Apple TV +	153	122	29	18	28	52	31	38	153	*	*	-	153	
Britbox	68	59	9	13	9	19	5	10	68	-	-	-	68	
S4C	20	19	*	2	2	3	2	2	18	2	*	2	18	
None of these	41	30	3	5	4	-	2	4	40	*	*	-	40	
(NET) PSB	1794	1620	159	232	226	392	147	255	1633	161	73	88	1633	
(NET) SVoD	1415	1217	182	203	208	364	163	232	1390	25	5	21	1390	
(NET) TV services	1480	1340	127	189	178	329	140	202	1397	63	27	58	1397	

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B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	1004	-	971	818	705	653	451	289	284	350	133	49	510	314	180
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	848	48	784	701	629	587	483	282	293	209	152	48	546	229	122
Spotify	717	639	78	568	470	391	369	494	265	626	120	173	63	524	142	50
Amazon Music	424	392	32	353	289	249	229	281	254	169	57	90	22	307	95	22
BBC Sounds	272	272	-	262	212	166	157	138	102	113	93	34	29	176	67	29
Apple Music/Apple Podcasts	224	202	22	182	146	120	111	165	109	113	25	52	24	175	43	6
Other audio services not listed here	93	77	16	65	57	51	46	65	33	22	20	19	9	86	23	3
None of these	380	273	107	226	206	173	148	123	63	-	79	61	37	202	87	91
(NET) Radio	1419	1371	48	1281	1097	973	886	659	390	372	416	205	63	770	406	243
(NET) Audio	1056	933	123	826	665	563	521	691	431	626	168	236	89	780	229	67

B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	794	169	42	927	65	716	178	111	467	481	543	790	605
	45%	44%	45%	34%	45%	43%	45%	44%	29%	47%	52%	47%	46%	50%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	697	140	61	813	66	597	181	119	450	388	550	733	525
	40%	39%	40%	49%	39%	43%	40%	45%	31%	45%	42%	47%	42%	44%
Spotify	717	612	89	16	662	51	353	190	174	367	259	469	614	383
	32%	34%	25%	13%	32%	33%	24%	47%	46%	37%	28%	40%	45%	36%
Amazon Music	424	367	48	9	389	31	221	116	87	239	167	287	392	244
	19%	21%	14%	8%	19%	20%	15%	29%	23%	24%	18%	25%	32%	20%
BBC Sounds	272	232	34	6	245	21	180	64	28	136	136	172	213	192
	12%	13%	10%	5%	12%	14%	12%	29%	15%	14%	15%	15%	12%	15%
Apple Music/Apple Podcasts	224	198	23	3	193	24	102	72	50	142	79	154	196	131
	10%	11%	7%	2%	9%	15%	7%	18%	13%	14%	8%	13%	11%	11%
Other audio services not listed here	93	76	13	4	87	4	41	17	35	34	40	65	75	55
	4%	4%	4%	3%	4%	2%	3%	4%	9%	3%	4%	6%	4%	5%
None of these	380	308	45	27	338	32	257	47	76	126	165	135	237	192
	17%	17%	13%	22%	16%	21%	17%	12%	20%	13%	18%	12%	14%	16%
(NET) Radio	1419	1092	246	82	1300	92	996	253	169	678	640	777	1124	828
	63%	61%	70%	67%	63%	60%	65%	63%	44%	68%	69%	67%	65%	69%
(NET) Audio	1056	895	135	26	964	77	546	262	247	526	380	684	908	565
	47%	50%	38%	21%	47%	50%	37%	65%	65%	52%	41%	59%	53%	47%

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B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	542	459	228	330	437	86	142	144	186	148	167	122	267	316	227	172	583	421
	45%	49% <sup>D</sup>	40%	33%	45% <sup>EHJ</sup>	53% <sup>EFHJ</sup>	29%	36%	41% <sup>H</sup>	50% <sup>EHL</sup>	48% <sup>EHI</sup>	57% <sup>EFHI</sup>	55% <sup>EFHI</sup>	53% <sup>RT</sup>	47% <sup>RT</sup>	45% <sup>R</sup>	34%	49% <sup>RT</sup>	39%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	432	460	235	332	323	76	159	159	173	147	115	62	229	290	187	170	519	378
	40%	39%	40%	35% <sup>H</sup>	46% <sup>EGHN</sup>	39% <sup>JN</sup>	26%	41% <sup>JN</sup>	45% <sup>EHN</sup>	47% <sup>EHN</sup>	47% <sup>EGHN</sup>	39% <sup>JN</sup>	26%	45% <sup>QRT</sup>	43% <sup>RT</sup>	37%	33%	44% <sup>RT</sup>	35%
Spotify	717	335	374	333	241	132	152	181	148	92	82	39	11	174	247	161	119	421	296
	32%	31%	33%	39% <sup>F</sup>	43% <sup>FGKL</sup>	33% <sup>GKMN</sup>	16% <sup>N</sup>	52% <sup>F</sup>	48% <sup>F</sup>	42% <sup>F</sup>	28% <sup>G</sup>	26% <sup>G</sup>	13% <sup>N</sup>	5%	38% <sup>RT</sup>	36% <sup>RT</sup>	32% <sup>R</sup>	23%	36% <sup>RT</sup>
Amazon Music	424	219	205	160	176	85	48	112	102	74	35	40	10	111	130	100	76	242	182
	19%	20%	18%	23% <sup>G</sup>	24% <sup>G</sup>	10% <sup>N</sup>	17% <sup>N</sup>	29% <sup>G</sup>	29% <sup>G</sup>	20% <sup>G</sup>	11% <sup>N</sup>	14% <sup>N</sup>	4%	22% <sup>R</sup>	19%	20%	15%	20% <sup>R</sup>	17%
BBC Sounds	272	172	99	96	118	53	33	63	60	59	26	20	8	68	106	63	30	175	97
	12%	16% <sup>D</sup>	9%	14% <sup>G</sup>	16% <sup>G</sup>	6%	11% <sup>G</sup>	16% <sup>G</sup>	17% <sup>G</sup>	16% <sup>G</sup>	8%	7%	3%	14% <sup>RT</sup>	16% <sup>RT</sup>	13% <sup>R</sup>	6%	15% <sup>RT</sup>	9%
Apple Music/Apple Podcasts	224	110	113	134	67	18	58	76	37	30	14	2	2	48	80	47	46	129	95
	10%	10%	10%	20% <sup>F</sup>	9% <sup>G</sup>	2%	20% <sup>F</sup>	18% <sup>F</sup>	11% <sup>G</sup>	6% <sup>G</sup>	4% <sup>M</sup>	1%	1%	10%	12%	9%	9%	11%	9%
Other audio services not listed here	93	54	38	32	35	22	15	16	16	20	9	6	6	15	30	24	16	45	48
	4%	5%	3%	5%	5%	3%	5%	4%	4%	5%	3%	2%	3%	3%	4%	5%	3%	4%	4%
None of these	380	158	214	104	105	165	39	65	47	58	54	55	55	60	82	87	136	142	238
	17%	14%	19% <sup>C</sup>	15%	15%	20% <sup>F</sup>	13%	17%	13%	16%	17%	19%	19%	12%	12%	17% <sup>S</sup>	26% <sup>O</sup>	12%	22% <sup>O</sup>
(NET) Radio	1419	706	705	333	480	594	124	210	223	258	221	214	159	351	444	310	277	795	624
	63%	64%	62%	49%	55% <sup>EH</sup>	72% <sup>EHL</sup>	42%	54% <sup>J</sup>	53% <sup>EH</sup>	59% <sup>EHI</sup>	71% <sup>EHI</sup>	72% <sup>EHL</sup>	72% <sup>EHI</sup>	70% <sup>QRT</sup>	65% <sup>RT</sup>	62%	54%	67% <sup>RT</sup>	58%
(NET) Audio	1056	503	545	455	398	200	109	250	214	173	111	71	18	261	344	237	192	605	451
	47%	46%	48%	37% <sup>F</sup>	53% <sup>G</sup>	24% <sup>N</sup>	18% <sup>F</sup>	46% <sup>F</sup>	51% <sup>G</sup>	47% <sup>G</sup>	38% <sup>G</sup>	24% <sup>N</sup>	8%	53% <sup>RT</sup>	51% <sup>RT</sup>	47% <sup>R</sup>	37%	51% <sup>RT</sup>	42%

B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	435	144	270	116	73	135	121	744	261
	45%	49% <sup>d</sup>	43% <sup>d</sup>	57% <sup>abcd</sup>	29%	39%	43%	47%	45%	43%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	429	137	157	135	72	131	136	634	263
	40%	48% <sup>cd</sup>	41%	33%	34%	39%	42%	52% <sup>ah</sup>	38%	43%
Spotify	717	369	118	46	114	70	139	115	459	257
	32%	41% <sup>cd</sup>	35% <sup>cd</sup>	10%	29% <sup>cd</sup>	43% <sup>h</sup>	44% <sup>h</sup>	44% <sup>h</sup>	28%	43% <sup>h</sup>
Amazon Music	424	220	72	50	51	42	105	81	249	175
	19%	23% <sup>cd</sup>	21% <sup>cd</sup>	10%	13%	22% <sup>h</sup>	33% <sup>h</sup>	31% <sup>h</sup>	15%	28% <sup>h</sup>
BBC Sounds	272	159	41	25	36	25	57	50	171	101
	12%	18% <sup>cd</sup>	12% <sup>cd</sup>	5%	9%	13%	18% <sup>h</sup>	19% <sup>h</sup>	10%	17% <sup>h</sup>
Apple Music/Apple Podcasts	224	130	34	6	39	27	56	48	123	101
	10%	15% <sup>cd</sup>	10% <sup>cd</sup>	1%	10% <sup>cd</sup>	14% <sup>h</sup>	18% <sup>h</sup>	19% <sup>h</sup>	7%	17% <sup>h</sup>
Other audio services not listed here	93	42	14	14	10	3	13	12	72	21
	4%	5%	4%	3%	3%	2%	4%	5%	4%	3%
None of these	380	101	50	98	92	26	40	30	307	72
	17%	11%	15%	21% <sup>h</sup>	23% <sup>abcd</sup>	14%	13%	11%	16% <sup>h</sup>	12%
(NET) Radio	1419	600	204	344	207	105	186	170	1049	370
	63%	63% <sup>cd</sup>	60%	72% <sup>abcd</sup>	52%	56%	59%	66%	64%	61%
(NET) Audio	1056	520	179	87	171	104	209	176	671	385
	47%	59% <sup>cd</sup>	63% <sup>cd</sup>	16%	43% <sup>cd</sup>	56% <sup>h</sup>	67% <sup>h</sup>	68% <sup>h</sup>	41%	64% <sup>h</sup>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	101	74	108	108	134	114	835	80	61	29
	45%	41%	36%	63% <i>kms</i>	37%	42%	56% <i>okml</i>	44%	44%	54% <i>kmno</i>	43%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	108	75	86	132	125	82	770	65	40	22
	40%	43%	37%	42%	45% <i>ore</i>	40%	40%	41% <i>ue</i>	36%	36%	32%
Spotify	717	84	57	55	121	94	67	590	69	35	23
	32%	34%	28%	27%	41% <i>klms</i>	30%	33%	31%	38% <i>klms</i>	31%	34%
Amazon Music	424	46	21	35	71	68	35	358	34	19	13
	19%	19%	10%	17%	24% <i>ka</i>	22% <i>ka</i>	17%	19% <i>ka</i>	19% <i>ka</i>	17%	20% <i>ka</i>
BBC Sounds	272	29	21	27	57	34	27	241	16	10	4
	12%	12%	10%	13%	19% <i>kmop</i>	11%	13%	13% <i>ue</i>	9%	9%	6%
Apple Music/Apple Podcasts	224	31	12	24	42	35	12	194	14	11	5
	10%	12%	6%	12%	14% <i>loqp</i>	11%	6%	10%	8%	9%	8%
Other audio services not listed here	93	11	4	5	5	11	16	75	10	4	4
	4%	5%	2%	3%	2%	4%	5% <i>km</i>	4%	5% <i>km</i>	3%	7% <i>kmop</i>
None of these	380	45	51	26	40	60	28	316	33	18	13
	17%	18%	25% <i>kmop</i>	13%	14%	19%	14%	17%	18%	16%	19%
(NET) Radio	1419	155	114	145	174	199	141	1197	108	75	38
	63%	62%	56%	72% <i>kmop</i>	59%	63%	69% <i>ue</i>	63% <i>ue</i>	60%	67% <i>kaqg</i>	57%
(NET) Audio	1058	113	76	88	162	144	100	879	83	51	33
	47%	46%	37%	43%	59% <i>kmop</i>	46%	49%	46%	51% <i>ka</i>	45%	49% <i>ka</i>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

B2b. Which of the following radio stations and audio services have you used in the past 12 months?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1004	921	72	140	140	244	101	150	912	92	34	59	912
	45%	46% <b>U</b>	30%	47%	49%	53%	49%	49%	44%	86% <b>B</b>	46%	65% <b>DF</b>	44%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	897	817	69	129	140	237	81	153	842	54	16	39	842
	40%	41% <b>U</b>	29%	44%	49%	52% <b>W</b>	39%	50%	40%	33%	21%	43% <b>D</b>	40% <b>D</b>
Spotify	717	592	108	117	117	201	84	124	715	2	-	2	715
	32%	30%	45% <b>U</b>	35% <b>A</b>	41% <b>A</b>	44% <b>A</b>	40% <b>A</b>	40% <b>A</b>	34% <b>C</b>	1%	-	2%	34% <b>DE</b>
Amazon Music	424	366	55	53	64	133	64	69	422	2	2	*	422
	19%	18%	23%	16%	22% <b>A</b>	29% <b>WA</b>	31% <b>WA</b>	23% <b>A</b>	12%	20% <b>C</b>	1%	2%	20% <b>DE</b>
BBC Sounds	272	224	48	53	54	97	38	43	268	4	-	4	268
	12%	11%	20% <b>U</b>	18%	19% <b>A</b>	21% <b>A</b>	18%	14%	10%	13% <b>C</b>	2%	4%	13% <b>DE</b>
Apple Music/Apple Podcasts	224	187	34	38	47	73	35	48	224	-	-	-	224
	10%	9%	14%	13% <b>A</b>	16% <b>A</b>	16% <b>A</b>	17% <b>A</b>	16% <b>A</b>	4%	11% <b>C</b>	-	-	11% <b>DE</b>
Other audio services not listed here	93	81	12	9	16	24	13	11	92	*	*	*	92
	4%	4%	5%	3%	6%	5%	6%	4%	3%	4% <b>C</b>	*	*	4%
None of these	380	327	42	46	30	34	20	39	343	37	28	9	343
	17%	17%	17%	13% <b>A</b>	10%	7%	9%	13%	14%	16%	22%	10%	16%
(NET) Radio	1419	1302	103	191	193	308	129	209	1292	127	46	62	1292
	63%	63% <b>U</b>	42%	64%	67%	72%	62%	66%	59% <b>WW</b>	70% <b>B</b>	62%	60% <b>DF</b>	62%
(NET) Audio	1056	891	148	157	166	310	137	181	1052	4	2	3	1052
	47%	45%	61% <b>U</b>	53% <b>A</b>	58% <b>A</b>	66% <b>WA</b>	66% <b>WA</b>	59% <b>A</b>	26%	50% <b>C</b>	2%	3%	50% <b>DE</b>

B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2129	1876	253	1686	1417	1259	1099	1050	577	616	520	371	150	1261	544	324
Weighted Base	2183	1925	259	1716	1418	1236	1107	1039	597	626	514	362	153*	1304	543	336
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC iPlayer, BBC Weather)	1176	1176	-	1131	920	762	689	629	392	396	378	195	85	682	333	160
	54%	61% <b>b</b>	-	66% <b>abg</b>	65% <b>b</b>	62% <b>b</b>	62% <b>b</b>	61% <b>b</b>	66% <b>b</b>	63% <b>b</b>	73% <b>kl</b>	54%	56%	52%	61% <b>km</b>	48%
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	937	866	72	801	695	573	551	509	342	343	236	161	69	582	229	126
	43%	45% <b>h</b>	28%	47% <b>b</b>	49% <b>b</b>	46% <b>b</b>	50% <b>ab</b>	49% <b>b</b>	57% <b>abcd</b>	55% <b>abce</b>	46%	44%	45%	45%	42%	37%
Sky websites / apps (e.g. Sky News, Sky Sports)	660	619	41	581	474	406	378	393	239	296	127	124	29	476	147	37
	30%	32% <b>h</b>	16%	34% <b>b</b>	33% <b>b</b>	33% <b>b</b>	34% <b>b</b>	38% <b>ab</b>	40% <b>abcd</b>	46% <b>abcd</b>	25%	34% <b>l</b>	19%	36% <b>no</b>	27% <b>oc</b>	11%
Apple News/ Google News/ Update	411	371	39	335	271	244	220	272	157	180	69	102	30	301	85	25
	19%	19%	15%	20%	19%	20%	20%	26% <b>abcd</b>	26% <b>abcd</b>	29% <b>abcd</b>	13%	28% <b>q</b>	20%	22% <b>no</b>	16% <b>oc</b>	7%
Other websites/apps not listed here	374	329	46	301	277	229	217	204	126	107	95	58	38	227	101	46
	17%	17%	18%	18%	20%	18%	20%	21%	17%	17%	19%	16%	25%	17%	19%	14%
None of these	396	295	102	227	210	201	162	124	59	44	62	59	18	206	89	101
	18%	15% <b>gh</b>	39% <b>acde</b>	13% <b>i</b>	15% <b>hi</b>	16% <b>ghi</b>	15% <b>hi</b>	12% <b>i</b>	10%	7%	12%	16%	12%	16%	16%	30% <b>lmn</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2129	1684	337	108	1946	144	1344	397	388	977	872	1122	1644	1148
Weighted Base	2183	1746	322	116*	1988	153*	1404	401	379	992	879	1157	1704	1149
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1176	966	167	43	1067	82	755	245	176	535	532	706	956	723
	54%	55% <sup>pr</sup>	52% <sup>qr</sup>	37%	54%	54%	54%	61% <sup>uvw</sup>	46%	54%	61% <sup>xyz</sup>	61% <sup>AB</sup>	56%	63% <sup>ABC</sup>
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	937	767	129	41	845	71	598	190	149	437	414	575	762	557
	43%	44%	40%	35%	42%	47%	43%	48%	39%	44%	47%	50% <sup>xyz</sup>	45%	48%
Sky websites / apps (e.g. Sky News, Sky Sports)	660	523	107	31	597	56	392	161	107	435	241	405	598	353
	30%	30%	33%	26%	30%	37%	28%	40% <sup>uvw</sup>	28%	44% <sup>xyzAB</sup>	27%	35% <sup>yz</sup>	35% <sup>yz</sup>	31%
Apple News/ Google News/ Ujday	411	350	52	8	376	32	206	95	109	194	164	277	346	238
	19%	20% <sup>pr</sup>	16%	7%	19%	21%	15%	24% <sup>uv</sup>	29% <sup>vw</sup>	20%	19%	24% <sup>xy</sup>	20%	21%
Other websites/apps not listed here	374	296	46	33	342	25	223	74	78	150	166	241	308	221
	17%	17%	14%	25% <sup>qpr</sup>	17%	17%	16%	18%	20%	15%	19%	24% <sup>xyz</sup>	18%	19%
None of these	396	307	58	33	368	21	276	44	77	162	152	119	263	173
	18%	18%	17%	29% <sup>qpr</sup>	19%	14%	20% <sup>uv</sup>	11%	20% <sup>vw</sup>	16% <sup>xyz</sup>	17% <sup>yz</sup>	10%	15% <sup>yz</sup>	18% <sup>z</sup>

"Caution should be used when reviewing any base size under 200"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xyz/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base



B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2129	1031	1075	616	669	823	275	341	326	343	362	296	165	470	673	406	515	1143	986
Weighted Base	2183	1074	1092	682	723	756	291	391	354	369	305	271	180	497	671	482	477	1168	1015
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1176	609	557	344	441	385	139	206	220	221	174	141	69	324	386	217	231	710	466
	54%	57% <sup>D</sup>	51%	59% <sup>N</sup>	61% <sup>EGHI</sup>	51% <sup>M</sup>	48%	53% <sup>N</sup>	62% <sup>EGHI</sup>	60% <sup>EGHN</sup>	57% <sup>N</sup>	52% <sup>M</sup>	38%	65% <sup>PQRT</sup>	57% <sup>QRT</sup>	45%	48%	61% <sup>QRT</sup>	46%
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	937	466	465	290	336	304	96	194	184	152	145	105	54	281	302	174	165	583	354
	43%	43%	43%	43% <sup>MN</sup>	48% <sup>GHN</sup>	40% <sup>M</sup>	33%	50% <sup>GHMN</sup>	52% <sup>EGHK</sup>	41% <sup>N</sup>	48% <sup>GHN</sup>	39%	30%	57% <sup>PQRT</sup>	45% <sup>QRT</sup>	36%	35%	50% <sup>QRT</sup>	35%
Sky websites / apps (e.g. Sky News, Sky Sports)	660	376	280	234	251	172	78	156	145	105	91	60	21	173	202	150	130	375	285
	30%	35% <sup>D</sup>	26%	34% <sup>GMN</sup>	35% <sup>GMN</sup>	23% <sup>N</sup>	27% <sup>N</sup>	40% <sup>GHKL</sup>	41% <sup>GHKL</sup>	29% <sup>N</sup>	30% <sup>GN</sup>	22% <sup>N</sup>	12%	35% <sup>RT</sup>	30%	31%	27%	32%	28%
Apple News/ Google News/ Upday	411	192	215	179	152	72	84	95	91	60	36	29	7	89	116	94	97	205	206
	19%	16%	20%	43% <sup>GKLM</sup>	21% <sup>GLMN</sup>	9% <sup>N</sup>	23% <sup>FGKL</sup>	24% <sup>GKLM</sup>	26% <sup>GKLM</sup>	16% <sup>GN</sup>	12% <sup>N</sup>	11% <sup>N</sup>	4%	18%	17%	20%	20%	18%	20%
Other websites/apps not listed here	374	206	162	87	142	139	42	44	84	58	60	46	32	100	116	81	67	216	158
	17%	19% <sup>D</sup>	15%	13%	20% <sup>IE</sup>	19% <sup>IE</sup>	15%	11%	24% <sup>EHK</sup>	16%	20% <sup>IE</sup>	17%	18%	20% <sup>R</sup>	17%	17%	14%	19%	16%
None of these	396	172	221	97	105	189	41	56	33	72	67	56	65	60	113	85	121	173	223
	18%	16%	20%	14%	14%	25% <sup>EFHI</sup>	14%	14%	9%	19% <sup>J</sup>	22% <sup>EFHI</sup>	21% <sup>EJ</sup>	36% <sup>EFGH</sup>	12%	17%	18%	25% <sup>OPQS</sup>	15%	22% <sup>OPS</sup>

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2129	841	306	440	382	172	291	247	1570	559
Weighted Base	2183	885	337	415	396	185	314	259	1578	605
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1176	538	204	194	175	95	167	139	857	319
	54%	61% <sup>abd</sup>	61% <sup>acd</sup>	47%	44%	51%	53%	54%	54%	53%
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	937	466	151	154	131	87	164	128	637	300
	43%	53% <sup>acd</sup>	45% <sup>abd</sup>	37%	33%	47%	52% <sup>ah</sup>	49% <sup>ah</sup>	40%	50% <sup>ah</sup>
Sky websites / apps (e.g Sky News, Sky Sports)	660	383	85	75	88	71	131	105	424	236
	30%	43% <sup>abdcd</sup>	25%	18%	22%	38% <sup>ah</sup>	42% <sup>ah</sup>	40% <sup>ah</sup>	27%	39% <sup>ah</sup>
Apple News/ Google News/ Updwy	411	186	79	34	83	47	80	75	260	151
	19%	21% <sup>c</sup>	24% <sup>c</sup>	8%	21% <sup>c</sup>	25% <sup>ah</sup>	26% <sup>ah</sup>	29% <sup>ah</sup>	16%	25% <sup>ah</sup>
Other websites/apps not listed here	374	153	49	82	47	24	46	48	292	83
	17%	17%	15%	20% <sup>cd</sup>	12%	13%	15%	19%	18% <sup>ah</sup>	14%
None of these	396	101	47	106	100	21	57	35	312	85
	18%	11%	14%	26% <sup>ab</sup>	25% <sup>ab</sup>	11%	18%	13%	20% <sup>ah</sup>	14%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2129	127	106	103	152	164	99	986	380	391	372
Weighted Base	2183	239	196	189	292	309	201*	1846	169	107	61
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1176 54%	128 53%	82 42%	109 58% <b>k</b>	170 58% <b>m</b>	167 54%	104 52%	981 53% <b>k</b>	96 57% <b>k</b>	63 59% <b>k</b>	35 59% <b>k</b>
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	937 43%	113 47%	73 37%	77 40%	150 51% <b>m</b>	139 45%	82 41%	794 43%	74 44%	46 43%	23 38%
Sky websites / apps (e.g. Sky News, Sky Sports)	660 30%	82 34%	62 32%	49 26%	86 29%	95 31%	70 35%	553 30%	56 33%	34 31%	18 30%
Apple News/ Google News/ Upday	411 19%	46 19%	30 15%	32 17%	77 26% <b>k</b>	68 22% <b>k</b>	35 18%	360 19% <b>k</b>	25 14%	15 14%	11 16%
Other websites/apps not listed here	374 17%	36 15%	33 17%	29 15%	36 12%	57 18%	46 23% <b>m</b>	318 17%	28 16%	18 17%	10 17%
None of these	396 18%	52 22%	35 18%	36 19%	43 15%	44 14%	34 17%	329 18%	35 20%	21 19%	12 20%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B2c. Which of the following websites/apps have you used in the past 12 months?

Base : All internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non-internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2129	1942	165	288	255	430	193	297	140	1998	131	1	130	1998
Weighted Base	2183	1911	241	295	286	453	206	301	157*	2093	91*	***	91*	2093
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1176	1027	132	170	172	316	115	179	61	1147	29	-	29	1147
	54%	54%	55%	58%A	60%A	70%wxyz	56%A	59%A	39%	55%C	32%	-	32%	55%E
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	937	818	115	145	156	270	95	153	51	920	17	-	17	920
	43%	43%	46%	49%A	55%A	60%xyz	46%A	51%A	32%	44%C	19%	-	19%	44%E
Sky websites / apps (e.g. Sky News, Sky Sports)	660	572	79	86	90	185	90	116	45	647	13	-	13	647
	30%	30%	33%	29%	31%	41%vwA	44%vwA	38%	28%	31%C	15%	-	15%	31%E
Apple News/ Google News/ Update	411	334	69	62	77	113	47	72	28	404	6	-	6	404
	19%	17%	23%M	21%	27%	25%	23%	24%	18%	19%C	7%	-	7%	19%E
Other websites/apps not listed here	374	326	42	41	53	94	30	54	30	340	35	-	35	340
	17%	17%	17%	14%	19%	21%	15%	18%	19%	16%	35%B	-	35%B	16%
None of these	386	363	20	46	27	29	25	42	31	373	23	*	23	373
	18%	19%M	8%	18%K	9%	6%	12%	14%K	20%Kw	18%	25%	100%	25%	18%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?

Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1539	-	1492	1449	1256	1093	715	414	408	518	204	85	764	474	301
Weighted Base	1484	-**	1435	1389	1182	1055	687	424	426	477	183	83*	752	437	295
Every day	794	-	794	794	689	644	322	194	182	353	63	19	287	300	206
	54%		54%gph	55%gph	57%gph	58%gph	47%	46%	43%	74%kkl	34%	23%	38%	69%ln	70%lo
Several days a week	395	-	395	395	338	289	196	125	125	84	65	29	240	93	61
	27%	-	27%	28%	29%	27%	29%	30%	29%	18%	35%l	35%l	32%nd	21%	21%
About once a week	181	-	181	181	116	92	108	65	72	29	29	19	127	33	21
	12%	-	13%f	13%ef	10%	9%	16%nef	15%nef	17%nef	6%	18%q	23%q	17%nd	8%	7%
A few times each month	71	-	50	18	25	23	38	32	29	10	18	8	63	7	1
	5%	-	3%ef	1%	2%	2%	9%def	6%def	7%def	2%	10%q	10%q	8%nd	2%	*
Less often	44	-	16	2	13	6	22	8	18	2	9	8	34	4	5
	3%	-	1%ef	*	1%ef	1%	3%def	2%ef	4%def	*	5%q	5%q	5%nd	1%	2%
(NET) At least once a week	1369	1369	1369	1144	1025	627	384	378	378	465	157	67	654	426	288
	92%	92%	95%gph	93%gph	87%gph	87%gph	91%	91%	89%	97%kkl	66%	61%	67%	80%ln	80%lo

B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?

Table 11

Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1539	1156	302	81	1432	84	1098	262	179	696	762	810	1166	970
Weighted Base	1484	1144	262	77*	1372	86*	1055	260	169	663	713	807	1154	918
Every day	794	604	160	30	736	44	668	94	32	346	412	382	579	504
54%	53%	61%	38%	54%	52%	63% <i>low</i>	53% <i>low</i>	19%	52%	59% <i>low</i>	47%	50%	55%	53%
Several days a week	385	298	67	29	372	19	249	98	48	181	169	240	331	225
27%	26%	26%	38%	27%	22%	24%	36% <i>low</i>	28%	27%	24%	40% <i>low</i>	29%	25%	25%
About once a week	181	144	26	11	161	14	97	41	42	97	71	108	156	110
12%	13%	10%	15%	12%	16%	9%	16% <i>low</i>	25% <i>low</i>	15% <i>low</i>	10%	13%	13%	13%	12%
A few times each month	71	57	7	7	61	8	29	14	27	24	37	51	56	46
5%	5%	3%	9%	4%	9%	3%	6%	16% <i>low</i>	4%	5%	6%	5%	5%	5%
Less often	44	41	2	*	43	*	13	12	20	15	24	25	33	32
3%	4%	1%	*	3%	*	7%	4% <i>low</i>	12% <i>low</i>	4%	3%	3%	3%	4%	4%
(NET) At least once a week	1369	1046	253	70	1269	78	1013	234	122	624	653	730	1065	840
92%	91%	96% <i>low</i>	91%	92%	90%	96% <i>low</i>	90% <i>low</i>	72%	94% <i>low</i>	92%	90%	92%	92%	91%

Jigsaw 2020

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?

Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1539	731	804	900	460	769	118	182	217	243	290	272	207	371	473	285	376	844	695
Weighted Base	1484	709	789	314	495	667	116*	198	228	267	245	235	186	381	460	298	318	841	642
Every day	794	389	403	78	249	464	30	49	103	146	155	165	144	221	209	163	190	430	364
54%		55%	52%	25%	50% <sup>MEH</sup>	70% <sup>EFHJ</sup>	26%	25%	45% <sup>MEH</sup>	55% <sup>MEH</sup>	63% <sup>EFHJ</sup>	70% <sup>EFHJ</sup>	77% <sup>EFHJ</sup>	48% <sup>EF</sup>	45%	55%	60% <sup>PS</sup>	51%	57% <sup>PT</sup>
Several days a week	395	191	202	100	148	145	32	68	64	83	64	54	28	109	142	70	66	251	144
27%		27%	26%	32% <sup>GN</sup>	39% <sup>GN</sup>	22%	28% <sup>N</sup>	34% <sup>GMN</sup>	25% <sup>N</sup>	31% <sup>GN</sup>	26% <sup>N</sup>	23%	15%	29%	31% <sup>RT</sup>	24%	21%	30% <sup>RT</sup>	22%
About once a week	181	79	99	77	63	39	30	47	39	24	20	6	12	40	35	38	103	78	78
12%		11%	13%	28% <sup>FGKL</sup>	13% <sup>GM</sup>	6%	26% <sup>FGKL</sup>	24% <sup>FGKL</sup>	17% <sup>GKLMN</sup>	9% <sup>M</sup>	8% <sup>M</sup>	3%	7%	11%	14%	12%	12%	12%	12%
A few times each month	71	30	41	37	25	9	18	19	16	9	3	4	2	6	32	21	10	39	32
5%		4%	5%	12% <sup>FGKLM</sup>	8% <sup>NGL</sup>	1%	19% <sup>FGKL</sup>	10% <sup>GKLMN</sup>	7% <sup>GLMN</sup>	3%	1%	2%	1%	2%	7% <sup>OR</sup>	7% <sup>Q</sup>	3%	5% <sup>O</sup>	5% <sup>O</sup>
Less often	44	20	24	21	9	10	6	15	6	4	3	6	*	5	15	9	15	19	25
3%		3%	3%	7% <sup>FGKLN</sup>	2%	1%	5% <sup>GN</sup>	8% <sup>FGKLN</sup>	2%	1%	1%	3%	*	1%	3%	3%	5% <sup>Q</sup>	2%	4%
(NET) At least once a week	1369	659	704	256	460	648	92	164	207	254	239	225	184	370	413	268	293	783	586
92%		93%	92%	81%	63% <sup>MEH</sup>	97% <sup>EFHJ</sup>	79%	83%	91% <sup>MEH</sup>	95% <sup>MEH</sup>	98% <sup>EFHJ</sup>	96% <sup>MEH</sup>	99% <sup>EFHJ</sup>	97% <sup>MPQRS</sup>	90%	90%	92%	93%	91%

B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?

Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1539	573	202	461	224	100	169	145	1214	325
Weighted Base	1484	586	211	394	216	96*	173	150*	1153	330
Every day	794	262	106	288	119	32	76	78	655	139
	54%	45%	50%	73%abd	55%ae	33%	44%	52%ae	57%aeii	42%
Several days a week	385	190	58	77	49	31	57	45	290	105
	27%	32%acd	27%	20%	23%	32%	33%	30%	25%	32%
About once a week	181	87	25	21	27	16	27	14	132	48
	12%	15%ac	12%ac	5%	12%ac	16%	16%	9%	11%	15%
A few times each month	71	29	18	4	7	13	8	8	44	27
	5%	9%ac	9%ac	1%	3%	14%di	5%	5%	4%	8%di
Less often	44	18	5	4	15	4	5	5	32	12
	3%	3%	2%	1%	7%ac	4%	3%	3%	3%	4%
(NET) At least once a week	1369	539	189	380	194	78	160	136	1077	292
	92%	92%	89%	93%abcd	90%	62%	63%ae	61%	62%ae	68%

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Jigsaw 2020

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 \* small base



***PSB Quantitative Research- September 2020***

Table 11

**B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?**

**Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months**

	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1539	87	64	84	98	111	64	667	286	299	287
Weighted Base	1484	164*	117*	152*	185*	206	130*	1235	124	79	45
Every day	794	93	58	100	88	106	62	664	64	42	24
	54%	57%	50%	66% <sup>lmno</sup>	47%	51%	48%	54%	51%	53%	52%
Several days a week	395	34	38	35	44	56	49	322	38	21	14
	27%	21%	33%	23%	24%	27%	38% <sup>op</sup>	26%	31%	26%	31%
About once a week	181	27	13	11	31	25	12	154	12	10	6
	12%	16%	17%	8%	17%	12%	9%	12%	10%	12%	12%
A few times each month	71	6	4	4	12	14	7	59	6	4	2
	5%	4%	3%	2%	7%	7%	5%	5%	5%	5%	4%
Less often	44	4	4	2	11	5	-	36	5	3	1
	3%	2%	3%	1%	6%	3%	-	3%	4% <sup>o</sup>	3% <sup>o</sup>	2%
(NET) At least once a week	1369	154	109	146	163	187	123	1140	114	73	43
	92%	94%	94%	86% <sup>lm</sup>	88%	91%	95%	92%	92%	91%	95%

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\* small base

B3.1. How often, on average, do you use BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)?

Base : All who have used BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1539	83	188	170	311	113	210	140	1297	242	120	122	1297
Weighted Base	1484	132*	189	192	324	111*	215	136*	1328	156	72*	84*	1328
Every day	794	52	98	91	138	43	97	85	686	107	53	54	686
	54%	55% <u>u</u>	52%	48%	42%	39%	45%	63% <u>wxyz</u>	52%	69% <u>B</u>	74% <u>F</u>	64%	52%
Several days a week	395	34	52	59	110	43	58	29	358	37	14	23	358
	27%	27%	28%	31%	34% <u>A</u>	39% <u>A</u>	27%	21%	27%	23%	19%	27%	27%
About once a week	181	25	19	25	45	12	33	9	171	10	3	7	171
	12%	11%	10%	13%	14%	11%	15%	6%	13% <u>C</u>	6%	4%	8%	13%
A few times each month	71	12	14	11	22	8	16	13	69	2	2	*	69
	5%	4%	8%	6%	7%	8%	8%	9%	5%	1%	2%	*	5%
Less often	44	8	5	5	10	4	11	*	43	*	*	*	43
	3%	3%	2%	2%	3%	4%	5% <u>A</u>	*	3%	*	*	*	3%
(NET) At least once a week	1369	112	169	176	292	98	187	123	1215	154	70	84	1215
	92%	93% <u>tu</u>	90%	92%	90%	89%	87%	90%	92%	99% <u>B</u>	98%	99% <u>F</u>	92%

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Jigsaw 2020

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 \* small base

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)
Unweighted Base	1109	-	1052	1000	840	739	628	381	365	355	196	73	628	330	151
Weighted Base	1128	-**	1069	1018	827	747	610	399	380	355	182	70*	626	343	159*
Every day	116	-	116	116	95	84	70	52	53	42	17	8	89	20	8
10%	10%	-	11%	11%	11%	11%	11%	13%	14%	12%	9%	12%	14.4% <sup>ns</sup>	8%	5%
Several days a week	313	-	313	313	261	242	189	123	99	116	43	21	169	102	41
28%	28%	-	29%	31%	32%	32%	31%	31%	26%	33%	24%	30%	27%	30%	26%
About once a week	304	-	304	304	240	210	160	118	106	105	49	16	151	112	41
27%	27%	-	28%	30%	29%	28%	26%	30%	28%	29%	27%	23%	24%	33% <sup>ns</sup>	26%
A few times each month	286	-	255	219	169	158	149	79	96	62	59	17	162	79	45
25%	25% <sup>ns</sup>	-	24%	21%	20%	21%	24%	20%	25%	18%	32% <sup>ns</sup>	24%	26%	23%	29%
Less often	109	-	81	67	62	54	42	28	26	29	15	8	56	29	24
10%	10% <sup>ns</sup>	-	8%	7%	7%	7%	7%	7%	7%	8%	8%	11%	9%	8%	15%
(NET) At least once a week	733	-	733	733	596	536	420	293	258	263	109	46	409	235	90
65%	65%	-	69%	72% <sup>ns</sup>	72% <sup>ns</sup>	72% <sup>ns</sup>	69%	73% <sup>ns</sup>	68%	74% <sup>ns</sup>	60%	65%	65%	68% <sup>ns</sup>	56%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1109	922	163	24	1001	84	704	230	175	512	548	723	905	764
Weighted Base	1128	944	155*	29**	1015	88*	740	231	157*	503	537	737	935	758
Every day	116	105	10	+	89	17	79	32	6	46	64	77	88	93
	10%	11%	7%	1%	9%	19%	11%low	14%low	4%	10%	12%	10%	9%	12%
Several days a week	313	286	25	2	269	37	215	66	31	130	143	219	271	215
	28%	30%low	16%	6%	27%	43%low	29%	29%	20%	26%	27%	30%	29%	28%
About once a week	304	250	47	7	282	18	203	65	36	138	142	210	259	200
	27%	27%	30%	25%	28%	21%	27%	28%	23%	27%	26%	28%	28%	26%
A few times each month	286	223	52	12	271	13	177	50	59	147	134	164	238	178
	25%	24%	34%low	40%	27%	15%	24%	22%	35%high	25%	22%	25%	25%	24%
Less often	109	79	21	9	104	3	66	18	25	40	54	67	80	72
	10%	8%	13%	29%	10%	3%	9%	8%	16%high	8%	10%	9%	9%	9%
(NET) At least once a week	733	642	82	9	640	73	497	163	73	316	349	506	618	508
	65%	68%low	53%	31%	63%	62%low	67%low	71%low	47%	63%	65%	69%	66%	67%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

	Total	Gender		Age										Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	1109	520	580	274	383	443	115	159	186	197	195	178	70	302	369	185	228	671	438
Weighted Base	1128	538	581	292	401	423	113*	178*	190	211	176	168	79*	305	376	218	209	681	447
Every day	118	66	50	35	51	29	12	23	31	20	12	12	6	28	37	28	17	65	51
	10%	12%	9%	12%	13%G	7%	11%	13%	17%GLM	9%	7%	7%	7%	9%	10%	13%	8%	10%	11%
Several days a week	313	148	162	87	102	120	32	55	44	58	46	60	13	82	110	50	68	192	120
	28%	28%	28%	30%	25%	28%	28%	31%	23%	28%	26%	30%FJN	17%	27%	29%	23%	32%	28%	27%
About once a week	304	145	155	60	118	123	24	36	56	61	57	38	29	97	104	53	44	201	103
	27%	27%	27%	21%	29%	29%ME	21%	20%	30%	29%	32%IE	23%	36%IE	32%RTI	28%	24%	21%	30%R	23%
A few times each month	286	138	148	82	96	103	30	51	45	51	45	42	17	70	91	65	58	161	125
	25%	26%	25%	28%	24%	24%	27%	29%	24%	24%	25%	25%	21%	23%	24%	30%	28%	24%	28%
Less often	109	40	66	27	34	47	16	12	13	21	17	16	14	28	33	22	23	61	47
	10%	8%	11%	9%	8%	11%	14%	7%	7%	10%	10%	10%	15%P	9%	9%	10%	11%	9%	11%
(NET) At least once a week	733	359	367	183	271	273	68	115	132	139	114	110	48	207	252	131	128	459	274
	65%	67%	63%	63%	68%	64%	60%	65%	69%	68%	65%	66%	61%	68%	67%	60%	61%	67%	61%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1109	458	169	237	172	80	140	123	837	272
Weighted Base	1128	471	191	228	167	78*	160*	133*	831	297
Every day	116	61	22	16	14	12	29	15	74	42
10%		13%	11%	7%	9%	15%	18% <sup>h</sup>	11%	9%	14%
Several days a week	313	134	51	64	35	23	52	41	219	93
28%		28%	27%	28%	21%	30%	32%	31%	26%	31%
About once a week	304	126	45	68	50	14	38	27	242	63
27%		27%	24%	30%	30%	19%	23%	21%	25% <sup>h</sup>	21%
A few times each month	286	126	49	55	38	21	35	39	208	78
25%		27%	26%	24%	23%	27%	22%	29%	25%	26%
Less often	109	24	23	25	29	7	7	11	88	21
10%		5%	12% <sup>h</sup>	11% <sup>h</sup>	17% <sup>h</sup>	9%	4%	9%	11%	7%
(NET) At least once a week	733	321	118	148	100	50	119	83	535	198
65%		68%	62%	65%	60%	64%	74%	62%	64%	66%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1109	69	39	58	80	98	54	514	190	208	197
Weighted Base	1128	128*	73*	105*	152*	183*	109*	954	85	57	32
Every day	116	2	4	12	27	23	11	98	7	7	4
	10%	2%	5%	11% <sup>jk</sup>	17% <sup>lm</sup>	13% <sup>no</sup>	10% <sup>p</sup>	10% <sup>q</sup>	8% <sup>r</sup>	12% <sup>s</sup>	13% <sup>t</sup>
Several days a week	313	41	13	28	34	59	22	264	25	15	10
	28%	32%	18%	27%	22%	32%	20%	28%	29%	26%	30%
About once a week	304	36	24	26	31	54	31	256	24	15	9
	27%	28%	33%	25%	21%	30%	29%	27%	28%	26%	29%
A few times each month	286	40	27	22	48	33	37	249	17	15	5
	25%	31% <sup>jk</sup>	36% <sup>lmnq</sup>	21%	31% <sup>rst</sup>	18%	34% <sup>vw</sup>	26% <sup>xy</sup>	20%	20% <sup>z</sup>	17%
Less often	109	9	6	17	13	13	8	87	13	6	3
	10%	7%	8%	16%	9%	7%	7%	9%	13% <sup>st</sup>	10%	10%
(NET) At least once a week	733	79	41	66	92	137	65	618	55	37	23
	65%	61%	56%	63%	60%	74% <sup>klmn</sup>	59%	65%	65%	65%	72%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.2. How often, on average, do you use BBC iPlayer?

Base : All who have used BBC iPlayer in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1109	1044	58	159	141	266	90	165	72	1069	40	7	33	1069
Weighted Base	1128	1021	96*	157*	164*	281	89*	176	76*	1100	28**	4**	24**	1100
Every day	116	107	9	13	25	33	19	19	5	115	*	-	*	115
	10%	11%	9%	8%	15%	12%	21%wA	11%	6%	10%	2%	-	2%	10%
Several days a week	313	282	27	43	42	75	30	36	26	305	8	*	7	305
	28%	28%	28%	28%	26%	27%	34%	21%	34%	28%	28%	7%	31%	28%
About once a week	304	273	30	49	39	79	15	42	20	298	6	*	6	298
	27%	27%	31%	31%	24%	28%	17%	24%	26%	27%	22%	4%	25%	27%
A few times each month	286	258	24	38	39	76	22	63	20	277	9	2	8	277
	25%	25%	25%	24%	24%	27%	24%	36%	26%	25%	33%	43%	32%	25%
Less often	109	102	6	14	19	19	3	16	6	104	4	2	3	104
	10%	10%	7%	9%	11%	7%	4%	9%	8%	9%	16%	45%	11%	9%
(NET) At least once a week	733	662	66	105	106	187	64	97	50	719	14	*	14	719
	65%	65%	68%	67%	65%	66%	72%wA	55%	67%	65%	51%	11%	58%	65%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?

Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1474	1474	-	1375	1308	1330	1083	683	393	377	475	201	62	732	456	286
Weighted Base	1408	1408	-**	1304	1233	1256	1045	646	405	382	431	185	58*	717	413	278
Every day	572	572	-	546	529	572	487	237	150	130	175	45	15	201	203	167
41%	41%	-	42% <sup>cd</sup>	43% <sup>cd</sup>	46% <sup>cdgh</sup>	47% <sup>cdgh</sup>	37%	34%	37%	34%	11% <sup>ab</sup>	25%	26%	28%	43% <sup>gh</sup>	60% <sup>gh</sup>
Several days a week	479	479	-	463	456	479	381	225	150	140	161	59	24	273	135	71
34%	34%	-	36%	37%	38%	36%	33%	37%	37%	37%	37%	32%	41%	33% <sup>cd</sup>	33%	26%
About once a week	194	194	-	176	158	194	134	102	61	59	56	45	5	122	52	19
14%	14%	-	13%	13%	15%	13%	16%	15%	15%	15%	13%	24% <sup>cd</sup>	9%	17% <sup>cd</sup>	13%	7%
A few times each month	117	117	-	89	72	7	35	54	34	35	30	24	9	86	17	14
8%	8%	-	7% <sup>def</sup>	6% <sup>def</sup>	1%	3% <sup>de</sup>	8% <sup>def</sup>	6% <sup>def</sup>	9% <sup>def</sup>	9% <sup>def</sup>	7%	13% <sup>cd</sup>	15%	12% <sup>abcd</sup>	4%	5%
Less often	46	46	-	30	18	4	7	27	9	18	8	10	5	34	6	6
3%	3%	-	2% <sup>def</sup>	1% <sup>de</sup>	*	1%	4% <sup>def</sup>	2% <sup>def</sup>	5% <sup>cddef</sup>	5% <sup>cddef</sup>	2%	6%	8% <sup>cd</sup>	5% <sup>ab</sup>	2%	2%
(NET) At least once a week	1245	1245	-	1185	1143	1245	1003	564	361	329	393	150	45	597	391	258
88%	88%	-	91% <sup>cd</sup>	93% <sup>cd</sup>	95% <sup>cd</sup>	96% <sup>cd</sup>	87%	89%	86%	86%	91% <sup>cd</sup>	81%	77%	83%	94% <sup>gh</sup>	93% <sup>gh</sup>

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

**B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?**

**Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months**

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1474	1103	290	81	1371	81	1059	253	162	664	736	772	1106	932
Weighted Base	1408	1078	247	83*	1302	82*	1012	240	156*	623	687	766	1089	882
Every day	572	444	106	22	536	31	469	82	21	240	306	295	412	371
	41%	41%	35%	26%	41%	38%	46% <sup>low</sup>	34% <sup>low</sup>	14%	39%	45% <sup>ca</sup>	36%	38%	42%
Several days a week	479	346	95	37	449	22	344	82	53	232	205	267	363	277
	34%	32%	39%	45%	34%	26%	34%	34%	34%	31% <sup>low</sup>	30%	35%	33% <sup>low</sup>	31%
About once a week	194	151	36	7	176	14	122	37	36	78	87	112	159	119
	14%	14%	15%	9%	14%	18%	12%	15%	23% <sup>low</sup>	13%	13%	15%	15%	13%
A few times each month	117	92	9	16	99	12	63	30	24	60	60	59	87	77
	8%	9% <sup>ca</sup>	4%	19% <sup>ca</sup>	8%	15%	6%	12% <sup>low</sup>	16% <sup>low</sup>	10%	9%	8%	8%	9%
Less often	46	45	-	1	43	3	15	9	22	12	28	33	37	39
	3%	4% <sup>ca</sup>	-	1%	3%	3%	1%	4%	14% <sup>low</sup>	2%	4%	4%	3%	4% <sup>ca</sup>
(NET) At least once a week	1245	941	238	66	1160	67	935	201	110	550	598	675	964	767
	88%	87%	96% <sup>ca</sup>	80%	89%	82%	92% <sup>low</sup>	84% <sup>low</sup>	70%	88%	87%	88%	89%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?

Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months

	Gender		Age										Social Grade							
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)		
Unweighted Base	1474	683	786	278	438	749	121	157	197	241	285	258	206	347	446	279	365	793	681	
Weighted Base	1408	657	746	290	457	654	123*	167*	202	255	240	226	188	356	415	288	319	771	637	
Every day	572	260	312	64	171	334	22	43	67	104	108	120	105	131	139	131	158	270	302	
	41%	40%	42%	22%	37% <b>EH</b>	51% <b>EFHI</b>	JK	78%	26%	33% <b>EH</b>	41% <b>EHI</b>	45% <b>EHJ</b>	53% <b>EFHI</b>	56% <b>EFHI</b>	37%	33%	46% <b>PS</b>	50% <b>OPS</b>	35%	47% <b>OPS</b>
Several days a week	479	209	265	93	166	218	40	53	74	91	96	69	53	125	164	88	91	290	189	
	34%	32%	36%	32%	36%	33%	33%	32%	37%	36%	40% <b>N</b>	31%	28%	35%	40% <b>RT</b>	30%	28%	38% <b>RT</b>	30%	
About once a week	194	101	93	68	67	59	26	41	32	34	20	22	18	56	69	39	25	125	69	
	14%	15%	12%	23% <b>FGKL</b>	15% <b>GG</b>	9%	21% <b>GLMN</b>	25% <b>FGKL</b>	16% <b>GL</b>	13%	8%	10%	9%	16% <b>R</b>	17% <b>RT</b>	13%	8%	16% <b>RT</b>	11%	
				10%	7%	7%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
A few times each month	117	64	52	50	30	36	25	25	17	13	12	12	12	31	32	26	28	63	54	
	8%	10%	7%	17% <b>FGJKL</b>	7%	6%	20% <b>FGJK</b>	15% <b>FGKLM</b>	8%	5%	5%	5%	7%	9%	8%	9%	9%	8%	8%	
				1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Less often	46	23	23	14	24	6	10	4	12	12	4	3	*	12	11	5	17	23	23	
	3%	3%	3%	5% <b>GN</b>	5% <b>GMMN</b>	1%	5% <b>GMLMN</b>	3%	5% <b>GMMN</b>	5% <b>GN</b>	2%	1%	*	3%	3%	2%	5%	3%	4%	
(NET) At least once a week	1245	570	671	226	403	611	88	137	174	230	224	212	176	313	372	258	274	685	560	
	88%	87%	90%	78%	88% <b>EH</b>	93% <b>EFHI</b>	JK	72%	82%	88% <b>EH</b>	90% <b>EH</b>	93% <b>EHJ</b>	94% <b>EHJ</b>	93% <b>EH</b>	88%	90%	89%	86%	89%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?

Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1474	545	191	443	222	91	157	143	1168	306
Weighted Base	1408	526	200	386	224	87*	156*	137*	1107	301
Every day	572	189	74	213	84	22	42	51	481	92
	41%	36%	37%	55% <sup>abcd</sup>	37%	25%	27%	37%	43% <sup>efgh</sup>	30%
Several days a week	479	184	74	115	80	29	63	54	371	108
	34%	35%	37%	30%	36%	34%	40%	39%	34%	36%
About once a week	194	87	32	35	29	22	24	19	142	52
	14%	16% <sup>cd</sup>	16%	9%	13%	25% <sup>gh</sup>	15%	14%	13%	17%
A few times each month	117	48	12	22	15	11	24	10	77	40
	8%	9%	6%	6%	7%	13%	15% <sup>gh</sup>	7%	7%	13% <sup>gh</sup>
Less often	48	17	7	1	16	3	3	4	37	9
	3%	3% <sup>cd</sup>	4% <sup>cd</sup>	*	7% <sup>cd</sup>	3%	2%	3%	3%	3%
(NET) At least once a week	1245	460	181	363	193	73	129	124	894	251
	85%	68%	90%	74% <sup>abcd</sup>	86%	64%	83%	90%	80% <sup>efgh</sup>	84%

B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?

Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months

	Regions and Nations										
	Total	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1474	87	63	83	79	107	61	631	285	271	287
Weighted Base	1408	163*	115*	149*	148*	198	125*	1167	124	72	45
Every day	572	72	46	72	43	71	50	474	48	28	22
	41%	44% <sup>mn</sup>	40%	48% <sup>lm</sup>	29%	36%	40%	41% <sup>lm</sup>	39%	39%	45% <sup>lmnop</sup>
Several days a week	479	47	39	49	63	63	41	392	47	26	14
	34%	29%	33%	33%	42%	32%	33%	34%	38%	36%	31%
About once a week	194	25	18	14	21	42	13	163	14	12	5
	14%	15%	16%	9%	14%	21% <sup>lmq</sup>	10%	14%	11%	16%	11%
A few times each month	117	16	8	9	16	17	16	100	10	5	3
	8%	10%	7%	6%	11%	9%	13%	9%	8%	6%	7%
Less often	48	4	6	5	6	6	4	37	5	2	1
	3%	2%	5%	4%	4%	3%	3%	3%	4%	3%	3%
(NET) At least once a week	1245	143	102	135	128	176	104	1029	109	66	41
	88%	88%	88%	90%	86%	89%	83%	88%	88%	91%	90%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.3. How often, on average, do you use ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)?

Base : All who have used ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1474	62	176	154	283	115	193	138	1237	237	119	118	1237
Weighted Base	1408	102*	166	170	284	108*	190	137*	1252	156	71*	85*	1252
Every day	572	546	24	72	55	72	31	55	67	490	82	42	490
	41%	42% <u>u</u>	24%	44% <u>u</u>	32%	25%	29%	29%	49% <u>u</u>	39%	82% <u>B</u>	59% <u>F</u>	39%
Several days a week	479	446	29	61	73	118	39	62	41	424	55	23	424
	34%	34%	29%	37%	43%	42%	36%	32%	30%	34%	35%	32%	34%
About once a week	194	164	30	15	18	59	19	39	14	181	13	5	181
	14%	13%	30% <u>u</u>	9%	10%	21% <u>u</u>	18%	20% <u>u</u>	10%	14%	8%	7%	14%
A few times each month	117	101	11	14	18	25	14	25	12	113	4	-	113
	8%	8%	11%	9%	10%	9%	13%	13%	9%	7% <u>C</u>	3%	-	5% <u>F</u>
Less often	46	40	6	3	7	10	5	9	2	45	2	2	45
	3%	3%	6%	2%	4%	4%	5%	5%	2%	4%	1%	2%	4%
(NET) At least once a week	1245	1156	84	149	146	249	89	156	122	1095	150	70	1095
	88%	89%	83%	90%	86%	88%	82%	82%	87%	96% <u>B</u>	88% <u>F</u>	95%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)
Unweighted Base	759	-	715	674	672	555	432	265	253	219	127	48	433	238	88
Weighted Base	781	-**	729	682	674	564	431	277	269	217	124*	45**	450	241	90*
Every day	54	7%	-	50	47	54	46	35	20	15	8	4	38	14	1
7%	7%	-	7%	7%	8%	8%	8%	7%	8%	7%	6%	10%	9%	6%	1%
Several days a week	192	25%	-	191	183	192	171	125	87	47	32	10	119	54	15
25%	25%	-	26%	27%	28%	30%	29%	32%	26%	22%	26%	21%	27%	22%	20%
About once a week	243	31%	-	238	228	243	198	133	88	82	32	10	119	92	32
31%	31%	-	33%	33%	36%	35%	31%	32%	32%	38%	26%	23%	27%	38% <sup>mn</sup>	35%
A few times each month	194	25%	-	168	153	136	102	99	62	43	45	10	124	52	18
25%	25% <sup>lm</sup>	-	23%	22%	20%	18%	23%	22%	26%	20%	36% <sup>kl</sup>	21%	28%	21%	20%
Less often	98	13%	-	82	71	49	46	40	20	31	7	11	48	29	21
13%	13% <sup>efl</sup>	-	11% <sup>aa</sup>	10%	7%	8%	9%	7%	9%	14%	6%	25%	11%	12%	24% <sup>kmn</sup>
(NET) At least once a week	488	63%	-	479	458	488	415	293	195	143	72	24	277	161	51
63%	63%	-	66%	67%	72% <sup>ac</sup>	74% <sup>ad</sup>	68%	70%	65%	66%	58%	54%	62%	67%	56%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	759	636	106	17	675	64	494	157	108	358	377	517	627	527
Weighted Base	781	664	98*	18**	684	74*	514	162*	105*	351	381	535	654	542
Every day	54	48	6	+	43	9	34	15	5	23	24	42	45	37
7%	7%	7%	6%	1%	6%	12%	7%	9%	5%	7%	6%	8%	7%	7%
Several days a week	192	172	18	2	154	29	144	35	13	101	92	141	167	137
25%	26%	19%	9%		23%	33% <sup>u</sup>	33% <sup>u</sup>	21%	12%	29%	24%	26%	26%	25%
About once a week	243	209	28	6	223	13	160	50	32	104	122	162	204	171
31%	32%	29%	31%		33% <sup>u</sup>	17%	31%	31%	31%	30%	32%	30%	31%	32%
A few times each month	194	153	32	9	178	15	115	45	34	89	85	126	164	127
25%	23%	32%	48%		26%	20%	22%	28%	32%	25%	22%	23%	25%	23%
Less often	98	82	14	2	86	9	61	16	21	34	58	64	75	70
13%	12%	14%	11%		12%	12%	12%	10%	20%	10%	15%	12%	11%	13%
(NET) At least once a week	488	428	52	8	421	50	338	100	50	228	238	346	416	345
63%	64%	53%	41%		61%	68%	66% <sup>u</sup>	62%	48%	65%	62%	65%	64%	64%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	759	343	413	186	257	310	78	108	118	139	141	120	49	203	243	125	172	446	313
Weighted Base	781	361	416	212	261	301	84*	128*	115*	145*	118*	121*	63*	214	244	145*	161	458	322
Every day	54	21	32	14	20	19	6	8	9	12	9	6	4	6	11	17	16	17	37
	7%	6%	8%	7%	8%	6%	8%	6%	8%	8%	8%	5%	7%	3%	5%	12%OPS	10%OS	4%	11%OPS
Several days a week	192	86	104	56	67	67	21	35	30	37	28	27	12	44	63	37	43	108	84
	25%	24%	25%	27%	26%	22%	26%	27%	26%	26%	24%	22%	19%	21%	26%	25%	27%	23%	26%
About once a week	243	114	127	63	73	104	19	43	38	35	45	44	15	65	83	41	50	148	95
	31%	32%	30%	29%	28%	35%	23%	34%	33%	24%	38%K	36%	24%	30%	34%	28%	31%	32%	29%
A few times each month	194	91	103	54	69	71	24	30	27	42	27	29	15	58	68	36	30	126	68
	25%	25%	25%	25%	27%	23%	29%	23%	24%	29%	23%	24%	23%	27%	28%	25%	19%	27%	21%
Less often	98	48	50	25	31	40	12	13	11	19	8	15	17	41	19	14	22	60	39
	13%	13%	12%	12%	12%	13%	15%	10%	10%	13%	7%	12%	27%MERGI	19%G	8%	10%	14%	13%	12%
(NET) At least once a week	488	222	264	133	160	190	47	86	77	84	83	77	31	115	157	95	109	273	216
	63%	61%	63%	63%	62%	63%	56%	67%	66%	58%	70%N	64%	50%	54%	64%	65%	67%O	59%	67%O

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	759	319	110	159	133	60	92	79	582	177
Weighted Base	781	322	123*	166	136*	64*	98*	87*	587	194
Every day	54	24	9	9	12	8	7	6	36	18
7%	7%	8%	5%	9%	12%	7%	7%	6%	6%	9%
Several days a week	192	85	34	33	25	21	31	28	135	57
25%	26%	28%	20%	18%	33%	32%	33%	23%	29%	29%
About once a week	243	100	32	59	44	12	25	21	197	47
31%	31%	26%	36%	32%	18%	26%	24%	33%	24%	24%
A few times each month	194	87	31	38	31	13	22	23	147	47
25%	27%	26%	23%	23%	21%	23%	27%	25%	24%	24%
Less often	98	26	16	27	24	10	13	9	73	25
13%	8%	13%	13%	11%	16%	13%	10%	12%	13%	13%
(NET) At least once a week	488	208	75	101	80	40	63	55	367	121
63%	65%	61%	61%	59%	63%	65%	63%	62%	63%	63%

B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	759	57	25	37	49	65	31	358	115	149	137
Weighted Base	781	105*	45**	67**	94*	122*	65*	665	53	40	22
Every day	54	4	-	2	4	11	-	41	6	4	3
7%		4%	-	3%	4%	9%	-	6%	11% <sup>o</sup>	9% <sup>o</sup>	14% <sup>l/m/o</sup>
Several days a week	192	34	4	19	23	30	15	164	12	9	5
25%		32%	9%	28%	24%	25%	23%	25%	23%	24%	23%
About once a week	243	34	12	24	21	34	25	207	16	13	7
31%		32%	27%	36%	22%	28%	38%	31%	30%	32%	31%
A few times each month	194	23	20	15	28	30	16	167	12	10	5
25%		22%	43%	23%	29%	25%	25%	25%	23%	25%	23%
Less often	98	11	9	7	19	16	9	86	6	4	2
13%		10%	20%	10%	21%	14%	13%	13%	12%	10%	9%
(NET) At least once a week	488	71	17	45	47	75	40	413	35	26	15
63%		68%	36%	67%	50%	62%	62%	62%	65%	65%	68% <sup>o/m</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.4. How often, on average, do you use ITV Hub/STV Player?

Base : All who have used ITV Hub/STV Player in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	759	43	112	85	172	76	102	56	730	29	5	24	730
Weighted Base	781	71*	110*	103*	176	71*	105*	65*	755	26**	4**	22**	755
Every day	54	2	5	4	6	8	4	7	54	-	-	-	54
	7%	3%	5%	4%	3%	11%	4%	11%	7%	-	-	-	7%
Several days a week	192	13	31	39	42	17	31	18	182	10	-	10	182
	25%	18%	29%	38%	24%	24%	30%	28%	24%	38%	-	44%	24%
About once a week	243	31	38	27	60	24	23	18	238	5	2	3	238
	31%	43%	34%	26%	34%	33%	22%	28%	32%	19%	58%	12%	32%
A few times each month	194	14	31	20	44	18	26	12	190	4	-	4	190
	25%	19%	28%	19%	25%	25%	19%	19%	25%	15%	-	17%	25%
Less often	98	12	5	13	23	4	20	9	91	8	2	6	91
	13%	16%	4%	12%	13%	6%	19**	14%	12%	29%	42%	26%	12%
(NET) At least once a week	488	46	74	71	108	49	58	43	474	15	2	13	474
	63%	64%	68%	68%	62%	68%	56%	67%	63%	57%	58%	56%	63%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1313	1313	-	1240	1183	1120	1138	619	353	343	435	182	59	633	424	256
Weighted Base	1274	1274	-**	1198	1141	1080	1104	608	370	350	403	165	49*	626	393	256
Every day	290	250	-	241	237	237	250	125	76	81	75	26	7	102	104	44
20%	20%	20%	-	20%	21%	22%	23%	21%	20%	23%	18%	16%	14%	16%	27% <sup>gh</sup>	17%
Several days a week	522	522	-	512	492	470	522	250	159	141	178	54	23	251	155	116
41%	41%	-	43%	43%	44%	44%	41%	43%	40%	44%	33%	33%	46%	40%	39%	46%
About once a week	323	323	-	298	284	273	323	140	83	80	103	47	10	157	102	64
25%	25%	-	25%	25%	25%	25%	23%	23%	23%	25%	29%	29%	20%	25%	26%	25%
A few times each month	128	128	-	109	97	82	9	66	36	35	38	25	7	87	18	23
10%	10%	-	9%	9%	8%	1%	11%	10%	10%	9%	15%	14%	14%	14%	5%	9%
Less often	51	51	-	38	32	17	-	26	16	13	11	13	3	29	14	8
4%	4%	-	3%	3%	2%	-	4%	4%	4%	3%	8%	6%	5%	4%	3%	
(NET) At least once a week	1095	1095	-	1051	1012	980	1095	516	318	302	355	127	39	509	361	225
86%	86%	-	88%	89%	91%	91%	85%	86%	86%	88%	77%	80%	81%	92%	88%	

B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1313	976	266	71	1216	77	956	224	133	578	672	702	994	844
Weighted Base	1274	975	228	72*	1171	81*	930	213	132*	548	635	709	987	804
Every day	250	189	47	14	231	19	194	46	10	111	133	132	175	167
	20%	19%	21%	19%	20%	23%	21% <sup>low</sup>	22% <sup>low</sup>	7%	20%	21%	19%	18%	21%
Several days a week	522	395	103	24	485	25	396	84	42	223	271	305	404	336
	41%	41%	45%	33%	41%	30%	43%	39%	32%	41%	43%	43%	41%	42%
About once a week	323	245	54	24	299	19	242	45	36	141	137	165	267	181
	25%	25%	24%	33%	26%	24%	26%	21%	28%	26%	22%	23%	27% <sup>low</sup>	23%
A few times each month	128	100	20	8	113	13	77	26	25	52	61	75	102	81
	10%	10%	9%	11%	10%	16%	8%	12%	19% <sup>low</sup>	9%	10%	11%	10%	10%
Less often	51	46	3	2	44	5	21	12	19	20	32	32	40	38
	4%	5%	1%	3%	4%	6%	5% <sup>low</sup>	14% <sup>low</sup>	14% <sup>low</sup>	4%	5%	5%	4%	5%
(NET) At least once a week	1095	829	205	61	1015	63	832	175	87	476	542	602	846	684
	86%	85%	90%	85%	87%	78%	89% <sup>low</sup>	82% <sup>low</sup>	66%	87%	85%	85%	86%	85%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

	Total	Gender		Age											Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1313	611	698	247	381	675	88	159	170	211	263	245	167	323	392	250	316	715	598	
Weighted Base	1274	591	679	254	404	607	82*	172*	171	233	231	224	153*	332	381	270	267	713	561	
Every day	250	111	139	32	108	108	9	23	48	60	45	40	23	64	52	53	75	116	134	
	20%	19%	20%	13%	27% <b>MEGH</b> N	18%	11%	13%	28% <b>MEGH</b> N	26% <b>EGH</b> N	19%	18%	15%	19%	14%	20%	28% <b>OPS</b>	16%	24% <b>PS</b>	
Several days a week	522	249	270	108	149	262	34	74	57	92	98	99	64	126	168	116	99	294	227	
	41%	42%	40%	42%	37%	43%	41%	43%	34%	39%	43%	44%	42%	38%	44%	43%	37%	41%	41%	
About once a week	323	145	177	63	93	165	23	40	34	59	62	61	43	84	110	66	59	194	129	
	25%	25%	26%	25%	23%	27%	28%	23%	20%	25%	27%	27%	28%	25%	29%	25%	22%	27%	23%	
A few times each month	128	57	71	34	39	52	11	23	24	16	17	19	19	39	42	27	18	82	46	
	10%	10%	10%	13%	10%	9%	13%	13%	14%	7%	7%	12%	12%	12%	11%	10%	7%	11%	8%	
Less often	51	28	23	17	14	20	6	11	8	6	9	7	5	10	8	8	15	27	24	
	4%	5%	3%	7%	3%	3%	7%	7%	5%	3%	4%	3%	3%	8% <b>Q</b>	2%	3%	8% <b>Q</b>	4%	4%	
(NET) At least once a week	1095	505	585	204	350	535	66	138	139	211	205	200	130	274	331	235	234	604	491	
	86%	86%	86%	80%	87%	88% <b>EE</b>	80%	80%	81%	91% <b>EHJ</b>	89% <b>EE</b>	90% <b>EE</b>	85%	82%	87%	87%	87%	85%	87%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1313	480	176	402	197	76	137	127	1054	259
Weighted Base	1274	478	189	356	199	75*	139*	133*	1009	265
Every day	250	98	36	66	46	10	20	33	202	48
	20%	20%	19%	18%	23%	14%	15%	25%	20%	18%
Several days a week	522	198	72	150	78	34	70	55	407	115
	41%	41%	38%	42%	39%	45%	50%	42%	40%	43%
About once a week	323	111	55	101	42	20	25	25	263	60
	25%	23%	29%	29%	21%	27%	18%	19%	26%	23%
A few times each month	128	54	15	31	21	8	20	14	94	35
	10%	11%	8%	9%	10%	11%	14%	10%	9%	13%
Less often	51	17	10	8	12	3	4	5	44	8
	4%	4%	5%	2%	6%	3%	3%	4%	4%	3%
(NET) At least once a week	1095	407	164	317	166	65	115	114	872	223
	86%	85%	87%	89%	83%	86%	83%	86%	86%	84%



B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1313	83	53	77	64	92	59	575	245	254	239
Weighted Base	1274	156*	96*	140*	120*	171*	120*	1063	106	67	38
Every day	250	23	17	32	20	46	20	211	22	9	8
	20%	15%	18%	23%	17%	27% <sup>rs</sup>	17%	20% <sup>ur</sup>	21% <sup>ur</sup>	13%	21% <sup>ur</sup>
Several days a week	522	74	45	50	55	58	59	435	47	23	17
	41%	48% <sup>ur</sup>	47%	36%	46%	34%	49% <sup>ur</sup>	41%	44% <sup>ur</sup>	35%	45% <sup>ur</sup>
About once a week	323	35	22	37	40	38	24	267	25	23	8
	25%	23%	22%	27%	33%	22%	20%	25%	24%	34% <sup>ur</sup> (non)	22%
A few times each month	128	17	7	11	5	25	11	107	9	9	4
	10%	11%	7%	8%	5%	13% <sup>um</sup>	9%	10%	8%	13% <sup>um</sup>	9%
Less often	51	6	6	9	-	3	7	43	3	4	1
	4%	4%	6%	7% <sup>um</sup>	-	2%	5%	4%	3%	8% <sup>um</sup>	3% <sup>um</sup>
(NET) At least once a week	1095	133	84	119	115	143	103	913	94	55	33
	86%	85%	87%	85%	95% <sup>ur</sup> (non)	83%	86%	86%	89% <sup>ur</sup>	81%	88%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base

B3.5. How often, on average, do you use Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)?

Base : All who have used Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1313	54	161	136	262	102	165	126	1095	218	103	115	1095	
Weighted Base	1274	81*	154*	153*	270	97*	170	124*	1130	145	65*	79*	1130	
Every day	250	235	13	35	33	40	16	32	22	235	15	6	9	235
	20%	20%	17%	23%	21%	15%	16%	19%	17%	21% <b>C</b>	10%	10%	71%	21%
Several days a week	522	493	27	63	58	117	41	69	54	440	81	41	41	440
	41%	42%	33%	41%	38%	43%	42%	41%	44%	39%	56% <b>B</b>	52% <b>F</b>	52%	39%
About once a week	323	292	30	37	35	70	25	39	27	290	33	13	20	290
	25%	25%	37%	24%	23%	26%	26%	23%	22%	26%	23%	20%	26%	26%
A few times each month	128	120	8	17	22	32	12	23	18	118	10	3	7	118
	10%	10%	10%	11%	14%	12%	12%	14%	10%	10%	7%	5%	9%	10%
Less often	51	46	3	2	6	11	3	7	4	46	5	3	2	46
	4%	4%	3%	2%	4%	4%	3%	4%	4%	4%	3%	4%	3%	4%
(NET) At least once a week	1095	1019	71	135	125	227	82	140	103	965	130	60	70	965
	86%	86%	87%	87%	82%	84%	85%	82%	85%	85%	90%	91%	88%	85%

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	686	686	-	655	615	574	579	400	240	231	203	126	39	400	210	76
Weighted Base	714	714	-**	683	642	592	603	405	255	245	204	112*	38**	418	220	77*
Every day	54	54	-	53	53	52	54	37	22	25	16	7	2	27	22	4
7%	7%	-	8%	8%	9%	9%	9%	9%	9%	10%	8%	6%	7%	7%	10%	5%
Several days a week	175	175	-	171	160	159	175	99	68	69	42	26	12	108	60	7
25%	25%	-	25%	25%	27%	29%	24%	27%	28%	21%	23%	31%	13% <b>sig</b>	27% <b>sig</b>	9%	
About once a week	244	244	-	241	227	217	244	133	87	83	81	33	7	138	73	33
34%	34%	-	35%	35%	37%	40%	33%	34%	34%	40%	30%	18%	18%	33%	33%	43%
A few times each month	148	148	-	141	131	117	97	87	49	42	43	32	7	88	45	16
21%	21%	-	21%	20%	20%	16%	21%	19%	17%	21%	28%	20%	20%	21%	20%	21%
Less often	93	93	-	77	71	47	34	49	28	25	21	14	9	56	19	17
13%	13% <b>sig</b>	-	11% <b>sig</b>	11% <b>sig</b>	8%	6%	12% <b>sig</b>	11% <b>sig</b>	10%	10%	12%	25%	13%	9%	23% <b>sig</b>	
(NET) At least once a week	473	473	-	465	439	428	473	269	178	178	139	67	21	274	156	43
66%	66%	-	68%	68%	72%	78% <b>sig</b>	67%	70%	73%	68%	59%	56%	66%	71%	57%	

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	686	564	107	15	615	55	447	147	92	322	335	454	567	474
Weighted Base	714	591	101*	22**	636	60*	479	152*	83*	318	343	468	592	481
Every day	54	46	7	+	41	11	38	12	3	28	25	35	42	31
7%	8%	7%	1%		6%	15%	8%	8%	3%	9%	7%	7%	7%	6%
Several days a week	175	149	21	5	149	19	116	48	9	76	95	128	145	127
25%	25%	21%	25%		23%	31%	23% <sup>low</sup>	32% <sup>low</sup>	11%	24%	29%	27%	25%	26%
About once a week	244	197	43	4	221	19	172	52	21	110	106	138	201	149
34%	33%	43%	16%		35%	32%	36%	34%	25%	35%	31%	29%	34%	31%
A few times each month	148	116	22	11	139	8	96	25	28	61	66	108	131	109
21%	20%	22%	49%		22%	14%	20%	16%	34% <sup>low</sup>	19%	19%	23%	22%	23%
Less often	93	83	8	2	86	3	55	15	23	42	48	59	73	64
13%	14%	8%	10%		14%	6%	12%	10%	27% <sup>low</sup>	13%	14%	13%	12%	13%
(NET) At least once a week	473	393	71	9	410	48	328	112	33	216	230	301	388	307
66%	66%	70%	41%		65%	81%	66% <sup>low</sup>	74% <sup>low</sup>	39%	68%	67%	64%	66%	64%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	686	315	368	166	239	275	63	103	101	138	133	108	36	186	229	113	144	415	271
Weighted Base	714	338	374	181*	255	270	61*	120*	108*	147*	134*	102*	34**	197	225	142*	138*	422	292
Every day	54	17	37	17	20	17	3	14	13	7	7	6	4	9	9	19	16	19	35
	7%	5%	10%	9%	8%	6%	4%	12%	12%	5%	5%	6%	11%	5%	4%	13%OPS	11%PS	4%	12%OPS
Several days a week	175	91	84	40	75	60	13	27	33	42	28	23	8	52	44	38	35	96	79
	25%	27%	22%	22%	29%	22%	22%	22%	30%	29%	21%	23%	25%	26%	20%	27%	25%	23%	27%
About once a week	244	128	115	52	84	103	17	35	36	49	50	38	15	54	91	49	46	145	100
	34%	38%	31%	29%	33%	38%	28%	29%	33%	33%	37%	38%	45%	27%	41%O	35%	34%	34%	34%
A few times each month	148	64	84	48	49	50	17	31	16	33	26	20	4	44	58	23	21	102	46
	21%	19%	22%	27%	19%	19%	27%	26%	15%	22%	19%	20%	11%	22%	26%T	16%	15%	24%T	16%
Less often	93	38	55	24	27	40	12	12	11	16	23	14	3	38	22	13	20	60	33
	13%	11%	15%	13%	11%	15%	19%	10%	10%	11%	17%	13%	8%	19%P	10%	9%	14%	14%	11%
(NET) At least once a week	473	236	236	109	179	180	33	76	81	98	85	68	28	115	145	106	97	260	213
	66%	70%	63%	60%	70%	67%	54%	63%	75%M	67%	63%	67%	81%	58%	64%	73%OS	71%	62%	73%OS

Jigsaw 2020

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	686	289	114	136	108	55	82	78	524	162
Weighted Base	714	307	133*	126*	114*	58*	85*	87*	537	177
Every day	54	25	7	9	12	9	10	17	28	26
7%		8%	6%	7%	11%	15% <sup>h</sup>	12%	20% <sup>h</sup>	5%	14% <sup>h</sup>
Several days a week	175	67	36	29	30	23	20	21	125	50
25%		22%	27%	23%	26%	40% <sup>h</sup>	23%	24%	23%	28%
About once a week	244	109	45	44	36	11	36	26	189	55
34%		35%	34%	35%	32%	18%	42% <sup>h</sup>	30%	35% <sup>h</sup>	31%
A few times each month	148	69	28	24	21	10	9	15	121	27
21%		23%	21%	19%	19%	17%	11%	18%	23%	15%
Less often	93	37	17	19	14	6	10	8	74	19
13%		12%	13%	15%	12%	10%	12%	9%	14%	11%
(NET) At least once a week	473	201	89	83	78	42	66	64	342	131
66%		65%	66%	66%	69%	73%	77%	74%	64%	74%

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	686	53	21	35	42	58	34	328	109	126	123
Weighted Base	714	99*	38**	64*	81*	108*	72*	611	50	34	20
Every day	54 7%	4	2	5	4	12	5	45	4	3	2
Several days a week	175 25%	4%	5%	8%	5%	11%	7%	7%	7%	9%	11%
About once a week	244 34%	20	4	15	26	29	19	149	13	9	4
A few times each month	148 21%	21%	10%	23%	32%	27%	27%	24%	27%	25%	21%
Less often	93 13%	44	11	22	22	32	23	212	16	9	7
(NET) At least once a week	473 66%	45%	28%	34%	28%	30%	32%	35%	32%	28%	37%
		17	13	17	16	23	17	128	10	7	4
		17%	33%	26%	19%	22%	23%	21%	20%	20%	19%
		14	9	5	13	11	8	78	7	6	2
		14%	23%	8%	16%	10%	11%	13%	15%	17%	11%
		69	17	42	52	73	47	405	33	21	14
		69%	44%	66%	65%	68%	65%	66%	66%	63%	70%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.6. How often, on average, do you use All 4?

Base : All who have used All 4 in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	686	31	103	88	172	63	93	49	666	20	5	15	666
Weighted Base	714	49**	112*	107*	189	60*	98*	55*	701	14**	1**	13**	701
Every day	54	2	6	5	10	6	13	9	54	-	-	-	54
	7%	8%	5%	5%	4%	5%	10%	13%	8%	-	-	-	8%
Several days a week	175	9	27	35	40	19	16	7	173	3	1	2	173
	25%	25%	24%	33% <b>A</b>	21%	31%	16%	12%	25%	19%	76%	13%	25%
About once a week	244	16	36	42	69	17	31	22	239	5	-	5	239
	34%	34%	32%	39%	37%	29%	32%	40%	34%	39%	-	43%	34%
A few times each month	148	13	28	17	48	16	25	10	145	3	-	3	145
	21%	21%	25%	16%	26%	26%	18%	21%	22%	-	-	24%	21%
Less often	93	8	16	9	21	2	13	8	90	3	-	2	90
	13%	13%	14%	8%	11%	4%	13%	14%	13%	20%	24%	20%	13%
(NET) At least once a week	473	28	68	81	119	42	60	38	465	8	1	7	465
	66%	67%	61%	76%	63%	70%	61%	68%	66%	58%	76%	56%	66%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1074	1074	-	1015	982	950	900	478	265	238	355	122	38	483	366	225
Weighted Base	1043	1043	-**	985	952	920	883	467	291	248	333	103*	34**	478	343	222
Every day	187	187	-	182	178	177	181	89	59	45	59	20	4	68	78	41
18%	18%	-	19%	19%	19%	21%	19%	20%	18%	18%	19%	13%	14%	23% <sup>mn</sup>	19%	
Several days a week	370	370	-	347	341	342	329	161	101	91	110	35	9	164	108	99
35%	35%	-	38%	36%	37%	37%	35%	35%	37%	33%	34%	27%	34%	31%	43% <sup>mn</sup>	
About once a week	283	283	-	272	260	252	263	120	79	59	91	25	7	119	110	53
27%	27%	-	28%	27%	27%	30%	26%	27%	24%	21%	27%	24%	21%	25%	32%	24%
A few times each month	133	133	-	123	118	111	82	63	35	34	52	11	8	86	32	16
13%	13%	-	12%	12%	12%	9%	13%	12%	14%	14%	16%	11%	24%	18% <sup>mn</sup>	9%	7%
Less often	70	70	-	61	55	38	28	34	17	19	21	12	5	41	17	12
7%	7% <sup>nl</sup>	-	6% <sup>nl</sup>	6% <sup>nl</sup>	4%	3%	7% <sup>nl</sup>	6%	8% <sup>nl</sup>	6%	12%	15%	6%	9%	5%	6%
(NET) At least once a week	840	840	-	801	779	771	773	371	239	195	260	80	20	351	295	194
80%	80%	-	81%	82%	84%	88% <sup>acdln</sup>	79%	82%	79%	78%	77%	60%	73%	86% <sup>lm</sup>	87% <sup>lm</sup>	

B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Table 17

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1074	787	224	63	1001	57	825	163	86	471	567	556	802	691
Weighted Base	1043	787	192	64*	970	52*	801	150*	92*	455	534	564	798	660
Every day	187	148	28	11	177	11	154	25	8	102	104	99	137	125
	18%	19%	15%	17%	18%	21%	19%	17%	9%	22%	20%	18%	17%	19%
Several days a week	370	283	67	19	342	20	289	52	29	154	199	199	273	243
	35%	36%	35%	30%	35%	38%	36%	35%	31%	34%	37%	35%	34%	37%
About once a week	283	200	63	20	289	10	225	40	17	112	134	140	219	156
	27%	25%	33%	31%	28%	19%	28%	27%	19%	25%	25%	25%	27%	24%
A few times each month	133	101	20	11	121	9	92	19	22	62	63	78	110	88
	13%	13%	11%	18%	12%	17%	11%	13%	25% <sup>low</sup>	14%	12%	14%	14%	13%
Less often	70	55	13	2	61	2	42	13	15	26	33	48	59	48
	7%	7%	7%	3%	6%	5%	5%	9%	16% <sup>low</sup>	6%	6%	9%	7%	7%
(NET) At least once a week	840	630	159	51	788	40	668	118	54	368	438	438	629	524
	80%	80%	83%	79%	81%	78%	83% <sup>low</sup>	78% <sup>low</sup>	59%	81%	82%	78%	79%	79%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1074	510	562	140	316	611	43	97	128	188	234	223	154	267	309	203	266	576	498
Weighted Base	1643	493	547	159*	335	543	45**	114*	125*	210	204	194	145*	281	297	219	224	577	466
Every day	187	90	97	20	68	99	9	11	32	36	41	36	23	46	34	45	61	80	108
	18%	18%	18%	12%	20%	18%	19%	10%	26% <b>E</b>	17%	20%	18%	16%	16%	11%	20% <b>P</b>	27% <b>OPS</b>	14%	23% <b>PS</b>
Several days a week	370	166	202	51	125	194	17	34	48	76	73	67	54	96	116	80	66	212	158
	35%	34%	37%	32%	37%	36%	37%	30%	39%	36%	36%	34%	37%	34%	39%	37%	30%	37%	34%
About once a week	283	147	135	42	77	163	6	36	21	56	59	65	39	70	89	58	59	159	123
	27%	30%	25%	26%	23%	30% <b>N</b>	13%	32% <b>N</b>	17%	27%	29%	33% <b>MP</b>	27%	25%	30%	26%	26%	28%	26%
A few times each month	133	58	75	29	46	57	7	21	16	30	20	17	20	46	37	30	19	83	51
	13%	12%	14%	18% <b>DM</b>	14%	10%	16%	19% <b>DM</b>	13%	15%	10%	9%	14%	16% <b>R</b>	12%	14%	8%	14%	11%
Less often	70	31	37	18	19	30	7	11	8	11	10	11	10	23	21	7	19	44	26
	7%	6%	7%	11%	6%	6%	15%	10%	6%	5%	5%	5%	7%	8%	7%	3%	8%	8%	6%
(NET) At least once a week	840	404	434	112	270	456	31	81	101	169	174	167	116	212	238	182	186	451	389
	80%	82%	79%	71%	81%	74% <b>Q</b>	69%	72%	81%	80%	75% <b>ME</b>	73% <b>Q</b>	80%	76%	80%	82%	83%	78%	74% <b>Q</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	1074	380	131	367	163	50	104	101	876	198
Weighted Base	1043	386	135*	322	168	53*	108*	100*	841	203
Every day	187	66	21	58	41	7	13	20	159	29
	18%	17%	15%	18%	25%	14%	12%	20%	19%	14%
Several days a week	370	147	36	120	52	18	44	42	288	81
	35%	38%	27%	37%	31%	35%	41%	42%	34%	40%
About once a week	283	95	50	92	40	12	28	20	233	49
	27%	25%	37% <sup>in</sup>	29%	24%	23%	25%	20%	28%	24%
A few times each month	133	53	22	33	20	11	22	15	97	36
	13%	14%	17%	10%	12%	21%	20% <sup>in</sup>	15%	12%	18%
Less often	70	26	6	19	14	4	2	3	63	7
	7%	7%	4%	6%	8%	7%	2%	3%	7%	4%
(NET) At least once a week	840	307	107	270	134	38	84	82	680	159
	80%	80%	79%	84%	80%	72%	78%	82%	81%	79%

B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1074	72	45	64	53	76	45	477	191	211	195
Weighted Base	1043	135*	81*	114*	99*	140*	92*	878	80	55	30
Every day	187	16	17	30	22	22	12	164	12	7	5
	18%	12%	21%	26%	23%	15%	13%	19%	15%	13%	16%
Several days a week	370	54	28	35	36	43	43	310	30	18	11
	35%	40%	35%	31%	36%	31%	47%	35%	38%	33%	37%
About once a week	283	28	20	33	27	42	20	230	26	18	9
	27%	21%	25%	29%	27%	30%	21%	26%	32%	33%	29%
A few times each month	133	24	9	12	8	26	8	113	8	8	4
	13%	17%	11%	11%	8%	19%	9%	13%	10%	15%	14%
Less often	70	14	8	4	6	7	8	61	4	4	1
	7%	10%	9%	3%	6%	5%	9%	7%	5%	6%	5%
(NET) At least once a week	840	98	65	98	85	107	75	704	68	43	25
	80%	73%	80%	86%	87%	77%	82%	80%	84%	78%	81%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.7. How often, on average, do you use Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)?

Base : All who have used Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user				
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)		
Unweighted Base	1074	35	119	112	197	79	126	114	888	186	83	103	888		
Weighted Base	1043	57*	120*	122*	204	72*	129*	109*	916	127*	54*	73*	916		
Every day	187	18%	10	26	19	30	11	20	16	177	10	2	8	177	
				22%	16%	15%	16%	14%	19% <b>C</b>	8%	4%	71%	19% <b>D</b>		
Several days a week	370	35%	12	38	32	71	29	54	317	52	26	26	317		
				32%	26%	35%	40%	42% <b>w</b>	38%	35%	49%	36%	35%		
About once a week	283	27%	14	31	39	60	14	21	33	236	47	21	27	236	
				26%	32% <b>z</b>	29% <b>z</b>	19%	16%	30%	26%	37% <b>D</b>	38%	36%	26%	
A few times each month	133	13%	15	119	27	34	10	27	14	121	13	3	9	121	
				12%	15%	22%	16%	14%	21%	13%	13%	10%	6%	13%	
Less often	70	7%	8	60	7	4	9	8	7	5	65	5	2	65	
				6%	10%	4%	12%	5%	4%	7%	4%	3%	4%	7%	
(NET) At least once a week	840	80%	36	801	95	90	161	54	95	90	730	110	49	61	730
				79%	74%	79%	75%	74%	82%	80%	86%	90%	83%	80%	

B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	407	407	-	387	363	356	339	222	139	126	112	59	21	222	137	48
Weighted Base	444	444	***	417	391	388	367	239	174*	152*	112*	63*	22**	244	147*	53*
Every day	25	25	-	23	21	23	24	17	12	9	6	4	-	15	6	4
	6%	6%	-	5%	5%	6%	7%	7%	7%	6%	5%	6%	-	6%	4%	7%
Several days a week	91	91	-	86	83	88	84	57	42	41	15	14	7	53	32	6
	21%	21%	-	21%	21%	23%	23%	24%	24%	27%	13%	23%	30%	22%	22%	12%
About once a week	141	141	-	137	127	129	130	73	53	39	46	18	2	75	48	18
	32%	32%	-	33%	32%	33%	35%	31%	31%	26%	41%	29%	11%	31%	32%	35%
A few times each month	110	110	-	105	100	96	90	57	47	37	28	17	7	59	43	8
	25%	25%	-	25%	26%	25%	24%	24%	27%	25%	25%	27%	31%	24%	29%	14%
Less often	77	77	-	66	60	52	39	35	19	26	18	9	6	42	18	17
	17%	17%	-	16%	15%	13%	11%	15%	11%	17%	16%	15%	29%	17%	12%	32**
(NET) At least once a week	257	257	-	246	231	240	238	147	107	88	66	36	9	143	86	28
	58%	58%	-	59%	59%	62%	65%	61%	62%	58%	59%	58%	40%	58%	58%	54%

B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base 407	339	57	11	361	32	286	81	40	190	217	259	324	291
Weighted Base 444	376	52*	16**	396	32**	316	83*	46**	215	230	294	362	317
Every day 25 6%	23 6%	3 5%	+ 1%	19 5%	6 19%	17 5%	6 7%	2 5%	12 6%	12 5%	19 6%	22 6%	18 6%
Several days a week 91 21%	78 21%	9 18%	4 25%	80 20%	7 22%	74 23%	12 15%	5 11%	49 23%	54 23%	71 24%	76 21%	70 22%
About once a week 141 32%	123 33%	12 22%	5 34%	117 30%	15 46%	101 32%	32 38%	8 18%	65 30%	67 29%	79 27%	113 31%	89 28%
A few times each month 110 25%	89 24%	18 35%	2 13%	108 27%	2 6%	72 23%	24 29%	13 29%	55 26%	61 26%	77 26%	91 25%	86 27%
Less often 77 17%	63 17%	10 20%	4 27%	71 18%	2 7%	52 16%	9 11%	17 37%	33 15%	37 16%	47 16%	60 17%	55 17%
(NET) At least once a week 257 58%	224 60%	24 45%	10 60%	217 55%	28 88%	192 61%	50 60%	16 34%	127 59%	133 58%	169 58%	211 58%	176 56%



B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	407	202	204	69	151	184	18	51	62	89	91	70	23	106	123	66	102	229	178
Weighted Base	444	222	221	92*	171	178	21**	71*	68*	102*	86*	67*	25**	122*	128*	85*	98*	250	194
Every day	25	12	13	3	14	8	-	3	8	6	5	1	2	5	5	7	8	10	15
	6%	5%	6%	4%	8%	4%	-	5%	11%	6%	2%	7%		4%	4%	8%	8%	4%	8%
Several days a week	91	45	47	21	40	30	7	15	23	17	12	13	4	26	22	19	17	48	43
	21%	20%	21%	23%	24%	17%	31%	21%	34% <b>GL</b>	17%	14%	20%	17%	21%	17%	22%	17%	19%	22%
About once a week	141	65	74	27	49	64	4	22	16	33	32	22	9	33	45	26	34	79	62
	32%	29%	33%	29%	29%	36%	21%	32%	23%	32%	37%	33%	38%	27%	35%	31%	35%	31%	32%
A few times each month	110	54	56	24	46	40	7	17	17	29	19	15	7	34	31	20	24	64	46
	25%	24%	25%	26%	27%	22%	34%	24%	25%	28%	21%	22%	27%	28%	24%	24%	24%	26%	23%
Less often	77	46	31	17	22	37	3	14	5	17	18	16	3	24	25	13	16	49	28
	17%	21%	14%	18%	13%	21%	14%	19%	7%	17%	21%	24% <b>GL</b>	11%	20%	19%	15%	16%	20%	15%
(NET) At least once a week	287	122	134	51	103	101	11	40	47	57	49	36	16	64	73	52	59	137	120
	58%	55%	61%	56%	60%	57%	52%	57%	68%	55%	57%	54%	62%	52%	57%	61%	60%	55%	62%

B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	407	160	57	94	82	27	46	46	320	87
Weighted Base	444	185	70*	85*	87*	31**	55*	53**	346	99*
Every day	25	13	1	1	10	3	3	8	16	10
	6%	7%	1%	1%	11%	9%	5%	15%	5%	10%
Several days a week	91	43	14	12	14	11	15	15	65	26
	21%	23%	20%	14%	16%	37%	28%	29%	19%	27%
About once a week	141	50	28	30	30	3	17	13	115	26
	32%	27%	40%	36%	34%	9%	32%	25%	33%	26%
A few times each month	110	45	16	25	17	11	19	13	79	31
	25%	24%	22%	30%	20%	36%	35%	25%	23%	31%
Less often	77	34	11	16	17	3	*	3	71	6
	17%	18%	16%	18%	19%	10%	1%	6%	21%	6%
(NET) At least once a week	257	106	43	44	53	17	35	36	195	62
	58%	57%	62%	52%	61%	54%	64%	69%	57%	63%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	407	37	14	25	22	32	25	208	67	73	59
Weighted Base	444	68*	26**	46**	42**	59*	52**	386	30*	19*	9*
Every day	25	2	-	2	6	2	2	19	3	2	2
	6%	2%	-	4%	14%	3%	4%	5%	10%	9%	19% <b>ns</b>
Several days a week	91	11	2	7	12	14	10	80	4	5	2
	21%	16%	7%	16%	28%	23%	19%	21%	14%	26%	18%
About once a week	141	20	8	14	9	25	16	123	9	6	2
	32%	29%	30%	29%	23%	43%	31%	32%	30%	33%	24%
A few times each month	110	19	6	18	4	12	13	97	6	4	3
	25%	28%	22%	39%	9%	21%	24%	25%	21%	21%	27%
Less often	77	16	11	5	11	6	11	67	7	2	1
	17%	24%	42%	11%	26%	10%	21%	17%	25%	12%	12%
(NET) At least once a week	257	33	9	23	27	40	29	222	16	13	6
	58%	48%	36%	50%	65%	69%	55%	58%	54%	68%	60%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.8. How often, on average, do you use My5?

Base : All who have used My5 in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	407	390	14	61	46	86	38	63	24	398	9	-	9	398
Weighted Base	444	413	26**	74*	54*	111*	38**	65*	30**	436	8**	-**	8**	436
Every day	25	25	-	4	*	5	5	7	1	25	*	-	*	25
	6%	6%	-	5%	*	4%	14%	11%	2%	6%	4%	-	4%	6%
Several days a week	91	89	2	16	15	25	9	13	4	91	-	-	-	91
	21%	22%	9%	22%	28%	23%	24%	20%	13%	21%	-	-	-	21%
About once a week	141	129	8	22	16	30	9	13	10	141	-	-	-	141
	32%	31%	32%	30%	30%	27%	24%	20%	33%	32%	-	-	-	32%
A few times each month	110	103	7	17	14	29	8	24	6	106	4	-	4	106
	25%	25%	28%	23%	25%	26%	22%	38%	19%	24%	43%	-	43%	24%
Less often	77	67	8	15	9	23	6	7	10	73	4	-	4	73
	17%	16%	31%	20%	17%	20%	16%	11%	33%	17%	53%	-	53%	17%
(NET) At least once a week	257	244	11	42	32	60	24	33	14	257	*	-	*	257
	58%	59%	41%	57%	58%	54%	62%	51%	48%	59%	4%	-	4%	59%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	75	75	-	71	69	63	56	28	14	19	28	3	6	25	34	16
Weighted Base	20*	20*	..**	18*	18*	16*	14*	8**	4**	5**	7**	1**	2**	7**	9*	4**
Every day	3	3	-	3	3	3	2	1	*	1	1	-	*	1	1	1
14%	14%	-	15%	15%	17%	15%	14%	8%	13%	13%	7%	-	18%	11%	14%	18%
Several days a week	4	4	-	3	3	3	3	1	*	1	1	*	*	2	1	1
18%	18%	-	18%	19%	17%	22%	13%	5%	10%	21%	26%	16%	7%	29%	17%	17%
About once a week	5	5	-	4	4	4	4	2	1	2	2	*	*	2	2	1
25%	25%	-	23%	23%	27%	27%	23%	15%	37%	27%	36%	19%	26%	21%	32%	32%
A few times each month	4	4	-	4	4	3	2	1	2	2	1	-	1	2	2	*
21%	21%	-	20%	21%	20%	17%	17%	44%	29%	17%	-	47%	31%	19%	6%	6%
Less often	4	4	-	4	4	3	3	3	1	1	2	*	-	2	1	1
22%	22%	-	24%	21%	20%	20%	33%	27%	10%	28%	37%	-	25%	17%	27%	27%
(NET) At least once a week	11	11	-	10	10	10	9	4	1	3	4	*	1	3	5	2
57%	57%	-	56%	58%	60%	63%	50%	29%	61%	55%	63%	53%	44%	64%	67%	67%

B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	75	52	20	3	69	5	64	7	4	36	46	36	44	55
Weighted Base	20*	14*	5**	1**	18*	1**	16*	2**	1**	9*	12*	10*	12*	14*
Every day	3	1	1	-	3	-	2	+	-	2	2	1	2	2
14%	10%	26%	-	15%	-	14%	19%	-	-	17%	14%	10%	13%	13%
Several days a week	4	2	1	*	3	*	3	-	*	2	3	1	2	3
18%	16%	18%	32%	18%	20%	21%	-	22%	-	20%	23%	13%	16%	19%
About once a week	5	4	*	*	4	1	4	1	-	2	3	2	2	4
25%	32%	4%	40%	24%	44%	22%	56%	-	-	21%	29%	21%	21%	28%
A few times each month	4	3	1	*	4	1	3	1	1	2	2	3	3	3
21%	22%	18%	28%	20%	37%	16%	25%	78%	-	23%	16%	30%	26%	21%
Less often	4	3	2	-	4	-	4	-	-	2	2	3	3	3
22%	19%	34%	-	23%	-	27%	-	-	-	20%	18%	27%	25%	19%
(NET) At least once a week	11	8	2	1	10	1	9	2	*	5	8	4	6	9
57%	60%	48%	72%	57%	63%	57%	75%	22%	-	58%	66%	43%	50%	60%

B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	75	41	34	12	15	48	4	8	4	11	14	24	8	18	22	15	16	40	35
Weighted Base	20*	11*	9*	4**	5**	10*	1**	2**	1**	4**	3**	5**	2**	4**	5**	5**	4**	10*	10*
Every day	3	2	1	1	*	2	*	*	-	*	*	1	*	*	*	1	1	1	2
14%	15%	13%	18%	9%	15%	23%	16%	-	12%	14%	14%	22%	7%	8%	27%	17%	8%	20%	
Several days a week	4	3	1	1	1	2	-	1	*	*	1	1	1	1	1	*	1	2	2
18%	24%	11%	14%	13%	23%	-	22%	24%	9%	27%	15%	40%	15%	18%	6%	24%	17%	20%	
About once a week	5	2	2	-	3	2	-	-	1	2	1	1	-	1	1	1	2	3	
25%	22%	28%	-	60%	19%	-	-	76%	55%	27%	20%	-	26%	20%	23%	41%	22%	27%	
A few times each month	4	2	2	2	1	2	1	1	-	1	*	1	-	1	1	1	*	2	2
21%	20%	22%	45%	12%	15%	77%	26%	-	16%	16%	19%	-	29%	19%	21%	11%	24%	18%	
Less often	4	2	2	1	*	3	-	1	-	*	1	2	1	1	2	1	*	3	1
22%	19%	26%	22%	6%	28%	-	35%	-	8%	16%	31%	38%	23%	35%	22%	7%	30%	14%	
(NET) At least once a week	11	7	4	1	4	6	*	1	1	3	2	3	1	2	3	3	3	5	7
57%	61%	52%	33%	82%	57%	23%	39%	100%	76%	68%	49%	62%	47%	46%	56%	82%	47%	68%	

B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	75	23	9	29	9	4	5	4	64	11
Weighted Base	20*	7**	2**	7**	2**	1**	2**	1**	16*	3**
Every day	3	1	*	1	-	-	-	-	3	-
14%	19%	12%	14%	-	-	-	-	-	17%	-
Several days a week	4	1	*	1	1	*	*	-	3	1
18%	15%	20%	21%	31%	29%	33%	-	17%	25%	
About once a week	5	2	*	2	1	-	1	1	4	1
25%	28%	13%	23%	33%	-	47%	52%	24%	31%	
A few times each month	4	1	*	1	*	*	*	1	3	1
21%	22%	23%	17%	13%	23%	20%	48%	20%	26%	
Less often	4	1	1	2	1	-	-	4	1	
22%	16%	33%	26%	23%	46%	-	-	23%	17%	
(NET) At least once a week	11	4	1	4	2	*	1	1	9	2
57%	62%	45%	58%	64%	29%	80%	52%	57%	56%	



B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

	Total	Regions and Nations										
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	75	-	-	-	-	-	-	-	-	-	75	-
Weighted Base	20*	**	**	**	**	**	**	**	**	**	20*	**
Every day	3	-	-	-	-	-	-	-	-	-	3	-
	14%	-	-	-	-	-	-	-	-	-	14%	-
Several days a week	4	-	-	-	-	-	-	-	-	-	4	-
	18%	-	-	-	-	-	-	-	-	-	18%	-
About once a week	5	-	-	-	-	-	-	-	-	-	5	-
	25%	-	-	-	-	-	-	-	-	-	25%	-
A few times each month	4	-	-	-	-	-	-	-	-	-	4	-
	21%	-	-	-	-	-	-	-	-	-	21%	-
Less often	4	-	-	-	-	-	-	-	-	-	4	-
	22%	-	-	-	-	-	-	-	-	-	22%	-
(NET) At least once a week	11	-	-	-	-	-	-	-	-	-	11	-
	57%	-	-	-	-	-	-	-	-	-	57%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.9. How often, on average, do you use S4C?

Base : All who have used S4C in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	75	74	1	8	6	11	7	8	4	67	8	1	7	67
Weighted Base	20*	19*	***	2**	2**	3**	2**	2**	1**	18*	2**	***	2**	18*
Every day	3	3	-	*	-	*	1	-	*	2	1	*	*	2
	14%	14%	-	20%	-	7%	33%	-	21%	12%	36%	100%	28%	12%
Several days a week	4	4	-	-	*	*	1	1	*	3	1	-	1	3
	18%	19%	-	-	12%	7%	26%	30%	32%	17%	28%	-	31%	17%
About once a week	5	5	-	*	*	1	1	1	-	5	-	-	-	5
	25%	25%	-	9%	25%	28%	29%	41%	-	28%	-	-	-	28%
A few times each month	4	4	-	1	1	1	-	1	-	4	-	-	-	4
	21%	19%	100%	25%	30%	33%	-	28%	-	23%	-	-	-	23%
Less often	4	4	-	1	1	1	*	-	*	4	1	-	1	4
	22%	23%	-	47%	33%	25%	13%	-	47%	21%	36%	-	41%	21%
(NET) At least once a week	11	11	-	1	1	1	2	2	1	10	1	*	1	10
	57%	58%	-	29%	37%	42%	87%	72%	53%	56%	64%	100%	59%	56%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	581	554	27	518	476	446	405	263	172	151	179	82	40	279	182	120
Weighted Base	609	585	24**	545	498	462	435	270	196	160*	183	85*	35**	298	175	137*
Every day	313	299	14	285	265	249	239	123	83	69	106	21	13	134	98	81
51%	51%	59%	52%	53% <sup>ns</sup>	54% <sup>ns</sup>	55% <sup>ns</sup>	46%	42%	43%	53% <sup>ns</sup>	25%	37%	45%	56%	60% <sup>ns</sup>	
Several days a week	148	141	7	132	123	113	109	74	47	43	39	23	12	70	40	38
24%	24%	28%	24%	25%	24%	25%	27%	24%	27%	21%	27%	34%	24%	23%	28%	
About once a week	68	68	*	59	55	51	44	30	32	21	20	19	4	39	21	7
11%	12%	1%	11%	11%	11%	10%	11%	16%	13%	11%	22%	12%	13%	12%	5%	
A few times each month	53	53	*	49	39	35	32	28	27	20	10	15	5	37	10	6
9%	9%	1%	9%	8%	8%	7%	10%	14%	13%	6%	18% <sup>ns</sup>	14%	12% <sup>ns</sup>	6%	4%	
Less often	27	24	3	20	16	15	12	15	7	7	7	6	1	18	5	4
4%	4%	11%	4%	3%	3%	3%	5%	4%	4%	4%	7%	2%	6%	3%	3%	
(NET) At least once a week	529	508	21	476	442	413	391	227	162	133	166	63	29	243	159	127
87%	87%	88%	87%	89%	89%	90% <sup>ns</sup>	84%	83%	83%	90% <sup>ns</sup>	75%	84%	82%	91% <sup>ns</sup>	93% <sup>ns</sup>	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	581	469	82	30	538	32	410	98	73	185	471	338	375	502
Weighted Base	609	505	74*	30**	564	32**	431	100*	78*	182	487	362	406	519
Every day	313	250	41	22	290	14	249	45	19	79	273	163	173	278
	51%	49%	55%	74%	51%	44%	53% <sup>low</sup>	43% <sup>low</sup>	24%	43%	53% <sup>low</sup>	45%	43%	51% <sup>low</sup>
Several days a week	148	121	22	5	141	7	105	23	20	48	111	98	114	116
	24%	24%	29%	16%	25%	21%	24%	23%	26%	26%	23%	27%	28%	22%
About once a week	68	61	7	1	59	5	34	18	16	25	55	47	50	61
	11%	12%	9%	2%	10%	17%	8%	18% <sup>low</sup>	20% <sup>low</sup>	14%	11%	13%	12%	12%
A few times each month	53	47	4	2	48	5	29	13	11	19	35	36	46	46
	9%	9%	5%	7%	9%	16%	7%	13%	14%	11%	7%	10%	11%	9%
Less often	27	26	1	*	26	1	14	*	12	10	14	19	22	17
	4%	5%	1%	1%	5%	2%	3%	*	16% <sup>low</sup>	6%	3%	5%	6%	3%
(NET) At least once a week	529	432	69	28	490	26	388	86	55	152	439	307	337	456
	87%	85%	94%	93%	87%	82%	90% <sup>low</sup>	86% <sup>low</sup>	70%	84%	90% <sup>low</sup>	85%	83%	88%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	581	297	283	101	186	290	29	72	85	101	123	109	58	153	175	90	149	328	253
Weighted Base	609	310	298	121*	199	283	29**	93*	86*	114*	114*	107*	62*	174	186	103*	135*	361	249
Every day	313	154	159	37	106	168	6	31	46	60	65	63	40	83	92	50	84	175	138
	51%	50%	53%	31%	53% <b>EI</b>	60% <b>EI</b>	22%	33%	53% <b>E</b>	63% <b>EI</b>	67% <b>EI</b>	69% <b>EI</b>	65% <b>E</b>	48%	50%	49%	62% <b>OS</b>	49%	55%
Several days a week	148	81	66	28	52	68	8	21	20	32	33	25	9	61	40	19	23	101	47
	24%	26%	22%	23%	26%	24%	27%	22%	23%	28%	29%	23%	15%	35% <b>PORT</b>	22%	18%	17%	28% <b>RT</b>	19%
About once a week	68	38	30	23	21	24	7	16	10	11	14	3	7	12	25	20	9	36	31
	11%	12%	10%	19% <b>GM</b>	11%	8%	24%	17% <b>AM</b>	12%	10%	12% <b>MM</b>	3%	12%	7%	13%	20% <b>OR</b>	7%	10%	13%
A few times each month	53	26	27	25	15	10	5	19	9	6	1	6	4	12	20	10	11	32	21
	9%	8%	9%	20% <b>FGKLM</b>	8% <b>M</b>	4%	18%	21% <b>FGKL</b>	10% <b>M</b>	6%	1%	5%	6%	7%	11%	10%	8%	9%	8%
Less often	27	10	16	8	6	12	3	6	1	5	2	10	1	6	9	4	8	15	12
	4%	3%	5%	7%	3%	4%	10%	6%	1%	4%	2%	9%	2%	4%	5%	4%	6%	4%	5%
(NET) At least once a week	529	274	256	89	179	260	21	68	76	103	112	91	57	156	158	89	116	313	216
	87%	88%	86%	73%	90% <b>EI</b>	92% <b>EI</b>	73%	73%	89% <b>E</b>	90% <b>EI</b>	98% <b>EFJL</b>	86%	93% <b>E</b>	89%	85%	87%	86%	87%	87%

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	581	212	78	155	111	32	61	51	464	117
Weighted Base	609	231	90*	154*	109*	33**	67*	55*	484	125*
Every day	313	107	51	85	61	15	22	17	270	43
51%	46%	57%	55%	56%	46%	33%	30%	36%	56% <sup>a</sup>	35%
Several days a week	148	55	21	38	25	5	23	23	106	42
24%	24%	23%	25%	23%	15%	35%	41% <sup>b</sup>	22%	34% <sup>c</sup>	42%
About once a week	68	32	9	13	10	5	11	6	50	18
11%	14%	10%	9%	9%	16%	16%	11%	10%	10%	14%
A few times each month	53	26	8	9	7	7	9	9	34	19
9%	11%	9%	6%	6%	21%	13%	16%	7%	13% <sup>d</sup>	19%
Less often	27	11	1	8	7	1	2	1	24	3
4%	5%	1%	5%	6%	2%	4%	2%	5%	2%	2%
(NET) At least once a week	529	195	81	136	95	25	55	40	426	103
87%	84%	90%	89%	87%	77%	83%	82%	88%	83%	83%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	581	49	20	39	46	38	28	285	99	92	105
Weighted Base	609	90*	37**	71**	85*	70*	58**	526	42*	24*	17
Every day	313	49	22	47	40	32	33	273	21	12	7
	51%	54%	59%	66% <b>ab</b>	47%	45%	58%	52%	50%	50%	42%
Several days a week	148	18	8	9	21	28	10	126	11	6	5
	24%	20%	21%	12%	24%	39% <b>cd</b>	18%	24%	26%	24%	30% <b>d</b>
About once a week	68	11	3	6	9	4	4	59	4	1	3
	11%	12%	10%	8%	11%	5%	8%	11%	11%	5%	17% <b>mn</b>
A few times each month	53	10	4	6	10	4	7	47	3	2	1
	9%	11%	10%	9%	11%	5%	12%	9%	8%	9%	5%
Less often	27	2	-	4	6	3	3	21	2	2	1
	4%	2%	-	5%	6%	5%	5%	4%	5%	10% <b>op</b>	7%
(NET) At least once a week	529	78	33	62	70	63	47	458	37	15	15
	87%	67%	90%	86%	82%	90%	83%	87%	87%	80%	88%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.10. How often, on average, do you use Freeview/Youview?

Base : All who have used Freeview/Youview in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	581	25	74	59	104	38	72	49	547	34	16	18	547
Weighted Base	609	40**	83*	63*	124*	39**	72*	49*	583	26**	10**	16**	583
Every day	313	16	47	31	46	14	21	29	299	14	5	9	299
	51%	40%	56% <b>xxx</b>	50%	37%	35%	29%	50% <b>xx</b>	51%	53%	48%	56%	51%
Several days a week	148	12	17	19	39	12	25	7	139	9	3	6	139
	24%	30%	20%	30%	31%	31%	34%	15%	24%	34%	28%	38%	24%
About once a week	68	8	9	7	16	5	13	4	68	*	-	*	68
	11%	20%	11%	11%	13%	12%	19%	9%	12%	1%	-	2%	12%
A few times each month	53	3	7	3	20	6	13	2	51	2	2	*	51
	9%	6%	9%	5%	16%	16%	5%	9%	7%	17%	17%	1%	9%
Less often	27	2	4	3	3	2	*	6	26	1	1	1	26
	4%	4%	4%	4%	2%	5%	1%	13% <b>xxx</b>	4%	5%	7%	3%	4%
(NET) At least once a week	529	36	72	57	101	31	59	40	506	23	7	16	506
	87%	90%	87%	91%	82%	79%	82%	82%	87%	88%	76%	96%	87%



B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1168	1053	115	935	789	696	615	1054	480	478	203	372	86	877	235	56
Weighted Base	1159	1037	122*	914	773	663	604	1043	484	474	186	364	82*	862	237	60*
Every day	410 35%	354 34%	56 46%	311 34%	263 34%	229 35%	211 35%	410 39%	184 38%	209 44% <sup>abcd</sup>	42 23%	207 57% <sup>kl</sup>	21 26%	357 41% <sup>lmn</sup>	50 21% <sup>o</sup>	2 4%
Several days a week	425 37%	401 39% <sup>kl</sup>	25 20%	372 41% <sup>lm</sup>	315 41% <sup>lm</sup>	275 41% <sup>lm</sup>	245 41% <sup>lm</sup>	425 46% <sup>lmn</sup>	224 46% <sup>lmn</sup>	154 32% <sup>op</sup>	72 39% <sup>kl</sup>	100 28%	29 35%	315 37%	91 38%	20 33%
About once a week	207 18%	176 17%	32 26% <sup>klpqr</sup>	139 15%	114 15%	93 14%	92 15%	207 20% <sup>klpqr</sup>	63 13%	82 17%	38 21% <sup>kl</sup>	46 13%	21 25% <sup>kl</sup>	130 15%	57 24% <sup>lm</sup>	20 33% <sup>lm</sup>
A few times each month	89 8%	79 8% <sup>klgh</sup>	10 8% <sup>gh</sup>	71 8% <sup>gh</sup>	62 8% <sup>gh</sup>	46 7% <sup>gh</sup>	43 7% <sup>gh</sup>	-	13 3% <sup>gh</sup>	21 4% <sup>gh</sup>	26 14% <sup>kl</sup>	11 3%	7 8%	45 5%	32 13% <sup>lm</sup>	13 21% <sup>lm</sup>
Less often	27 2%	27 3% <sup>klgh</sup>	-	21 2% <sup>klgh</sup>	19 2% <sup>klgh</sup>	21 3% <sup>klgh</sup>	13 2% <sup>klgh</sup>	-	-	8 2% <sup>klgh</sup>	7 4% <sup>kl</sup>	-	5 6% <sup>kl</sup>	15 2%	8 3%	6 10% <sup>lm</sup>
(NET) At least once a week	1043 90%	931 90%	112 92%	823 90%	692 89%	596 90%	549 91%	1043 100% <sup>abcd</sup>	471 97% <sup>abcd</sup>	444 94% <sup>ad</sup>	153 82%	353 97% <sup>kl</sup>	70 86%	802 93% <sup>lmn</sup>	199 84% <sup>o</sup>	42 69%

B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base 1168	1015	127	26	1071	82	529	315	324	560	440	823	1037	651
Weighted Base 1189	1019	107*	32**	1055	82*	547	301	311	538	433	821	1036	631
Every day 410 35%	379	27	4	386	24	104	145	161	182	141	316	381	233
	37%	25%	11%	37%	23%	19%	43% <sup>u</sup>	52% <sup>v</sup>	34%	32%	39%	37%	37%
Several days a week 425 37%	361	50	15	388	25	219	109	98	200	160	309	380	237
	35%	47%	46%	37%	31%	40%	36%	31%	37%	37%	38%	37%	36%
About once a week 207 18%	177	19	11	185	16	144	24	39	100	82	129	176	97
	17%	18%	35%	18%	20%	25% <sup>w</sup>	8%	13%	19%	19%	16%	17%	15%
A few times each month 89 8%	80	7	3	75	14	60	19	10	42	36	55	77	47
	8%	6%	8%	7%	17% <sup>x</sup>	11% <sup>y</sup>	6%	3%	8%	8%	7%	7%	8%
Less often 27 2%	23	4	-	21	2	20	4	3	14	15	11	21	17
	2%	4%	-	2%	3%	4%	1%	1%	3%	3%	1%	2%	3%
(NET) At least once a week 1043 90%	917	97	30	960	66	466	278	298	482	382	755	937	566
	90%	90%	92%	91% <sup>z</sup>	80%	85%	92% <sup>AA</sup>	96% <sup>AB</sup>	90%	88%	92%	90%	90%

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\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1168	515	643	447	415	295	189	258	206	209	157	102	36	273	378	225	258	651	517
Weighted Base	1159	529	621	481	413	251	188	293	202	211	126*	92*	34**	273	358	273	224	631	528
Every day	410	158	250	203	156	45	80	123	91	65	28	15	1	91	138	81	88	229	181
	35%	30%	40% <b>C</b>	42% <b>GKLM</b>	38% <b>GML</b>	18%	42% <b>GML</b>	43% <b>GML</b>	45% <b>GKLM</b>	31% <b>GM</b>	22%	17%	3%	33%	39%	30%	39%	36%	34%
Several days a week	425	215	206	167	150	106	67	101	79	71	58	38	9	114	131	98	73	245	180
	37%	41% <b>D</b>	33%	35%	36%	42%	35%	34%	39%	34%	46%	42%	28%	42%	37%	36%	32%	39%	34%
About once a week	207	99	106	80	67	57	30	50	29	38	28	19	11	37	60	64	38	97	111
	18%	19%	17%	17%	16%	23%	16%	17%	15%	18%	22%	20%	32%	14%	17%	23% <b>QOS</b>	17%	15%	21% <b>D</b>
A few times each month	89	44	45	26	31	32	9	17	3	27	10	12	10	29	18	26	17	46	43
	8%	8%	7%	5%	7% <b>J</b>	13% <b>EHJL</b>	5%	6%	2%	13% <b>EHJL</b>	8% <b>J</b>	13% <b>EJ</b>	29%	11% <b>P</b>	5%	9%	7%	7%	8%
Less often	27	13	15	5	9	12	3	2	-	9	2	8	2	3	11	5	9	14	13
	2%	2%	2%	1%	2%	5% <b>MLL</b>	1%	1%	-	4% <b>MLL</b>	1%	5% <b>EFHL</b>	7%	1%	3%	2%	4%	2%	3%
(NET) At least once a week	1043	473	561	450	373	208	177	274	199	175	114	73	21	242	329	242	199	571	472
	90%	89%	90%	94% <b>GKM</b>	90% <b>GKM</b>	83%	94% <b>GKM</b>	93% <b>GKM</b>	98% <b>FGH</b>	83%	91% <b>MM</b>	79%	63%	88%	92%	89%	89%	90%	89%

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1168	556	185	130	204	131	198	174	787	381
Weighted Base	1159	567	201	115*	194	135*	207	159*	775	384
Every day	410	227	62	17	72	68	91	67	238	172
	35%	40%	31%	15%	37%	50%	44%	42%	31%	45%
Several days a week	425	208	73	49	66	55	68	62	290	136
	37%	37%	36%	43%	34%	41%	33%	39%	37%	35%
About once a week	207	89	47	24	31	9	41	23	147	61
	18%	16%	23%	21%	16%	6%	20%	14%	19%	16%
A few times each month	89	32	17	17	18	4	7	6	75	14
	8%	6%	8%	15%	10%	3%	3%	4%	10%	4%
Less often	27	10	3	8	6	*	-	2	25	2
	2%	2%	2%	7%	3%	*	-	1%	3%	1%
(NET) At least once a week	1043	524	182	90	169	131	200	152	674	368
	90%	93%	90%	78%	87%	97%	97%	95%	87%	96%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1168	77	41	50	77	86	52	501	217	213	237
Weighted Base	1159	147*	78*	94*	151*	163*	108*	957	101	62	39
Every day	410	69	28	25	56	47	32	323	45	28	14
	35%	47% <sup>lmp</sup>	36%	27%	37%	29%	30%	34%	44% <sup>lmp</sup>	45% <sup>lmp</sup>	35%
Several days a week	425	44	28	34	53	66	44	355	34	22	15
	37%	30%	36%	36%	35%	40%	40%	37%	34%	35%	37%
About once a week	207	23	12	23	31	25	24	182	10	8	7
	18%	15%	15%	25% <sup>lq</sup>	21% <sup>lq</sup>	16%	22% <sup>lq</sup>	19% <sup>lqr</sup>	10%	13%	19% <sup>lq</sup>
A few times each month	89	8	7	9	6	21	6	73	9	4	3
	8%	5%	10%	10%	4%	13% <sup>lmm</sup>	6%	8%	9%	6%	8%
Less often	27	3	2	2	6	4	2	24	3	*	*
	2%	2%	2%	2%	4%	2%	2%	2%	3%	1%	1%
(NET) At least once a week	1043	130	69	82	140	139	99	860	89	55	36
	90%	93%	88%	86%	93%	85%	92%	90%	88%	93%	91%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.11. How often, on average, do you use Netflix?

Base : All who have used Netflix in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1168	1055	101	181	157	292	131	210	57	1124	44	7	37	1124
Weighted Base	1159	988	154*	168	168*	293	136*	200	64*	1134	25**	4**	21**	1134
Every day	410	354	54	48	61	118	69	91	19	409	1	-	1	409
	35%	36%	35%	29%	37%	40%w	51%A	45%w	30%	36%	4%	-	4%	36%
Several days a week	425	366	53	74	66	117	42	64	26	412	14	4	10	412
	37%	37%	35%	44%	39%	40%	31%	32%	42%	36%	54%	85%	47%	36%
About once a week	207	165	34	32	23	37	17	34	8	201	6	-	6	201
	18%	17%	22%	19%	14%	13%	13%	17%	13%	18%	23%	-	28%	18%
A few times each month	89	80	9	8	15	18	5	8	6	85	4	-	4	85
	8%	8%	6%	5%	9%	6%	4%	4%	10%	7%	17%	7%	19%	7%
Less often	27	23	4	6	3	2	2	4	4	27	1	*	*	27
	2%	2%	3%	4%	2%	1%	1%	2%	5%w	2%	3%	7%	2%	2%
(NET) At least once a week	1043	885	141	154	150	273	129	189	54	1022	20	4	17	1022
	90%	90%	92%	92%	89%	93%	95%	94%A	84%	90%	81%	85%	80%	90%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

	Total	PSB/Non-PSB Users								Most valued service			PSB usage			
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	730	679	51	618	529	460	406	553	577	289	127	197	50	542	153	35
Weighted Base	758	699	58*	631	550	464	418	556	597	299	125*	190	39**	546	171	40**
Every day	146	133	13	125	112	96	89	120	146	68	4	45	5	125	21	*
19%	19%	23%	20%	20%	21%	21%	22%	25%	23%	3%	23%	14%	23%	13%	1%	
Several days a week	292	271	20	248	210	191	160	241	292	122	55	78	15	227	57	8
39%	39%	35%	39%	35%	41%	38%	43%	43%abcd	41%	44%	41%	38%	42%	34%	19%	
About once a week	159	146	12	128	113	93	87	110	159	54	22	35	11	101	47	11
21%	21%	21%	20%	20%	20%	21%	20%	20%	27%cd	18%	17%	18%	29%	18%	27%	28%
A few times each month	92	84	9	70	57	39	43	59	-	41	24	24	7	63	20	9
12%	12%h	15%h	11%h	10%h	9%h	10%h	11%h	-	14%h	19%	13%	18%	12%	12%	21%	
Less often	68	64	4	59	58	45	39	26	-	15	21	8	*	30	25	13
9%	9%gh	6%h	9%gh	11%gh	10%gh	9%gh	9%h	-	5%h	17%k	4%	1%	6%	15%n	31%	
(NET) At least once a week	597	551	46	501	435	380	336	471	597	243	80	158	32	452	126	19
79%	79%	79%	80%	79%	82%	80%	85%a	100%abcd	81%	64%	83%k	81%	85%n	73%	48%	

B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	730	651	60	19	671	47	319	201	210	338	290	550	663	439
Weighted Base	758	672	60*	26**	690	54*	360	201	197	332	304	574	693	448
Every day	146	136	10	-	138	8	32	63	52	56	55	119	137	90
	19%	20%	17%	1%	20%	15%	9%	31% <sup>u</sup>	23% <sup>v</sup>	17%	18%	21%	20%	20%
Several days a week	292	260	23	9	265	22	142	70	80	133	113	231	272	168
	39%	39%	39%	34%	38%	41%	40%	35%	41%	40%	37%	40%	39%	38%
About once a week	159	139	11	9	142	14	86	40	32	68	66	125	144	101
	21%	21%	19%	35%	21%	26%	24%	20%	16%	21%	22%	22%	21%	22%
A few times each month	92	81	7	4	80	10	51	20	21	57	32	54	81	38
	12%	12%	12%	16%	12%	19%	14%	10%	11%	17% <sup>x</sup>	17% <sup>y</sup>	10%	9%	12%
Less often	68	57	8	4	64	-	49	8	12	18	40	45	59	50
	9%	8%	13%	14%	9%	-	14% <sup>w</sup>	4%	6%	5%	13% <sup>z</sup>	8%	8%	11% <sup>A</sup>
(NET) At least once a week	597	535	44	18	546	44	260	173	164	257	233	475	554	359
	79%	80%	74%	70%	79%	81%	72%	66% <sup>u</sup>	63% <sup>v</sup>	77%	77%	83%	80%	80%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	730	336	388	266	277	183	97	169	141	136	95	61	27	196	246	124	147	442	288
Weighted Base	758	365	389	269	295	189	87*	182*	147*	148*	87*	65*	37**	208	229	162*	142*	437	320
Every day	146	67	79	59	64	22	17	41	45	19	8	6	8	39	40	26	36	79	67
	19%	18%	20%	22% <b>GL</b>	22% <b>GL</b>	11%	20%	23% <b>GL</b>	31% <b>GKLM</b>	13%	9%	9%	21%	19%	17%	16%	25%	18%	21%
Several days a week	292	151	139	108	117	65	30	79	61	57	30	24	11	77	98	63	45	175	117
	39%	41%	36%	40%	40%	34%	34%	43%	41%	38%	34%	37%	30%	37%	43%	39%	32%	40%	36%
About once a week	159	90	68	52	62	44	20	31	28	33	24	15	6	40	47	44	26	87	72
	21%	25%	17%	19%	21%	23%	23%	17%	19%	23%	27%	23%	15%	19%	21%	27%	18%	20%	22%
A few times each month	92	32	60	37	29	26	16	22	8	21	11	10	4	31	26	20	15	57	35
	12%	9%	15% <b>C</b>	14%	10%	14%	18% <b>J</b>	12%	6%	14%	13%	16%	11%	15%	11%	12%	11%	13%	11%
Less often	68	26	43	13	22	33	4	8	5	18	15	10	8	21	18	10	20	39	29
	9%	7%	11%	5%	8%	17% <b>EFHJ</b>	5%	5%	3%	12% <b>EJ</b>	17% <b>EFHI</b>	10% <b>EL</b>	22%	10%	8%	6%	14%	9%	9%
(NET) At least once a week	697	307	286	219	243	130	67	152	134	109	61	44	25	156	185	132	107	342	256
	79%	84% <b>D</b>	74%	81% <b>G</b>	82% <b>GLM</b>	69%	77%	83% <b>GM</b>	91% <b>EGHM</b>	74%	70%	69%	67%	75%	81%	82%	76%	78%	80%

B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	730	351	106	86	130	77	137	110	485	245
Weighted Base	758	354	128*	90*	135*	79*	142*	113*	503	254
Every day	146	66	21	16	29	24	39	21	87	59
	19%	19%	16%	18%	22%	30% <sup>h</sup>	28% <sup>h</sup>	18%	17%	23%
Several days a week	292	158	44	31	48	36	52	49	192	100
	39%	45%	34%	35%	36%	45%	37%	43%	38%	39%
About once a week	159	73	35	18	22	8	25	14	119	40
	21%	21%	27%	21%	16%	11%	18%	12%	24% <sup>h</sup>	16%
A few times each month	92	40	14	11	15	7	20	19	55	38
	12%	11%	11%	13%	11%	9%	14%	17%	11%	15%
Less often	68	17	14	13	21	4	5	10	51	17
	9%	5%	11%	15%	15% <sup>h</sup>	5%	4%	9%	10%	7%
(NET) At least once a week	697	297	99	60	99	68	117	83	398	199
	72%	84% <sup>h</sup>	78%	73%	73%	86%	82%	74%	79%	78%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	730	48	29	40	47	59	32	333	141	132	124
Weighted Base	758	91*	54**	75*	92*	112*	68*	633	66	38	21
Every day	146	23	4	11	22	21	5	115	17	9	5
	19%	25%	6%	15%	24%	19%	7%	18%	26%	24%	24%
Several days a week	292	40	17	29	34	42	26	252	19	15	6
	39%	44%	32%	39%	37%	37%	38%	40%	28%	39%	31%
About once a week	159	13	15	19	15	21	23	130	16	8	5
	21%	15%	27%	25%	17%	19%	35%	21%	24%	20%	24%
A few times each month	92	9	10	12	10	20	8	77	8	5	3
	12%	10%	18%	16%	11%	18%	12%	12%	12%	13%	15%
Less often	68	6	9	4	11	8	6	59	7	2	1
	9%	6%	17%	5%	12%	7%	9%	9%	10%	4%	7%
(NET) At least once a week	597	76	35	59	71	84	54	498	52	31	16
	79%	84%	65%	79%	77%	75%	79%	79%	78%	83%	79%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.12. How often, on average, do you use Amazon Prime Video?

Base : All who have used Amazon Prime Video in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	730	679	48	112	90	204	76	136	24	724	6	1	5	724
Weighted Base	758	681	73*	117*	106*	199	79*	134*	33**	755	3**	2**	1**	755
Every day	146	126	20	11	22	38	17	34	8	146	-	-	-	146
	19%	19%	27%	9%	21%	19%	21%	25% <b>low</b>	24%	19%	-	-	-	19%
Several days a week	292	262	28	53	45	85	36	52	13	291	1	-	1	291
	39%	38%	38%	45%	42%	43%	46%	39%	40%	39%	34%	-	79%	39%
About once a week	159	143	14	34	14	43	17	19	8	158	*	-	*	158
	21%	21%	20%	29% <b>low</b>	13%	22%	21%	14%	24%	21%	9%	-	21%	21%
A few times each month	92	86	6	9	10	24	7	14	*	92	-	-	-	92
	12%	13%	9%	8%	10%	12%	9%	10%	1%	12%	-	-	-	12%
Less often	68	64	4	11	15	9	2	15	4	67	2	2	-	67
	9%	9%	6%	9%	14% <b>low</b>	4%	3%	11%	11%	9%	57%	100%	-	9%
(NET) At least once a week	597	531	62	97	80	166	70	105	29	596	1	-	1	596
	79%	78%	85%	83%	76%	84%	88%	79%	88%	79%	43%	-	100%	79%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	422	386	36	346	278	235	215	359	227	212	55	142	38	346	59	17
Weighted Base	414	387	27**	353	293	236	230	343	221	201	67**	126*	26**	321	71*	21**
Every day	82	75	7	66	61	45	50	70	42	52	12	29	7	72	10	-
20%		19%	26%	19%	21%	19%	22%	20%	19%	26%	18%	23%	27%	22%	14%	-
Several days a week	128	119	7	110	89	76	70	112	77	58	17	39	3	100	21	4
30%		31%	25%	31%	30%	32%	30%	33%	35%	29%	26%	31%	13%	31%	29%	20%
About once a week	94	89	5	81	65	58	52	80	58	45	16	25	6	68	21	6
23%		23%	19%	23%	22%	25%	23%	23%	26%	22%	24%	20%	21%	21%	29%	27%
A few times each month	68	64	4	56	45	30	30	48	23	35	14	20	7	42	17	9
16%		16%	16%	16%	15%	13%	13%	14%	11%	18%	21%	16%	27%	13%	24%	41%
Less often	45	41	4	39	33	28	28	33	21	11	8	12	3	39	3	3
11%		11%	14%	11%	11%	12%	10%	9%	6%		11%	10%	11%	12%	4%	13%
(NET) At least once a week	301	282	19	258	215	178	172	262	177	154	45	93	16	240	51	10
73%		73%	70%	73%	73%	76%	75%	76%	80%	77%	68%	74%	62%	75%	72%	47%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	422	373	41	8	394	23	150	119	153	223	147	314	390	254
Weighted Base	414	363	42**	9**	386	21**	173	114*	127*	213	159*	309	387	253
Every day	82	78	3	-	73	8	24	38	20	46	23	57	75	43
20%	22%	8%	-	19%	40%	14%	14%	33%	16%	22%	15%	18%	19%	17%
Several days a week	125	110	13	2	115	8	58	24	43	70	51	93	120	75
30%	30%	30%	32%	25%	30%	38%	34%	22%	34%	33%	32%	30%	31%	30%
About once a week	94	82	7	5	94	*	41	26	27	46	38	70	89	58
23%	23%	17%	17%	52%	24%	2%	24%	23%	22%	21%	24%	23%	23%	23%
A few times each month	68	56	10	2	65	2	32	15	21	34	29	54	62	45
16%	15%	23%	23%	17%	17%	11%	19%	13%	16%	16%	18%	17%	16%	18%
Less often	45	36	8	-	39	2	18	10	16	16	19	35	41	32
11%	10%	19%	-	10%	9%	11%	11%	9%	13%	7%	12%	11%	11%	13%
(NET) At least once a week	301	270	24	7	282	16	122	89	90	164	112	220	285	177
73%	74%	57%	77%	73%	80%	71%	78%	71%	77%	77%	70%	71%	74%	70%

B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	422	188	231	223	153	40	92	131	85	68	21	14	5	98	151	76	87	247	175
Weighted Base	414	201	210	216	155*	37**	83*	133*	79*	76*	16**	14**	7**	104*	145*	84*	72*	249	164*
Every day	82	40	41	46	31	3	12	34	22	9	3	*	-	15	35	13	16	50	31
	20%	20%	20%	21%	20%	8%	14%	25%	28%	12%	16%	2%	-	15%	24%	16%	22%	20%	19%
Several days a week	125	60	65	62	52	10	22	40	28	24	6	2	2	37	49	24	13	85	40
	30%	30%	31%	29%	33%	27%	27%	30%	36%	31%	38%	14%	27%	38%	33%	29%	18%	34%	24%
About once a week	94	56	37	50	34	8	18	32	13	22	1	5	2	29	27	21	17	56	38
	23%	28%	18%	23%	22%	22%	22%	24%	16%	28%	3%	38%	35%	27%	19%	25%	24%	22%	23%
A few times each month	68	23	43	37	20	11	20	17	8	12	5	4	2	16	19	18	14	34	33
	16%	11%	20%	17%	13%	29%	25%	12%	11%	16%	30%	27%	34%	15%	13%	21%	19%	14%	20%
Less often	45	21	23	22	17	5	10	12	8	10	2	3	*	8	16	8	12	24	21
	11%	11%	11%	10%	11%	14%	12%	9%	10%	13%	14%	20%	4%	8%	11%	10%	17%	9%	13%
(NET) At least once a week	301	157	144	157	117	21	52	105	63	54	9	7	4	80	111	58	46	191	110
	73%	78%	68%	72%	76%	57%	63%	79%	80%	71%	57%	54%	62%	77%	76%	69%	64%	77%	67%

B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	422	228	68	21	66	79	111	84	219	203
Weighted Base	414	242	73*	20**	55*	73*	98*	77*	224	189
Every day	82	46	15	2	15	18	24	13	37	45
20%		19%	20%	11%	28%	25%	25%	17%	16%	24%
Several days a week	125	77	16	6	18	27	38	30	56	69
30%		32%	21%	32%	34%	38%	38%	39%	25%	36%
About once a week	94	55	23	4	8	13	18	13	61	33
23%		23%	32%	20%	15%	18%	18%	16%	27%	18%
A few times each month	68	33	14	4	8	11	11	16	38	30
16%		14%	19%	23%	14%	15%	17%	21%	17%	16%
Less often	45	31	5	3	5	4	8	5	33	12
11%		13%	7%	15%	9%	5%	8%	7%	15%	6%
(NET) At least once a week	301	178	53	12	42	58	79	56	154	147
73%		74%	73%	62%	76%	80%	81%	72%	69%	78%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	422	23	14	11	33	33	21	172	87	83	80
Weighted Base	414	45**	27**	21**	64*	64*	45**	333	42*	25*	14*
Every day	82	12	4	5	16	16	4	68	6	5	3
20%		26%	13%	26%	24%	25%	10%	20%	15%	19%	20%
Several days a week	125	22	10	2	21	22	6	103	12	7	4
30%		49%	37%	9%	33%	34%	14%	31%	28%	26%	29%
About once a week	94	4	6	10	6	16	15	76	9	6	3
23%		8%	22%	47%	9%	24%	34%	23%	22%	23%	22%
A few times each month	68	4	4	4	10	9	12	51	8	6	2
16%		9%	15%	19%	16%	14%	26%	15%	20%	25%	18%
Less often	45	4	4	-	12	2	7	35	6	2	1
11%		9%	14%	-	18%	3%	15%	10%	13%	8%	11%
(NET) At least once a week	301	37	19	17	43	53	26	247	27	17	10
73%		82%	72%	81%	66%	63%	58%	74%	65%	68%	72%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.13. How often, on average, do you use Disney +?

Base : All who have used Disney + in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	422	374	43	66	54	128	64	116	15	420	2	-	2	420
Weighted Base	414	339	68*	60*	50*	132*	73*	111*	20**	411	2**	-**	2**	411
Every day	82	64	17	4	19	25	14	29	5	82	-	-	-	82
	20%	19%	25%	7%	38% <b>w</b>	19%	19%	27%	23% <b>w</b>	20%	-	-	-	20%
Several days a week	125	97	27	13	15	49	33	31	6	125	-	-	-	125
	30%	29%	39%	22%	31%	38%	45% <b>w</b>	28%	31%	30%	-	-	-	30%
About once a week	94	84	8	19	8	34	17	23	4	92	2	-	2	92
	23%	25%	12%	31%	15%	26%	23%	21%	21%	22%	85%	-	85%	22%
A few times each month	68	55	10	15	5	18	6	21	4	68	-	-	-	68
	16%	16%	15%	24%	11%	14%	9%	19%	19%	17%	-	-	-	17%
Less often	45	38	6	10	2	5	3	7	4	44	-	-	-	44
	11%	11%	9%	16% <b>w</b>	4%	4%	4%	7%	2%	11%	15%	-	15%	11%
(NET) At least once a week	301	245	52	36	42	108	63	83	16	299	2	-	2	299
	73%	72%	76%	60%	85% <b>w</b>	82% <b>w</b>	87% <b>w</b>	75%	79%	73%	85%	-	85%	73%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	126	117	9	110	89	77	72	93	73	66	17	38	10	94	27	5
Weighted Base	153*	141*	12**	134*	110*	95*	90*	104*	85*	83*	23**	41**	13**	109*	36**	8**
Every day	35	29	5	29	26	22	24	24	23	20	2	12	*	31	4	*
	23%	21%	45%	21%	24%	23%	27%	23%	27%	24%	8%	30%	4%	28%	10%	3%
Several days a week	47	47	-	45	41	34	34	38	33	32	7	12	7	28	17	2
	31%	34%	-	34%	37%	36%	38%	36%	39%	39%	32%	28%	55%	26%	49%	23%
About once a week	32	27	5	23	15	16	11	23	19	18	8	7	*	22	6	4
	21%	19%	38%	17%	14%	16%	12%	22%	22%	21%	35%	17%	3%	20%	16%	51%
A few times each month	26	24	2	24	17	14	12	11	8	6	4	5	2	18	7	2
	17%	17%	17%	18%	16%	15%	13%	10%	10%	7%	17%	13%	14%	17%	18%	23%
Less often	13	13	-	13	11	9	9	8	3	7	2	4	3	10	2	-
	8%	9%	-	9%	10%	9%	10%	8%	3%	9%	9%	10%	25%	9%	6%	-
(NET) At least once a week	114	104	10	97	82	72	70	85	74	70	17	31	8	81	27	6
	74%	74%	83%	72%	75%	76%	77%	82%	87%	84%	74%	76%	61%	74%	75%	77%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	126	114	10	2	108	14	63	34	29	79	45	89	108	76
Weighted Base	153*	134*	15**	4**	127*	20**	86*	35**	32**	90*	53*	112*	133*	90*
Every day	35	29	3	2	28	6	14	12	8	21	12	24	31	20
	23%	22%	23%	47%	22%	29%	16%	35%	27%	23%	23%	22%	23%	22%
Several days a week	47	43	4	-	41	7	30	9	8	37	19	37	45	33
	31%	32%	29%	-	32%	32%	35%	25%	26%	40%	36%	33%	34%	37%
About once a week	32	32	-	-	24	6	19	8	6	17	11	27	28	18
	21%	24%	-	-	19%	28%	22%	21%	18%	19%	20%	24%	21%	19%
A few times each month	26	17	7	2	25	2	18	3	5	11	8	12	19	14
	17%	13%	46%	53%	19%	9%	21%	9%	16%	13%	15%	11%	14%	15%
Less often	13	12	*	-	9	*	6	3	4	5	3	11	11	5
	8%	9%	1%	-	7%	1%	7%	9%	12%	5%	5%	10%	8%	6%
(NET) At least once a week	114	104	8	2	93	18	63	29	23	74	42	89	103	71
	74%	78%	52%	47%	73%	90%	73%	82%	72%	82%	80%	79%	78%	79%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	126	59	65	64	44	17	23	41	22	22	10	4	3	35	42	27	17	77	49
Weighted Base	153*	75*	75*	85*	48**	19**	35**	50**	23**	25**	11**	4**	4**	44**	61*	32**	14**	104*	48**
Every day	35	18	17	16	12	5	1	15	6	6	2	2	2	8	17	5	4	25	9
	23%	24%	22%	19%	25%	28%	2%	31%	25%	24%	16%	44%	45%	19%	28%	16%	30%	24%	19%
Several days a week	47	27	20	29	13	5	12	17	7	6	3	2	-	13	19	13	2	32	15
	31%	36%	27%	34%	28%	27%	34%	35%	33%	23%	31%	40%	-	30%	32%	42%	11%	31%	31%
About once a week	32	14	17	19	9	4	10	9	4	5	4	*	-	16	7	8	1	23	9
	21%	18%	22%	23%	18%	22%	29%	18%	17%	20%	33%	11%	-	36%	12%	24%	8%	22%	19%
A few times each month	26	16	10	13	11	2	7	6	4	8	*	*	2	5	10	5	5	15	11
	17%	22%	14%	15%	23%	12%	21%	11%	15%	31%	2%	5%	49%	11%	17%	16%	33%	15%	23%
Less often	13	-	11	8	3	2	5	3	2	1	2	-	*	2	7	1	3	9	4
	8%	-	15%	9%	6%	12%	14%	5%	10%	2%	18%	-	6%	4%	12%	2%	18%	9%	8%
(NET) At least once a week	114	59	53	64	34	14	22	42	17	16	9	4	2	37	43	26	7	80	33
	74%	78%	71%	76%	71%	76%	64%	84%	75%	67%	80%	95%	45%	85%	71%	82%	49%	77%	69%

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	128	71	17	6	20	24	25	32	66	60
Weighted Base	153*	89*	20**	3**	24**	33**	31**	40**	78*	75*
Every day	35	24	2	*	6	12	9	8	15	20
	23%	27%	11%	7%	24%	37%	30%	20%	19%	26%
Several days a week	47	33	3	2	4	9	10	14	26	21
	31%	37%	13%	54%	16%	29%	33%	34%	33%	29%
About once a week	32	17	9	1	4	7	9	7	14	18
	21%	19%	45%	29%	18%	21%	27%	18%	18%	24%
A few times each month	26	11	2	*	8	3	1	9	15	12
	17%	13%	11%	3%	33%	8%	3%	23%	19%	16%
Less often	13	3	4	*	2	2	2	9	9	4
	8%	3%	20%	6%	9%	6%	6%	5%	11%	5%
(NET) At least once a week	114	75	14	3	14	28	28	29	54	59
	74%	84%	69%	91%	58%	86%	91%	72%	70%	79%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	128	8	9	2	17	15	5	71	15	20
Weighted Base	153*	15**	17**	4**	33**	29**	12**	136*	7**	6**
Every day	35	2	6	-	14	2	-	32	1	-
	23%	12%	34%	-	42%	7%	-	24%	18%	-
Several days a week	47	8	2	-	11	11	3	43	2	2
	31%	53%	12%	-	34%	40%	22%	32%	22%	40%
About once a week	32	4	2	4	2	8	4	27	2	2
	21%	24%	11%	100%	7%	27%	38%	20%	25%	32%
A few times each month	26	2	4	-	4	6	5	23	2	1
	17%	12%	22%	-	11%	20%	40%	17%	26%	9%
Less often	13	-	4	-	2	2	-	10	1	1
	8%	-	22%	-	6%	6%	-	8%	8%	18%
(NET) At least once a week	114	13	9	4	27	21	7	103	5	4
	74%	88%	57%	100%	83%	74%	60%	76%	66%	73%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.14. How often, on average, do you use Apple TV +?

Base : All who have used Apple TV + in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	126	107	17	15	22	39	22	32	6	125	1	1	-	125
Weighted Base	153*	122*	29**	16**	28**	52**	31**	38**	8**	153*	***	***	-**	153*
Every day	35	29	6	3	4	15	5	6	2	35	-	-	-	35
	23%	23%	21%	16%	14%	29%	18%	15%	23%	23%	-	-	-	23%
Several days a week	47	39	8	5	9	14	7	21	2	47	-	-	-	47
	31%	32%	29%	30%	33%	26%	22%	55%	24%	31%	-	-	-	31%
About once a week	32	30	2	3	5	11	8	4	2	32	-	-	-	32
	21%	24%	8%	19%	19%	21%	26%	10%	29%	21%	-	-	-	21%
A few times each month	26	14	12	5	6	6	11	5	2	26	-	-	-	26
	17%	12%	42%	35%	23%	11%	34%	14%	22%	17%	-	-	-	17%
Less often	13	11	-	-	3	6	-	2	-	12	-	-	-	12
	8%	9%	-	-	12%	12%	-	6%	3%	8%	100%	100%	-	8%
(NET) At least once a week	114	97	17	10	18	40	20	31	6	114	-	-	-	114
	74%	79%	58%	65%	65%	77%	66%	81%	75%	75%	-	-	-	75%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

	Total	PSB/Non-PSB Users								Most valued service			PSB usage			
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	47	46	1	42	36	34	26	34	25	20	8	13	2	36	7	4
Weighted Base	68*	68*	***	63*	55**	51**	40**	49**	37**	25**	13**	16**	3**	51**	10**	6**
Every day	12	12	-	12	12	10	8	8	4	8	-	4	-	12	-	-
Several days a week	17%	17%	-	19%	21%	19%	20%	16%	10%	32%	-	24%	-	23%	-	-
16	15	-	15	12	13	9	14	9	7	3	5	+	10	4	-	
22%	22%	-	23%	23%	26%	22%	28%	24%	26%	26%	32%	15%	20%	42%	-	
About once a week	22	22	*	20	18	18	14	15	16	9	4	6	2	20	2	-
32%	32%	100%	32%	33%	34%	36%	30%	43%	35%	29%	40%	85%	39%	20%	-	
A few times each month	11	11	-	9	4	4	2	7	3	1	4	*	-	7	-	4
16%	16%	-	14%	8%	9%	6%	14%	7%	4%	30%	1%	-	14%	-	63%	
Less often	8	8	-	8	8	6	6	6	6	-	2	*	-	2	4	2
12%	12%	-	13%	15%	12%	16%	12%	16%	16%	-	15%	2%	-	4%	38%	37%
(NET) At least once a week	49	48	*	46	42	41	31	36	29	24	7	15	3	42	6	-
72%	71%	100%	73%	77%	79%	78%	73%	77%	96%	55%	96%	100%	82%	62%	-	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	47	45	1	1	40	5	27	13	7	24	23	38	40	37
Weighted Base	68*	65*	2**	***	57*	7**	41**	19**	8**	36**	31**	55**	57*	50**
Every day	12	12	-	-	12	-	4	6	2	6	6	12	12	12
17%	18%	-	-	-	20%	-	9%	33%	22%	21%	26%	21%	20%	24%
Several days a week	15	12	2	-	12	3	7	6	2	9	7	8	13	11
22%	19%	100%	-	21%	43%	16%	31%	29%	-	25%	23%	15%	22%	21%
About once a week	22	22	-	-	18	2	14	4	4	10	11	20	16	20
32%	34%	-	-	32%	27%	34%	24%	47%	-	29%	35%	36%	28%	41%
A few times each month	11	11	-	-	7	2	10	*	*	6	*	9	9	3
16%	17%	-	-	12%	30%	26%	3%	2%	-	17%	2%	16%	15%	5%
Less often	8	8	-	*	8	-	7	2	-	3	4	6	8	5
12%	12%	-	100%	14%	-	16%	9%	-	-	7%	14%	11%	14%	9%
(NET) At least once a week	49	46	2	-	42	5	24	17	8	27	26	40	40	42
72%	71%	100%	-	74%	70%	58%	88%	98%	-	75%	84%	73%	70%	85%

B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	47	25	21	24	18	4	12	12	11	7	2	1	1	9	14	9	14	23	24
Weighted Base	68*	33**	34**	37**	28**	1**	17**	20**	15**	13**	***	***	***	13**	18**	16**	19**	31**	37**
Every day	12	4	8	8	4	-	6	2	2	2	-	-	-	-	4	4	4	4	8
	17%	12%	23%	21%	14%	-	34%	10%	12%	15%	-	-	-	-	21%	26%	19%	12%	21%
Several days a week	15	7	7	9	5	*	2	7	5	-	-	-	*	3	2	5	5	5	10
	22%	22%	20%	25%	19%	22%	13%	34%	36%	-	-	-	100%	20%	13%	29%	28%	16%	27%
About once a week	22	13	9	11	9	-	6	5	3	6	-	-	-	2	8	5	5	10	12
	32%	38%	28%	30%	32%	-	38%	24%	23%	42%	-	-	-	17%	43%	29%	29%	33%	32%
A few times each month	11	5	6	9	2	*	2	6	2	-	*	-	-	4	2	2	2	7	4
	16%	16%	17%	24%	7%	20%	15%	32%	13%	-	41%	-	-	32%	13%	15%	11%	21%	12%
Less often	8	4	4	-	8	*	-	-	2	5	*	*	-	4	2	-	3	6	3
	12%	12%	13%	-	28%	58%	-	-	16%	42%	59%	100%	-	31%	10%	-	14%	18%	7%
(NET) At least once a week	49	24	24	28	18	*	15	14	11	8	-	*	-	5	14	14	14	19	30
	72%	72%	70%	76%	65%	22%	85%	68%	71%	58%	-	-	100%	37%	77%	85%	76%	61%	81%

B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	47	20	10	4	10	8	12	7	29	18
Weighted Base	68*	30**	18**	2**	14**	12**	20**	9**	38**	30**
Every day	12	6	4	-	2	2	2	-	8	4
	17%	21%	20%	-	13%	17%	10%	-	20%	13%
Several days a week	15	9	2	*	3	10	7	3	3	12
	22%	30%	13%	6%	23%	81%	33%	33%	8%	39%
About once a week	22	7	4	-	9	*	5	6	14	8
	32%	22%	20%	-	63%	2%	27%	65%	37%	27%
A few times each month	11	2	9	-	*	-	6	*	5	6
	16%	8%	47%	-	15%	-	31%	2%	13%	21%
Less often	8	6	-	2	-	-	-	-	8	-
	12%	20%	-	94%	-	-	-	-	22%	-
(NET) At least once a week	49	22	10	*	14	12	14	9	25	24
	72%	72%	53%	6%	99%	100%	69%	98%	65%	79%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	47	8	1	3	4	7	2	33	5	4	5
Weighted Base	68*	15**	2**	6**	8**	14**	4**	64*	2**	1**	1**
Every day	12	4	-	-	2	-	-	12	-	-	-
	17%	27%	-	-	24%	-	-	18%	-	-	-
Several days a week	15	-	-	-	2	4	4	14	1	-	*
	22%	-	-	-	28%	31%	100%	22%	39%	-	16%
About once a week	22	7	-	6	2	4	-	21	*	1	*
	32%	48%	-	100%	24%	27%	-	32%	22%	60%	26%
A few times each month	11	-	2	-	2	2	-	10	*	-	1
	16%	-	100%	-	24%	15%	-	16%	22%	-	58%
Less often	8	4	-	-	-	4	-	7	*	*	-
	12%	25%	-	-	-	26%	-	12%	17%	40%	-
(NET) At least once a week	49	12	-	6	6	8	4	46	1	1	*
	72%	75%	-	100%	76%	58%	100%	73%	61%	60%	42%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.15. How often, on average, do you use Britbox?

Base : All who have used Britbox in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	47	42	5	9	6	13	4	7	6	47	-	-	-	47
Weighted Base	68*	59*	9**	13**	9**	19**	5**	10**	13**	68*	-**	-**	-**	68*
Every day	12	8	4	4	4	2	-	-	2	12	-	-	-	12
	17%	13%	47%	29%	45%	10%	-	-	18%	17%	-	-	-	17%
Several days a week	15	12	3	2	4	7	*	2	5	15	-	-	-	15
	22%	20%	32%	18%	47%	35%	9%	23%	38%	22%	-	-	-	22%
About once a week	22	20	2	2	-	9	*	6	-	22	-	-	-	22
	32%	34%	21%	17%	-	44%	7%	58%	-	32%	-	-	-	32%
A few times each month	11	11	-	-	1	*	4	*	6	11	-	-	-	11
	16%	19%	-	4%	8%	1%	84%	2%	45%	16%	-	-	-	16%
Less often	8	8	-	4	-	2	-	2	-	8	-	-	-	8
	12%	14%	-	32%	-	10%	-	18%	-	12%	-	-	-	12%
(NET) At least once a week	49	40	9	8	8	17	1	8	7	49	-	-	-	49
	72%	67%	100%	64%	92%	89%	16%	80%	55%	72%	-	-	-	72%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	266	250	16	231	205	184	176	209	134	118	53	79	21	199	53	14
Weighted Base	282	263	19**	248	216	182	170	215	147*	142*	50*	80*	22**	215	52*	15**
Every day	49	45	3	43	38	30	31	41	21	27	4	18	-	40	9	-
	17%	17%	18%	17%	18%	16%	18%	19%	14%	19%	8%	23%	-	19%	17%	-
Several days a week	86	83	3	79	71	59	54	61	49	45	18	23	7	72	14	*
	31%	32%	16%	32%	33%	33%	32%	28%	33%	32%	37%	29%	32%	33%	27%	2%
About once a week	71	67	4	64	55	51	46	59	46	35	13	21	3	55	14	2
	25%	26%	19%	26%	26%	28%	27%	27%	31%	25%	26%	26%	14%	26%	26%	17%
A few times each month	35	30	5	30	21	14	13	27	16	16	10	8	4	21	11	4
	12%	11%	26%	12%	10%	8%	8%	13%	11%	11%	21%	9%	19%	10%	21%	25%
Less often	41	37	4	33	31	29	26	27	16	18	4	10	8	27	5	8
	14%	14%	21%	13%	14%	16%	15%	12%	11%	13%	8%	12%	35%	13%	9%	56%
(NET) At least once a week	206	196	10	185	164	140	131	161	116	107	36	63	10	167	36	3
	73%	75%	53%	74%	76%	77%	77%	75%	79%	76%	71%	78%	46%	78%	70%	19%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base 266	236	26	4	254	11	118	80	68	108	130	203	233	185
Weighted Base 282	255	21**	6**	271	9**	128*	83*	71*	117*	137*	211	250	183
Every day 49 17%	43	6	+	47	2	18	18	13	24	17	33	46	29
Several days a week 86 31%	81	5	-	83	4	39	28	19	36	45	71	77	60
About once a week 71 25%	69	2	-	69	-	34	16	21	29	39	53	62	48
A few times each month 35 12%	27%	11%	-	25%	-	26%	20%	29%	24%	28%	25%	25%	26%
Less often 41 14%	28	5	2	32	3	19	11	5	16	18	24	30	21
(NET) At least once a week 206 73%	11%	23%	35%	12%	29%	15%	13%	7%	14%	13%	11%	12%	12%
	34	3	3	40	1	18	9	14	12	19	30	35	25
	13%	16%	59%	15%	8%	14%	11%	19%	10%	14%	14%	14%	14%
	193	13	+	198	6	91	62	52	88	100	157	185	136
	76%	61%	5%	73%	63%	71%	75%	74%	76%	73%	74%	74%	75%



B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

	Total	Gender		Age										Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	266	115	148	117	97	52	45	72	51	48	27	20	5	58	89	44	67	147	119
Weighted Base	282	136*	143*	140*	93*	48*	52*	88*	53*	41**	21**	19**	8**	68*	88*	63*	59*	155*	126*
Every day	49 17%	13 10%	35 23% <sup>C</sup>	10 7%	31 34% <sup>EH</sup>	8 16%	5 10%	4 5%	22 43% <sup>EGHI</sup>	9 22%	3 15%	4 21%	*	8 12%	9 10%	15 23%	16 27% <sup>PS</sup>	17 11%	32 25% <sup>PS</sup>
Several days a week	86 31%	41 30%	44 31%	50 35%	27 29%	9 19%	12 23%	37 43% <sup>G</sup>	11 21%	16 40%	6 30%	1 6%	2 24%	24 36%	25 29%	21 33%	15 26%	50 32%	36 29%
About once a week	71 25%	36 27%	35 24%	38 27%	18 19%	15 32%	17 32%	21 24%	11 21%	7 17%	9 40%	5 26%	2 25%	16 24%	26 29%	14 23%	15 25%	42 27%	29 23%
A few times each month	35 12%	19 14%	14 10%	17 12%	12 13%	6 12%	6 11%	11 13%	7 14%	5 12%	1 2%	3 18%	2 23%	7 10%	15 17%	7 11%	7 11%	21 14%	14 11%
Less often	41 14%	26 19%	15 10%	26 19% <sup>F</sup>	5 5%	10 21% <sup>IJ</sup>	12 23% <sup>GF</sup>	14 16%	1 2%	4 9%	3 13%	6 29%	2 23%	12 18%	13 15%	6 10%	7 11%	25 16%	15 12%
(NET) At least once a week	206 73%	90 67%	114 80%	97 69%	77 82%	32 67%	34 65%	63 72%	45 84%	32 78%	18 85%	10 53%	4 53%	49 72%	60 68%	50 79%	46 78%	109 70%	97 77%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	266	130	45	23	47	34	47	42	173	93
Weighted Base	282	142*	48**	24**	43**	34**	54**	48**	179	103*
Every day	49 17%	20 14%	14 30%	3 11%	11 26%	10 29%	12 21%	16 32%	23 13%	26 25%
Several days a week	86 31%	55 39%	8 17%	5 19%	14 33%	12 35%	23 42%	23 48%	44 25%	42 41% <sup>u</sup>
About once a week	71 25%	36 26%	14 29%	5 22%	8 19%	9 26%	9 17%	4 8%	54 30%	17 16%
A few times each month	35 12%	19 14%	6 12%	4 15%	2 5%	1 4%	5 8%	5 9%	25 14%	10 10%
Less often	41 14%	12 8%	6 12%	8 33%	7 16%	2 6%	6 11%	1 2%	32 18%	8 8%
(NET) At least once a week	206 73%	111 78%	37 76%	13 52%	34 78%	31 90%	44 80%	43 89%	122 68%	84 82%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	266	15	6	17	23	22	16	122	49	56	39
Weighted Base	282	29**	12**	32**	45**	43**	34**	236	22*	16*	6*
Every day	49	10	4	6	2	10	2	39	4	4	1
	17%	34%	34%	18%	5%	23%	6%	17%	19%	27%	14%
Several days a week	86	13	-	2	21	13	10	73	7	4	2
	31%	46%	-	6%	46%	31%	30%	31%	33%	27%	24%
About once a week	71	4	4	9	11	10	13	64	3	2	2
	25%	13%	33%	29%	25%	23%	38%	27%	15%	14%	28%
A few times each month	35	2	-	10	5	6	5	31	1	2	1
	12%	6%	-	30%	12%	13%	14%	13%	6%	14%	13%
Less often	41	-	4	5	5	4	5	30	6	3	1
	14%	-	33%	16%	12%	9%	14%	13%	17%	18%	22%
(NET) At least once a week	206	27	8	17	35	33	25	175	15	11	4
	73%	94%	67%	53%	77%	77%	73%	74%	67%	68%	66%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.16. How often, on average, do you use NowTV?

Base : All who have used NowTV in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	266	241	25	41	42	79	40	55	15	264	2	-	2	264
Weighted Base	282	243	39**	40**	51**	82*	47**	62*	21**	280	2**	-**	2**	280
Every day	49	40	9	5	8	9	6	16	6	49	-	-	-	49
	17%	16%	23%	14%	15%	11%	12%	26%	29%	17%	-	-	-	17%
Several days a week	86	74	12	9	19	31	15	23	4	86	-	-	-	86
	31%	30%	32%	23%	37%	38%	33%	36%	20%	31%	-	-	-	31%
About once a week	71	63	8	11	9	21	14	13	5	71	-	-	-	71
	25%	26%	21%	29%	18%	25%	31%	21%	22%	25%	-	-	-	25%
A few times each month	35	27	8	10	10	9	8	5	4	35	-	-	-	35
	12%	11%	20%	24%	19%	11%	18%	8%	20%	13%	-	-	-	13%
Less often	41	39	2	4	6	12	3	6	2	39	2	-	2	39
	14%	16%	5%	10%	11%	14%	6%	9%	10%	14%	100%	-	100%	14%
(NET) At least once a week	206	177	29	28	36	61	36	52	15	206	-	-	-	206
	73%	73%	76%	65%	70%	74%	76%	83%	70%	74%	-	-	-	74%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

	Total	PSB/Non-PSB Users								Most valued service			PSB usage			
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	820	748	72	690	593	535	465	441	237	268	149	129	38	543	210	67
Weighted Base	817	739	78*	678	571	507	455	420	236	266	149*	121*	36**	543	198	75*
Every day	475	424	51	398	335	309	277	244	134	143	69	52	5	313	131	32
58%	57%	66%	59%	59%	61%	61%	58%	57%	54%	47%	43%	14%	58%	63%	42%	
Several days a week	188	170	12	160	144	128	116	97	62	58	44	33	18	120	41	27
23%	24%	15%	24%	25%	25%	26%	23%	26%	22%	30%	27%	50%	22%	21%	35%	
About once a week	100	89	11	80	58	46	52	56	26	41	19	23	10	77	20	3
12%	12%	14%	12%	10%	9%	12%	13%	11%	15%	13%	19%	29%	14%	10%	4%	
A few times each month	28	27	*	26	21	18	6	9	6	12	13	4	*	16	4	8
3%	4%	*	4%	4%	3%	1%	2%	3%	4%	9%	3%	1%	3%	2%	11%	
Less often	26	23	3	15	14	7	5	15	8	12	2	10	2	18	3	5
3%	3%	4%	2%	2%	1%	1%	3%	4%	5%	2%	8%	6%	3%	1%	7%	
(NET) At least once a week	763	689	74	638	537	482	445	396	221	242	133	107	33	510	192	62
93%	93%	95%	94%	94%	95%	94%	94%	94%	94%	91%	89%	88%	93%	94%	97%	82%

B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	820	568	186	66	748	59	545	167	108	727	208	407	785	349
Weighted Base	817	570	181	66*	744	56*	572	152*	92*	723	199	385	783	325
Every day	475	301	122	52	435	26	352	92	32	448	100	222	469	180
	58%	53%	67% <sup>sig</sup>	73% <sup>sig</sup>	58%	46%	61% <sup>low</sup>	60% <sup>low</sup>	34%	62% <sup>sig</sup>	50%	58%	60%	55%
Several days a week	188	132	43	14	171	16	133	30	25	172	53	84	183	79
	23%	23%	24%	21%	23%	29%	23%	20%	27%	24%	27%	22%	23%	24%
About once a week	100	88	11	-	86	12	62	16	21	72	30	54	88	42
	12%	16% <sup>sig</sup>	6%	-	11%	22%	11%	11%	23% <sup>low</sup>	10%	15%	14%	11%	13%
A few times each month	28	23	4	1	26	2	17	7	4	21	6	14	26	11
	3%	4%	2%	1%	4%	3%	3%	4%	5%	3%	3%	4%	3%	3%
Less often	26	26	*	-	26	-	8	7	11	10	11	12	19	14
	3%	4% <sup>sig</sup>	*	-	3%	-	7%	5%	12% <sup>low</sup>	7%	6% <sup>low</sup>	3%	2%	4% <sup>low</sup>
(NET) At least once a week	763	521	176	66	692	54	547	139	78	692	183	359	739	300
	93%	92%	97% <sup>sig</sup>	99%	93%	97%	96% <sup>low</sup>	91%	84%	96%	92%	93%	94%	92%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	820	413	404	227	259	330	98	129	128	131	147	121	62	199	269	161	171	468	352
Weighted Base	817	407	407	236	278	300	97*	139*	137*	141*	117*	117*	67*	209	253	186	153	461	356
Every day	475	242	232	95	180	200	30	64	81	99	71	82	47	118	142	109	94	260	215
	58%	59%	57%	40%	65% <b>MEH</b>	65% <b>EHI</b>	31%	46%	68% <b>MEH</b>	70% <b>EHI</b>	61% <b>MEH</b>	70% <b>EHI</b>	71% <b>MEH</b>	57%	56%	58%	61%	56%	61%
Several days a week	188	88	100	66	54	68	28	39	31	23	32	23	14	50	58	51	28	108	80
	23%	22%	25%	28% <b>MM</b>	19%	23%	28%	28%	22%	17%	27%	19%	21%	24%	23%	27%	18%	23%	22%
About once a week	100	46	52	54	23	21	29	25	8	15	11	10	-	20	38	22	18	58	42
	12%	11%	13%	23% <b>MFGJKL</b>	8%	7%	30% <b>MFGJK</b>	18% <b>MFGJN</b>	6%	11% <b>N</b>	10% <b>N</b>	8%	-	10%	15%	12%	12%	13%	12%
A few times each month	28	18	10	7	12	8	2	6	8	4	2	1	6	11	6	4	7	17	11
	3%	4%	2%	3%	4%	3%	2%	4%	6%	3%	2%	1%	9% <b>MM</b>	5%	2%	2%	5%	4%	3%
Less often	26	13	13	13	10	3	8	5	9	*	1	2	-	9	9	1	6	18	8
	3%	3%	3%	15% <b>GK</b>	3%	1%	8% <b>GKL</b>	4%	7% <b>GR</b>	*	1%	2%	-	5%	3%	1%	4%	4%	2%
(NET) At least once a week	763	376	384	215	257	288	87	128	119	138	114	114	61	188	238	181	140	427	337
	93%	92%	94%	91%	92%	96% <b>L</b>	90%	92%	87%	97% <b>J</b>	97% <b>J</b>	98% <b>L</b>	91%	90%	94%	97% <b>O</b>	91%	92%	95%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	820	362	109	173	131	61	134	118	577	243
Weighted Base	817	376	114*	164	131*	53*	140*	124*	570	247
Every day	475	214	55	121	76	27	75	78	336	140
	58%	57%	48%	74% <sup>abcd</sup>	58%	51%	54%	63%	59%	57%
Several days a week	188	93	32	25	31	17	38	29	126	62
	23%	25%	28% <sup>de</sup>	15%	24%	32%	27%	24%	22%	25%
About once a week	100	41	21	12	16	8	16	12	69	31
	12%	11%	18% <sup>de</sup>	7%	13%	16%	12%	10%	12%	12%
A few times each month	28	15	3	6	2	*	8	1	19	9
	3%	4%	3%	4%	1%	1%	6%	1%	3%	4%
Less often	26	13	3	1	6	1	3	3	20	6
	3%	4%	3%	*	4%	1%	2%	2%	4%	2%
(NET) At least once a week	763	348	107	158	124	52	129	120	531	233
	93%	92%	95%	96%	94%	98%	93%	97%	93%	94%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	820	46	37	40	44	61	38	361	162	159	138
Weighted Base	817	86*	68*	75*	88*	115*	75*	678	73	43	23
Every day	475	60	49	48	36	64	39	393	44	26	13
	58%	70% <sup>mn</sup>	70% <sup>kn</sup>	65% <sup>ln</sup>	41%	56%	52%	59% <sup>pn</sup>	60% <sup>qn</sup>	60% <sup>rn</sup>	56%
Several days a week	188	13	11	13	32	25	18	156	15	12	5
	23%	15%	16%	17%	37% <sup>lmnp</sup>	22%	24%	23%	21%	28% <sup>ln</sup>	21%
About once a week	100	9	7	8	16	20	12	88	7	2	3
	12%	11%	11%	11%	18% <sup>knr</sup>	17% <sup>nr</sup>	16%	13% <sup>nr</sup>	10%	5%	12% <sup>nr</sup>
A few times each month	28	-	2	2	2	3	2	22	3	1	2
	3%	-	3%	2%	2%	3%	3%	3%	4%	1%	9% <sup>lmnpqr</sup>
Less often	26	4	-	3	2	2	4	19	4	2	1
	3%	5%	-	5%	2%	2%	5%	3%	5%	3% <sup>ln</sup>	3%
(NET) At least once a week	763	82	66	69	84	109	69	637	66	40	20
	93%	95%	97% <sup>kn</sup>	93%	96%	95%	92%	94% <sup>pn</sup>	91%	93%	88%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.17. How often, on average, do you use Sky?

Base : All who have used Sky in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	820	762 54	113	100	190	89	136	53	763	57	17	40	763	
Weighted Base	817	733 79*	95*	106*	204	85*	132*	60*	777	40**	9**	31**	777	
Every day	475	436 37 60%	37 47%	60 63%	55 52%	99 48%	54 64%	84 64%	41 65%	451 58%	25 62%	4 51%	20 65%	451 58%
Several days a week	188	167 21 23%	21 27%	16 17%	29 27%	64 31%	19 22%	28 21%	10 17%	177 23%	11 29%	3 29%	9 29%	177 23%
About once a week	100	80 16 11%	16 20%	15 16%	20 19%	22 11%	6 7%	11 9%	7 11%	100 13%	-	-	100 13%	
A few times each month	28	28 4% *	- *	1 1%	2 2%	11 5%	3 4%	4 3%	2 3%	24 9%	3 19%	2 6%	24 3%	
Less often	26	22 3%	4 5%	3 3%	1 1%	9 4%	3 3%	5 1%	26 3%	-	-	-	26 3%	
(NET) At least once a week	763	683 93%	75 95%	91 96%	103 97%	185 91%	79 93%	123 93%	57 96%	727 94%	36 91%	7 81%	29 94%	727 94%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	291	266	25	242	210	191	170	150	105	93	65	50	20	168	86	37
Weighted Base	315	286	29**	258	226	200	178	163*	116*	116*	57*	50*	21**	195	85*	35**
Every day	166	157	9	143	126	118	100	86	69	58	33	25	5	87	55	24
	53%	55%	33%	55%	56%	59%	56%	53%	60%	50%	58%	42%	25%	45%	63%	68%
Several days a week	99	52	8	46	43	37	36	35	24	24	7	8	7	43	11	6
	19%	18%	26%	18%	19%	19%	20%	21%	21%	21%	12%	14%	34%	22%	13%	16%
About once a week	37	31	6	30	22	14	16	18	10	16	4	15	5	33	3	*
	12%	11%	21%	12%	10%	7%	9%	11%	8%	13%	7%	26%	22%	17%	4%	1%
A few times each month	26	24	2	17	13	16	9	8	8	9	7	3	4	17	7	3
	8%	8%	7%	7%	6%	8%	5%	5%	7%	8%	12%	5%	18%	8%	8%	9%
Less often	27	23	4	22	22	16	18	16	5	10	6	7	*	16	9	2
	8%	8%	13%	9%	10%	8%	10%	10%	4%	8%	11%	13%	1%	8%	10%	6%
(NET) At least once a week	263	240	23	219	191	168	152	140	103	98	44	48	17	163	70	30
	83%	84%	80%	85%	84%	84%	85%	86%	89%	84%	77%	82%	81%	83%	82%	85%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	231	50	10	272	14	176	63	52	49	74	148	284	121	
Weighted Base	315	262	45**	8**	296	15**	176	75*	64*	61*	90*	163*	305	141*
Every day	166	136	28	2	155	8	109	38	20	22	46	91	164	76
	53%	52%	62%	28%	52%	53%	62% <b>low</b>	50%	31%	36%	50%	56%	54%	54%
Several days a week	59	50	6	4	59	-	27	18	15	11	12	35	57	25
	19%	19%	12%	47%	20%	-	15%	23%	24%	18%	13%	21%	19%	18%
About once a week	37	34	2	-	34	2	13	9	15	11	18	16	35	21
	12%	13%	5%	-	12%	16%	7%	12%	23% <b>low</b>	18%	20%	10%	11%	15%
A few times each month	26	24	3	-	22	5	14	7	6	9	7	15	24	10
	8%	9%	6%	-	7%	30%	8%	9%	9%	15%	7%	9%	8%	7%
Less often	27	18	6	2	26	*	14	4	9	8	8	6	24	8
	8%	7%	14%	24%	9%	1%	8%	6%	13%	13%	9%	4%	8%	6%
(NET) At least once a week	263	220	36	6	248	10	149	64	49	44	76	141	256	122
	83%	84%	80%	76%	84%	69%	84%	85%	78%	72%	84%	87%	84%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	291	146	144	84	85	119	28	56	39	46	56	41	22	68	83	55	79	151	140
Weighted Base	315	174*	140*	102*	95*	114*	33**	68*	49**	46**	50*	41**	23**	82*	88*	66*	73*	170	145*
Every day	166	89	77	34	58	73	11	23	23	34	30	31	11	46	46	29	40	92	74
	53%	51%	55%	34%	60% <b>E</b>	63% <b>E</b>	34%	34%	47%	75%	60% <b>E</b>	77%	47%	56%	52%	44%	55%	54%	51%
Several days a week	59	37	22	23	17	20	9	14	12	5	9	4	6	17	18	19	5	34	25
	19%	21%	15%	22%	18%	17%	26%	20%	24%	11%	17%	10%	27%	20%	20%	29% <b>A</b>	7%	20% <b>A</b>	17%
About once a week	37	26	11	24	5	6	9	15	5	*	4	2	-	9	9	9	9	18	19
	12%	15%	8%	24% <b>MFG</b>	5%	5%	28%	22% <b>MFG</b>	9%	1%	8%	4%	-	11%	10%	14%	13%	11%	13%
A few times each month	26	9	17	15	4	6	4	11	4	1	2	3	2	5	11	4	5	17	9
	8%	5%	12%	15%	5%	6%	11%	17%	8%	2%	3%	6%	9%	7%	13%	6%	8%	10%	7%
Less often	27	13	13	5	11	10	1	5	6	5	6	1	4	5	4	5	13	9	18
	8%	8%	9%	5%	12%	9%	2%	7%	12%	11%	12%	2%	16%	6%	5%	7%	16% <b>PE</b>	5%	12%
(NET) At least once a week	263	152	110	81	80	98	29	52	40	40	43	37	18	72	73	58	54	144	118
	83%	87%	78%	80%	84%	85%	87%	76%	81%	87%	85%	92%	75%	87%	83%	87%	75%	85%	81%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	291	125	48	63	41	25	44	36	213	78
Weighted Base	315	141*	56*	65*	43**	30**	55*	44**	215	100*
Every day	166	75	25	39	24	13	22	23	117	49
53%		53%	45%	61%	56%	45%	39%	54%	55%	49%
Several days a week	69	25	11	13	4	4	11	12	43	16
19%		18%	20%	20%	9%	12%	20%	27%	20%	16%
About once a week	37	21	5	6	4	4	14	4	18	18
12%		15%	8%	9%	10%	14%	25% <sup>h</sup>	9%	9%	18%
A few times each month	26	8	9	3	6	6	4	3	17	9
8%		6%	16%	4%	14%	20%	7%	7%	8%	9%
Less often	27	12	6	4	4	3	5	1	19	7
8%		8%	11%	7%	11%	9%	8%	3%	9%	7%
(NET) At least once a week	263	121	41	58	32	21	47	39	179	84
83%		86%	73%	90%	75%	71%	85%	90%	83%	84%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	291	18	20	12	28	26	9	147	42	43	59
Weighted Base	315	34**	38**	22**	53**	49**	18**	275	18*	12*	10*
Every day	166	21	17	12	32	23	6	147	8	6	6
	53%	60%	44%	54%	60%	46%	33%	53%	44%	47%	58%
Several days a week	69	2	12	4	9	9	8	50	6	3	1
	19%	5%	32%	17%	18%	18%	44%	18%	32% <b>h</b>	23%	11%
About once a week	37	8	4	4	6	8	-	33	*	2	1
	12%	23%	10%	18%	11%	16%	-	12%	2%	13%	15% <b>h</b>
A few times each month	26	2	2	2	4	4	2	23	2	1	*
	8%	5%	5%	11%	7%	8%	12%	8%	10%	8%	4%
Less often	27	2	3	-	2	6	2	22	2	1	1
	8%	6%	9%	-	3%	12%	10%	8%	12%	8%	11%
(NET) At least once a week	263	30	32	20	47	40	14	230	14	10	8
	83%	88%	86%	89%	89%	81%	78%	84%	78%	84%	85%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.18. How often, on average, do you use Virgin TV?

Base : All who have used Virgin TV in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	291	266	23	42	31	73	28	41	24	259	32	12	20	259
Weighted Base	315	274	37**	36**	38**	79*	39**	48**	27**	289	26**	9**	17**	289
Every day	166	151	14	20	14	33	22	34	16	154	12	3	9	154
	53%	55%	37%	55%	36%	41%	57%	70%	58%	53%	46%	35%	52%	53%
Several days a week	59	47	10	3	4	18	8	6	4	49	10	3	7	49
	19%	17%	27%	9%	10%	22%	21%	13%	16%	17%	38%	31%	42%	17%
About once a week	37	30	6	1	10	12	9	4	2	33	3	3	*	33
	12%	11%	17%	2%	27%	15%	22%	9%	7%	12%	13%	34%	1%	12%
A few times each month	26	20	6	5	2	10	-	1	4	26	*	-	*	26
	8%	7%	17%	13%	5%	13%	-	2%	15%	9%	2%	-	3%	9%
Less often	27	26	*	7	8	7	*	2	1	26	*	-	*	26
	9%	10%	1%	20%	22%	9%	*	5%	3%	9%	2%	-	3%	9%
(NET) At least once a week	263	228	30	24	28	62	39	44	22	237	25	9	16	237
	83%	83%	82%	67%	73%	78%	100%	93%	82%	82%	96%	100%	94%	82%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	874	793	81	717	622	537	486	552	313	334	183	197	152	607	191	76
Weighted Base	897	816	81*	735	629	528	476	567	335	345	182	203	153*	628	199	70*
Every day	368 41%	319 39%	49 60% <sup>ns</sup>	276 37%	235 37%	185 35%	183 39%	247 44% <sup>ns</sup>	126 38%	159 46% <sup>ns</sup>	53 29%	94 46% <sup>ns</sup>	106 69% <sup>ns</sup>	284 45% <sup>ns</sup>	72 36% <sup>ns</sup>	11 16%
Several days a week	273 30%	265 32% <sup>ns</sup>	9 11%	236 32% <sup>ns</sup>	207 33% <sup>ns</sup>	177 34% <sup>ns</sup>	154 32% <sup>ns</sup>	177 31% <sup>ns</sup>	114 34% <sup>ns</sup>	104 30% <sup>ns</sup>	85 36% <sup>ns</sup>	53 26%	28 18%	180 29%	71 36%	22 32%
About once a week	165 18%	150 18%	16 20%	145 20%	117 19%	106 20%	87 18%	99 17%	58 17%	53 15%	37 20%	41 20%	16 10%	115 18%	31 15%	19 28%
A few times each month	81 9%	74 9%	7 8%	72 10%	66 11%	56 11%	46 10%	40 7%	34 10%	28 8%	24 13% <sup>ns</sup>	13 6%	3 2%	46 7%	22 11%	13 19% <sup>ns</sup>
Less often	9 1%	9 1%	* 1%	7 1%	5 1%	4 1%	5 1%	4 1%	3 1%	1 *	3 2%	2 1%	- -	4 1%	2 1%	4 6% <sup>ns</sup>
(NET) At least once a week	806 90%	733 90%	73 91%	656 89%	559 89%	468 89%	424 89%	523 92%	298 89%	316 91%	155 85%	188 93%	150 93% <sup>ns</sup>	579 71% <sup>ns</sup>	174 88%	53 76%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	874	747	102	25	803	60	434	212	228	397	373	572	723	534
Weighted Base	897	778	88*	30**	820	64*	454	215	228	389	376	579	747	533
Every day	368	322	31	14	341	19	140	113	115	152	133	234	307	211
	41%	41%	35%	47%	42%	30%	31%	52% <sup>uv</sup>	50% <sup>uv</sup>	39%	35%	40%	41%	40%
Several days a week	273	233	32	8	246	24	155	58	61	137	126	187	232	171
	30%	30%	36%	28%	30%	37%	34%	27%	27%	35%	34%	32%	31%	32%
About once a week	165	147	15	4	146	17	99	22	44	79	72	95	138	92
	18%	19%	17%	12%	18%	26%	22% <sup>uv</sup>	10%	19% <sup>uv</sup>	20%	19%	16%	18%	17%
A few times each month	81	68	9	4	77	4	53	21	7	21	41	56	66	52
	9%	9%	11%	13%	9%	6%	12% <sup>uv</sup>	10% <sup>uv</sup>	3%	5%	11% <sup>uv</sup>	10%	9%	10%
Less often	9	9	*	-	9	*	6	2	1	1	4	7	6	6
	1%	1%	*	-	1%	*	1%	1%	1%	*	1%	1%	1%	1%
(NET) At least once a week	806	702	79	26	734	60	394	192	220	368	331	515	675	475
	90%	90%	89%	87%	90%	94%	87%	89%	96% <sup>uv</sup>	88% <sup>uv</sup>	88%	89%	90%	89%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

	Total	Gender		Age										Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	874	444	421	346	287	230	163	183	151	136	115	78	37	194	287	166	203	481	393
Weighted Base	897	452	437	364	305	216	163*	201	157*	148*	108*	77*	31**	200	280	206	187	480	417
Every day	368 41%	208 46% <sup>Q</sup>	156 36%	175 48% <sup>GLM</sup>	120 39%	65 30%	83 51% <sup>GLM</sup>	92 46% <sup>GM</sup>	65 42%	55 37%	35 33%	22 29%	7 24%	75 37%	109 39%	95 46%	79 42%	184 38%	184 44%
Several days a week	273 30%	130 29%	140 32%	106 29%	101 33%	62 29%	39 24%	68 34%	45 29%	56 38% <sup>M</sup>	35 33%	20 25%	7 24%	69 38% <sup>Q</sup>	95 34% <sup>Q</sup>	46 22%	53 28%	164 34% <sup>QT</sup>	109 26%
About once a week	165 18%	70 16%	95 22%	57 16%	55 18%	54 25% <sup>E</sup>	24 15%	33 16%	33 21%	22 15%	23 21%	21 27%	10 31%	30 15%	50 18%	43 21%	40 21%	80 17%	85 20%
A few times each month	81 9%	40 9%	41 9%	25 7%	26 8%	30 14% <sup>E</sup>	17 10%	8 4%	13 8%	13 9%	14 13% <sup>U</sup>	12 15% <sup>W</sup>	5 15%	24 12%	20 7%	22 11%	13 7%	44 9%	37 9%
Less often	9 1%	4 1%	5 1%	* 1%	3 1%	5 3% <sup>E</sup>	* 3% <sup>E</sup>	* 3% <sup>E</sup>	1 2%	2 2%	* 4% <sup>E</sup>	3 7%	2 7%	2 1%	5 2%	- -	2 1%	7 1%	2 1%
(NET) At least once a week	806 90%	408 90%	391 89%	338 83% <sup>GM</sup>	276 91%	181 84%	146 89%	192 93% <sup>GLM</sup>	143 91%	133 90%	94 87%	63 81%	24 79%	174 87%	255 91%	184 89%	172 92%	428 89%	378 91%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	874	380	136	116	154	97	140	122	604	270
Weighted Base	897	394	159*	114*	152*	101*	139*	119*	627	270
Every day	368	147	72	34	72	50	65	55	242	126
	41%	37%	45% <sup>bc</sup>	30%	47% <sup>cd</sup>	49%	47%	46%	39%	47%
Several days a week	273	145	42	28	39	37	37	27	195	79
	30%	37%	27%	25%	26%	37%	26%	23%	31%	29%
About once a week	165	67	29	33	26	12	26	25	118	47
	18%	17%	19%	29% <sup>cd</sup>	17%	12%	19%	21%	19%	18%
A few times each month	81	34	16	14	13	2	10	11	64	17
	9%	9%	10%	12%	9%	2%	7%	9%	10% <sup>cd</sup>	6%
Less often	9	1	*	5	2	-	*	1	8	1
	1%	*	*	4% <sup>cd</sup>	1%	-	*	*	1%	*
(NET) At least once a week	806	359	143	95	137	100	128	107	554	252
	90%	91%	90%	83%	90%	91% <sup>cd</sup>	93%	91%	88%	93%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	874	58	33	39	69	63	36	397	160	161	156
Weighted Base	897	110*	60*	74*	135*	120*	75*	752	72	46	27
Every day	368	42	26	29	53	41	33	298	34	20	15
	41%	38%	43%	39%	39%	34%	45%	40%	48%	44%	95% <sup>l/mnp</sup>
Several days a week	273	28	12	22	48	43	20	236	17	13	7
	30%	26%	20%	30%	35%	36%	27%	31%	23%	29%	27%
About once a week	165	31	11	15	26	19	13	144	12	7	3
	18%	28% <sup>lm</sup>	19%	21%	20%	16%	18%	19% <sup>oa</sup>	16%	14%	10%
A few times each month	81	9	11	7	8	14	8	68	7	4	1
	9%	8%	18% <sup>oa</sup>	10%	6%	12%	11%	9%	10%	10%	5%
Less often	9	-	-	-	4	-	5	2	1	1	1
	1%	-	-	-	3%	-	1%	3% <sup>op</sup>	3% <sup>lmp</sup>	3% <sup>lmp</sup>	3% <sup>lmp</sup>
(NET) At least once a week	806	101	49	67	127	103	67	678	63	40	25
	90%	92%	82%	90%	94%	86%	89%	90%	87%	88%	83%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.19. How often, on average, do you use YouTube?

Base : All who have used YouTube in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	874	88	136	124	216	82	148	38	856	18	2	16	856
Weighted Base	897	128*	138*	141*	225	87*	144*	29**	886	11**	***	10**	886
Every day	368	68	51	56	92	40	72	13	365	3	*	3	365
	41%	83%	37%	40%	41%	45%	50%	45%	41%	26%	49%	26%	41%
Several days a week	273	42	48	50	71	29	35	5	271	3	*	2	271
	30%	33%	35%	36%	31%	34%	24%	16%	31%	24%	51%	23%	31%
About once a week	165	10	30	19	42	7	27	6	163	2	-	2	163
	18%	7%	21%	13%	19%	8%	19%	20%	18%	20%	-	21%	18%
A few times each month	81	8	9	16	17	11	9	5	81	*	-	*	81
	9%	6%	7%	11%	7%	13%	7%	16%	9%	4%	-	4%	9%
Less often	9	*	*	*	3	-	1	1	7	3	-	3	7
	1%	*	*	*	3%	-	*	3%	1%	26%	-	27%	1%
(NET) At least once a week	806	120	129	124	205	75	134	24	799	7	*	7	799
	90%	93%	93%	88%	91%	87%	93%	81%	90%	71%	100%	70%	90%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?

Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1045	1045	-	1013	870	770	687	471	280	273	387	142	50	510	346	189
Weighted Base	1004	1004	-**	971	818	705	653	451	289	284	350	133*	49**	510	314	180
Every day	354	354	-	354	308	271	253	145	94	93	185	31	9	150	121	82
35%	35%	-	36%	38%	38%	39%	32%	33%	33%	33%	53% <b>at</b>	23%	18%	29%	37% <b>at</b>	45% <b>at</b>
Several days a week	330	330	-	330	275	244	235	156	95	104	92	41	13	185	99	47
33%	33%	-	34%	34%	35%	36%	35%	33%	36%	36%	26%	31%	27%	36%	31%	26%
About once a week	171	171	-	171	128	107	99	82	52	51	41	36	12	95	53	22
17%	17%	-	18%	15%	15%	15%	18%	18%	18%	18%	12%	27% <b>at</b>	24%	19%	17%	12%
A few times each month	103	103	-	84	78	64	50	50	35	26	27	20	10	56	30	18
10%	10%	-	9%	10%	9%	8%	7%	11%	12%	9%	8%	15%	20%	11%	9%	10%
Less often	47	47	-	32	31	19	16	18	13	11	5	5	5	24	11	12
5%	5%	-	3%	4%	3%	2%	4%	4%	4%	4%	2%	4%	10%	5%	4%	6%
(NET) At least once a week	855	855	-	855	709	622	587	383	241	248	318	108	34	430	273	151
85%	85%	-	88%	87%	88%	90% <b>at</b>	85%	83%	87%	87%	81% <b>at</b>	81%	70%	84%	87%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?

Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1045	786	210	49	959	67	760	175	110	496	515	547	796	643
Weighted Base	1004	794	169	42**	927	65*	716	178	111*	467	481	543	790	605
Every day	354	277	64	13	324	25	281	46	27	161	178	195	271	221
	35%	35%	38%	30%	35%	39%	39%	26%	25%	35%	37%	36%	34%	36%
Several days a week	330	255	63	12	313	11	233	67	30	155	154	164	264	182
	33%	32%	37%	29%	31%	16%	33%	37%	27%	34%	32%	30%	33%	30%
About once a week	171	141	23	6	152	17	112	34	25	83	75	89	138	103
	17%	18%	13%	15%	16%	26%	16%	19%	23%	18%	16%	16%	17%	17%
A few times each month	103	79	17	7	95	8	61	24	17	45	52	67	83	69
	10%	10%	10%	17%	10%	12%	9%	14%	16%	10%	11%	12%	10%	11%
Less often	47	41	3	4	42	4	28	8	11	20	20	28	34	30
	5%	5%	2%	9%	5%	6%	4%	4%	10%	4%	4%	5%	4%	5%
(NET) At least once a week	855	674	149	31	789	54	626	146	83	402	408	449	673	506
	85%	85%	88%	74%	85%	82%	87%	82%	74%	86%	85%	83%	85%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?

Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1045	542	499	204	305	526	76	128	138	167	188	198	142	265	346	206	203	611	434
Weighted Base	1004	542	459	228	330	437	86*	142*	144*	186	148	167	122*	267	316	227	172	583	421
Every day	354	206	147	57	106	189	18	38	47	58	54	70	64	107	117	74	49	224	130
	35%	38%	32%	25%	32%	43%EFH K	22%	27%	33%	31%	36%	42%EH JKL	43%EFH JKL	40%	37%	33%	28%	38%	31%
Several days a week	330	166	162	95	105	129	33	62	41	64	44	53	32	86	114	75	50	199	131
	33%	31%	35%	42%GJN	32%	29%	38%	44%GJN	28%	35%	30%	32%	26%	32%	36%	33%	29%	34%	31%
About once a week	171	88	82	40	55	72	19	20	26	29	35	23	14	38	51	43	32	89	81
	17%	16%	18%	18%	17%	16%	23%	14%	18%	16%	24%LN	14%	12%	14%	16%	19%	19%	15%	19%
A few times each month	103	57	45	27	49	27	11	15	23	26	10	13	4	24	27	20	31	50	53
	10%	10%	10%	13%LN	15%LN	6%	13%LN	11%	13%LN	14%LN	7%	8%	3%	9%	8%	9%	13%OPQ	9%	13%
Less often	47	25	22	10	15	20	4	6	7	9	5	8	7	13	8	14	10	21	26
	5%	5%	5%	4%	5%	5%	4%	4%	5%	4%	3%	5%	6%	5%	2%	6%	6%	4%	6%
(NET) At least once a week	855	460	392	191	266	389	70	121	114	152	133	146	110	230	282	192	132	512	342
	85%	85%	85%	84%	81%	89%FJK	82%	85%	79%	82%	90%	88%	91%	86%R	89%RT	85%	76%	80%RT	81%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?

Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	1045	409	139	321	126	68	123	113	801	244
Weighted Base	1004	435	144*	270	116*	73*	135*	121*	744	261
Every day	354	133	54	126	30	13	40	38	283	71
	35%	30%	37%	47% <sup>ad</sup>	26%	17%	29%	32%	38% <sup>ad</sup>	27%
Several days a week	330	172	46	72	32	34	48	45	229	101
	33%	39% <sup>ad</sup>	32%	27%	28%	47% <sup>ad</sup>	36%	37%	31%	39%
About once a week	171	70	20	43	24	17	26	18	123	48
	17%	16%	14%	16%	20%	23%	19%	15%	16%	18%
A few times each month	103	45	16	19	18	9	19	18	68	35
	10%	10%	11%	7%	16% <sup>ad</sup>	13%	14%	15%	9%	14%
Less often	47	16	9	10	11	-	2	3	42	5
	5%	4%	6%	4%	10% <sup>ad</sup>	-	2%	2%	6%	2%
(NET) At least once a week	855	374	120	242	86	64	114	101	634	220
	85%	65% <sup>ad</sup>	83%	70% <sup>ad</sup>	74%	87%	84%	83%	85%	84%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?

Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1045	54	40	59	57	72	56	448	185	227	185
Weighted Base	1004	101*	74*	108*	108*	134*	114*	835	80	61	29
Every day	354	42%	21%	46%	32%	38%	38%	291	30%	23%	10%
	35%	42%	29%	42%	29%	28%	34%	35%	37%	37%	35%
Several days a week	330	25	25	31	39	56	43	274	25	21	10
	33%	24%	34%	29%	36%	42%	38%	33%	31%	34%	36%
About once a week	171	11	18	13	21	21	18	139	19	8	5
	17%	11%	25%	12%	19%	16%	17%	17%	23% <sup>jjpp</sup>	13%	16%
A few times each month	103	16	3	15	10	11	10	90	4	7	2
	10%	16% <sup>kk</sup>	5%	14% <sup>ll</sup>	9%	8%	9%	11% <sup>mm</sup>	5%	12% <sup>nn</sup>	7%
Less often	47	6	6	3	7	7	5	40	3	2	1
	5%	6%	8%	3%	7%	6%	4%	5%	3%	4%	5%
(NET) At least once a week	855	78	65	90	91	115	99	705	73	51	25
	85%	78%	88%	83%	84%	86%	87%	84%	92% <sup>jjpp</sup>	84%	88%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

**B3.20. How often, on average, do you use BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)?**

**Base : All who have used BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music) in past 12 months**

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1045	989	49	137	119	225	95	146	103	882	163	70	93	882
Weighted Base	1004	921	72*	140*	140*	244	101*	150*	102*	912	92*	34**	59*	912
Every day	354	325	25	32	41	84	40	49	41	319	34	9	25	319
		35%	34%	23%	29%	35%	40%w	32%	40%w	35%	37%	28%	42%	35%
Several days a week	330	297	31	52	52	88	32	57	29	287	44	19	25	287
	33%	32%	42%	37%	37%	36%	32%	38%	28%	31%	47% <b>B</b>	56%	42%	31%
About once a week	171	160	9	32	26	41	12	26	13	162	8	4	5	162
	17%	17%	12%	23%	18%	17%	12%	17%	12%	18%	9%	10%	8%	18%
A few times each month	103	99	4	19	15	15	12	13	15	101	2	2	-	101
	10%	11%	6%	14%	11%	6%	12%	9%	15%	11% <b>C</b>	2%	5%	1%	11% <b>C</b>
Less often	47	40	4	5	6	15	4	5	5	43	4	*	4	43
	5%	4%	6%	3%	4%	6%	4%	3%	5%	5%	4%	1%	6%	5%
(NET) At least once a week	855	782	64	116	119	213	85	132	82	768	86	32	55	768
	85%	85%	89%	83%	85%	88%	84%	88%	80%	84%	81% <b>B</b>	94%	93%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	226		-	217	186	150	135	113	81	90	86	27	23	131	68	27
Weighted Base	272		..*	262	212	166*	157*	138*	102*	113*	93*	34**	29**	176*	67*	29**
Every day	55	55	-	55	45	33	39	23	16	20	26	3	*	35	14	6
20%	20%	20%	-	21%	21%	20%	25%	17%	16%	17%	27%	8%	1%	20%	20%	20%
Several days a week	88	88	-	88	67	57	52	48	34	35	29	12	9	60	20	8
32%	32%	32%	-	34%	32%	35%	33%	35%	33%	31%	31%	36%	30%	34%	30%	27%
About once a week	68	68	-	68	53	43	35	35	27	35	22	12	8	38	24	7
25%	25%	25%	-	26%	25%	26%	22%	25%	26%	31%	23%	36%	29%	22%	35%	24%
A few times each month	38	38	-	33	29	24	21	26	17	22	14	4	4	29	6	3
14%	14%	14%	-	13%	14%	14%	13%	19%	17%	20%	15%	10%	15%	16%	9%	10%
Less often	23	23	-	18	18	9	11	6	8	1	2	3	7	14	4	6
8%	8%	8%	-	7%	9%	6%	7%	4%	8%	1%	3%	9%	24%	8%	5%	20%
(NET) At least once a week	211	211	-	211	165	133	126	106	77	89	77	27	17	134	57	21
78%	78%	-	81%	78%	80%	80%	77%	76%	79%	82%	81%	60%	76%	85%	70%	

B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	226	195	27	4	200	19	154	52	20	118	121	141	176	160
Weighted Base	272	232	34**	6**	243	21**	180	64*	28**	136*	136*	172*	213	182
Every day	55	44	8	2	46	4	42	11	2	25	31	33	41	37
	20%	19%	24%	36%	19%	20%	24%	17%	6%	18%	23%	19%	19%	20%
Several days a week	88	79	10	-	77	11	54	28	6	42	44	63	69	65
	32%	34%	28%	-	31%	52%	30%	44%	21%	31%	32%	37%	32%	36%
About once a week	68	59	7	2	65	2	48	13	7	46	25	39	59	33
	25%	26%	21%	30%	27%	8%	27%	20%	26%	34% <b>o</b>	18%	23%	28%	18%
A few times each month	38	31	5	2	34	3	21	11	6	12	25	25	28	31
	14%	13%	14%	34%	14%	14%	12%	16%	22%	9%	18%	14%	13%	17%
Less often	23	19	4	-	22	1	14	2	7	12	11	12	16	15
	8%	8%	12%	-	9%	5%	8%	3%	25%	9%	8%	7%	8%	9%
(NET) At least once a week	211	182	25	4	187	17	145	52	15	113	100	136	168	135
	78%	79%	74%	66%	77%	81%	80%	80%	53%	83%	74%	79%	79%	74%

B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	226	141	84	66	94	62	22	44	47	47	32	26	4	61	87	44	29	148	78
Weighted Base	272	172*	99*	96*	118*	53*	33**	63*	60*	59*	26**	20**	8**	68*	106*	63*	30**	175	97*
Every day	55	39	16	11	26	16	2	9	16	9	2	8	6	14	23	12	5	37	18
	20%	23%	16%	11%	22%	39% <b>E</b>	7%	14%	27%	16%	9%	41%	76%	20%	22%	20%	16%	21%	16%
Several days a week	88	44	45	35	39	15	12	23	21	18	10	4	-	16	41	23	4	57	31
	32%	25%	45% <b>C</b>	36%	33%	27%	36%	36%	35%	31%	39%	22%	-	23%	38%	37%	15%	32%	32%
About once a week	68	52	17	30	26	11	12	18	13	12	7	4	-	17	25	12	13	43	26
	25%	30%	17%	31%	22%	21%	36%	28%	22%	21%	28%	21%	-	25%	24%	19%	45%	24%	26%
A few times each month	38	19	18	12	20	6	*	12	7	13	4	2	-	14	12	9	2	27	11
	14%	11%	18%	12%	17%	11%	*	18%	11%	22%	15%	11%	-	21%	12%	14%	8%	15%	12%
Less often	23	18	4	9	9	5	7	2	3	6	2	1	2	7	4	7	4	12	11
	8%	11%	5%	10%	7%	10%	21%	4%	4%	10%	9%	5%	24%	11%	4%	11%	14%	7%	12%
(NET) At least once a week	211	134	77	75	90	42	26	49	50	40	19	6	-	47	90	48	23	136	75
	78%	78%	77%	78%	76%	72%	79%	78%	84%	68%	76%	84%	76%	68%	84%	76%	77%	78%	77%

B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	228	121	34	25	31	18	38	36	156	70
Weighted Base	272	159*	41**	25**	36**	25**	57*	50**	171	101*
Every day	55 20%	35 22%	4 11%	10 40%	5 14%	6 26%	15 26%	11 22%	29 17%	25 25%
Several days a week	88 32%	51 32%	10 24%	8 30%	15 42%	13 52%	21 36%	18 36%	52 30%	36 36%
About once a week	68 25%	46 29%	10 25%	4 16%	5 13%	3 12%	14 24%	14 29%	41 24%	27 27%
A few times each month	38 14%	19 12%	13 32%	* 2%	5 13%	3 10%	8 13%	6 13%	25 15%	12 12%
Less often	23 8%	8 5%	4 9%	3 12%	7 19%	- -	- -	- -	23 13%	- -
(NET) At least once a week	211 78%	132 83%	24 60%	22 87%	24 68%	22 90%	50 87%	43 87%	122 72%	89 88%



B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	228	15	11	14	29	18	13	126	36	38	26
Weighted Base	272	29**	21**	27**	57**	34**	27**	241	16*	10*	4**
Every day	55	8	3	6	13	7	4	51	1	2	1
	20%	28%	17%	21%	24%	21%	16%	21%	8%	15%	16%
Several days a week	88	9	8	6	18	9	11	81	4	2	1
	32%	31%	37%	23%	32%	28%	41%	34%	22%	16%	31%
About once a week	68	7	4	11	10	12	9	59	6	3	1
	25%	25%	18%	42%	17%	34%	35%	24%	34%	28%	20%
A few times each month	38	-	4	2	12	6	-	30	4	3	1
	14%	-	19%	8%	21%	17%	-	12%	22%	29%	28%
Less often	23	5	2	2	4	-	2	19	2	1	+
	8%	15%	9%	6%	7%	-	7%	8%	13%	12%	5%
(NET) At least once a week	211	25	15	23	41	28	25	191	11	6	3
	78%	85%	72%	86%	72%	83%	93%	90%	65%	59%	67%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.21. How often, on average, do you use BBC Sounds?

Base : All who have used BBC Sounds in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	226	196	30	47	41	74	27	32	10	224	2	-	2	224
Weighted Base	272	224	48**	53*	54**	97*	38**	43**	17**	268	4**	-**	4**	268
Every day	55	46	9	5	10	19	10	8	8	53	2	-	2	53
	20%	21%	18%	9%	18%	20%	26%	19%	47%	20%	49%	-	49%	20%
Several days a week	88	71	17	12	16	39	13	17	8	86	2	-	2	86
	32%	32%	35%	22%	29%	41%	34%	40%	47%	32%	51%	-	51%	32%
About once a week	68	56	12	20	14	19	9	10	*	68	-	-	-	68
	25%	25%	26%	37%	26%	19%	23%	23%	3%	29%	-	-	-	25%
A few times each month	38	32	6	13	10	15	3	7	1	38	-	-	-	38
	14%	14%	12%	24%	18%	16%	7%	17%	3%	14%	-	-	-	14%
Less often	23	19	4	4	5	4	4	*	-	23	-	-	-	23
	8%	8%	9%	8%	9%	4%	11%	1%	-	9%	-	-	-	9%
(NET) At least once a week	211	173	38	36	40	77	31	35	16	208	4	-	4	208
	78%	77%	79%	68%	73%	80%	82%	82%	97%	77%	100%	-	100%	77%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	839	799	40	740	665	602	551	444	253	262	202	148	44	494	227	118
Weighted Base	897	848	48**	784	701	629	587	483	282	293	209	152*	48**	546	229	122*
Every day	287	275	12	257	219	209	198	151	86	88	74	41	9	155	80	52
32%	32%	32%	26%	33%	31%	33%	34%	31%	30%	30%	36%	27%	18%	28%	35%	45%
Several days a week	358	342	16	322	290	266	248	195	117	128	81	68	16	238	85	35
40%	40%	40%	32%	41%	42%	42%	42%	40%	41%	44%	39%	45%	34%	44%	37%	29%
About once a week	134	127	8	118	108	89	82	72	45	45	29	15	16	72	45	17
15%	15%	15%	16%	15%	14%	14%	14%	15%	16%	15%	14%	10%	35%	13%	20%	14%
A few times each month	88	80	8	68	57	50	51	46	27	25	17	13	6	61	16	11
10%	10%	9%	17%	9%	8%	8%	9%	9%	10%	9%	8%	9%	12%	11%	7%	9%
Less often	29	25	4	20	20	15	7	20	7	7	8	15	*	19	4	6
3%	3%	3%	9%	3%	3%	2%	1%	4%	3%	2%	4%	10%	1%	3%	2%	5%
(NET) At least once a week	779	743	36	696	624	565	529	418	248	261	184	124	41	465	210	104
87%	88%	74%	89%	89%	90%	90%	86%	88%	89%	88%	82%	87%	85%	91%	86%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	839	637	147	55	775	549	172	118	414	383	499	670	514	
Weighted Base	897	697	140*	61*	813	66*	597	181	119*	450	388	550	733	525
Every day	287	223	44	20	259	22	206	46	34	143	131	177	232	175
	32%	32%	32%	33%	32%	33%	35%	25%	29%	32%	34%	32%	32%	33%
Several days a week	358	278	53	26	325	22	231	81	46	176	164	216	294	217
	40%	40%	38%	43%	40%	34%	39%	45%	38%	39%	42%	39%	40%	41%
About once a week	134	107	19	9	124	9	93	34	8	83	50	88	111	72
	15%	15%	14%	14%	15%	14%	15% <sup>ww</sup>	19% <sup>ww</sup>	6%	18%	13%	16%	15%	14%
A few times each month	88	65	18	5	78	11	54	15	19	42	35	49	74	49
	10%	9%	13%	9%	10%	16%	9%	8%	16%	9%	9%	9%	10%	9%
Less often	29	24	5	-	27	2	13	4	12	6	9	18	23	12
	3%	3%	4%	-	3%	3%	2%	2%	10% <sup>ww</sup>	1%	2%	3%	3%	2%
(NET) At least once a week	779	608	116	55	708	54	531	161	88	402	344	482	637	464
	87%	87%	83%	91%	87%	81%	89% <sup>ww</sup>	89% <sup>ww</sup>	74%	89%	89%	88%	87%	88%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	839	408	427	192	296	346	68	124	147	149	169	116	61	205	270	156	185	475	364
Weighted Base	897	432	460	235	332	323	76*	159*	159*	173	147*	115*	62*	229	290	187*	170	519	378
Every day	287	148	139	62	112	113	16	46	49	62	46	41	26	62	100	58	59	162	125
	32%	34%	30%	26%	34%	35%	21%	29%	31%	36%	32%	36%	42% <sup>LM</sup>	27%	34%	31%	35%	31%	33%
Several days a week	358	171	185	89	147	119	27	62	70	77	53	42	24	104	108	72	69	211	146
	40%	40%	40%	38%	44%	37%	35%	39%	44%	44%	36%	36%	39%	45%	37%	39%	40%	41%	39%
About once a week	134	61	70	39	41	52	16	23	27	15	30	15	7	32	52	24	23	84	50
	15%	14%	15%	17%	13%	16%	21% <sup>JK</sup>	15%	17%	8%	20% <sup>JK</sup>	13%	12%	14%	18%	13%	13%	16%	13%
A few times each month	88	36	52	39	24	26	17	22	8	16	12	13	1	25	25	18	17	50	39
	10%	8%	11%	16% <sup>FGJN</sup>	7%	8%	22% <sup>FGJK</sup>	14% <sup>JN</sup>	5%	9%	8%	12%	1%	11%	9%	10%	10%	10%	10%
Less often	29	14	15	7	8	14	1	6	5	3	6	4	4	7	5	14	3	12	17
	3%	3%	3%	3%	3%	4%	1%	4%	3%	2%	4%	3%	7%	3%	2%	1% <sup>PS</sup>	2%	2%	5%
(NET) At least once a week	779	381	393	190	300	284	59	132	146	154	129	97	57	197	260	154	151	457	322
	87%	88%	85%	81%	90% <sup>EH</sup>	88%	77%	83%	92% <sup>EH</sup>	89%	88%	85%	92%	86%	90%	83%	88%	88%	85%

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	839	378	118	167	135	70	120	125	594	245
Weighted Base	897	429	137*	157	135*	72*	131*	136*	634	263
Every day	287	133	41	61	47	15	34	45	206	81
	32%	31%	30%	39%	35%	20%	26%	33%	32%	31%
Several days a week	358	188	50	54	53	30	68	69	239	119
	40%	44%	36%	34%	39%	42%	52% <sup>h</sup>	51% <sup>h</sup>	38%	45%
About once a week	134	62	22	21	22	13	17	10	106	28
	15%	15%	16%	13%	17%	18%	13%	7%	17% <sup>h</sup>	11%
A few times each month	88	36	19	15	8	11	12	12	58	31
	10%	8%	14%	9%	6%	15%	9%	9%	9%	12%
Less often	29	10	5	7	5	3	-	-	26	3
	3%	2%	3%	4%	4%	4%	-	-	4%	1%
(NET) At least once a week	779	383	113	135	122	58	119	123	551	229
	87%	89%	82%	86%	91%	81%	91%	91%	87%	87%

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	839	58	41	46	70	67	40	412	145	148	134
Weighted Base	897	108*	75*	86*	132*	125*	82*	770	65	40	22
Every day	287	39	20	27	45	37	25	244	23	12	8
	32%	36%	27%	32%	34%	30%	30%	32%	35%	30%	38%
Several days a week	358	41	29	30	51	60	29	307	24	19	8
	40%	38%	38%	35%	38%	48%	36%	40%	37%	46%	36%
About once a week	134	13	15	13	25	15	11	115	10	6	3
	15%	12%	21%	15%	19%	12%	14%	15%	15%	15%	15%
A few times each month	88	11	7	15	12	9	10	78	6	3	2
	10%	10%	10%	18%	9%	8%	12%	10%	9%	9%	8%
Less often	29	4	4	-	-	4	7	26	3	-	1
	3%	4%	5%	-	-	3%	3%	3%	3%	-	3%
(NET) At least once a week	779	93	64	70	121	112	65	666	56	37	19
	87%	86%	86%	82%	91%	89%	79%	87%	87%	91%	90%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.22. How often, on average, do you use Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)?

Base : All who have used Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	839	788	45	127	112	208	72	149	60	775	64	22	42	775
Weighted Base	897	817	69*	129*	140*	237	81*	153*	71*	842	54*	16**	39**	842
Every day	287	262	21	47	42	66	29	44	22	265	22	8	14	265
	32%	32%	30%	37%	30%	28%	36%	29%	31%	31%	41%	54%	35%	31%
Several days a week	358	330	27	51	64	97	24	65	19	341	17	3	14	341
	40%	40%	39%	39%	46%A	41%	30%	42%	26%	40%	31%	19%	36%	40%
About once a week	134	121	12	14	18	42	18	24	8	129	5	1	5	129
	15%	15%	18%	11%	13%	18%	22%	16%	12%	15%	10%	4%	12%	15%
A few times each month	88	80	8	15	10	25	10	20	14	82	6	2	5	82
	10%	10%	12%	12%	7%	11%	12%	13%	20%B	10%	12%	11%	12%	10%
Less often	29	24	1	2	6	7	-	*	8	25	4	2	2	25
	3%	3%	1%	2%	4%	3%	-	*	11%*y12	3%	7%	12%	5%	3%
(NET) At least once a week	779	713	61	112	124	205	72	133	49	735	44	12	32	735
	87%	87%	87%	87%A	89%A	87%A	88%A	86%A	69%	87%	81%	77%	83%	87%

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	700	619	81	549	451	380	347	492	263	616	117	178	70	522	132	46
Weighted Base	717	639	78*	568	470	391	369	494	265	626	120*	173	63*	524	142*	50*
Every day	254	219	35	203	160	132	125	192	109	254	21	70	25	216	29	9
36%		34%	45%	36%	34%	34%	34%	39%	41%	41%	77%	40%	40%	41%	21%	19%
Several days a week	233	220	13	196	170	142	138	166	101	233	44	51	24	164	55	15
33%		31%	17%	34%	33%	32%	32%	34%	33%	33%	37%	30%	38%	31%	39%	29%
About once a week	138	122	16	104	81	72	60	87	34	138	29	38	8	91	37	11
19%		19%	21%	18%	17%	16%	16%	18%	13%	22%	24%	22%	12%	17%	26%	21%
A few times each month	55	46	9	38	38	32	32	24	14	-	15	7	3	37	10	8
8%		7%	11%	7%	9%	9%	9%	9%	6%	-	13%	4%	5%	7%	7%	16%
Less often	36	32	4	26	21	14	13	26	7	-	11	8	3	17	11	8
5%		5%	6%	5%	4%	3%	4%	5%	3%	-	9%	4%	5%	3%	8%	15%
(NET) At least once a week	626	561	64	503	411	346	324	444	243	626	94	159	57	470	121	35
87%		88%	83%	89%	88%	88%	88%	90%	92%	100%	78%	92%	90%	90%	85%	69%

B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	700	606	82	12	639	56	314	200	186	361	247	462	600	381
Weighted Base	717	612	89*	16**	662	51*	353	190	174	367	259	469	614	383
Every day	254	225	27	2	231	22	92	77	85	129	76	183	234	124
	36%	37%	30%	14%	35%	43%	26%	41% <sup>u</sup>	43% <sup>u</sup>	35%	30%	39%	38%	32%
Several days a week	233	204	23	6	218	12	124	59	50	120	96	166	198	141
	33%	33%	28%	39%	33%	25%	35%	31%	29%	33%	37%	35%	32%	37%
About once a week	138	106	26	6	127	12	84	32	22	74	59	76	105	80
	19%	17%	23% <sup>q</sup>	36%	19%	23%	24% <sup>uv</sup>	17%	12%	20%	23%	16%	17%	21%
A few times each month	55	46	8	-	51	3	30	16	8	28	9	26	52	19
	8%	8%	9%	-	8%	5%	8%	9%	5%	8%	3%	6%	8% <sup>u</sup>	5%
Less often	36	30	5	2	34	2	23	5	9	17	17	19	25	20
	5%	5%	5%	11%	5%	5%	6%	3%	5%	5%	7%	4%	4%	5%
(NET) At least once a week	626	536	76	14	576	46	300	168	157	323	233	424	537	344
	87%	88%	85%	89%	87%	90%	85%	89%	90%	88%	90%	90%	87%	90%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

	Total	Gender		Age											Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	700	329	362	336	226	127	163	173	135	91	88	32	7	169	247	136	128	416	284	
Weighted Base	717	335	374	333	241	132*	152*	181	148*	92*	82*	39**	11**	174	247	161*	119*	421	296	
Every day	254 36%	111 33%	139 37%	149 45%GKL	85 35%GL	15 11%	76 50%FGKL	73 40%GKL	63 42%GKL	22 24%G	11	4	*	58 33%	97 39%	52 32%	42 36%	154 37%	100 34%	
Several days a week	233 33%	113 34%	119 32%	81 24%	89 37%MEH	59 45%MEH	31 20%	50 28%	55 37%MEH	34 37%MH	36 44%MEH	18 46%	5 48%	72 41%O	74	53	29	146	88	
About once a week	138 19%	69 21%	67 18%	67 20%	43 18%	27 21%	28 18%	40 22%	20 14%	23 26%	18 22%	9 23%	-	28 16%	47 19%	35 22%	27 23%	76 18%	62 21%	
A few times each month	55 8%	27 8%	27 7%	23 7%	13 5%	19 14%FHJ	8 5%	15 8%	6 4%	7 8%	12 14%FJ	5 13%	2 16%	11 6%	16 7%	14 8%	11 10%	28 7%	27 9%	
Less often	36 5%	15 4%	21 6%	12 4%	11 5%	13 10%E	9 6%	3 2%	5 3%	7 7%	6 8%	3 33%	4	5 3%	12 5%	7 5%	9 7%	18 4%	19 6%	
(NET) At least once a week	626 87%	293 87%	326 87%	298 87%GKL	217 76%GL	101 76%	135 89%G	163 90%GKL	138 93%GL	79 85%	65 79%	30 79%	5 51%	157 91%	218 88%	140 87%	99 83%	376 89%	250 85%	

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	700	351	104	45	117	83	126	113	454	246
Weighted Base	717	369	118*	46**	114*	79*	139*	115*	459	257
Every day	254	142	44	4	29	24	53	43	166	89
	36%	38%	38%	9%	25%	31%	38%	38%	36%	34%
Several days a week	233	122	45	15	33	26	57	44	137	96
	33%	33%	38%	32%	29%	33%	41%	39%	30%	37%
About once a week	138	65	19	14	32	21	21	18	87	51
	19%	18%	17%	31%	28%	27%	15%	16%	19%	20%
A few times each month	55	29	5	5	10	5	7	5	40	14
	8%	8%	4%	12%	9%	6%	5%	4%	9%	6%
Less often	38	12	4	7	9	3	-	5	30	7
	5%	3%	3%	15%	8%	3%	-	4%	3%	3%
(NET) At least once a week	626	328	109	33	95	72	131	105	389	238
	87%	89%	93%	73%	83%	90%	96%	92%	85%	92%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	700	44	30	29	62	49	33	308	147	116	129
Weighted Base	717	84*	57**	55**	121*	94*	67*	590	69	35	23
Every day	254	30	24	17	39	29	24	205	26	14	9
	36%	35%	43%	31%	32%	31%	36%	35%	38%	42%	39%
Several days a week	233	30	18	23	31	34	25	191	26	10	7
	33%	35%	31%	41%	26%	36%	37%	32%	37%	30%	29%
About once a week	138	14	7	10	31	15	12	117	10	6	5
	19%	16%	13%	18%	26%	16%	18%	20%	15%	17%	21%
A few times each month	55	6	6	4	11	9	4	45	5	2	2
	8%	7%	10%	8%	9%	10%	6%	8%	7%	7%	9%
Less often	36	6	2	2	8	6	2	31	2	2	1
	5%	7%	3%	3%	7%	6%	3%	5%	4%	5%	2%
(NET) At least once a week	626	73	49	50	102	79	61	513	62	31	20
	87%	86%	87%	90%	84%	84%	92%	87%	90%	88%	89%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.23. How often, on average, do you use Spotify?

Base : All who have used Spotify in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	700	616	73	120	107	198	82	126	21	698	2	-	2	698
Weighted Base	717	592	108*	117*	117*	201	84*	124*	26**	715	2**	-**	2**	715
Every day	254	202	46	40	44	87	35	50	8	254	-	-	-	254
	36%	34%	43%	34%	37%	43%	42%	41%	31%	36%	-	-	-	36%
Several days a week	233	193	34	32	41	75	23	53	3	233	*	-	*	233
	33%	33%	32%	27%	35%	37%	27%	43%w	10%	33%	10%	-	10%	33%
About once a week	138	117	18	29	20	23	14	15	7	136	2	-	2	136
	19%	20%	17%	25%wx	17%	11%	17%	12%	27%	19%	90%	-	90%	19%
A few times each month	55	50	3	9	9	12	12	5	4	55	-	-	-	55
	8%	8%	2%	8%	8%	6%	14%w	4%	15%	8%	-	-	-	8%
Less often	36	30	7	8	3	5	*	1	4	36	-	-	-	36
	5%	5%	6%	7%	3%	3%	*	1%	17%	5%	-	-	-	5%
(NET) At least once a week	626	512	99	100	105	185	72	118	18	624	2	-	2	624
	87%	87%	92%	86%	90%	92%	86%	96%w	68%	87%	100%	-	100%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	194	178	16	161	129	112	97	147	92	95	25	49	24	157	33	4
Weighted Base	224	202	22**	182	146*	120*	111*	165*	109*	113*	25**	52**	24**	175	43**	6**
Every day	57	46	11	44	34	29	24	45	33	27	1	12	5	47	9	*
26%		23%	49%	24%	23%	24%	21%	27%	30%	24%	4%	23%	20%	27%	22%	3%
Several days a week	81	77	4	72	60	48	46	62	42	50	10	21	12	67	12	2
36%		38%	20%	40%	41%	40%	42%	38%	39%	44%	40%	40%	51%	38%	29%	31%
About once a week	46	42	4	39	31	24	28	33	15	25	4	14	2	34	10	2
20%		21%	17%	22%	21%	20%	25%	20%	14%	22%	16%	26%	9%	19%	22%	35%
A few times each month	30	27	2	17	12	12	8	18	11	7	4	4	4	20	10	-
13%		14%	11%	9%	8%	10%	7%	11%	10%	6%	16%	8%	18%	11%	22%	-
Less often	10	10	*	10	9	7	5	6	7	4	6	1	*	7	2	2
5%		5%	2%	5%	6%	6%	5%	4%	7%	4%	23%	2%	2%	4%	4%	32%
(NET) At least once a week	184	165	19	156	125	101	98	141	91	102	15	47	19	149	31	4
82%		82%	87%	85%	85%	84%	88%	85%	83%	90%	61%	90%	80%	85%	73%	68%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	194	175	16	3	171	18	84	59	51	116	65	132	167	113
Weighted Base	224	198	23**	3**	193	24**	102*	72*	50**	142*	79*	154*	196	131*
Every day	57	50	5	2	50	5	25	17	16	32	16	36	45	35
	26%	25%	20%	94%	26%	20%	24%	23%	32%	23%	21%	23%	23%	26%
Several days a week	81	74	7	*	68	9	38	27	16	68	37	57	78	50
	36%	37%	29%	6%	35%	37%	37%	38%	31%	47%	47%	37%	40%	38%
About once a week	46	40	6	-	39	6	19	17	10	21	14	36	41	29
	20%	20%	26%	-	20%	27%	19%	23%	20%	15%	18%	24%	21%	22%
A few times each month	30	24	6	-	26	4	18	6	5	17	7	17	21	13
	13%	12%	24%	-	13%	17%	18%	9%	11%	12%	9%	11%	11%	10%
Less often	10	10	-	-	10	-	2	5	3	5	4	8	10	4
	5%	5%	-	-	5%	-	2%	7%	6%	4%	5%	5%	5%	3%
(NET) At least once a week	184	164	18	3	157	20	82	61	41	120	68	130	165	113
	82%	83%	78%	100%	81%	83%	80%	84%	83%	85%	86%	84%	84%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

	Gender		Age										Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	194	85 109	109 65	18	48	61	39	26	13	2	1	42	76	31	42	118	76	
Weighted Base	224	110* 113*	134*	67*	18**	58*	76*	37**	30**	14**	2**	48**	80*	47**	46**	129*	95*	
Every day	57	24 33	35 15	4	15	20	12	3	4	-	-	10	14	15	17	24	33	
	26%	22% 29%	26% 23%	25%	26%	26%	33%	10%	32%	-	-	20%	17%	31%	37%	18%	35% 26%	
Several days a week	81	42 39	47 26	8	14	33	12	14	8	-	-	23	33	16	9	56	25	
	36%	38% 34%	35% 39%	42%	24%	43%	32%	48%	55%	-	-	48%	41%	34%	19%	44%	26%	
About once a week	46	16 29	32 11	2	18	14	7	5	-	2	-	7	18	9	11	25	21	
	20%	15% 26%	24% 17%	13%	31%	18%	18%	16%	-	100%	-	15%	22%	20%	24%	20%	22%	
A few times each month	30	20 9	17 9	2	10	7	3	5	2	-	-	4	12	7	7	16	13	
	13%	18% 8%	13% 13%	10%	17%	10%	9%	18%	13%	-	-	8%	15%	14%	15%	13%	14%	
Less often	10	8 3	3 5	2	1	2	3	3	-	-	2	4	3	-	3	8	3	
	5%	7% 2%	2% 8%	10%	2%	3%	7%	9%	-	-	100%	9%	4%	-	6%	6%	3%	
(NET) At least once a week	184	82 101	114 53	14	47	67	31	22	12	2	-	40	65	40	37	105	79	
	82%	75% 73% 75%	85% 79%	80%	81%	88%	84%	73%	87%	100%	-	83%	81%	86%	80%	81%	83%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	194	108	36	5	29	25	42	35	113	81
Weighted Base	224	130*	34**	6**	39**	27**	56**	48**	123*	101*
Every day	57	35	10	-	8	9	15	13	29	28
	26%	27%	30%	-	20%	33%	27%	26%	23%	28%
Several days a week	81	55	13	*	7	8	28	24	38	43
	36%	42%	39%	3%	18%	30%	51%	51%	31%	42%
About once a week	46	23	3	6	10	3	7	4	32	13
	20%	18%	10%	97%	27%	12%	13%	9%	26%	13%
A few times each month	30	12	5	-	12	6	5	6	14	15
	13%	10%	14%	-	30%	24%	9%	12%	12%	15%
Less often	10	5	3	-	2	*	*	1	9	1
	5%	4%	7%	-	6%	1%	*	1%	8%	1%
(NET) At least once a week	184	113	27	6	25	20	50	42	99	85
	82%	87%	78%	100%	64%	75%	90%	87%	81%	84%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	194	16	6	13	21	18	6	100	27	37	30
Weighted Base	224	31**	12**	24**	42**	35**	12**	194*	14**	11*	5**
Every day	57	6	2	2	12	4	2	49	5	2	2
	26%	19%	16%	7%	29%	12%	16%	25%	33%	23%	30%
Several days a week	81	7	2	11	21	17	8	73	4	3	1
	36%	24%	18%	45%	49%	50%	69%	38%	26%	31%	26%
About once a week	46	10	4	6	4	8	2	39	3	3	1
	20%	33%	32%	25%	9%	23%	15%	20%	24%	25%	13%
A few times each month	30	8	2	4	6	2	-	27	1	1	1
	13%	25%	19%	17%	14%	5%	-	14%	4%	13%	24%
Less often	10	-	2	2	-	4	-	7	2	1	-
	5%	-	15%	7%	-	11%	-	4%	12%	8%	8%
(NET) At least once a week	184	23	8	18	38	30	12	160	11	8	4
	82%	75%	65%	76%	86%	84%	100%	83%	84%	79%	68%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.24. How often, on average, do you use Apple Music/Apple Podcasts?

Base : All who have used Apple Music/Apple Podcasts in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	194	20	32	34	64	30	38	5	194	-	-	-	194
Weighted Base	224	34**	38**	47**	73*	35**	48**	8**	224	-**	-**	-**	224
Every day	57	15	9	9	22	4	19	*	57	-	-	-	57
	26%	43%	24%	19%	30%	12%	40%	3%	26%	-	-	-	26%
Several days a week	81	8	13	23	28	16	19	2	81	-	-	-	81
	36%	23%	34%	49%	38%	46%	40%	24%	36%	-	-	-	36%
About once a week	46	4	13	9	12	3	3	2	46	-	-	-	46
	20%	12%	35%	20%	16%	8%	6%	29%	20%	-	-	-	20%
A few times each month	30	8	*	6	7	11	6	3	30	-	-	-	30
	13%	23%	*	12%	10%	32%	13%	44%	13%	-	-	-	13%
Less often	10	-	2	-	5	1	*	-	10	-	-	-	10
	5%	-	7%	-	6%	3%	*	-	5%	-	-	-	5%
(NET) At least once a week	184	26	35	41	62	23	41	4	184	-	-	-	184
	82%	77%	93%	88%	84%	66%	86%	56%	82%	-	-	-	82%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	403	379	24	339	283	257	224	278	242	164	59	90	27	297	84	22
Weighted Base	424	392	32**	353	289	249	229	281	254	169*	57**	90*	22**	307	95*	22**
Every day	103	98	5	90	76	64	60	72	63	50	12	19	2	77	19	8
24%	25%	17%	26%	26%	26%	26%	26%	26%	25%	30%	21%	21%	11%	25%	20%	37%
Several days a week	163	150	13	131	112	105	97	129	106	53	20	43	15	119	39	4
38%	38%	40%	37%	39%	42%	42%	43%	42%	42%	32%	35%	48%	66%	39%	42%	19%
About once a week	92	84	9	78	62	45	37	55	57	45	13	23	3	73	15	4
22%	21%	28%	22%	22%	18%	16%	20%	22%	22%	27%	24%	25%	15%	24%	16%	20%
A few times each month	46	41	5	37	26	20	24	19	20	13	7	2	1	25	18	3
11%	10%	16%	10%	9%	8%	10%	7%	8%	8%	8%	13% <b></b>	2%	6%	8%	19% <b></b>	12%
Less often	20	20	-	17	13	15	11	7	9	8	4	3	*	14	4	3
5%	5%	-	5%	4%	6%	5%	2%	4%	5%	5%	7%	3%	2%	4%	4%	12%
(NET) At least once a week	358	332	27	299	251	214	194	256	225	148	45	85	20	269	73	17
85%	85%	84%	85%	87%	86%	85%	91%	89%	88%	80%	95% <b></b>	92%	87%	77%	77%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base 403	351	45	7	377	22	197	104	102	233	156	273	365	240
Weighted Base 424	367	48**	9**	389	31**	221	116*	87*	239	167*	287	392	244
Every day 103 24%	94	9	*	93	8	48	31	24	61	42	72	97	62
Several days a week 163 38%	141	16	5	150	11	88	44	31	97	61	119	157	91
About once a week 92 22%	76	16	*	89	3	48	27	17	46	36	52	81	48
A few times each month 46 11%	40	3	3	40	6	27	7	11	24	19	33	39	31
Less often 20 5%	17	3	-	17	2	11	6	3	11	9	11	18	12
(NET) At least once a week 358 85%	311	42	6	332	22	183	103	73	204	139	243	334	201
	85%	85%	63%	85%	73%	83%	89%	83%	86%	83%	85%	85%	82%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	403	199	204	152	159	88	49	103	88	71	44	37	7	105	136	71	82	241	162
Weighted Base	424	219	205	160*	176	85*	48**	112*	102*	74*	35**	40**	10**	111*	130*	100*	76*	242	182
Every day	103	51	52	46	41	15	12	34	25	17	5	8	2	29	35	16	23	64	39
	24%	23%	25%	29%	24%	17%	25%	31%	24%	22%	15%	19%	21%	26%	27%	16%	30%	26%	22%
Several days a week	163	85	78	63	69	31	18	45	42	27	12	15	4	42	65	43	10	107	56
	38%	39%	38%	39%	39%	36%	38%	40%	41%	37%	33%	38%	41%	37% <b>R</b>	60% <b>ART</b>	43% <b>A</b>	13%	44% <b>ART</b>	31% <b>R</b>
About once a week	92	48	44	29	42	19	12	17	19	23	11	6	2	17	20	28	25	37	55
	22%	22%	21%	18%	24%	23%	25%	15%	19%	31%	32%	16%	20%	15%	15%	28% <b>S</b>	33% <b>OPS</b>	15%	30% <b>OPS</b>
A few times each month	46	29	17	16	15	15	5	11	11	4	6	9	-	17	6	9	14	23	23
	11%	13%	8%	10%	9%	18%	11%	10%	11%	5%	17%	22%	-	16% <b>P</b>	4%	9%	18% <b>P</b>	10%	12%
Less often	20	6	14	6	8	5	1	5	5	3	1	2	2	7	4	4	5	11	9
	5%	3%	7%	4%	5%	6%	2%	4%	5%	3%	5%	18%		6%	3%	4%	7%	5%	5%
(NET) At least once a week	388	184	174	138	152	65	42	96	86	67	28	29	8	88	120	87	57	208	151
	85%	84%	85%	86%	87%	76%	86%	86%	84%	90%	79%	73%	82%	79%	77% <b>MOR</b>	87%	75%	86%	83%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	403	210	58	46	54	50	95	65	242	161
Weighted Base	424	226	72*	50*	51*	42**	105*	81*	249	175*
Every day	103	62	13	11	8	20	35	22	49	54
	24%	27%	19%	23%	15%	47%	34%h	27%	20%	31%h
Several days a week	163	88	27	20	19	14	39	27	99	64
	38%	39%	37%	41%	38%	34%	38%	33%	40%	37%
About once a week	92	52	15	10	11	4	22	24	55	38
	22%	23%	21%	20%	21%	9%	21%	30%	22%	22%
A few times each month	46	18	8	7	10	1	7	5	33	13
	11%	8%	11%	14%	20%	3%	7%	6%	13%	7%
Less often	20	6	9	1	3	3	1	3	14	6
	5%	3%	12%h	2%	6%	7%	1%	4%	5%	3%
(NET) At least once a week	358	202	55	42	38	38	96	73	203	158
	89%	85%h	77%	84%	74%	90%	92%	90%	81%	89%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	403	24	11	18	36	35	17	185	73	68	77
Weighted Base	424	46**	21**	35**	71*	68*	35**	358	34*	19*	13*
Every day	103	17	4	10	17	17	2	84	11	4	4
	24%	38%	19%	28%	24%	25%	5%	24%	32%	22%	31%
Several days a week	163	10	8	14	26	15	19	142	9	8	4
	38%	22%	36%	40%	37%	22%	54%	40% <sup>ns</sup>	26%	42% <sup>ns</sup>	28%
About once a week	92	13	8	6	16	20	8	79	7	3	4
	22%	28%	36%	16%	22%	29%	23%	22%	21%	14%	27%
A few times each month	46	4	-	4	9	10	6	39	4	2	1
	11%	8%	-	10%	13%	15%	18%	11%	11%	13%	8%
Less often	20	2	2	2	2	6	-	14	3	2	1
	5%	4%	9%	5%	3%	9%	-	4%	10% <sup>ns</sup>	3% <sup>ns</sup>	6%
(NET) At least once a week	358	41	19	30	59	52	29	306	20	15	11
	85%	88%	91%	85%	83%	77%	82%	85%	79%	78%	85%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.25. How often, on average, do you use Amazon Music?

Base : All who have used Amazon Music in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	403	367	35	55	54	118	58	80	19	401	2	1	1	401
Weighted Base	424	366	55**	53*	64*	133*	64*	69*	21**	422	2**	2**	***	422
Every day	103	91	12	10	12	37	14	23	4	103	-	-	-	103
	24%	25%	23%	19%	19%	28%	21%	33%	19%	24%	-	-	-	24%
Several days a week	163	136	27	17	23	55	26	28	12	162	*	-	*	162
	38%	37%	49%	33%	36%	42%	41%	41%	55%	38%	19%	-	100%	38%
About once a week	92	81	11	14	19	26	14	15	4	91	2	2	-	91
	22%	22%	20%	26%	29%	20%	21%	21%	21%	22%	81%	100%	-	22%
A few times each month	46	39	4	7	7	9	10	3	*	46	-	-	-	46
	11%	11%	8%	13%	12%	7%	16%	4%	2%	11%	-	-	-	11%
Less often	20	20	*	5	3	5	*	1	1	20	-	-	-	20
	5%	5%	*	10%	4%	4%	*	1%	3%	5%	-	-	-	5%
(NET) At least once a week	358	308	51	41	54	119	53	66	20	357	2	2	*	357
	85%	84%	92%	77%	84%	90%	83%	95%w	95%	84%	100%	100%	100%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	97	83	14	73	64	57	53	64	26	27	25	21	9	62	28	7
Weighted Base	93*	77*	16**	65*	57*	51*	46**	65*	33**	22**	20**	19**	9**	66*	23**	3**
Every day	25	19	6	16	16	15	9	20	11	9	3	11	4	21	3	*
	27%	25%	36%	25%	28%	29%	20%	30%	32%	40%	14%	59%	50%	32%	14%	12%
Several days a week	26	22	3	20	14	14	16	8	8	8	7	1	2	18	9	*
	27%	29%	16%	31%	25%	27%	30%	24%	24%	35%	36%	5%	23%	28%	27%	14%
About once a week	18	13	6	11	9	5	6	13	3	2	2	5	2	13	3	2
	20%	16%	37%	17%	16%	9%	13%	20%	9%	7%	10%	25%	20%	20%	12%	65%
A few times each month	16	16	-	11	11	11	9	6	4	4	5	2	-	9	7	*
	17%	21%	-	18%	19%	21%	23%	15%	19%	18%	22%	10%	-	14%	28%	5%
Less often	9	7	2	7	7	7	6	7	5	-	4	-	*	4	4	*
	10%	10%	10%	11%	12%	14%	14%	11%	16%	-	18%	-	6%	7%	19%	4%
(NET) At least once a week	68	54	14	47	39	33	29	48	21	18	12	17	8	53	12	3
	73%	70%	90%	72%	68%	65%	63%	74%	65%	82%	60%	90%	94%	80%	53%	91%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	97	83	12	2	88	6	47	17	33	35	49	64	76	60
Weighted Base	93*	76**	13**	4**	87*	4**	41**	17**	35**	34**	40**	65*	75*	55*
Every day	25	23	1	-	22	2	6	10	9	6	7	19	23	14
	27%	31%	9%	-	25%	58%	14%	58%	26%	17%	17%	29%	30%	25%
Several days a week	25	15	6	4	24	*	13	3	9	11	12	17	18	14
	27%	20%	47%	100%	28%	5%	32%	18%	26%	32%	31%	26%	24%	26%
About once a week	18	16	3	-	18	*	9	3	6	7	4	10	14	6
	20%	21%	19%	-	21%	6%	22%	18%	18%	21%	10%	16%	19%	11%
A few times each month	16	12	3	-	14	*	8	1	7	6	12	13	14	14
	17%	16%	25%	-	16%	8%	20%	6%	19%	16%	31%	20%	18%	26%
Less often	9	9	-	-	8	1	5	-	4	5	5	6	7	7
	10%	12%	-	-	9%	23%	13%	-	10%	14%	11%	9%	9%	12%
(NET) At least once a week	68	54	10	4	65	2	28	16	25	24	23	46	55	34
	73%	72%	73%	100%	75%	69%	67%	94%	71%	70%	58%	71%	73%	62%

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	97	50	46	33	39	22	20	13	16	23	9	7	6	18	31	23	17	49	48
Weighted Base	93*	54*	38**	32**	35**	22**	15**	16**	16**	20**	9**	6**	6**	15**	30**	24**	16**	45**	48**
Every day	25	11	13	12	9	4	4	7	5	4	2	2	-	4	4	11	4	8	16
	27%	19%	35%	37%	25%	18%	28%	45%	32%	19%	19%	34%	-	28%	13%	45%	26%	18%	34%
Several days a week	25	17	8	9	11	5	4	4	7	-	2	3	-	3	7	7	6	10	15
	27%	31%	22%	27%	31%	22%	29%	26%	28%	33%	-	35%	43%	21%	22%	29%	39%	22%	32%
About once a week	18	14	5	10	5	2	5	4	4	1	2	-	-	2	7	4	2	9	10
	20%	25%	13%	31%	14%	10%	34%	27%	24%	6%	20%	3%	-	14%	23%	15%	13%	20%	20%
A few times each month	16	9	7	1	6	7	1	-	2	3	4	-	4	3	8	2	2	12	4
	17%	17%	17%	4%	16%	34%	6%	1%	15%	16%	40%	-	57%	20%	29%	8%	12%	26%	9%
Less often	9	4	5	-	5	4	-	-	5	2	2	-	-	2	4	1	2	6	2
	10%	8%	13%	1%	14%	16%	2%	-	1%	25%	20%	28%	-	16%	14%	3%	10%	14%	5%
(NET) At least once a week	68	41	26	30	25	11	14	16	13	12	4	4	3	10	17	21	12	27	41
	73%	75%	70%	95%	70%	50%	92%	99%	84%	59%	40%	72%	43%	64%	58%	88%	77%	60%	86%

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	97	38	18	14	14	7	12	10	72	25
Weighted Base	93*	42**	14**	14**	10**	3**	13**	12**	72*	21**
Every day	25	13	5	2	3	*	5	6	15	9
	27%	31%	33%	15%	33%	10%	38%	49%	21%	44%
Several days a week	25	7	5	5	4	2	2	*	21	4
	27%	16%	37%	34%	41%	66%	15%	2%	29%	21%
About once a week	18	9	2	*	*	1	2	2	16	3
	20%	22%	16%	1%	4%	20%	14%	18%	22%	14%
A few times each month	16	9	1	4	2	-	4	4	11	4
	17%	21%	7%	26%	22%	-	32%	31%	16%	20%
Less often	9	4	1	3	-	*	-	-	9	*
	10%	11%	7%	24%	-	3%	-	-	12%	*
(NET) At least once a week	68	29	12	7	8	3	9	9	51	17
	73%	69%	86%	51%	78%	97%	68%	69%	72%	79%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	97	6	2	3	3	6	8	40	20	11	26
Weighted Base	93*	11**	4**	5**	5**	11**	16**	75*	10**	4**	4**
Every day	25	2	-	-	2	2	3	19	4	1	1
27%	19%	-	-	34%	15%	22%	25%	36%	29%	28%	28%
Several days a week	25	4	4	-	2	6	2	21	2	1	1
27%	33%	100%	-	33%	55%	14%	28%	16%	31%	26%	26%
About once a week	18	-	-	2	-	2	6	15	2	1	1
20%	-	-	37%	-	15%	37%	20%	15%	23%	25%	25%
A few times each month	16	6	-	2	-	-	2	13	2	*	1
17%	48%	-	33%	-	-	13%	17%	21%	8%	12%	12%
Less often	9	-	-	2	2	2	7	1	-	-	-
10%	-	-	30%	33%	15%	13%	9%	12%	9%	9%	9%
(NET) At least once a week	68	6	4	2	4	10	12	55	7	3	4
73%	52%	100%	37%	67%	85%	74%	73%	67%	83%	78%	78%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.26. How often, on average, do you use Other audio services?

Base : All who have used Other audio services in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	97	87	10	13	20	22	11	15	7	95	2	1	1	95
Weighted Base	93*	81*	12**	9**	16**	24**	13**	11**	6**	92*	***	***	***	92*
Every day	25	20	5	*	1	4	5	8	*	25	-	-	-	25
	27%	24%	41%	2%	6%	18%	37%	70%	7%	27%	-	-	-	27%
Several days a week	25	21	4	3	7	6	4	*	2	25	*	-	*	25
	27%	26%	34%	30%	43%	26%	31%	2%	37%	27%	72%	-	100%	27%
About once a week	18	16	2	*	6	8	-	2	*	18	-	-	-	18
	20%	20%	21%	5%	35%	36%	-	21%	7%	20%	-	-	-	20%
A few times each month	16	16	*	4	2	4	2	1	3	16	-	-	-	16
	17%	19%	2%	39%	11%	18%	16%	6%	47%	17%	-	-	-	17%
Less often	9	9	*	2	1	*	2	*	*	9	*	-	-	9
	10%	11%	3%	23%	6%	2%	16%	1%	2%	10%	28%	100%	-	10%
(NET) At least once a week	68	57	11	3	13	19	9	11	3	68	*	-	*	68
	73%	70%	96%	38%	83%	79%	68%	93%	51%	73%	72%	-	100%	73%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing



B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2003	-	1806	1536	1377	1194	949	534	546	583	315	124	1096	563	344	
Weighted Base	1998	-	1786	1488	1306	1167	931	551	561	551	303	130*	1122	539	337	
Every day	1234	-	1201	1089	978	885	536	328	310	444	138	54	564	397	273	
	62%	62%	67% <sup>aghi</sup>	73% <sup>acgh</sup>	75% <sup>acgh</sup>	76% <sup>acgh</sup>	58%	60%	55%	81% <sup>ah</sup>	46%	41%	50%	74% <sup>an</sup>	81% <sup>am</sup>	
Several days a week	464	-	437	325	283	236	225	139	159	86	81	36	323	93	47	
	23%	23%	24% <sup>f</sup>	22%	22%	20%	24%	25%	28% <sup>def</sup>	16%	27% <sup>g</sup>	29% <sup>g</sup>	29% <sup>nd</sup>	17%	14%	
About once a week	175	-	148	75	45	47	101	57	49	17	47	22	130	39	6	
	9%	9%	8% <sup>de</sup>	5%	3%	4%	11% <sup>def</sup>	10% <sup>def</sup>	9% <sup>def</sup>	3%	18% <sup>g</sup>	17% <sup>g</sup>	12% <sup>nd</sup>	7% <sup>o</sup>	2%	
A few times each month	88	-	-	-	-	-	51	23	35	2	30	9	75	10	4	
	4%	4% <sup>cd</sup>	-	-	-	-	9% <sup>cd</sup>	4% <sup>cd</sup>	6% <sup>cd</sup>	+	10% <sup>g</sup>	7% <sup>g</sup>	7% <sup>nd</sup>	2%	1%	
Less often	37	-	-	-	-	-	18	5	9	2	8	10	30	1	6	
	2%	2% <sup>cd</sup>	-	-	-	-	2% <sup>cd</sup>	1% <sup>cd</sup>	2% <sup>cd</sup>	+	3% <sup>g</sup>	7% <sup>g</sup>	3% <sup>nd</sup>	+	2% <sup>nd</sup>	
(NET) At least once a week	1873	1873	1786	1488	1306	1167	862	524	518	547	265	112	1017	529	327	
	94%	94%	100% <sup>agh</sup>	100% <sup>agh</sup>	100% <sup>agh</sup>	100% <sup>agh</sup>	93%	95%	92%	99% <sup>ah</sup>	67%	66%	91%	86% <sup>an</sup>	97% <sup>am</sup>	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2003	1542	355	106	1836	128	1349	361	293	907	912	1045	1517	1181
Weighted Base	1998	1586	314	99*	1822	133*	1343	368	287	901	882	1063	1547	1144
Every day	1234	956	225	54	1132	82	938	198	99	563	601	635	939	752
	62%	60%	72% <sup>q</sup>	55%	62%	61%	73% <sup>u</sup> low	52% <sup>v</sup> low	35%	62%	63% <sup>y</sup> low	60%	61%	73% <sup>A</sup> low
Several days a week	464	365	67	32	427	28	263	115	85	195	179	266	373	248
	23%	23%	21%	32%	23%	21%	20%	31% <sup>u</sup>	30% <sup>w</sup>	22%	20%	25%	24%	22%
About once a week	175	156	11	7	150	17	88	36	51	90	62	93	140	87
	9%	10% <sup>q</sup>	4%	7%	8%	13%	7%	10%	18% <sup>w</sup>	10%	7%	9%	9%	8%
A few times each month	88	73	10	5	79	4	40	16	32	35	24	51	70	39
	4%	5%	3%	5%	4%	3%	3%	4%	11% <sup>w</sup>	4%	3%	5%	5%	3%
Less often	37	35	1	1	34	3	15	3	19	18	15	17	25	19
	2%	2%	*	1%	2%	2%	1%	1%	7% <sup>w</sup>	2%	2%	2%	2%	2%
(NET) At least once a week	1873	1477	303	93	1709	127	1289	349	235	848	842	994	1452	1087
	94%	93%	97%	94%	94%	95%	96% <sup>u</sup> low	95% <sup>v</sup> low	82%	94%	96%	94%	94%	95%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2003	958	1031	497	594	896	205	292	282	312	350	316	230	448	632	367	504	1080	923
Weighted Base	1998	969	1016	552	644	785	222	330	306	338	294	283	208	466	620	423	447	1086	913
Every day	1234	609	621	214	400	615	76	138	177	223	218	220	178	322	361	253	274	683	552
	62%	63%	61%	39%	62% <sup>MEH</sup>	78% <sup>EFHJ</sup>	34%	42%	58% <sup>MEHJ</sup>	66% <sup>MEH</sup>	74% <sup>EFHJ</sup>	78% <sup>EFHJ</sup>	85% <sup>EFHJ</sup>	88% <sup>PQRT</sup>	58%	60%	61%	63%	60%
Several days a week	464	220	239	155	179	127	67	88	86	93	63	40	24	103	163	95	92	266	198
	23%	23%	24%	28% <sup>GMMN</sup>	28% <sup>GMMN</sup>	16%	30% <sup>GMMN</sup>	27% <sup>GMMN</sup>	28% <sup>GMMN</sup>	28% <sup>GMMN</sup>	21% <sup>KN</sup>	14%	12%	22%	26%	23%	20%	24%	22%
About once a week	175	75	97	106	42	21	43	64	30	13	6	12	3	32	55	41	42	87	88
	9%	8%	10%	18% <sup>FGJKL</sup>	7% <sup>GLN</sup>	3%	19% <sup>FGJK</sup>	19% <sup>FGJK</sup>	10% <sup>GLMN</sup>	4%	2%	4%	1%	7%	9%	10%	9%	8%	10%
A few times each month	88	44	44	52	15	15	10	33	10	5	7	7	2	6	34	22	25	40	48
	4%	5%	4%	9% <sup>FGJKL</sup>	2%	2%	9% <sup>FGJK</sup>	10% <sup>FGJKL</sup>	3%	1%	2%	2%	1%	1%	5% <sup>O</sup>	5% <sup>O</sup>	6% <sup>O</sup>	4%	5% <sup>O</sup>
Less often	37	21	15	24	6	6	17	8	2	4	-	4	2	3	8	11	14	10	27
	2%	2%	1%	4% <sup>FGJKL</sup>	1%	1%	7% <sup>FGJK</sup>	2% <sup>O</sup>	1%	1%	-	1%	1%	1%	1%	3%	3% <sup>OS</sup>	1%	3% <sup>OS</sup>
(NET) At least once a week	1873	904	958	476	622	763	186	290	293	329	287	272	205	457	578	390	408	1035	837
	94%	93%	94%	86%	97% <sup>MEH</sup>	97% <sup>MEH</sup>	84%	89%	98% <sup>MEHJ</sup>	97% <sup>MEHJ</sup>	98% <sup>MEHJ</sup>	96% <sup>MEHJ</sup>	93% <sup>MEHJ</sup>	98% <sup>PQRS</sup>	93%	92%	91%	95% <sup>RT</sup>	92%

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2003	770	271	523	320	145	245	213	1529	474
Weighted Base	1998	806	302	455	327	155*	271	226	1479	519
Every day	1234	467	186	369	169	64	146	123	976	259
	62%	58%	62% <sup>ad</sup>	81% <sup>abcd</sup>	51%	41%	54%	54%	66% <sup>efgh</sup>	50%
Several days a week	464	217	69	58	85	48	65	70	311	152
	23%	27% <sup>bc</sup>	23% <sup>bc</sup>	13%	26% <sup>bc</sup>	31% <sup>bd</sup>	24%	31% <sup>bd</sup>	21%	29% <sup>gh</sup>
About once a week	175	71	28	17	43	24	39	21	110	65
	9%	9% <sup>bc</sup>	9% <sup>bc</sup>	4%	13% <sup>bc</sup>	16% <sup>bd</sup>	14% <sup>bd</sup>	9%	7%	12% <sup>gh</sup>
A few times each month	88	39	14	7	18	14	17	11	55	34
	4%	5% <sup>bc</sup>	5% <sup>bc</sup>	1%	6% <sup>bc</sup>	9% <sup>bd</sup>	6%	5%	4%	7% <sup>gh</sup>
Less often	37	12	5	4	13	5	4	1	28	9
	2%	2%	2%	1%	4% <sup>bc</sup>	3%	1%	1%	2%	2%
(NET) At least once a week	1873	755	283	444	297	136	250	214	1397	476
	94%	94%	94%	93% <sup>abcd</sup>	91%	88%	92%	95%	94% <sup>efgh</sup>	92%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2003	125	92	104	134	146	86	903	359	373	368
Weighted Base	1998	236	169*	189	256	273	174*	1682	156	100	59
Every day	1234	136	88	134	143	178	108	1034	102	63	36
	62%	58%	52%	71% <i>klm</i>	56%	65%	62%	61%	65% <i>ka</i>	63%	61%
Several days a week	464	54	52	27	73	56	47	391	35	23	14
	23%	23%	31% <i>kl</i>	14%	29% <i>kl</i>	20%	27% <i>kl</i>	23% <i>kl</i>	22%	23% <i>kl</i>	24% <i>kl</i>
About once a week	175	27	17	18	21	29	9	150	12	9	5
	9%	11%	10%	10%	8%	11%	5%	9%	7%	9%	8%
A few times each month	88	13	12	6	14	7	4	78	4	3	3
	4%	6%	7%	3%	5%	3%	2%	5%	3%	3%	4%
Less often	37	6	-	4	5	4	7	30	3	2	1
	2%	2%	-	2%	2%	1%	4%	2%	2%	2% <i>ka</i>	2% <i>ka</i>
(NET) At least once a week	1873	217	157	179	237	262	164	1574	149	94	55
	94%	92%	93%	95%	93%	96%	94%	94%	95%	94%	94%

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.e. How often, on average, do you use PSB providers (NET)?

Base : All who have used PSB providers (NET) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2003	1858	129	253	226	405	171	267	162	1750	253	127	126	1750
Weighted Base	1998	1778	199	260	252	426	180	276	162*	1837	161	73*	88*	1837
Every day	1234	1127	100	155	152	268	96	157	112	1112	122	58	64	1112
	62%	63% <sup>u</sup>	50%	60%	60%	63%	53%	57%	69% <sup>vz</sup>	61%	76% <sup>B</sup>	80% <sup>F</sup>	72%	61%
Several days a week	464	408	47	65	62	108	56	69	31	429	34	14	20	429
	23%	23%	24%	25%	25%	25%	31% <sup>A</sup>	25%	19%	23%	21%	19%	23%	23%
About once a week	175	139	32	23	23	30	17	26	12	172	3	1	2	172
	9%	8%	16% <sup>z</sup>	9%	9%	7%	10%	9%	8%	9% <sup>C</sup>	2%	1%	3%	9% <sup>D</sup>
A few times each month	88	74	12	12	11	14	10	22	6	87	2	-	2	87
	4%	4%	6%	4%	4%	3%	6%	7% <sup>Ax</sup>	4%	5%	1%	-	2%	5%
Less often	37	30	7	5	6	+	3	+	37	+	+	+	-	37
	2%	2%	4%	2%	2%	1%	+	1%	+	2%	+	+	-	2%
(NET) At least once a week	1873	1674	179	243	236	406	169	251	155	1713	159	73	86	1713
	94%	94%	90%	93%	94%	95%	94%	91%	96%	93%	99% <sup>B</sup>	100%	98%	93%

**PSB Quantitative Research- September 2020**

**B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?**

**Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months**

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1189	-	1138	939	800	708	667	401	395	379	218	79	702	337	150	
Weighted Base	1176	-**	1131	920	762	689	629	392	396	378	195	85*	682	333	160*	
Every day	428	-	428	366	296	272	220	146	132	198	56	24	238	117	73	
36%	36%	-	38%	40%	39%	40%	35%	37%	33%	52% <b>aa</b>	29%	28%	35%	35%	45% <b>aa</b>	
Several days a week	407	-	407	336	284	255	237	155	157	105	60	26	231	132	44	
35%	35%	-	38%	37%	37%	37%	38%	40%	40%	28%	31%	30%	34%	40% <b>aa</b>	27%	
About once a week	186	-	186	126	105	98	113	65	67	32	49	13	126	43	17	
16%	16%	-	16%	14%	14%	14%	18%	17%	17%	8%	25% <b>aa</b>	16%	18%	13%	11%	
A few times each month	100	-	75	57	52	43	40	13	27	35	18	15	55	30	15	
8%	8% <b>aa</b>	-	7%	6%	7%	6%	6%	3%	7%	9%	9%	17%	8%	9%	9%	
Less often	55	-	36	35	25	20	20	13	13	8	11	7	32	12	11	
5%	5%	-	3%	4%	3%	3%	3%	3%	3%	2%	6%	8% <b>aa</b>	5%	3%	7%	
(NET) At least once a week	1021	-	1021	828	685	626	570	366	356	334	165	63	595	292	134	
87%	87%	-	90% <b>aa</b>	90%	90%	91% <b>aa</b>	91%	93% <b>aa</b>	90%	89% <b>aa</b>	85%	74%	87%	88%	84%	

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?

Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1189	972	175	42	1083	80	735	257	197	570	535	722	971	734
Weighted Base	1176	966	167	43**	1067	82*	755	245	176	535	532	706	955	723
Every day	428	345	68	16	376	42	304	73	52	181	196	261	346	281
	36%	36%	41%	37%	35%	52%	41% <i>low</i>	30%	29%	34%	37%	37%	36%	39%
Several days a week	407	327	61	18	382	17	258	98	52	195	189	268	346	244
	35%	34%	37%	43%	37%	20%	34%	40%	29%	36%	36%	38%	36%	34%
About once a week	186	160	20	5	167	14	99	47	39	83	85	108	150	113
	16%	17%	12%	12%	16%	17%	13%	19%	22% <i>low</i>	16%	16%	15%	16%	16%
A few times each month	100	84	14	2	92	5	59	22	18	47	39	46	75	54
	8%	9%	8%	5%	9%	6%	8%	9%	10%	9%	7%	7%	8%	7%
Less often	55	50	4	2	49	4	34	5	16	29	20	22	38	31
	5%	5%	2%	4%	5%	5%	5%	2%	9% <i>low</i>	5%	4%	3%	4%	4%
(NET) At least once a week	1021	832	149	39	925	73	661	217	142	459	472	638	842	639
	87%	86%	89%	91%	87%	89%	88%	89%	81%	86%	89%	90%	88%	88%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



**PSB Quantitative Research- September 2020**

**B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?**

**Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months**

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1189	596	584	327	428	429	132	195	214	214	202	158	69	322	402	179	262	724	465
Weighted Base	1176	609	557	344	441	385	139*	206	220	221	174	141*	69*	324	386	217	231	710	466
Every day	428	237	190	89	181	159	29	60	91	89	76	60	22	142	150	58	70	202	136
	36%	39%	34%	26%	41% <b>MEH</b>	41% <b>EH</b>	21%	29%	41% <b>MEH</b>	41% <b>EH</b>	44% <b>MEH</b>	43% <b>EH</b>	32%	44% <b>ORT</b>	48% <b>OT</b>	27%	30%	41% <b>ORT</b>	29%
Several days a week	407	218	186	108	161	138	32	78	75	86	60	51	28	122	137	72	73	259	148
	35%	36%	33%	31%	36% <b>EH</b>	36% <b>M</b>	23%	37% <b>M</b>	34%	39% <b>M</b>	34%	36%	40%	38%	36%	33%	32%	37%	32%
About once a week	186	89	94	87	53	44	42	45	37	17	23	15	5	37	52	46	48	89	97
	16%	15%	17%	28% <b>FGWL</b>	12%	11%	30% <b>FGJK</b>	22% <b>FGKM</b>	17% <b>K</b>	7%	13%	11%	7%	11%	13%	21% <b>MOS</b>	21% <b>MOS</b>	13%	21% <b>MOS</b>
A few times each month	100	37	63	42	27	29	24	17	10	17	7	11	10	16	27	31	25	43	57
	8%	6%	11% <b>CD</b>	13% <b>CDJL</b>	6%	8%	13% <b>FGJK</b>	8%	4%	8%	4%	8%	13% <b>FG</b>	5%	7%	14% <b>OPS</b>	11% <b>CD</b>	6%	12% <b>OPS</b>
Less often	55	29	25	19	19	15	11	8	8	12	8	4	4	7	20	10	16	27	28
	5%	5%	5%	6%	4%	4%	8%	4%	4%	5%	5%	3%	6%	2%	5%	4%	7% <b>CD</b>	4%	6%
(NET) At least once a week	1021	544	469	284	395	340	103	180	203	192	159	128	55	301	339	178	191	640	381
	87%	89% <b>CD</b>	84%	82%	89% <b>EH</b>	88% <b>M</b>	74%	88% <b>M</b>	92% <b>MEH</b>	87% <b>M</b>	91% <b>MEH</b>	89% <b>M</b>	79%	93% <b>ORT</b>	88%	81%	83%	90% <b>ORT</b>	82%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?

Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1189	530	189	215	181	97	171	141	866	323
Weighted Base	1176	538	204	194	175	95*	167*	139*	857	319
Every day	428	199	75	79	53	22	64	52	320	108
	36%	37%	37%	41%	30%	23%	38%	37%	37% <sup>sd</sup>	34%
Several days a week	407	205	60	74	50	37	64	56	284	123
	35%	38%	29%	38%	29%	39%	38%	40%	33%	39%
About once a week	186	90	30	21	35	28	24	20	128	57
	16%	17%	15%	11%	20%	30% <sup>sd</sup>	14%	14%	15%	18%
A few times each month	100	33	18	13	24	5	12	8	77	22
	8%	6%	9%	7%	14% <sup>sd</sup>	5%	7%	6%	9%	7%
Less often	55	11	22	6	13	2	3	3	47	8
	5%	2%	11% <sup>sd</sup>	3%	7% <sup>sd</sup>	3%	2%	2%	5%	3%
(NET) At least once a week	1021	494	165	175	138	88	152	129	733	288
	87%	75% <sup>sd</sup>	81%	80% <sup>sd</sup>	79%	92%	91%	92%	85%	90%

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

**B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?**

**Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months**

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1189	68	45	59	89	89	51	526	214	235	214
Weighted Base	1176	128*	82*	109*	170*	167*	104*	981	96	63	35
Every day	428	54	26	43	54	57	49	358	34	23	13
	36%	42%	32%	39%	32%	34%	47%	36%	36%	36%	37%
Several days a week	407	43	30	33	71	66	30	344	34	19	10
	35%	34%	37%	30%	42% <sup>ns</sup>	40%	29%	35%	35%	31%	30%
About once a week	186	20	12	18	21	29	11	152	14	13	7
	16%	16%	14%	17%	12%	17%	10%	15%	15%	20%	19%
A few times each month	100	5	10	9	22	6	7	80	10	6	4
	8%	4%	12%	8%	13% <sup>ns</sup>	3%	6%	8%	10% <sup>ns</sup>	9% <sup>ns</sup>	11% <sup>ns</sup>
Less often	55	5	4	6	2	9	8	47	5	2	1
	5%	4%	4%	5%	1%	5%	8% <sup>ns</sup>	5%	5%	3%	4%
(NET) At least once a week	1021	117	68	94	146	152	90	853	82	55	30
	87%	92%	83%	87%	86%	91%	86%	87%	85%	88%	86%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.27. How often, on average, do you use BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)?

Base : All who have used BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1189	1091	87	175	164	304	111	182	64	1150	39	-	39	1150
Weighted Base	1176	1027	132*	170	172	316	115*	179	61*	1147	29**	-**	29**	1147
Every day	428	386	41	59	65	129	39	69	22	425	4	-	4	425
	36%	38%	31%	35%	38%	41%	34%	38%	36%	37%	12%	-	12%	37%
Several days a week	407	354	48	54	49	108	50	66	17	398	9	-	9	398
	35%	34%	36%	32%	28%	34%	43% <sup>***</sup>	37%	28%	35%	30%	-	30%	35%
About once a week	186	164	20	30	33	46	10	30	11	179	7	-	7	179
	16%	16%	15%	17%	19%	15%	9%	17%	18%	16%	23%	-	23%	16%
A few times each month	100	79	18	17	19	22	14	11	11	92	8	-	8	92
	8%	8%	14%	10%	11%	7%	12%	6%	10% <sup>***</sup>	8%	26%	-	26%	8%
Less often	55	45	6	10	7	11	3	3	1	53	3	-	3	53
	5%	4%	5%	6%	4%	3%	2%	2%	1%	5%	9%	-	9%	5%
(NET) At least once a week	1021	903	108	144	146	284	99	165	50	1002	19	-	19	1002
	87%	88%	82%	84%	85%	90%	86%	92%	82%	87%	65%	-	65%	87%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	635	596	39	558	462	407	364	399	233	273	121	124	33	453	146	36
Weighted Base	660	619	41**	581	474	406	378	393	239	286	127**	124*	29**	476	147*	37**
Every day	193	181	12	167	138	131	132	111	70	93	42	18	3	126	53	14
29%	29%	29%	29%	29%	32%	35%	28%	29%	32%	33%	15%	12%	27%	36%	37%	
Several days a week	217	204	13	196	165	144	123	135	91	93	42	41	11	164	47	6
33%	33%	32%	34%	35%	35%	33%	34%	38%	33%	33%	33%	34%	39%	34%	32%	17%
About once a week	160	150	10	140	109	92	82	103	57	65	31	41	7	117	32	11
24%	24%	25%	24%	23%	23%	22%	26%	24%	23%	25%	33%	25%	25%	22%	30%	
A few times each month	99	56	4	52	41	24	30	29	16	26	8	14	4	47	10	2
9%	9%	9%	9%	9%	6%	8%	7%	7%	9%	9%	7%	11%	15%	10%	7%	5%
Less often	31	29	2	25	21	16	11	14	6	9	3	9	3	22	5	4
5%	5%	5%	4%	4%	4%	3%	4%	3%	3%	3%	2%	7%	10%	5%	4%	11%
(NET) At least once a week	570	535	35	504	412	366	337	349	217	251	116	101	21	407	132	31
86%	86%	86%	87%	87%	90%	89%	89%	91%	88%	91%	82%	75%	86%	90%	84%	

Jigsaw 2020

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base <b>635</b>	499	110	26	579	51	363	162	110	423	215	394	579	332
Weighted Base <b>660</b>	523	107*	31**	597	56*	392	161*	107*	435	241	405	598	353
Every day <b>193</b> 29%	142	40	11	173	18	138	39	16	132	65	121	180	97
Several days a week <b>217</b> 33%	173	33	11	200	12	126	56	35	146	70	122	200	106
About once a week <b>160</b> 24%	131	24	5	143	16	80	46	34	94	73	112	144	100
A few times each month <b>59</b> 9%	51	4	3	52	7	29	14	15	38	26	34	50	35
Less often <b>31</b> 5%	25	6	*	29	2	18	5	7	22	8	17	25	14
(NET) At least once a week <b>570</b> 86%	447	96	27	516	47	344	141	85	374	207	354	523	304
	86%	90%	88%	86%	84%	86%	88%	79%	86%	86%	87%	87%	86%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base; \*\* very small base (under 30) ineligible for sig testing

B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	635	359	272	216	231	184	78	138	127	104	101	62	21	168	198	129	131	366	269
Weighted Base	660	376	280	234	251	172	78*	156*	145*	105*	91*	60*	21**	173	202	150*	130*	375	285
Every day	193	111	81	56	84	53	9	47	51	33	26	24	3	53	65	36	36	118	75
	29%	30%	29%	24%	33% <sup>H</sup>	31% <sup>M</sup>	11%	30% <sup>H</sup>	35% <sup>H</sup>	31% <sup>H</sup>	29% <sup>H</sup>	40% <sup>EM</sup>	15%	31%	32%	24%	28%	31%	26%
Several days a week	217	123	92	75	70	70	23	51	35	35	37	23	10	66	54	57	39	121	96
	33%	33%	33%	32%	28%	41% <sup>F</sup>	30%	33%	24%	33%	41% <sup>J</sup>	38%	48%	38%	27%	38%	30%	32%	34%
About once a week	160	102	58	60	74	25	19	41	46	28	13	7	4	29	55	39	35	84	76
	24%	27%	21%	28% <sup>G</sup>	30% <sup>G</sup>	15%	25%	26% <sup>G</sup>	32% <sup>G</sup>	27% <sup>G</sup>	15%	12%	21%	17%	27%	26%	27%	22%	27%
A few times each month	59	29	29	34	14	10	21	13	7	7	8	3	-	14	18	12	16	32	27
	9%	8%	10%	15% <sup>F</sup>	6%	6%	27% <sup>F</sup>	9%	5%	7%	8%	4%	-	8%	9%	8%	12%	8%	10%
Less often	31	10	20	8	8	13	5	3	7	2	7	3	4	11	10	6	4	21	10
	5%	3%	7% <sup>C</sup>	4%	3%	7%	7%	2%	5%	1%	7%	5%	17%	7%	5%	4%	3%	5%	3%
(NET) At least once a week	570	337	231	191	228	149	52	139	132	96	77	54	18	148	174	132	110	322	248
	86%	90% <sup>D</sup>	82%	82% <sup>H</sup>	91% <sup>EM</sup>	87% <sup>H</sup>	66%	89% <sup>H</sup>	91% <sup>H</sup>	91% <sup>H</sup>	84% <sup>H</sup>	91% <sup>H</sup>	83%	86%	86%	89%	85%	86%	87%

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 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	635	351	75	83	90	65	118	94	420	215
Weighted Base	660	383	85*	75*	88*	71*	131*	105*	424	236
Every day	193	116	21	24	26	15	48	38	121	72
	29%	30%	24%	32%	29%	22%	36%	36%	29%	30%
Several days a week	217	130	28	35	21	14	51	43	135	82
	33%	34%	34%	46% <sup>b/c</sup>	24%	20%	39% <sup>a/e</sup>	41% <sup>a/e</sup>	32%	35%
About once a week	160	94	25	9	29	36	23	17	98	62
	24%	24%	29% <sup>b/c</sup>	12%	33% <sup>b/c</sup>	51% <sup>d/g/h</sup>	17%	16%	23%	27%
A few times each month	59	28	8	4	8	3	9	7	42	17
	9%	7%	9%	6%	9%	5%	7%	7%	10%	7%
Less often	31	15	3	3	4	2	*	-	29	2
	5%	4%	4%	4%	4%	2%	*	-	7% <sup>d/m</sup>	1%
(NET) At least once a week	570	340	74	68	76	65	121	98	354	216
	86%	89%	87%	90%	86%	93%	91% <sup>d</sup>	93% <sup>d</sup>	83%	92% <sup>d</sup>

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 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	635	43	33	26	44	50	34	290	122	119	104
Weighted Base	660	82*	62*	49**	86*	95*	70*	553	56	34	18
Every day	193	28	15	14	29	28	16	164	11	12	6
	29%	34%	24%	28%	33%	30%	23%	30% <sup>sd</sup>	20%	35% <sup>sd</sup>	34% <sup>sd</sup>
Several days a week	217	25	20	23	22	33	23	183	18	11	5
	33%	31%	33%	47%	25%	35%	33%	33%	33%	32%	29%
About once a week	160	16	20	8	21	19	23	132	18	6	5
	24%	19%	32%	17%	25%	20%	33%	24%	32% <sup>sd</sup>	17%	25%
A few times each month	59	7	2	4	12	9	2	49	4	4	2
	9%	9%	3%	7%	14%	10%	3%	9%	8%	12% <sup>sd</sup>	10%
Less often	31	6	5	-	2	5	6	25	4	1	+
	5%	7%	9%	-	3%	5%	8%	4%	8%	4%	2%
(NET) At least once a week	570	68	55	45	72	80	62	479	47	25	16
	86%	84%	88%	93%	83%	85%	89%	87%	84%	84%	88%

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.28. How often, on average, do you use Sky websites / apps (e.g. Sky News, Sky Sports)?

Base : All who have used Sky websites / apps (e.g. Sky News, Sky Sports) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	635	53	91	86	171	88	113	35	619	16	-	16	619
Weighted Base	660	79*	86*	90*	185	90*	116*	45**	647	13**	-**	13**	647
Every day	193	20	25	21	69	33	39	9	189	4	-	4	189
	29%	25%	29%	23%	37%	36%	33%	21%	29%	27%	-	27%	29%
Several days a week	217	28	23	36	57	28	37	9	215	2	-	2	215
	33%	35%	27%	40%	31%	32%	32%	20%	33%	14%	-	14%	33%
About once a week	160	19	28	23	35	21	29	15	157	3	-	3	157
	24%	24%	33% <b>u</b>	26%	19%	23%	25%	33%	24%	23%	-	23%	24%
A few times each month	59	11	4	5	16	6	10	6	56	3	-	3	56
	9%	14%	5%	6%	9%	6%	9%	14%	9%	21%	-	21%	9%
Less often	31	2	4	5	9	3	1	6	29	2	-	2	29
	5%	2%	5%	6%	4%	3%	1%	13%	5%	14%	-	14%	5%
(NET) At least once a week	570	66	77	80	161	82	104	33	561	9	-	9	561
	86%	83%	90%	89%	87%	90%	90%	73%	87%	65%	-	65%	87%

B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?

Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	892	841	51	782	681	580	545	507	329	319	240	162	65	549	225	118
Weighted Base	937	866	72*	801	695	573	551	509	342	343	236	161*	69*	582	229	126*
Every day	338	318	21	295	264	226	224	184	122	125	101	50	10	207	84	47
	36%	37%	29%	37%	38%	39%	41%	36%	36%	36%	43%	31%	14%	36%	37%	37%
Several days a week	310	281	30	274	242	200	190	175	122	107	81	49	27	184	86	40
	33%	32%	41%	34%	35%	35%	36%	34%	36%	31%	34%	30%	40%	32%	38%	32%
About once a week	160	151	9	142	113	86	77	93	65	70	29	42	15	115	33	12
	17%	17%	13%	16%	16%	15%	14%	18%	19%	20%	12%	26%	21%	20%	14%	9%
A few times each month	95	83	12	65	56	44	43	45	26	32	20	18	12	58	15	22
	10%	10%	17%	8%	8%	8%	8%	9%	7%	9%	8%	11%	18%	10%	7%	15%
Less often	34	34	-	25	20	17	16	12	7	10	7	3	5	18	10	5
	4%	4%	-	3%	3%	3%	3%	2%	2%	3%	3%	2%	8%	3%	5%	4%
(NET) At least once a week	808	749	60	711	619	512	492	452	310	302	210	140	51	506	203	99
	86%	87%	83%	89%	89%	89%	89%	89%	91%	88%	89%	87%	75%	87%	89%	79%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

Table 40

**B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?**

**Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months**

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	892	726	135	31	813	64	547	195	150	429	391	555	734	542
Weighted Base	937	767	129*	41**	845	71*	598	190	149*	437	414	575	762	557
Every day	338	277	47	14	301	31	239	60	40	160	143	204	285	184
	36%	36%	36%	34%	36%	43%	40% <b>low</b>	31%	27%	36%	34%	35%	37%	33%
Several days a week	310	246	43	19	278	24	206	66	39	143	152	192	247	197
	33%	32%	34%	46%	33%	34%	34%	35%	26%	33%	37%	33%	32%	35%
About once a week	160	129	26	4	145	11	86	33	41	79	63	97	133	98
	17%	17%	20%	11%	17%	15%	14%	17%	27% <b>low</b>	18%	15%	17%	18%	18%
A few times each month	95	84	7	4	88	5	49	27	19	48	41	61	72	59
	10%	11%	6%	9%	10%	7%	8%	14%	13%	11%	10%	11%	9%	11%
Less often	34	28	5	-	33	*	18	5	10	8	16	21	25	19
	4%	4%	4%	-	4%	1%	3%	3%	7%	2%	4%	4%	3%	3%
(NET) At least once a week	808	654	117	38	724	66	531	158	119	381	358	493	665	479
	86%	85%	90%	91%	86%	92%	89% <b>low</b>	83%	80%	87%	86%	86%	87%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?

Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	892	431	455	253	316	317	89	164	165	151	156	107	54	266	280	147	181	546	346
Weighted Base	937	466	465	290	336	304	96*	194	184	152*	145*	105*	54*	281	302	174*	165	583	354
Every day	338	162	176	67	142	125	16	51	72	71	57	49	20	108	102	60	58	211	128
	36%	35%	38%	23%	42% <sup>MEH</sup>	41% <sup>EHJ</sup>	17%	27%	38% <sup>MEH</sup>	47% <sup>EHJ</sup>	38% <sup>MEH</sup>	46% <sup>EHJ</sup>	47% <sup>EHJ</sup>	38%	34%	35%	36%	36%	36%
Several days a week	310	167	140	94	108	109	30	64	66	42	51	40	18	102	103	53	50	204	106
	33%	36%	30%	32%	32%	36%	31%	33%	36%	28%	35%	38%	33%	36%	34%	31%	30%	35%	30%
About once a week	160	76	82	67	51	40	24	43	28	22	27	10	2	45	50	33	29	95	65
	17%	16%	18%	23% <sup>MGMN</sup>	15%	13%	25% <sup>GMN</sup>	22% <sup>GMN</sup>	15%	15%	19%	10%	5%	16%	17%	19%	17%	16%	18%
A few times each month	95	49	46	49	25	19	18	31	13	12	6	4	9	23	33	18	21	56	39
	10%	10%	10%	17% <sup>FGJKL</sup>	7%	6%	19% <sup>FGJK</sup>	16% <sup>FGLM</sup>	7%	8%	4%	4%	17% <sup>GLM</sup>	8%	11%	10%	13%	10%	11%
Less often	34	13	21	13	10	11	8	5	5	5	4	2	5	4	14	10	6	18	16
	4%	3%	4%	5%	3%	4%	9%	2%	3%	3%	3%	2%	9%	1%	5%	6%	4%	3%	5%
(NET) At least once a week	808	404	398	228	301	274	70	158	166	135	135	99	40	254	255	146	137	510	299
	86%	87%	86%	79%	90% <sup>MEHN</sup>	90% <sup>EHJN</sup>	73%	82%	90% <sup>MEHN</sup>	89% <sup>EHJN</sup>	93% <sup>MEHN</sup>	95% <sup>EHJN</sup>	75%	90%	85%	84%	83%	87%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?

Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	892	430	127	159	134	80	146	118	618	274
Weighted Base	937	466	151*	154*	131*	87*	164*	128*	637	300
Every day	338	169	50	62	50	20	57	62	230	109
	36%	36%	33%	41%	38%	23%	35%	49% <b>ah</b>	36%	36%
Several days a week	310	150	57	57	35	35	57	36	210	100
	33%	32%	38%	37%	27%	40%	35%	28%	33%	33%
About once a week	160	93	23	13	20	19	31	15	109	50
	17%	20% <b>h</b>	16%	8%	15%	22%	19%	12%	17%	17%
A few times each month	95	40	17	17	17	11	16	12	61	34
	10%	9%	11%	11%	13%	13%	10%	9%	10%	11%
Less often	34	13	3	5	10	3	2	3	27	7
	4%	3%	2%	3%	7%	3%	1%	2%	4%	2%
(NET) At least once a week	808	412	130	132	105	74	146	113	549	259
	86%	65% <b>h</b>	87%	86%	80%	84%	89%	88%	86%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

**B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?**

**Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months**

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	892	60	39	41	78	74	40	423	163	166	140
Weighted Base	937	113*	73*	77*	150*	139*	82*	794	74	46	23
Every day	338	46	29	32	51	40	31	297	20	14	7
	36%	41%	40%	42%	34%	29%	37%	37% <sup>ad</sup>	27%	31%	30%
Several days a week	310	33	21	28	65	47	23	258	29	15	7
	33%	29%	29%	36%	44%	34%	29%	33%	40%	33%	32%
About once a week	160	18	13	5	19	24	19	129	16	9	6
	17%	16%	18%	7%	13%	17%	24% <sup>kl</sup>	16%	22% <sup>kl</sup>	20% <sup>kl</sup>	24% <sup>klmp</sup>
A few times each month	95	10	8	9	10	24	9	83	4	6	2
	10%	9%	10%	12%	7%	17% <sup>klmp</sup>	11%	10%	6%	13% <sup>kl</sup>	8%
Less often	34	6	2	2	4	4	-	27	4	2	1
	4%	6%	2%	2%	3%	3%	-	3%	3% <sup>kl</sup>	4%	3% <sup>kl</sup>
(NET) At least once a week	808	97	63	65	136	111	74	685	65	35	20
	86%	86%	87%	85%	91%	80%	89%	86%	88%	84%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.29. How often, on average, do you use Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)?

Base : All who have used Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online) in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	892	73	136	130	249	90	141	47	866	26	-	26	866
Weighted Base	937	115*	145*	156*	270	95*	153*	51*	920	17**	-**	17**	920
Every day	338	38%u	26	44	57	106	29	58	336	2	-	2	336
			23%	31%	37%	39%	31%	38%	35%	37%	13%	-	13%
Several days a week	310	258	52	46	57	86	33	42	309	1	-	1	309
		32%	45%u	31%	36%	32%	35%	27%	27%	34%	7%	-	7%
About once a week	160	139	18	34	35	49	13	28	155	5	-	5	155
		17%	16%	23%	22%	18%	14%	18%	21%	17%	27%	-	27%
A few times each month	95	80	15	12	6	26	18	22	93	2	-	2	93
		10%	13%	8%	4%	10%	11%w	11%w	7%	10%	14%	-	14%
Less often	34	29	4	10	1	3	2	3	27	7	-	7	27
		4%	4%	12%w	1%	1%	2%	2%	3%	39%	-	39%	3%
(NET) At least once a week	808	708	96	124	149	241	75	128	800	8	-	8	800
		87%	83%	85%	95%wyzA	89%	79%	84%	87%	47%	-	47%	87%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.30. How often, on average, do you use Apple News/ Google News/Update?

Base : All who have used Apple News/ Google News/Update in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	360	333	27	302	245	224	199	242	141	152	63	97	31	259	75	26
Weighted Base	411	371	39**	335	271	244	220	272	157*	180	69*	102*	30**	301	85*	25**
Every day	113	103	9	100	84	83	79	83	43	48	25	30	7	78	28	6
27%		28%	23%	30%	31%	34%	36%	30%	27%	26%	36%	30%	23%	26%	33%	24%
Several days a week	151	141	10	128	108	96	85	108	66	77	21	31	14	118	29	4
37%		38%	25%	38%	40%	40%	39%	40%	42%	42%	31%	30%	46%	39%	34%	14%
About once a week	71	61	10	55	42	32	31	43	32	30	12	18	3	51	14	7
17%		16%	26%	16%	16%	13%	14%	16%	21%	16%	18%	17%	11%	17%	17%	27%
A few times each month	51	47	4	37	27	20	17	27	12	21	7	16	5	36	11	4
12%		13%	11%	11%	10%	8%	8%	10%	7%	12%	10%	16%	15%	12%	13%	17%
Less often	24	19	6	14	9	12	8	11	4	6	3	7	1	17	3	4
6%		5%	15%	4%	3%	5%	4%	4%	3%	3%	5%	7%	3%	6%	3%	18%
(NET) At least once a week	335	306	29	283	234	213	195	234	141	154	59	79	24	247	72	16
82%		82%	74%	85%	86%	87%	89%	86%	90%	85%	85%	77%	82%	82%	84%	65%

B3.30. How often, on average, do you use Apple News/ Google News/Upday?

Base : All who have used Apple News/ Google News/Upday in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	360	312	41	7	329	29	184	85	91	171	150	247	300	222
Weighted Base	411	350	52**	8**	376	32**	206	95*	109*	194	164*	277	346	238
Every day	113	93	17	2	102	10	54	35	24	46	36	86	99	63
	27%	27%	32%	29%	27%	32%	26%	36%	22%	24%	22%	31%	28%	26%
Several days a week	151	127	22	2	138	11	85	29	37	80	76	104	127	98
	37%	36%	42%	21%	37%	34%	41%	31%	34%	41%	46%	37%	37%	41%
About once a week	71	65	4	2	69	2	32	16	23	28	27	42	60	45
	17%	19%	8%	30%	18%	7%	16%	17%	21%	15%	17%	15%	17%	19%
A few times each month	51	43	6	2	45	6	22	12	16	28	18	28	43	24
	12%	12%	12%	21%	12%	18%	11%	13%	15%	14%	11%	10%	12%	10%
Less often	24	21	3	-	22	3	13	3	8	11	6	17	18	9
	6%	6%	6%	-	6%	9%	6%	3%	8%	6%	4%	6%	5%	4%
(NET) At least once a week	335	286	43	6	309	24	171	80	84	155	139	232	286	206
	82%	81%	82%	79%	82%	73%	83%	84%	77%	80%	85%	84%	82%	86%

B3.30. How often, on average, do you use Apple News/ Google News/Update?

Base : All who have used Apple News/ Google News/Update in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	360	158	197	150	131	72	71	79	76	55	35	29	8	82	108	60	94	190	170
Weighted Base	411	192	215	179*	152*	72*	84*	95*	91*	60*	36**	29**	7**	89*	116*	94*	97*	205	206
Every day	113	46	65	36	54	23	14	22	27	26	12	8	2	26	29	30	24	55	57
	27%	24%	30%	20%	35%EH	32%	17%	23%	30%	44%EH	34%	29%	31%	29%	25%	31%	25%	27%	28%
Several days a week	151	76	75	74	50	26	40	34	32	17	14	11	*	35	47	33	29	82	69
	37%	40%	35%	41%	33%	36%	47%	36%	36%	29%	40%	37%	7%	39%	40%	35%	30%	40%	34%
About once a week	71	33	38	36	25	8	15	20	17	9	7	2	-	19	20	9	23	39	33
	17%	17%	18%	20%	17%	12%	18%	21%	18%	15%	18%	6%	-	21%	17%	10%	23%	19%	16%
A few times each month	51	26	24	19	18	10	9	10	11	7	1	7	2	5	13	18	13	18	33
	12%	13%	11%	11%	12%	14%	11%	11%	12%	12%	2%	25%	27%	5%	12%	19%G	14%	9%	16%
Less often	24	12	12	15	5	5	6	9	4	1	2	1	2	5	7	5	8	11	13
	6%	6%	6%	8%	3%	7%	7%	9%	4%	2%	6%	3%	36%	5%	6%	5%	8%	6%	6%
(NET) At least once a week	335	155	179	145	129	57	69	76	76	52	33	21	3	80	96	71	76	176	160
	82%	81%	83%	81%	85%	79%	82%	80%	84%	87%	92%	72%	38%	89%	83%	76%	78%	86%	78%

B3.30. How often, on average, do you use Apple News/ Google News/Upday?

Base : All who have used Apple News/ Google News/Upday in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	360	157	63	36	72	40	65	59	237	123
Weighted Base	411	186	79*	34**	83*	47**	80*	75*	260	151*
Every day	113	51	25	11	10	12	25	32	63	50
		27% <sup>d</sup>	44% <sup>d</sup>	33%	12%	26%	31%	43% <sup>h</sup>	24%	33%
Several days a week	151	79	19	7	30	15	30	19	103	48
	37%	42% <sup>h</sup>	24%	20%	37%	32%	38%	26%	40%	32%
About once a week	71	34	11	4	20	15	6	9	50	21
	17%	18%	13%	11%	24%	31%	8%	12%	19%	14%
A few times each month	51	17	11	9	11	5	10	6	32	19
	12%	9%	14%	27%	13%	11%	13%	8%	12%	13%
Less often	24	5	5	3	11	*	9	8	12	12
	6%	3%	6%	8%	14% <sup>h</sup>	*	11%	10%	5%	8%
(NET) At least once a week	335	164	64	22	61	42	61	61	216	119
	82%	68% <sup>h</sup>	81%	65%	73%	89%	76%	81%	83%	79%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.30. How often, on average, do you use Apple News/ Google News/Upday?

Base : All who have used Apple News/ Google News/Upday in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	360	24	16	17	40	35	17	188	54	55	63
Weighted Base	411	46**	30**	32**	77*	68*	35**	360	25*	15*	11*
Every day	113	15	9	4	25	15	5	97	9	4	3
	27%	33%	30%	13%	32%	22%	15%	27%	37%	24%	27%
Several days a week	151	11	7	19	27	31	17	137	7	3	3
	37%	25%	25%	58%	35%	45% <sup>nr</sup>	48%	38% <sup>nr</sup>	27%	23%	32%
About once a week	71	8	12	6	11	10	4	62	3	4	2
	17%	17%	39%	18%	15%	15%	11%	17%	13%	25% <sup>nr</sup>	22%
A few times each month	51	11	-	2	11	10	4	45	3	2	2
	12%	24%	-	5%	14%	15%	12%	12%	10%	15%	15%
Less often	24	-	2	2	4	2	5	20	3	2	1
	6%	-	6%	5%	5%	3%	13%	5%	12%	10%	5%
(NET) At least once a week	335	35	28	29	63	56	28	296	19	12	9
	82%	76%	94%	89%	82%	82%	74%	82%	78%	75%	80%

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.30. How often, on average, do you use Apple News/ Google News/Update?

Base : All who have used Apple News/ Google News/Update in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home hours (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	360	312	42	52	60	94	42	63	22	350	10	-	10	350
Weighted Base	411	334	69*	62*	77*	113*	47**	72*	28**	404	6**	-**	6**	404
Every day	113	100	10	20	14	32	13	30	5	111	2	-	2	111
	27%	30%	15%	32%	18%	28%	28%	42% <b>low</b>	16%	27%	25%	-	25%	27%
Several days a week	151	116	33	22	38	52	17	19	12	151	*	-	*	151
	37%	35%	49%	36%	49% <b>low</b>	46%	37%	27%	43%	37%	4%	-	4%	37%
About once a week	71	59	10	11	14	18	7	8	2	71	*	-	*	71
	17%	18%	15%	18%	18%	16%	15%	11%	8%	18%	5%	-	5%	18%
A few times each month	51	40	9	7	5	10	8	11	6	49	2	-	2	49
	12%	12%	13%	11%	7%	9%	18%	16%	23%	12%	32%	-	32%	12%
Less often	24	18	6	2	7	1	1	3	3	22	2	-	2	22
	6%	6%	9%	3%	9%	1%	2%	4%	11%	6%	34%	-	34%	6%
(NET) At least once a week	335	275	54	53	65	102	38	58	19	333	2	-	2	333
	82%	82%	78%	85%	84%	90%	81%	80%	67%	82%	34%	-	34%	82%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	372	334	38	307	280	239	222	189	105	99	106	59	35	207	109	56
Weighted Base	374	329	46**	301	277	229	217	204	126*	107*	95*	58*	38**	227	101*	46*
Every day	162	146	15	131	116	91	82	100	56	47	48	25	19	107	35	19
	43%	44%	34%	43%	42%	40%	38%	49%	44%	44%	51%	43%	49%	47%	35%	42%
Several days a week	119	100	19	95	91	73	69	66	45	43	29	19	13	68	31	20
	32%	30%	42%	32%	33%	32%	32%	33%	35%	40%	31%	32%	34%	30%	31%	44%
About once a week	44	40	5	37	33	30	33	20	13	9	6	7	2	23	18	3
	12%	12%	10%	12%	12%	13%	15%	10%	10%	9%	6%	13%	6%	10%	17%	7%
A few times each month	26	22	5	20	18	16	17	8	3	4	6	5	4	15	8	3
	7%	7%	10%	7%	6%	7%	8%	4%	2%	4%	6%	9%	9%	7%	8%	6%
Less often	23	21	2	19	19	15	10	11	4	4	5	2	*	13	9	1
	6%	6%	4%	6%	7%	8%	7%	5%	4%	4%	5%	4%	1%	6%	9%	1%
(NET) At least once a week	325	286	39	262	240	194	185	186	113	99	84	51	34	198	83	43
	87%	87%	86%	87%	87%	85%	85%	91%	89%	92%	88%	88%	90%	87%	83%	93%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	372	292	57	23	337	27	238	64	70	149	176	228	290	228
Weighted Base	374	296	46*	33**	342	25**	223	74*	78*	150*	166	241	308	221
Every day	162	129	22	11	146	13	90	29	43	63	67	114	138	91
	43%	44%	49%	32%	43%	52%	40%	40%	55%	42%	41%	47%	45%	41%
Several days a week	119	101	10	7	113	5	65	27	27	51	50	72	95	69
	32%	34%	23%	23%	33%	18%	29%	37%	35%	34%	30%	30%	31%	31%
About once a week	44	33	7	4	39	5	35	7	3	19	22	27	37	29
	12%	11%	15%	13%	11%	21%	15%w	9%	3%	13%	13%	11%	12%	13%
A few times each month	26	17	5	5	25	-	19	5	3	7	13	15	22	15
	7%	6%	10%	16%	7%	-	8%	7%	4%	5%	8%	6%	7%	7%
Less often	23	16	2	6	19	2	16	6	2	10	13	13	17	17
	6%	5%	4%	17%	6%	8%	7%	8%	3%	6%	8%	5%	5%	8%
(NET) At least once a week	325	263	39	22	298	23	189	63	73	133	140	213	269	189
	87%	89%	86%	67%	87%	92%	85%	86%	94%	89%	84%	88%	88%	85%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	372	207	160	76	128	162	36	40	68	60	73	58	31	106	113	63	80	219	153
Weighted Base	374	206	162*	87*	142*	139*	42**	44**	84*	58*	60*	48*	32**	100*	116*	81*	67*	216	158*
Every day	162	94	66	35	65	59	16	19	44	21	32	15	13	47	49	33	27	96	66
	43%	46%	40%	40%	46%	43%	38%	42%	52%	37%	53%	32%	40%	47%	42%	41%	40%	44%	42%
Several days a week	119	68	47	31	56	29	18	13	30	25	15	14	1	36	38	15	25	74	45
	32%	33%	29%	36%	39% <b>AG</b>	21%	42%	30%	36%	44% <b>CG</b>	25%	30%	2%	35%	33%	19%	38% <b>CO</b>	34%	28%
About once a week	44	22	22	12	12	18	7	5	8	4	7	9	1	7	14	19	4	21	23
	12%	11%	14%	14%	8%	13%	17%	11%	9%	7%	12%	20%	4%	7%	12%	23% <b>OR</b>	7%	10%	15%
A few times each month	26	15	11	8	5	14	*	7	-	5	6	4	4	8	7	6	6	15	12
	7%	7%	7%	9% <b>J</b>	3%	10% <b>J</b>	1%	17%	-	6% <b>J</b>	10% <b>J</b>	9% <b>J</b>	12%	8%	6%	7%	9%	7%	7%
Less often	23	7	17	1	4	18	*	*	2	2	*	4	14	2	8	8	4	11	12
	6%	3%	10% <b>OC</b>	1%	3%	13% <b>EFJL</b>	1%	1%	2%	4%	*	3% <b>OC</b>	43%	2%	7%	10%	6%	5%	8%
(NET) At least once a week	325	184	135	78	133	106	42	37	82	51	54	38	14	90	101	67	57	191	134
	87%	89%	83%	90%	94% <b>GH</b>	77%	96%	83%	93% <b>GH</b>	88%	90%	82%	45%	90%	87%	83%	85%	88%	85%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	372	147	43	97	50	22	42	39	299	73
Weighted Base	374	153*	49**	82*	47**	24**	46**	48**	292	83*
Every day	162	70	25	29	22	13	24	24	115	47
	43%	46%	52%	36%	47%	56%	52%	51%	39%	56% <sup>u</sup>
Several days a week	119	54	15	17	14	3	16	15	96	23
	32%	35%	31%	20%	29%	11%	34%	31%	33%	28%
About once a week	44	20	3	12	2	3	3	5	39	5
	12%	13%	5%	15%	5%	12%	7%	10%	13%	6%
A few times each month	26	7	6	8	3	3	1	-	22	4
	7%	5%	12%	10%	7%	13%	2%	-	8%	5%
Less often	23	1	-	16	6	2	2	4	19	4
	6%	*	-	19%	13%	8%	5%	9%	7%	5%
(NET) At least once a week	325	145	43	58	38	19	43	44	250	75
	87%	39%	86%	71%	81%	79%	93%	91%	86%	90%

B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	372	19	18	16	19	31	23	172	66	71	63
Weighted Base	374	36**	33**	29**	36**	57*	46**	318	28*	18*	10*
Every day	162	17	13	15	7	25	22	135	16	6	4
43%		47%	38%	52%	20%	44%	48%	43%	96% <sup>u</sup>	34%	44%
Several days a week	119	14	10	12	23	5	106	5	5	4	4
32%		38%	29%	42%	64%	41% <sup>u</sup>	10%	33% <sup>u</sup>	17%	25%	34% <sup>u</sup>
About once a week	44	2	5	-	4	3	7	33	5	4	1
12%		6%	16%	-	11%	6%	15%	10%	19%	24% <sup>u</sup>	13%
A few times each month	26	4	4	-	2	4	6	23	1	2	1
7%		10%	11%	-	5%	6%	13%	7%	4%	11%	7%
Less often	23	-	2	2	-	2	6	21	1	1	-
6%		-	5%	6%	-	3%	13%	7%	4%	6%	2%
(NET) At least once a week	325	33	28	27	34	51	34	274	26	15	9
87%		90%	84%	94%	95%	91%	73%	86%	93%	83%	91%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.31. How often, on average, do you use Other websites/apps?

Base : All who have used Other websites/apps in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	372	30	41	55	91	28	47	24	324	48	-	48	324
Weighted Base	374	42**	41**	53*	94*	30**	54*	30**	340	35**	-**	35**	340
Every day	162	16	19	24	39	14	25	14	159	3	-	3	159
	43%	44%	46%	44%	41%	45%	46%	46%	47%	8%	-	8%	47%
Several days a week	119	19	10	14	37	16	16	7	108	11	-	11	108
	32%	29%	24%	26%	40%	53%	30%	22%	32%	32%	-	32%	32%
About once a week	44	5	7	7	9	*	7	4	35	10	-	10	35
	12%	12%	18%	13%	9%	1%	14%	12%	10%	28%	-	28%	10%
A few times each month	26	2	5	8	8	*	1	2	20	7	-	7	20
	7%	8%	11%	16%	9%	1%	2%	6%	6%	19%	-	19%	6%
Less often	23	*	*	1	1	-	4	4	19	4	-	4	19
	6%	7%	1%	1%	1%	-	8%	13%	6%	13%	-	13%	6%
(NET) At least once a week	325	40	36	45	85	30	48	24	301	24	-	24	301
	87%	85%	88%	83%	90%	99%	90%	81%	89%	68%	-	68%	89%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1929	1929	-	1806	1536	1339	1170	917	519	529	583	297	119	1046	551	332
Weighted Base	1911	1911	..*	1786	1488	1266	1141	890	529	544	551	276	124*	1055	527	328
Every day	1105	1105	-	1105	1004	852	790	477	287	281	439	120	47	500	355	250
	58%	58%	-	62% <sup>gh</sup>	67% <sup>acgh</sup>	67% <sup>acgh</sup>	69% <sup>acgh</sup>	54%	54%	52%	80% <sup>ah</sup>	43%	38%	47%	67% <sup>an</sup>	70% <sup>am</sup>
Several days a week	478	478	-	478	361	311	267	237	157	159	86	76	39	317	113	48
	25%	25%	-	27%	24%	23%	23%	27%	30% <sup>id</sup>	29% <sup>id</sup>	16%	27% <sup>ij</sup>	31% <sup>il</sup>	30% <sup>in</sup>	21%	15%
About once a week	204	204	-	204	122	79	65	108	58	63	20	51	23	141	47	15
	11%	11%	-	11% <sup>ade</sup>	8%	6%	6%	12% <sup>def</sup>	11% <sup>def</sup>	12% <sup>def</sup>	4%	19% <sup>ij</sup>	19% <sup>ij</sup>	13% <sup>in</sup>	9%	5%
A few times each month	76	76	-	-	14	11	45	22	29	3	3	20	7	64	10	2
	4%	4%	-	-	1% <sup>cd</sup>	1% <sup>cd</sup>	5% <sup>def</sup>	4% <sup>def</sup>	5% <sup>def</sup>	1%	7% <sup>ij</sup>	6% <sup>ij</sup>	6% <sup>in</sup>	2%	1%	
Less often	48	48	-	-	10	7	22	5	12	4	10	8	33	3	12	
	3%	3%	-	-	1% <sup>cd</sup>	1% <sup>cd</sup>	2% <sup>def</sup>	1% <sup>cd</sup>	2% <sup>def</sup>	1%	4% <sup>ij</sup>	7% <sup>ij</sup>	3% <sup>in</sup>	1%	4% <sup>in</sup>	
(NET) At least once a week	1786	1786	-	1786	1488	1242	1123	823	501	503	544	247	109	958	515	314
	94%	94%	-	100% <sup>ade</sup>	100% <sup>acgh</sup>	98% <sup>acgh</sup>	98% <sup>acgh</sup>	92%	95%	93%	89% <sup>ah</sup>	69%	66%	91%	88% <sup>an</sup>	90% <sup>am</sup>

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1929	1485	349	95	1768	124	1301	350	278	872	890	1008	1461	1150
Weighted Base	1911	1513	309	89*	1744	127*	1290	359	262	857	857	1016	1477	1106
Every day	1105	859	202	45	1009	76	855	170	81	494	546	563	829	680
	58%	57%	59%	51%	58%	60%	63% <sup>low</sup>	67% <sup>low</sup>	31%	59%	63% <sup>low</sup>	55%	56%	61% <sup>low</sup>
Several days a week	478	371	76	31	442	30	267	133	78	217	185	274	394	261
	25%	24%	25%	35%	25%	23%	21%	37% <sup>hi</sup>	30% <sup>hi</sup>	25%	22%	27%	27%	24%
About once a week	204	177	19	8	180	14	110	39	54	97	76	106	161	103
	11%	12% <sup>hi</sup>	6%	9%	10%	11%	9%	11%	21% <sup>hi</sup>	11%	9%	10%	11%	9%
A few times each month	76	60	11	4	72	2	33	12	32	32	23	48	67	32
	4%	4%	4%	5%	4%	2%	3%	3%	12% <sup>hi</sup>	4%	3%	5%	5%	3%
Less often	48	47	1	*	41	5	24	6	17	18	23	24	26	31
	3%	3% <sup>hi</sup>	*	*	2%	4%	2%	2%	7% <sup>hi</sup>	2%	3%	2%	2%	3%
(NET) At least once a week	1786	1406	296	84	1631	120	1232	342	212	807	811	943	1384	1043
	94%	93%	96%	95%	94%	94%	96% <sup>low</sup>	95% <sup>low</sup>	81%	94%	95%	93%	94%	94%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1929	921	995	472	572	870	193	279	276	296	335	309	226	440	611	349	477	1051	878
Weighted Base	1911	926	972	513	619	762	205	308	296	322	283	273	206	455	602	396	415	1057	853
Every day	1105	570	530	188	351	562	67	121	158	193	197	199	166	303	334	219	230	637	468
	58%	62% <sup>D</sup>	55%	37%	57% <sup>MEN</sup>	74% <sup>EFHI</sup>	33%	39%	43% <sup>MEN</sup>	60% <sup>EHJ</sup>	70% <sup>EFHI</sup>	73% <sup>EFHI</sup>	61% <sup>EFHI</sup>	66% <sup>PQRT</sup>	56%	55%	55%	60%	55%
Several days a week	478	217	258	163	181	131	67	96	86	95	60	47	24	104	154	107	105	258	219
	25%	23%	27%	32% <sup>GLMN</sup>	29% <sup>GLMN</sup>	17%	33% <sup>GLMN</sup>	31% <sup>GLMN</sup>	29% <sup>GMMN</sup>	29% <sup>GMMN</sup>	21% <sup>N</sup>	17%	12%	23%	26%	27%	25%	24%	26%
About once a week	204	78	121	92	62	43	40	52	38	24	18	14	11	39	72	34	47	111	93
	17%	8%	12% <sup>C</sup>	18% <sup>FGKL</sup>	10% <sup>FG</sup>	6%	20% <sup>FGKL</sup>	17% <sup>FGKL</sup>	13% <sup>GLMN</sup>	7%	6%	5%	6%	9%	12%	9%	11%	10%	11%
A few times each month	76	38	38	40	20	11	11	29	11	9	4	7	-	4	28	20	19	33	43
	4%	4%	4%	9% <sup>FGKLM</sup>	3% <sup>N</sup>	1%	8% <sup>GLN</sup>	9% <sup>FGJKL</sup>	4% <sup>N</sup>	3%	1%	3%	-	1%	8% <sup>O</sup>	6% <sup>O</sup>	6% <sup>O</sup>	3%	6% <sup>O</sup>
Less often	48	23	24	29	4	14	18	11	2	2	4	6	4	5	13	15	14	19	29
	3%	2%	2%	6% <sup>FGJKL</sup>	1%	2%	9% <sup>FGJKL</sup>	4% <sup>F</sup>	1%	1%	1%	2%	2%	1%	2%	4%	3%	2%	3%
(NET) At least once a week	1786	865	910	443	585	737	175	268	283	312	275	260	201	446	560	361	382	1006	780
	94%	93%	94%	86%	96% <sup>MEN</sup>	97% <sup>EFHI</sup>	85%	87%	96% <sup>MEN</sup>	97% <sup>EFHI</sup>	97% <sup>MEN</sup>	95% <sup>EFHI</sup>	98% <sup>MEN</sup>	93% <sup>PQRT</sup>	93%	91%	92%	95% <sup>QRT</sup>	91%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1929	738	262	512	299	137	236	206	1474	455
Weighted Base	1911	775	288	443	298	143*	260	221	1417	494
Every day	1105	417	163	338	147	53	135	107	873	232
	58%	54%	57%	76% <sup>ab</sup>	49%	37%	52% <sup>ae</sup>	49%	62% <sup>af</sup>	47%
Several days a week	478	220	76	64	86	54	67	74	318	159
	25%	28% <sup>bc</sup>	26% <sup>bd</sup>	14%	29% <sup>cd</sup>	38% <sup>fd</sup>	26%	33% <sup>gh</sup>	22%	32% <sup>hi</sup>
About once a week	204	90	26	29	40	25	34	26	139	65
	11%	12% <sup>bc</sup>	9%	7%	13% <sup>cd</sup>	17% <sup>fd</sup>	13%	12%	10%	13%
A few times each month	76	32	12	4	15	7	18	10	51	25
	4%	4% <sup>bc</sup>	4% <sup>cd</sup>	1%	5% <sup>cd</sup>	5%	7%	4%	4%	5%
Less often	48	15	11	8	11	5	6	4	36	12
	3%	2%	4%	2%	4%	3%	2%	2%	3%	2%
(NET) At least once a week	1786	727	265	431	273	132	237	207	1330	456
	94%	94%	92%	97% <sup>ab</sup>	91%	92%	91%	94%	94%	92%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1929	116	89	101	132	141	80	864	343	364	358
Weighted Base	1911	218	163*	183*	252	284	161*	1607	149	98	57
Every day	1105	116	79	126	133	160	102	928	87	59	32
	58%	53%	48%	69% <sup>jkmo</sup>	53%	61%	63%	58%	58%	60%	55%
Several days a week	478	56	50	30	72	65	42	398	41	23	16
	25%	26%	31% <sup>kl</sup>	16%	28% <sup>kl</sup>	24%	26%	25%	27% <sup>kl</sup>	24%	26% <sup>kl</sup>
About once a week	204	31	22	16	29	30	11	179	11	8	6
	11%	14% <sup>kl</sup>	14%	9%	11%	11%	7%	11%	7%	8%	10%
A few times each month	76	11	12	6	10	5	2	63	5	5	2
	4%	5%	7%	3%	4%	2%	1%	4%	3%	3% <sup>kl</sup>	4%
Less often	48	4	-	6	9	4	5	39	5	2	1
	3%	2%	-	3%	3%	1%	3%	2%	4% <sup>kl</sup>	2% <sup>kl</sup>	2% <sup>kl</sup>
(NET) At least once a week	1786	203	152	172	233	255	155	1504	138	90	54
	94%	93%	93%	94%	93%	97% <sup>kl</sup>	96%	94%	93%	92%	93%

"Caution should be used when reviewing any base size under 100"

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.a. How often, on average, do you use Any BBC?

Base : All who have used Any BBC in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1929	126	246	224	395	164	261	159	1681	248	124	124	1681
Weighted Base	1911	196	254	251	417	172	266	158*	1752	159	73*	86*	1752
Every day	1105	97	136	139	242	85	140	106	989	116	54	62	989
	58%	50%	53%	55%	58%	49%	52%	67% <b>W</b>	56%	73% <b>B</b>	75% <b>D</b>	71% <b>F</b>	56%
Several days a week	478	49	72	68	113	59	76	35	444	34	14	20	444
	25%	25%	28%	27%	27%	34%	28%	22%	25%	21%	19%	23%	25%
About once a week	204	27	31	27	36	15	28	12	197	7	2	4	197
	11%	14%	12%	11%	9%	9%	11%	8%	11% <b>C</b>	4%	3%	5%	11%
A few times each month	76	13	10	8	17	12	16	5	75	2	2	-	75
	4%	6%	4%	3%	4%	7%	6%	3%	4%	1%	2%	-	4%
Less often	48	9	6	9	9	1	7	*	47	*	*	-	47
	3%	5%	2%	4%	2%	1%	2%	*	3%	*	1%	-	3%
(NET) At least once a week	1786	174	238	234	391	158	243	153	1630	157	70	86	1630
	94%	89%	94%	93%	94%	92%	92%	97%	93%	99% <b>B</b>	97%	100% <b>F</b>	93%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1686	-	1606	1536	1302	1138	801	464	459	555	245	98	870	504	312
Weighted Base	1643	-**	1559	1488	1223	1104	776	479	480	514	225	99*	864	474	305
Every day	833	-	833	833	715	661	343	209	203	365	67	25	323	303	207
	51%	51%ggh	53%ggh	55%ggh	55%acgh	60%acgh	44%	44%	42%	71%kkl	30%	26%	37%	64%nn	65%oo
Several days a week	443	-	443	443	358	308	225	140	127	103	73	36	270	107	65
	27%	27%	28%	30%	29%	28%	29%	29%	27%	20%	32%j	37%l	31%nd	23%	21%
About once a week	213	-	213	213	116	101	124	86	81	37	44	20	148	46	19
	13%	13%efl	14%efl	14%efl	9%	9%	16%efl	16%kaef	17%uel	7%	19%j	20%k	17%nd	10%	6%
A few times each month	105	-	58	-	20	25	57	30	50	7	31	12	87	13	5
	6%	6%cdde	4%de	-	2%de	2%de	7%cdde	6%de	10%acdde	1%	14%j	12%k	10%nd	3%	1%
Less often	90	-	13	-	14	8	27	14	19	2	11	6	36	4	10
	3%	3%cdde	1%de	-	1%de	1%de	4%cdde	3%cdde	4%cdde	+	5%j	6%k	4%nd	1%	3%
(NET) At least once a week	1488	-	1488	1488	1189	1071	692	435	411	505	184	81	741	456	291
	91%	91%g	95%ggh	100%acej	97%acgh	97%kaeh	89%	91%	86%	85%kkl	62%	62%	86%	80%nn	85%oo

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1686	1290	314	82	1558	99	1166	300	220	752	818	896	1275	1059
Weighted Base	1643	1287	279	78*	1512	102*	1134	303	205	729	772	902	1279	1009
Every day	833	639	164	30	764	50	692	108	32	370	440	410	607	536
	51%	50%	52%	38%	51%	49%	61% <sup>low</sup>	35% <sup>low</sup>	16%	51%	57% <sup>low</sup>	46%	47%	53% <sup>low</sup>
Several days a week	443	343	70	29	409	29	271	115	57	192	176	269	372	251
	27%	27%	25%	38%	27%	23%	24%	38% <sup>low</sup>	26%	26%	23%	40% <sup>low</sup>	28% <sup>low</sup>	25%
About once a week	213	171	30	11	194	13	109	55	49	115	88	126	181	130
	13%	13%	11%	15%	13%	12%	10%	18% <sup>low</sup>	24% <sup>low</sup>	16%	11%	14%	14%	13%
A few times each month	105	87	11	7	98	7	43	16	46	38	42	69	87	58
	6%	7%	4%	9%	6%	7%	4%	5%	22% <sup>low</sup>	5%	5%	8%	7%	6%
Less often	50	47	3	1	47	3	19	9	22	15	24	28	31	34
	3%	4%	1%	1%	3%	3%	2%	3%	11% <sup>low</sup>	2%	3%	3%	2%	3%
(NET) At least once a week	1488	1153	265	70	1368	92	1072	278	137	676	706	805	1161	917
	91%	90%	95% <sup>low</sup>	91%	90%	90%	95% <sup>low</sup>	92% <sup>low</sup>	67%	93%	91%	89%	91%	91%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

Total	Gender		Age										Social Grade							
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)		
Unweighted Base	1686	798	878	359	504	810	144	215	240	264	310	290	210	397	527	313	408	924	762	
Weighted Base	1643	781	852	384	538	707	143*	241	253	285	264	253	191	409	525	338	339	934	709	
Every day	833	414	417	98	264	469	36	62	117	147	157	166	146	229	224	170	196	453	379	
	81%	53%	49%	25%	49% <sup>EH</sup>	66% <sup>EFHI</sup>	JK	25%	25%	46% <sup>EH</sup>	62% <sup>EHI</sup>	61% <sup>EFHI</sup>	66% <sup>EFHI</sup>	77% <sup>EFGH</sup>	66% <sup>P</sup>	43%	50%	66% <sup>PS</sup>	49%	63% <sup>P</sup>
Several days a week	443	207	233	124	161	155	40	84	69	92	69	57	28	119	154	80	81	273	169	
	27%	27%	27%	32% <sup>GMN</sup>	30% <sup>GN</sup>	22%	28% <sup>N</sup>	35% <sup>GMN</sup>	27% <sup>N</sup>	32% <sup>GMN</sup>	26% <sup>N</sup>	23%	15%	29%	29%	24%	24%	29%	24%	
About once a week	213	94	116	86	75	48	31	55	45	30	24	12	12	49	81	38	37	130	83	
	13%	12%	14%	22% <sup>FGJKL</sup>	14% <sup>GMM</sup>	7%	22% <sup>GKLM</sup>	23% <sup>FGJKL</sup>	18% <sup>GMLN</sup>	11% <sup>M</sup>	9%	5%	6%	12%	15%	11%	11%	14%	12%	
A few times each month	105	51	54	48	32	20	23	24	19	12	9	9	2	8	49	34	12	57	48	
	6%	6%	6%	12% <sup>FGKLM</sup>	6% <sup>GN</sup>	3%	18% <sup>FGJK</sup>	10% <sup>GMLN</sup>	8% <sup>GN</sup>	4%	3%	4%	1%	2%	9% <sup>OR</sup>	16% <sup>OR</sup>	4%	6% <sup>O</sup>	7% <sup>O</sup>	
Less often	50	16	32	29	6	15	12	17	3	3	4	8	3	4	17	15	13	21	30	
	3%	2%	4%	8% <sup>FGJKL</sup>	1%	2%	9% <sup>FGJKL</sup>	7% <sup>FGJKL</sup>	1%	1%	2%	3%	1%	1%	3%	6% <sup>O</sup>	4% <sup>O</sup>	2%	4% <sup>O</sup>	
(NET) At least once a week	1488	715	766	308	501	672	107	200	231	270	251	235	186	398	459	288	314	857	631	
	91%	92%	90%	80%	63% <sup>EH</sup>	65% <sup>EHI</sup>	75%	83%	61% <sup>EH</sup>	66% <sup>EHI</sup>	65% <sup>EH</sup>	63% <sup>EHI</sup>	66% <sup>EHI</sup>	67% <sup>FOR</sup>	66%	65%	62% <sup>Q</sup>	62% <sup>PO</sup>	69%	

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1686	639	220	476	254	112	193	165	1316	370
Weighted Base	1643	666	234	408	245	110*	212	173	1250	393
Every day	833	285	114	291	123	34	90	80	678	155
	51%	43%	49%	71% <sup>abcd</sup>	50%	31%	43%	46%	54% <sup>efhi</sup>	39%
Several days a week	443	206	71	77	56	37	65	55	318	125
	27%	31% <sup>c</sup>	30% <sup>cd</sup>	19%	23%	34%	31%	32%	25%	32%
About once a week	213	109	21	26	36	21	38	16	152	61
	13%	16% <sup>abc</sup>	9%	6%	15% <sup>bc</sup>	19%	18%	9%	12%	16%
A few times each month	105	49	18	8	17	13	13	16	68	37
	6%	7% <sup>bc</sup>	8% <sup>cd</sup>	2%	7% <sup>c</sup>	12% <sup>cd</sup>	6%	9%	5%	9% <sup>hi</sup>
Less often	50	17	10	7	13	5	6	6	34	16
	3%	3%	4%	2%	5% <sup>c</sup>	5%	3%	3%	3%	4%
(NET) At least once a week	1488	600	206	394	215	92	193	151	1148	341
	81%	90%	88%	75% <sup>abcd</sup>	88%	83%	91%	87%	92% <sup>ef</sup>	87%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1686	98	71	90	113	126	69	741	312	320	313
Weighted Base	1643	184*	130*	162*	216	236	139*	1373	136	85	50
Every day	833	93	60	102	98	122	64	700	65	43	24
	51%	51%	46%	63% <sup>lkmno</sup>	45%	52%	46%	51%	48%	51%	49%
Several days a week	443	47	40	37	52	64	49	362	41	24	16
	27%	25%	31%	23%	24%	27%	35%	26%	30%	29%	31%
About once a week	213	32	18	12	35	29	17	183	14	9	7
	13%	13% <sup>jk</sup>	14%	7%	16%	12%	13%	10%	10%	14%	
A few times each month	105	10	10	8	20	16	7	89	8	6	2
	6%	5%	7%	5%	9%	7%	5%	7%	6%	7%	4%
Less often	50	2	2	5	11	4	2	38	8	3	1
	3%	1%	7%	3%	5%	2%	2%	3%	6% <sup>lmpo</sup>	3%	2%
(NET) At least once a week	1488	172	118	150	185	216	130	1245	120	77	47
	91%	94%	91%	92%	86%	91%	93%	91%	89%	90%	94% <sup>lmn</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.b. How often, on average, do you use Any BBC TV content?

Base : All who have used Any BBC TV content in past 12 months

	Ethnic Minority Group		Covid-19					Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1686	93	211	192	345	126	229	146	1442	244	121	123	1442
Weighted Base	1643	143*	213	217	367	127*	235	141*	1485	158	72*	86*	1485
Every day	833	59	102	100	146	56	99	89	725	108	53	54	725
	51%	52%	48%	46%	40%	44%	42%	63% <sup>w/w/z</sup>	49%	88% <sup>B</sup>	74% <sup>D</sup>	63% <sup>F</sup>	49%
Several days a week	443	38	57	71	124	43	61	35	406	36	14	22	406
	27%	26%	27%	33%	34%	34%	26%	24%	27%	23%	19%	26%	27%
About once a week	213	25	25	25	52	16	40	9	203	10	3	7	203
	13%	12%	12%	12%	14%	13%	11% <sup>A</sup>	6%	11% <sup>C</sup>	6%	4%	8%	13% <sup>D</sup>
A few times each month	105	17	18	11	37	10	25	8	101	4	2	2	101
	6%	12% <sup>A</sup>	9%	5%	10%	8%	11%	6%	7%	2%	2%	2%	7%
Less often	50	5	10	10	8	1	11	*	50	*	*	*	50
	3%	3%	5% <sup>A</sup>	5%	2%	1%	4%	*	3%	*	*	*	3%
(NET) At least once a week	1488	121	184	196	322	116	200	133	1334	154	70	84	1334
	91%	85%	86%	90%	88%	91%	85%	84% <sup>A</sup>	90%	87% <sup>B</sup>	98%	97%	90%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1556	-	1438	1357	1377	1113	728	420	406	488	223	74	791	477	288
Weighted Base	1499	-**	1371	1283	1306	1078	694	430	419	443	208	70*	789	430	281
Every day	585	-	558	541	585	498	248	155	134	180	48	15	214	204	168
	39%	39%	41%	42%	45%	46%	36%	36%	32%	41%	23%	22%	27%	47%	60%
Several days a week	492	-	476	466	492	386	233	154	146	182	63	25	286	135	71
	33%	33%	35%	36%	36%	36%	34%	36%	35%	37%	30%	36%	36%	31%	25%
About once a week	229	-	209	182	229	149	115	71	65	67	52	10	143	63	23
	15%	15%	15%	14%	18%	14%	17%	17%	15%	15%	28%	15%	18%	19%	8%
A few times each month	139	-	95	73	-	37	64	38	50	28	33	12	105	19	14
	9%	9%	7%	6%	-	3%	9%	9%	12%	6%	16%	16%	13%	5%	5%
Less often	54	-	33	21	-	8	33	12	23	6	12	7	41	8	6
	4%	4%	2%	2%	-	1%	9%	3%	6%	1%	6%	10%	5%	2%	2%
(NET) At least once a week	1306	-	1242	1189	1306	1033	596	380	346	409	163	51	643	402	262
	87%	87%	81%	83%	100%	96%	86%	88%	82%	92%	78%	72%	81%	84%	93%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1556	1171	301	84	1438	91	1101	272	183	694	760	833	1172	979
Weighted Base	1499	1156	259	84*	1375	96*	1059	261	179	652	715	832	1161	933
Every day	585	457	107	22	545	33	475	87	23	246	313	307	423	380
	39%	39%	41%	26%	40%	35%	43% <i>low</i>	33% <i>low</i>	13%	38%	43% <i>high</i>	37%	36%	41%
Several days a week	492	359	85	37	456	26	355	84	53	239	210	275	402	285
	33%	31%	37%	44% <i>high</i>	33%	27%	33%	32%	30%	37% <i>low</i>	29%	33%	35%	31%
About once a week	229	178	44	7	206	18	143	40	46	91	101	135	186	140
	15%	15%	17%	9%	15%	19%	14%	15%	26% <i>low</i>	14%	14%	16%	16%	15%
A few times each month	139	111	12	16	119	14	66	38	34	62	59	76	109	88
	9%	10% <i>high</i>	4%	19% <i>high</i>	9%	14%	6%	14% <i>low</i>	19% <i>high</i>	10%	8%	9%	9%	9%
Less often	54	51	2	2	49	5	20	13	22	14	33	38	40	40
	4%	4% <i>high</i>	1%	2%	4%	5%	2%	5% <i>low</i>	12% <i>low</i>	2%	5%	5%	3%	4%
(NET) At least once a week	1306	994	246	66	1207	77	973	210	123	575	623	718	1011	805
	87%	86%	95% <i>high</i>	79%	88%	80%	92% <i>low</i>	61% <i>low</i>	69%	88%	87%	86%	87%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1556	714	836	313	459	773	132	181	206	253	298	267	208	367	472	288	390	839	717
Weighted Base	1499	694	800	340	475	676	137*	203	210	265	250	236	190	377	452	301	336	829	671
Every day	585	266	319	68	179	338	22	46	71	107	109	120	107	131	143	134	163	275	311
	39%	38%	40%	20%	38% <sup>MEH</sup>	50% <sup>EFHI</sup>	16%	23%	34% <sup>MEH</sup>	41% <sup>MEH</sup>	44% <sup>MEH</sup>	51% <sup>EFHI</sup>	56% <sup>MEH</sup>	35%	32%	45% <sup>OPS</sup>	48% <sup>OPS</sup>	33%	46% <sup>OPS</sup>
Several days a week	492	217	270	103	166	220	42	61	73	93	96	71	53	128	170	89	93	299	193
	33%	31%	34%	30%	35%	33%	31%	30%	35%	35%	39%	30%	28%	34%	38% <sup>RT</sup>	30%	28%	36% <sup>RT</sup>	29%
About once a week	229	118	110	86	70	72	28	57	35	34	23	29	20	66	82	42	31	148	81
	15%	17%	14%	25% <sup>FGKL</sup>	15%	11%	21% <sup>GLN</sup>	25% <sup>FGJK</sup>	17%	13%	9%	12%	10%	18% <sup>RT</sup>	18% <sup>RT</sup>	14%	9%	18% <sup>RT</sup>	12%
A few times each month	139	67	71	62	38	38	31	31	21	17	16	12	10	34	44	28	32	78	60
	9%	10%	9%	18% <sup>FGJKL</sup>	8%	6%	23% <sup>FGJK</sup>	15% <sup>FGKL</sup>	10%	6%	6%	5%	5%	9%	10%	9%	10%	9%	7%
Less often	54	25	29	21	23	9	14	7	10	13	5	3	*	17	12	7	18	29	26
	4%	4%	4%	6% <sup>GMN</sup>	5% <sup>GN</sup>	1%	10% <sup>GLMN</sup>	4%	5% <sup>GN</sup>	5% <sup>GN</sup>	2%	1%	*	4%	3%	2%	5%	3%	4%
(NET) At least once a week	1306	601	700	257	414	629	93	164	179	235	229	221	180	326	396	265	287	722	584
	87%	87%	87%	76%	87% <sup>MEH</sup>	93% <sup>EFHI</sup>	68%	81% <sup>H</sup>	85% <sup>MEH</sup>	89% <sup>MEH</sup>	91% <sup>MEH</sup>	94% <sup>EFHI</sup>	94% <sup>MEH</sup>	86%	88%	88%	85%	87%	87%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1556	582	202	451	243	102	168	152	1224	332
Weighted Base	1499	571	210	394	251	107*	170*	152*	1159	340
Every day	585	196	78	215	85	24	46	51	487	98
	39%	34%	37%	54% <sup>abcd</sup>	34%	23%	27%	34%	42% <sup>efhi</sup>	29%
Several days a week	492	198	74	115	79	35	67	59	374	118
	33%	35%	35%	29%	32%	33%	40%	39%	32%	35%
About once a week	229	100	33	42	44	24	27	23	169	60
	15%	17% <sup>bc</sup>	15%	11%	17%	23%	16%	15%	15%	18%
A few times each month	139	55	18	21	25	15	26	16	89	50
	9%	10% <sup>bc</sup>	9%	5%	10%	14%	15% <sup>gh</sup>	10%	8%	13% <sup>hi</sup>
Less often	54	22	8	1	18	8	3	4	39	15
	4%	3% <sup>bc</sup>	4% <sup>cd</sup>	*	7% <sup>cd</sup>	6%	2%	2%	3%	4%
(NET) At least once a week	1306	493	184	372	208	83	141	133	1030	276
	87%	86%	87%	85% <sup>abcd</sup>	83%	78%	83%	87%	80% <sup>efhi</sup>	81%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1556	95	67	83	90	111	63	673	296	291	296
Weighted Base	1499	177*	123*	149*	170*	206	129*	1246	129	77	47
Every day	585	72	46	72	46	73	50	483	51	29	22
	39%	40%	37%	48% <sup>lm</sup>	27%	35%	39%	39% <sup>lm</sup>	40% <sup>lm</sup>	37%	47% <sup>lmnor</sup>
Several days a week	492	49	39	49	65	63	43	404	46	27	14
	33%	27%	31%	33%	38%	30%	33%	32%	36%	35%	31%
About once a week	229	32	20	14	29	42	16	195	16	12	6
	15%	18%	16%	9%	17%	20% <sup>lm</sup>	12%	16%	12%	16%	12%
A few times each month	139	18	11	11	21	23	16	121	9	5	3
	9%	10%	9%	7%	13%	11%	13%	10%	7%	7%	7%
Less often	54	7	7	4	8	6	4	44	6	3	1
	4%	4%	6%	2%	5%	3%	3%	3%	5%	4%	3%
(NET) At least once a week	1306	152	104	135	140	178	109	1082	113	69	42
	87%	86%	85%	90%	82%	86%	84%	87%	88%	89%	90%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.c. How often, on average, do you use Any ITV?

Base : All who have used Any ITV in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1556	72	187	163	303	129	202	143	1318	238	119	119	1318
Weighted Base	1499	116*	176	183	306	125*	200	140*	1343	156	71*	85*	1343
Every day	585	558	24	72	57	72	35	56	71	503	82	42	503
	39%	41% <u>u</u>	21%	41% <u>uz</u>	31%	24%	28%	28%	51% <u>wyz</u>	37%	52% <u>B</u>	59% <u>F</u>	37%
Several days a week	492	456	32	62	76	126	45	65	436	55	23	33	436
	33%	33%	27%	35%	42%	41%	36%	33%	30%	32%	35%	32%	39%
About once a week	229	192	36	18	22	63	26	40	15	216	13	5	216
	15%	14%	31% <u>z</u>	10%	12%	20% <u>wa</u>	21%	20% <u>w</u>	10%	16% <u>C</u>	8%	7%	10%
A few times each month	139	119	15	18	19	29	16	27	12	134	4	-	134
	9%	9%	13%	10%	11%	9%	12%	14%	9%	10% <u>C</u>	3%	-	5%
Less often	54	44	9	5	9	16	4	12	*	53	2	2	53
	4%	3%	7%	3%	5%	5% <u>A</u>	3%	5% <u>A</u>	*	4%	1%	2%	4%
(NET) At least once a week	1306	1206	93	152	155	261	106	161	1156	151	70	81	1156
	87%	88% <u>u</u>	80%	87%	85%	85%	85%	81%	86%	96% <u>B</u>	88% <u>F</u>	95%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1408		-	1322	1246	1172	1194	676	386	373	455	208	68	703	443	262
Weighted Base	1369		-	1278	1202	1132	1167	659	396	378	419	186	57	699	410	261
Every day	266		-	257	252	252	266	133	81	86	80	29	7	111	108	48
19%	19%		-	20%	21%	22%	23%	20%	20%	23%	19%	15%	12%	16%	23%	18%
Several days a week	551		-	542	512	492	551	260	166	153	163	58	25	272	164	115
40%	40%		-	42%	43%	43%	42%	40%	42%	40%	44%	31%	44%	39%	40%	44%
About once a week	350		-	324	306	289	350	155	89	85	107	53	10	180	103	66
26%	26%		-	25%	25%	26%	30%	24%	23%	22%	26%	29%	18%	26%	25%	25%
A few times each month	138		-	113	96	80	-	76	41	38	36	31	7	94	21	23
10%	10%		-	9%	9%	7%	-	12%	10%	10%	9%	16%	13%	5%	9%	
Less often	64		-	43	35	19	-	34	19	17	13	15	7	41	14	8
5%	5%		-	3%	3%	2%	-	5%	5%	4%	3%	8%	13%	6%	3%	3%
(NET) At least once a week	1167		-	1123	1071	1033	1167	549	336	324	370	140	43	563	375	229
85%	85%		-	88%	89%	91%	100%	83%	85%	86%	88%	75%	74%	81%	92%	88%

B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1408	1058	277	73	1299	85	1005	244	159	614	707	763	1067	906
Weighted Base	1369	1055	240	74*	1255	88*	982	238	150*	587	672	773	1067	863
Every day	266	203	50	14	242	22	207	50	10	121	141	142	187	178
	19%	19%	21%	19%	19%	24%	21% <sup>low</sup>	21% <sup>low</sup>	6%	21%	21%	18%	18%	21%
Several days a week	551	422	105	24	512	27	413	95	44	232	290	330	425	353
	40%	40%	44%	32%	41%	30%	42% <sup>low</sup>	40%	29%	40%	43%	43%	40%	41%
About once a week	350	289	58	24	322	21	256	53	41	156	144	179	291	197
	26%	25%	24%	32%	26%	24%	26%	22%	27%	27%	21%	23%	27% <sup>low</sup>	23%
A few times each month	138	108	22	8	124	13	79	26	33	55	61	80	115	86
	10%	10%	9%	11%	10%	15%	8%	11%	22% <sup>low</sup>	9%	9%	10%	11%	10%
Less often	64	54	6	4	54	6	28	13	23	23	36	42	50	49
	5%	5%	2%	6%	4%	6%	3%	6%	15% <sup>low</sup>	4%	5%	5%	5%	6%
(NET) At least once a week	1167	893	213	61	1077	69	875	198	94	509	575	651	903	728
	85%	85%	89%	83%	86%	78%	89% <sup>low</sup>	83% <sup>low</sup>	63%	87%	86%	84%	85%	84%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1408	657	745	288	406	702	104	184	183	223	277	253	172	341	427	267	340	768	640
Weighted Base	1369	645	718	302	428	627	100*	202	185	243	241	228	157*	349	414	291	290	763	606
Every day	266	117	149	40	111	114	12	28	48	63	47	41	27	64	54	64	78	118	148
	19%	18%	21%	13%	26% <sup>MEGH</sup>	16%	12%	14%	26% <sup>MEH</sup>	26% <sup>EGH</sup>	20%	16%	17%	18%	13%	22% <sup>P</sup>	27% <sup>OPS</sup>	15%	24% <sup>PS</sup>
Several days a week	551	266	281	121	159	268	37	84	65	95	99	105	64	138	179	117	105	317	234
	40%	41%	39%	40%	37%	43%	37%	41%	35%	39%	41%	46%	41%	40%	43%	40%	36%	42%	39%
About once a week	350	164	185	81	97	169	29	52	39	57	63	60	46	87	120	73	65	207	142
	26%	25%	26%	27%	23%	27%	29%	26%	21%	24%	26%	26%	29%	25%	29%	25%	22%	27%	24%
A few times each month	138	61	76	37	46	51	13	24	25	21	20	16	15	39	49	25	23	88	50
	10%	9%	11%	12%	11%	8%	13%	12%	13%	9%	8%	7%	10%	11%	12%	9%	8%	12%	8%
Less often	64	37	27	24	15	25	10	14	8	7	13	7	5	20	12	11	19	33	31
	5%	6%	4%	3% <sup>FG</sup>	3%	4%	10% <sup>FGKLM</sup>	7%	4%	3%	5%	3%	3%	6%	3%	4%	7%	4%	5%
(NET) At least once a week	1167	547	616	242	367	551	78	164	152	214	209	205	137	289	353	254	248	642	525
	85%	85%	86%	80%	86%	83% <sup>GH</sup>	78%	81%	82%	83% <sup>I</sup>	87%	83% <sup>JKLM</sup>	87%	83%	85%	87%	85%	84%	87%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	1408	523	193	414	214	88	148	135	1122	286
Weighted Base	1369	526	205	363	218	89*	154*	146*	1069	301
Every day	266	105	39	68	49	18	23	35	211	56
	19%	20%	19%	19%	23%	20%	15%	24%	20%	18%
Several days a week	551	213	76	154	83	42	70	58	423	128
	40%	41%	37%	42%	38%	47%	46%	40%	40%	43%
About once a week	350	128	58	103	45	17	33	31	282	67
	26%	24%	28%	28%	21%	19%	22%	21%	26%	22%
A few times each month	138	59	20	29	22	8	21	14	102	36
	10%	11%	10%	8%	10%	9%	14%	10%	10%	12%
Less often	64	21	12	8	18	4	7	8	50	14
	5%	4%	6%	2%	8%	5%	4%	5%	5%	5%
(NET) At least once a week	1167	446	174	326	178	77	126	124	917	251
	85%	85%	85%	80%	82%	86%	82%	85%	86%	83%

B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1408	90	55	78	76	99	61	616	265	273	254
Weighted Base	1369	169*	100*	142*	143*	185*	125*	1141	115	73	40
Every day	266	26	17	32	20	49	23	226	23	10	8
19%		15%	17%	22%	14%	26% <sup>ur</sup>	18%	20% <sup>ur</sup>	20%	13%	20% <sup>ur</sup>
Several days a week	551	74	47	52	69	60	61	460	49	24	18
40%		44%	47%	36%	49% <sup>um</sup>	32%	49% <sup>um</sup>	40%	43% <sup>ur</sup>	34%	44% <sup>um</sup>
About once a week	350	43	22	37	43	47	24	290	27	24	9
26%		25%	22%	26%	30%	25%	19%	25%	24%	32% <sup>wopqs</sup>	21%
A few times each month	138	19	7	11	7	26	11	113	11	10	4
10%		11%	7%	8%	5%	14%	9%	10%	10%	13% <sup>um</sup>	10%
Less often	64	8	7	9	4	3	7	52	5	5	2
5%		5%	7%	7%	2%	2%	5%	5%	4%	7% <sup>um</sup>	4%
(NET) At least once a week	1167	143	86	121	132	155	108	976	99	58	35
85%		84%	86%	85%	92% <sup>ur</sup>	84%	86%	86% <sup>ur</sup>	86% <sup>ur</sup>	79%	86%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.d. How often, on average, do you use Any C4?

Base : All who have used Any C4 in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1408	1339	63	173	144	289	117	175	131	1185	223	105	118	1185
Weighted Base	1369	1265	96*	167	163*	302	113*	182	129*	1222	147	66*	82*	1222
Every day	266	249	16	38	35	43	16	34	28	251	15	6	9	251
	19%	20%	16%	23%	22%	14%	14%	19%	22%	21% <b>C</b>	10%	9%	71%	21%
Several days a week	551	514	35	67	60	126	49	71	54	470	82	41	41	470
	40%	41%	36%	40%	37%	42%	44%	39%	42%	38%	55% <b>B</b>	62% <b>F</b>	50%	38%
About once a week	350	315	33	38	38	83	32	41	27	314	35	13	22	314
	26%	25%	34%	23%	23%	28%	28%	23%	21%	26%	24%	20%	27%	26%
A few times each month	138	130	8	21	23	36	13	26	17	128	10	3	7	128
	10%	10%	8%	13%	14%	12%	11%	14%	13%	10%	7%	5%	9%	10%
Less often	64	57	5	3	6	14	3	9	4	59	5	3	2	59
	5%	4%	5%	2%	4%	5%	2%	5%	3%	5%	3%	4%	3%	5%
(NET) At least once a week	1167	1078	83	143	134	252	98	147	109	1036	132	60	72	1036
	85%	85%	87%	86%	82%	83%	86%	81%	84%	85%	90%	91%	88%	85%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1134	1134	-	1067	1024	990	932	516	294	253	368	136	43	523	382	229
Weighted Base	1106	1106	-**	1037	992	961	914	505	323	266	343	121*	37**	523	357	226
Every day	195	195	-	187	183	185	188	93	61	47	59	20	4	73	79	43
18%	18%	-	18%	18%	19%	21%	18%	19%	18%	17%	16%	12%	14%	22% <sup>ns</sup>	19%	
Several days a week	379	379	-	356	348	349	334	168	107	97	111	37	9	170	110	90
34%	34%	-	34%	35%	36%	37%	33%	33%	36%	32%	31%	25%	32%	31%	43% <sup>ns</sup>	
About once a week	305	305	-	292	276	270	278	131	91	62	99	31	7	136	115	53
28%	28%	-	28%	28%	28%	30%	26%	28%	23%	29%	26%	19%	19%	26%	32%	24%
A few times each month	145	145	-	132	125	118	89	70	42	39	53	18	8	94	33	18
13%	13%	-	13%	13%	12%	10%	14%	13%	15%	15%	15%	22%	18% <sup>ns</sup>	9%	8%	
Less often	82	82	-	69	60	40	26	42	22	21	22	15	8	50	19	12
7%	7% <sup>ns</sup>	-	7% <sup>ns</sup>	6% <sup>ns</sup>	4%	3%	8% <sup>ns</sup>	7% <sup>ns</sup>	8% <sup>ns</sup>	6%	12%	22%	10%	5%	6%	
(NET) At least once a week	879	879	-	836	807	804	799	392	259	206	268	88	21	379	305	195
79%	79%	-	81%	81%	84% <sup>ns</sup>	87% <sup>ns</sup>	87% <sup>ns</sup>	78%	80%	77%	78%	73%	56%	72%	85% <sup>ns</sup>	87% <sup>ns</sup>

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base 1134	838	232	64	1050	63	860	175	99	500	590	594	847	732
Weighted Base 1106	842	199	65*	1019	62*	836	164	106*	487	560	607	850	705
Every day 195 18%	153 18%	30 15%	11 17%	182 18%	13 21%	161 19%	26 16%	9 8%	108 22%	105 19%	104 17%	144 17%	128 18%
Several days a week 379 34%	292 35%	68 34%	19 30%	352 35%	20 32%	295 35%	53 32%	31 29%	161 33%	204 36%	206 34%	280 33%	248 35%
About once a week 305 28%	220 26%	65 33%	20 31%	281 28%	16 26%	238 28%	46 28%	21 20%	120 25%	147 26%	154 25%	233 27%	176 25%
A few times each month 145 13%	111 13%	23 12%	11 18%	135 13%	9 14%	97 12%	23 14%	25 24%	67 14%	69 12%	86 14%	122 14%	96 14%
Less often 82 7%	66 8%	13 7%	3 4%	69 7%	5 7%	46 5%	17 10%	19 18%	31 6%	36 7%	56 9%	71 8%	57 8%
(NET) At least once a week 879 79%	665 79%	163 82%	51 78%	815 80%	48 78%	694 83%	124 76%	61 58%	389 80%	455 81%	465 77%	658 77%	553 78%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1134	540	592	155	339	633	46	109	139	200	246	231	156	278	328	215	282	606	528
Weighted Base	1106	523	580	181*	357	562	50**	132*	138*	219	217	198	147*	293	317	231	239	610	496
Every day	195	91	104	20	71	104	9	11	34	37	43	36	24	48	36	47	62	84	111
	18%	17%	18%	11%	20% <b>ME</b>	19% <b>J</b>	17%	9%	25% <b>IE</b>	17%	20% <b>J</b>	18%	17%	16%	11%	20% <b>P</b>	26% <b>OPS</b>	14%	22% <b>PS</b>
Several days a week	379	171	206	57	129	192	17	40	50	78	72	67	54	100	120	79	67	220	159
	34%	33%	36%	32%	36%	34%	35%	31%	36%	33%	33%	34%	36%	34%	38% <b>AR</b>	34%	28%	36%	32%
About once a week	305	155	149	53	80	171	7	45	24	56	64	65	41	72	95	63	67	167	138
	28%	30%	26%	29%	22%	30% <b>MF</b>	15%	35% <b>MF</b>	17%	26%	30% <b>J</b>	33% <b>MF</b>	28%	25%	30%	27%	28%	27%	28%
A few times each month	145	62	83	31	53	59	7	24	20	33	21	19	20	46	43	30	23	89	56
	13%	12%	14%	17%	15%	10%	15%	18%	15%	15%	9%	9%	13%	16%	14%	13%	10%	15%	11%
Less often	82	44	38	20	24	36	9	11	9	14	17	11	8	27	22	12	20	49	33
	7%	8%	7%	11%	7%	6%	18%	8%	7%	7%	8%	6%	5%	9%	7%	5%	9%	8%	7%
(NET) At least once a week	879	416	460	130	280	467	33	97	108	172	179	160	119	220	252	188	195	472	408
	79%	80%	79%	72%	78%	63% <b>Q</b>	67%	74%	79%	78%	63% <b>ME</b>	63% <b>Q</b>	61%	78%	79%	82%	82%	77%	82%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	1134	406	141	374	180	55	110	109	921	213
Weighted Base	1106	417	146*	325	186	59*	115*	109*	887	219
Every day	195	70	21	58	43	7	15	22	164	31
	18%	17%	15%	18%	23%	13%	13%	20%	18%	14%
Several days a week	379	153	39	120	53	21	44	46	283	86
	34%	37%	27%	37%	29%	36%	38%	42%	33%	39%
About once a week	305	101	56	94	47	12	30	20	253	52
	28%	24%	38% <sup>ab</sup>	29%	25%	21%	26%	18%	29%	24%
A few times each month	145	59	24	33	24	12	24	18	104	41
	13%	14%	17%	10%	13%	20%	21% <sup>ab</sup>	16%	12%	19% <sup>ab</sup>
Less often	82	34	6	20	18	6	2	3	72	9
	7%	8%	4%	6%	10%	11%	2%	3%	8%	4%
(NET) At least once a week	879	324	116	273	143	41	89	89	711	169
	79%	78%	79%	84%	77%	70%	77%	81%	80%	77%



B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1134	80	46	67	57	80	47	505	205	221	203
Weighted Base	1106	150*	83*	121*	106*	147*	96*	930	87	57	32
Every day	195	16	17	30	24	22	12	170	13	8	5
	18%	11%	20%	25%	23%	15%	13%	18%	14%	13%	16%
Several days a week	379	54	28	37	38	45	43	318	31	19	11
	34%	36%	34%	31%	36%	31%	45%	34%	36%	33%	36%
About once a week	305	32	20	38	29	46	22	251	27	18	9
	28%	21%	24%	31%	27%	31%	23%	27%	31%	32%	29%
A few times each month	145	29	9	14	8	28	8	122	10	9	5
	13%	20%	10%	12%	7%	19%	9%	13%	12%	15%	14%
Less often	82	19	9	2	7	7	11	70	6	4	2
	7%	13%	11%	2%	7%	5%	11%	8%	7%	3%	5%
(NET) At least once a week	879	102	65	105	61	112	77	738	71	45	26
	78%	68%	79%	77%	86%	76%	80%	79%	62%	78%	61%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B3.f. How often, on average, do you use Channel 5/My5?

Base : All who have used Channel 5/My5 in past 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1134	1090	39	129	115	214	87	137	116	948	186	83	103	948
Weighted Base	1106	1036	64*	131*	124*	229	82*	140*	113*	979	127*	54*	73*	979
Every day	195	183	10	27	19	32	14	23	16	185	10	2	8	185
	18%	18%	16%	21%	16%	14%	17%	16%	14%	19% <b>C</b>	8%	4%	71%	19% <b>D</b>
Several days a week	379	364	15	40	32	76	31	56	41	327	52	26	26	327
	34%	35%	23%	31%	26%	33%	38%	40%	37%	33%	41%	49%	36%	33%
About once a week	305	287	17	35	39	67	16	21	36	258	47	21	27	258
	28%	28%	26%	26%	32% <b>wz</b>	29% <b>xz</b>	20%	15%	32% <b>yz</b>	26%	37% <b>zB</b>	38%	36%	26%
A few times each month	145	130	15	18	27	40	12	32	13	133	13	3	9	133
	13%	13%	23%	13%	22%	17%	15%	23%	11%	14%	10%	6%	13%	14%
Less often	82	71	8	12	6	15	8	9	7	77	5	2	3	77
	7%	7%	13%	9%	5%	6%	10%	6%	6%	8%	4%	3%	4%	6%
(NET) At least once a week	879	835	41	102	91	175	61	99	93	770	110	49	61	770
	79%	81% <b>tu</b>	64%	78%	73%	76%	75%	71%	83%	79%	86%	90%	83%	79%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

Frequency of usage - Summary

Base : All who have used services in past 12 months

	BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	BBC iPlayer	ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBee, CITV)	ITV Hub/STV Player	Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	All 4	Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	My5	S4C	Freeview w/ Youview	Netflix	Amazon Prime Video	Disney +	Apple TV +	Britbox	NowTV	Sky	Virgin TV	YouTube	BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)
Unweighted Base	1539	1109	1474	759	1313	686	1074	407	75	581	1168	730	422	126	47	266	820	291	874	1045
Weighted Base	1484	1128	1408	781	1274	714	1043	444	20	609	1159	758	414	153	68	282	817	315	897	1004
Every day	794 54%	116 10%	572 41%	54 7%	250 20%	54 7%	187 18%	25 6%	3 14%	313 51%	410 35%	146 19%	82 20%	35 23%	12 17%	49 17%	475 58%	166 53%	369 41%	354 35%
Several days a week	395 27%	313 28%	479 34%	192 26%	522 41%	175 25%	370 35%	91 21%	4 18%	148 24%	425 37%	292 39%	125 30%	47 31%	15 22%	86 31%	188 23%	59 19%	273 30%	330 33%
About once a week	181 12%	304 27%	194 14%	243 31%	323 25%	244 34%	283 27%	141 32%	5 25%	68 11%	207 18%	159 21%	94 23%	32 21%	22 32%	71 25%	100 12%	37 12%	165 18%	171 17%
A few times each month	71 5%	286 25%	117 8%	194 25%	128 10%	148 21%	133 13%	110 25%	4 21%	53 9%	89 8%	92 12%	68 16%	26 17%	11 16%	35 12%	28 3%	26 8%	81 9%	103 10%
Less often	44 3%	109 10%	46 3%	98 13%	51 4%	93 13%	70 7%	77 17%	4 22%	27 4%	27 2%	68 9%	45 11%	13 8%	8 12%	41 14%	26 3%	27 8%	9 1%	47 5%
(NET) At least once a week	1369 92%	733 65%	1245 88%	488 63%	1095 86%	473 66%	840 80%	257 58%	11 57%	529 87%	1043 90%	597 79%	301 73%	114 74%	49 72%	206 73%	763 93%	263 83%	806 90%	855 85%

"Caution should be used when reviewing any base size under 100"

Frequency of usage - Summary

Base : All who have used services in past 12 months

	BBC Sounds	Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	Spotify	Apple Music/Apple Podcasts	Amazon Music	Other audio services	BBC website s/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	Sky website s / apps (e.g. Sky News, Sky Sports)	Newspaper website s / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	Apple News/Google News/Upday	Other website s/apps
Unweighted Base	226	839	700	194	403	97	1189	635	892	360	372
Weighted Base	272	897	717	224	424	93	1176	660	937	411	374
Every day	55	287	254	57	103	25	428	193	338	113	162
	20%	32%	36%	26%	24%	27%	36%	29%	36%	27%	43%
Several days a week	88	358	233	81	163	25	407	217	310	151	119
	32%	40%	33%	36%	38%	27%	35%	33%	33%	37%	32%
About once a week	68	134	138	46	92	18	166	160	160	71	44
	25%	15%	19%	20%	22%	20%	16%	24%	17%	17%	12%
A few times each month	38	88	55	30	46	16	100	59	95	51	26
	14%	10%	8%	13%	11%	17%	8%	9%	10%	12%	7%
Less often	23	29	36	10	20	9	55	31	34	24	23
	8%	3%	5%	5%	5%	10%	5%	5%	4%	6%	6%
(NET) At least once a week	211	779	626	184	358	68	1021	570	808	335	325
	78%	87%	87%	82%	85%	73%	87%	88%	86%	82%	87%

B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2232	2003	229	1806	1536	1377	1194	1054	577	616	583	372	152	1272	595	365
Weighted Base	2236	1998	238	1786	1488	1306	1167	1043	597	626	551	364	153*	1307	570	358
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317	317	-	317	316	266	250	82	37	30	317	-	-	46	143	128
BBC iPlayer	75	75	-	73	71	53	46	25	17	21	75	-	-	35	33	7
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159	159	-	139	131	159	121	37	22	16	-	-	-	37	44	78
ITV Hub/STV Player	14	14	-	12	10	12	8	3	4	8	-	-	-	10	4	-
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27	27	-	27	25	23	27	13	4	4	-	-	-	14	11	2
All 4	9	9	-	9	7	5	9	7	*	4	-	-	-	8	*	1
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13	13	-	11	11	8	10	2	6	2	-	-	-	7	4	2
My5	2	2	-	2	*	*	2	2	-	-	-	-	-	2	-	-
S4C	1	1	-	1	1	1	1	-	-	-	-	-	-	-	*	1
Freeview/Youview	89	80	9	66	58	50	42	26	20	13	-	-	-	38	27	24
Netflix	364	303	61	247	184	163	140	353	158	159	-	364	-	334	25	5
Amazon Prime Video	80	65	16	56	45	33	33	46	74	21	-	-	-	59	19	3
Disney +	22	18	4	16	12	8	8	7	6	4	-	-	-	16	4	2
Apple TV +	6	4	2	4	-	-	-	2	2	*	-	-	-	4	2	-
Britbox	6	6	-	6	2	-	-	2	-	2	-	-	-	4	-	2
NowTV	15	13	2	13	11	7	7	5	2	2	-	-	-	10	4	2
Sky	293	262	30	241	189	183	166	124	74	72	-	-	-	211	70	10
Virgin TV	91	79	13	74	65	57	51	39	31	18	-	-	-	46	30	16
YouTube	153	130	23	109	81	51	43	70	32	57	-	153	-	123	24	6
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	66	66	-	66	47	41	33	12	11	13	66	-	-	24	22	20
BBC Sounds	9	9	-	9	1	1	*	2	-	3	9	-	-	9	*	-
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28	27	1	19	15	16	14	8	1	5	-	-	-	13	9	6
Spotify	111	93	18	77	53	47	44	69	29	110	-	-	-	85	22	3
Apple Music/Apple Podcasts	21	18	4	15	7	9	5	12	9	5	-	-	-	15	4	2
Amazon Music	30	24	6	15	13	12	17	13	6	-	-	-	-	19	9	2
Other audio services	6	6	*	4	3	3	3	5	5	-	-	-	-	5	-	1
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84	84	-	80	69	48	40	33	15	27	84	-	-	39	24	20
Sky websites / apps (e.g. Sky News, Sky Sports)	38	37	1	27	19	19	23	13	8	10	-	-	-	26	12	-
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41	35	6	33	28	22	18	13	9	13	-	-	-	24	13	4
Apple News/ Google News/ Uplay	12	12	*	12	8	8	10	6	4	1	-	-	-	6	6	-
Other websites/apps	14	7	7	5	5	3	5	5	-	-	-	-	-	9	1	4
(NET) BBC + BBC iPlayer	392	392	-	390	388	319	296	107	54	51	392	-	-	81	176	135
(NET) ITV + ITV Hub	173	173	-	151	142	171	129	39	26	24	-	-	-	48	48	78
(NET) C4 + All 4	37	37	-	35	31	28	37	20	4	9	-	-	-	22	11	3
(NET) C5 + My5	15	15	-	13	11	8	10	4	8	2	-	-	-	9	4	2
(NET) Any PSB	777	777	-	744	690	617	546	216	119	129	551	-	-	232	286	259
(NET) Streaming services	808	673	135	558	409	330	291	583	327	366	-	364	153	670	112	27

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/ghi - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2232	1720	387	125	2048	144	1452	396	384	995	958	1130	1677	1234
Weighted Base	2236	1763	350	122	2042	151	1458	398	379	1000	926	1160	1725	1197
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317	233	76	8	308	9	295	19	2	101	172	123	197	200
BBC iPlayer	75	68	6	-	54	14	60	15	-	29	35	47	56	51
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159	120	33	6	152	6	144	6	9	46	84	58	91	101
ITV Hub/STV Player	14	14	-	-	8	4	14	-	-	6	9	7	10	9
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27	23	3	2	25	2	19	7	2	12	13	19	21	17
All 4	9	9	-	-	7	2	7	2	-	6	4	5	5	5
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13	11	-	2	13	-	9	4	-	10	9	10	13	11
My5	2	2	-	-	2	-	-	-	2	-	2	2	2	2
S4C	1	1	-	-	1	-	1	-	-	-	-	-	-	1
Freeview/Youview	89	65	10	13	81	6	83	3	2	6	81	42	36	81
Netflix	364	333	26	5	344	18	84	117	163	153	122	265	316	186
Amazon Prime Video	80	73	7	-	77	4	25	30	26	15	37	62	67	48
Disney +	22	18	4	-	21	1	12	7	3	13	10	9	18	10
Apple TV +	6	6	-	-	2	-	4	2	-	2	4	2	2	4
Britbox	6	6	-	-	-	-	2	4	-	4	2	6	4	4
NowTV	15	15	-	-	15	-	10	5	1	12	8	7	9	9
Sky	292	148	95	48	258	24	248	36	8	277	53	110	289	79
Virgin TV	91	75	12	4	87	4	64	15	12	4	19	35	91	31
YouTube	153	136	13	4	134	16	58	44	60	69	55	91	118	83
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	68	56	9	1	54	12	52	7	8	23	31	33	41	40
BBC Sounds	9	9	-	-	7	2	3	4	2	6	5	5	7	5
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28	17	5	5	27	-	19	7	2	10	10	12	20	13
Spotify	111	96	10	5	102	8	48	28	34	53	38	67	93	57
Apple Music/Apple Podcasts	21	19	2	-	17	2	12	4	5	6	5	13	15	11
Amazon Music	30	25	5	-	28	-	18	3	9	20	14	18	23	18
Other audio services	6	6	-	-	6	-	1	3	3	-	3	5	5	3
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84	69	14	2	71	6	63	12	9	34	42	46	64	60
Sky websites / apps (e.g. Sky News, Sky Sports)	38	28	6	4	34	4	29	7	2	32	11	15	33	15
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41	32	5	4	35	4	30	4	6	17	23	25	34	25
Apple News/ Google News/ Upday	12	10	2	-	12	-	8	2	2	6	6	8	10	8
Other websites/apps	14	12	-	2	14	-	9	-	5	7	2	7	12	2
(NET) BBC + BBC iPlayer	392	301	83	8	362	23	355	34	2	131	207	170	254	251
(NET) ITV + ITV Hub	183	134	33	6	161	10	158	6	9	52	103	65	101	111
(NET) C4 + All 4	37	32	3	2	33	4	26	8	2	18	18	24	26	22
(NET) C5 + My5	15	13	-	2	15	-	9	4	2	11	11	13	15	13
(NET) Any PSB	777	616	141	20	703	57	688	76	34	275	416	356	508	503
(NET) Streaming services	808	726	68	15	746	51	274	244	290	349	295	541	665	429

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B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

Total	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2232	1072	1140	611	660	940	273	338	320	340	370	329	241	475	689	431	572	1164	1068
Weighted Base	2236	1090	1130	677	716	823	289	388	349	367	309	295	219	501	677	495	507	1178	1057
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317	158	159	21	82	213	3	18	18	64	51	82	81	99	97	52	63	196	121
BBC iPlayer	75	38	36	8	33	33	1	7	18	15	16	9	7	19	19	16	18	38	36
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159	55	104	14	30	114	4	10	10	20	41	38	35	22	34	32	65	56	103
ITV Hub/STV Player	14	2	12	4	5	6	-	4	2	3	-	6	-	3	6	3	2	10	5
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27	13	14	7	12	9	5	2	2	10	3	4	2	9	3	12	3	12	15
All 4	9	6	3	4	3	-	-	4	3	1	-	-	-	-	2	2	5	2	7
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13	7	6	3	6	5	2	-	2	4	-	-	4	5	2	4	2	6	7
My5	2	-	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	2	-
S4C	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1
Freeview/Youview	89	43	46	11	29	47	-	11	13	16	16	16	15	18	33	10	28	50	38
Netflix	364	144	215	191	122	46	68	122	75	47	29	15	2	62	118	104	73	180	184
Amazon Prime Video	80	47	34	23	35	22	6	17	20	15	8	8	6	11	24	22	23	35	45
Disney +	22	13	10	16	6	-	9	7	-	5	-	-	-	3	13	-	4	16	6
Apple TV +	6	-	4	4	2	-	2	2	-	-	-	-	-	4	-	2	-	4	2
Britbox	6	2	4	4	2	-	2	-	2	-	-	-	-	-	6	-	-	6	-
NowTV	15	7	8	11	3	2	4	7	1	2	2	-	-	2	5	-	7	8	8
Sky	292	150	142	57	101	133	19	38	52	49	51	49	33	76	86	79	44	162	129
Virgin TV	91	58	33	15	34	42	-	15	10	24	18	17	7	30	13	21	25	43	49
YouTube	153	84	65	95	37	15	63	32	26	11	11	1	3	21	55	39	33	76	77
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	66	31	35	12	25	29	5	7	9	17	10	14	5	23	18	15	9	41	25
BBC Sounds	9	7	2	2	6	-	-	2	6	-	-	-	-	2	4	2	1	6	3
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28	14	12	7	13	8	-	6	7	6	2	2	4	2	9	6	9	11	17
Spotify	111	53	58	70	32	6	46	25	22	10	3	2	2	20	44	21	26	63	47
Apple Music/Apple Podcasts	21	8	13	12	5	4	8	4	3	2	4	-	-	3	7	3	7	10	12
Amazon Music	30	17	13	16	11	2	6	10	8	4	1	2	-	6	8	5	8	14	16
Other audio services	6	5	1	3	1	3	-	3	-	1	2	1	-	-	1	5	-	1	5
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84	47	37	22	26	36	8	14	6	20	22	10	5	26	35	9	15	60	24
Sky websites / apps (e.g. Sky News, Sky Sports)	38	24	15	14	13	12	7	7	8	5	6	5	-	6	12	9	10	19	20
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41	22	19	6	17	17	2	4	13	5	4	9	4	17	15	3	5	32	9
Apple News/ Google News/ Update	12	7	5	2	8	2	2	-	2	6	-	2	-	4	2	2	3	5	7
Other websites/apps	14	9	5	7	3	5	7	-	3	-	4	-	-	4	-	7	1	4	10
(NET) BBC + BBC iPlayer	392	196	195	29	115	247	4	25	35	80	67	91	88	118	117	68	82	234	157
(NET) ITV + ITV Hub	173	57	116	18	35	120	4	14	12	23	41	44	35	25	40	35	67	65	108
(NET) C4 + All 4	37	20	17	11	18	9	5	6	5	11	3	4	2	9	5	15	7	15	22
(NET) C5 + My5	15	7	8	5	6	5	2	2	2	4	-	-	-	5	4	4	2	9	7
(NET) Any PSB	777	365	411	99	229	446	28	71	75	154	143	163	140	209	222	148	184	431	346
(NET) Streaming services	808	375	422	442	256	97	214	228	157	98	58	27	13	133	279	196	182	412	396

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"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T - small base

B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2232	843	306	548	384	172	286	243	1681	551
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317	87	43	150	32	15	15	17	277	40
BBC iPlayer	75	30	10	16	18	3	9	14	52	23
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159	33	22	69	30	4	9	10	143	16
ITV Hub/STV Player	14	4	2	4	4	4	4	2	9	6
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27	10	6	6	3	2	3	2	23	5
All 4	9	5	*	2	2	2	5	3	3	7
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13	5	-	4	4	2	-	-	11	2
My5	2	2	-	-	-	-	-	-	2	-
S4C	1	*	-	1	-	-	-	-	1	-
Freeview/Youview	89	27	11	23	24	4	4	3	78	11
Netflix	364	196	62	17	66	59	70	59	223	141
Amazon Prime Video	80	27	13	10	21	12	13	9	57	24
Disney +	22	14	1	*	2	5	6	2	10	12
Apple TV +	6	*	2	-	4	2	*	4	2	4
Britbox	6	2	2	-	2	-	2	-	4	2
NowTV	15	6	2	*	7	1	3	*	12	3
Sky	292	123	37	76	55	10	49	39	217	75
Virgin TV	91	37	13	26	13	4	11	12	69	22
YouTube	153	55	27	7	32	13	29	15	107	46
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	66	21	17	18	6	2	14	7	47	19
BBC Sounds	9	5	-	*	4	2	2	2	4	5
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28	11	1	6	7	2	5	6	16	11
Spotify	111	54	22	4	13	17	22	12	66	44
Apple Music/Apple Podcasts	21	12	4	-	5	2	1	4	14	7
Amazon Music	30	12	5	2	3	3	6	7	17	13
Other audio services	6	5	*	1	-	-	*	-	6	*
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84	48	14	9	11	3	6	12	67	17
Sky websites / apps (e.g. Sky News, Sky Sports)	38	26	3	6	4	4	8	4	26	13
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41	16	5	13	6	4	8	4	25	16
Apple News/ Google News/ Upday	12	4	4	*	2	-	2	4	8	4
Other websites/apps	14	3	2	2	1	3	-	*	11	3
(NET) BBC + BBC iPlayer	392	117	53	166	50	18	24	30	329	63
(NET) ITV + ITV Hub	173	37	24	73	34	7	13	12	152	22
(NET) C4 + All 4	37	15	7	8	5	4	7	5	25	11
(NET) C5 + My5	15	7	-	4	4	2	-	-	13	2
(NET) Any PSB	777	250	116	279	114	40	65	68	638	139
(NET) Streaming services	808	377	140	40	155	114	152	111	512	296
	36%	44%	42%	8%	38%	61%	49%	44%	31%	80%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base



B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2232	130	110	111	151	167	99	1005	408	410	409
Weighted Base	2236	245	203	203	290	314	201*	1879	178	111	67
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317 14%	32 13%	29 14%	41 20% <b></b>	32 11%	51 16%	19 9%	256 14%	33 18% <b>unop</b>	18 16%	11 16%
BBC iPlayer	75 3%	5 2%	6 3%	8 4%	9 3%	19 6%	2 1%	65 3%	4 2%	4 3%	2 3%
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159 7%	17 7%	19 10% <b></b>	14 7%	22 8%	9 3%	14 7%	131 7% <b>un</b>	15 9% <b>un</b>	6 5%	6 10% <b>un</b>
ITV Hub/STV Player	14 1%	2 1%	-	2 1%	2 1%	4 1%	2 1%	13 1%	1 *	* *	-
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27 1%	2 1%	-	4 2%	2 1%	8 3%	4 2%	24 1%	2 1%	* *	1 2% <b>un</b>
All 4	9 *	-	-	-	4 1%	4 1%	-	8 *	1 *	* *	1 1%
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13 1%	2 1%	-	2 1%	2 1%	2 1%	5 2%	12 1%	-	1 1%	* *
My5	2 *	-	-	2 1% <b></b>	-	-	-	2 *	-	-	-
S4C	1 *	-	-	-	-	-	-	-	-	1 1% <b>unop</b>	-
Freeview/Youview	89 4%	12 5%	8 4%	9 5%	9 3%	15 5%	12 6%	80 4% <b>un</b>	3 2%	3 3%	2 3%
Netflix	364 16%	56 23% <b>un</b>	20 10%	25 12%	56 19% <b>un</b>	37 12%	30 15%	295 16%	35 20% <b>un</b>	20 10% <b>un</b>	13 20% <b>un</b>
Amazon Prime Video	80 4%	10 4%	6 3%	9 5%	10 3%	16 5%	7 3%	71 4%	5 3%	3 3%	2 2%
Disney +	22 1%	4 2%	4 2%	-	4 1%	4 1%	2 1%	19 1%	2 1%	2 1%	* *
Apple TV +	6 *	2 1%	-	-	2 1%	2 1%	-	6 *	-	-	* *
Britbox	6 *	2 1%	-	-	2 1%	-	-	6 *	-	-	-
NowTV	15 1%	-	-	2 1%	6 2%	4 1%	-	13 1%	* *	2 1% <b>un</b>	* 1%
Sky	292 13%	27 11%	38 19% <b>un</b>	26 13% <b>un</b>	14 5%	49 15% <b>un</b>	38 12% <b>un</b>	243 13% <b>un</b>	25 13% <b>un</b>	17 10% <b>un</b>	6 9%
Virgin TV	91 4%	7 3%	12 6% <b>un</b>	7 3%	7 3%	15 5%	3 1%	33 4% <b>un</b>	2 2%	2 3%	2 3% <b>un</b>
YouTube	153 7%	11 5%	21 10% <b>un</b>	9 5%	31 11% <b>un</b>	11 4%	12 6%	128 7%	9 5%	10 9% <b>un</b>	6 9% <b>un</b>
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	66 3%	4 2%	5 3%	9 4%	5 2%	6 2%	9 4%	58 3%	4 2%	2 2%	2 3%
BBC Sounds	9 *	-	2 1%	-	6 2% <b>un</b>	-	-	8 *	1 *	* *	* *
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28 1%	2 1%	2 1%	2 1%	2 1%	9 3%	2 1%	22 1%	2 1%	2 2%	1 1%
Spotify	111 5%	16 7%	12 6%	9 5%	9 3%	15 5%	12 6%	91 5%	10 6%	6 6%	4 6%
Apple Music/Apple Podcasts	21 1%	6 2% <b>un</b>	-	2 1%	2 1%	-	2 1%	19 1%	2 1%	1 1%	* *
Amazon Music	30 1%	-	2 1%	4 2%	8 3%	2 1%	2 1%	25 1%	3 2% <b>un</b>	1 1%	1 1% <b>un</b>
Other audio services	6 *	2 1%	-	-	-	-	3 1%	4 1%	1 1%	-	* *
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84 4%	11 4%	3 2%	9 5%	11 4%	17 5%	6 3%	72 4%	8 4%	3 2%	1 2%
Sky websites / apps (e.g. Sky News, Sky Sports)	38 2%	4 2%	2 1%	2 1%	6 2%	5 2%	6 3%	34 2%	2 1%	2 1%	1 2%
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41 2%	2 1%	4 2%	5 3%	11 4%	6 2%	2 1%	37 2%	2 1%	2 2%	* 1%
Apple News/ Google News/ Upday	12 1%	2 1%	2 1%	-	2 1%	-	2 1%	11 1%	1 *	-	-
Other websites/apps	14 1%	2 1%	-	-	-	2 1%	2 1%	12 1%	1 1%	1 1%	1 1% <b>un</b>
(NET) BBC + BBC iPlayer	392 18%	38 15%	34 17%	48 24% <b>un</b>	42 14%	70 22% <b>un</b>	21 10%	321 17%	37 21% <b>un</b>	22 19% <b>un</b>	13 19% <b>un</b>
(NET) ITV + ITV Hub	173 8%	19 8%	19 10%	16 8%	24 8%	13 4%	16 8%	144 8%	16 9% <b>un</b>	6 6%	6 10% <b>un</b>
(NET) C4 + All 4	37 2%	2 1%	-	4 2%	6 2%	12 4% <b>un</b>	4 2%	32 2%	2 1%	1 1%	2 3% <b>un</b>
(NET) C5 + My5	15 1%	2 1%	-	4 2%	2 1%	2 1%	5 2%	14 1%	-	1 1%	* *
(NET) Any PSB	777 35%	75 31%	64 31%	90 44% <b>un</b>	96 33%	119 38%	61 30%	649 35%	68 38%	35 32%	24 37%
(NET) Streaming services	808 36%	107 44% <b>un</b>	64 32%	60 30%	129 44% <b>un</b>	81 29%	66 33%	672 36%	66 37%	44 39% <b>un</b>	27 40% <b>un</b>

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Media provider ranked the most valuable

Base : All who have used media providers in the last 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non-internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2232	2049	165	286	258	432	194	299	170	1974	258	128	130	1974
Weighted Base	2236	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	317	292	25	34	40	42	15	35	52	248	69	36	33	248
BBC iPlayer	75	65	8	10	5	18	6	10	6	73	2	-	2	73
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	159	155	4	16	7	21	11	14	22	119	39	22	17	119
ITV Hub/STV Player	14	14	-	2	2	-	-	4	-	14	-	-	-	14
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	27	25	2	4	8	5	-	5	2	26	1	-	-	26
All 4	9	8	2	2	-	-	-	-	-	9	-	-	-	9
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	13	13	-	-	-	-	-	6	-	13	-	-	-	13
My5	2	2	-	2	-	2	-	-	-	2	-	-	-	2
S4C	1	1	-	-	-	-	-	-	-	1	-	-	-	1
Freeview/Youview	89	85	4	13	10	14	4	3	1	87	2	-	2	87
Netflix	364	303	65	57	61	109	45	67	14	361	3	2	1	361
Amazon Prime Video	80	69	11	14	12	11	7	10	6	80	2	3	1	80
Disney +	22	20	3	5	5	8	8	6	2	22	-	-	-	22
Apple TV +	6	4	2	-	-	-	4	-	-	6	-	-	-	6
Britbox	6	6	-	-	2	-	-	-	-	6	-	-	-	6
NowTV	15	12	4	-	2	4	4	3	2	15	-	-	-	15
Sky	292	267	24	35	34	59	32	30	23	268	24	6	17	268
Virgin TV	91	89	-	8	6	11	10	12	12	80	12	3	9	80
YouTube	153	113	34	26	29	39	15	25	3	151	2	-	2	151
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	66	62	4	11	10	19	5	8	5	63	3	1	2	63
BBC Sounds	9	3	6	-	2	4	-	-	2	9	-	-	-	9
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	28	26	2	-	2	3	5	8	2	25	2	3	-	25
Spotify	111	86	23	18	17	33	16	18	9	111	-	-	-	111
Apple Music/Apple Podcasts	21	15	4	5	-	3	4	4	-	21	-	-	-	21
Amazon Music	30	26	4	-	5	7	-	6	-	30	-	-	-	30
Other audio services	6	6	-	2	1	-	-	-	-	6	-	-	-	6
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	84	75	10	13	12	24	4	9	1	84	-	-	-	84
Sky websites / apps (e.g. Sky News, Sky Sports)	38	38	-	4	4	7	4	7	2	38	-	-	-	38
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	41	38	2	5	9	7	-	7	2	41	-	-	-	41
Apple News/ Google News/ Uipday	12	8	2	-	-	4	2	3	-	11	2	-	2	11
Other websites/apps	14	12	2	-	3	-	-	2	4	12	2	-	2	12
(NET) BBC + BBC iPlayer	392	357	33	45	45	60	21	45	58	321	71	36	35	321
(NET) ITV + ITV Hub	173	169	4	18	9	21	11	18	22	134	39	22	17	134
(NET) C4 + All 4	37	33	4	6	8	5	1	5	2	36	1	-	-	36
(NET) C5 + My5	15	15	-	2	2	-	-	6	-	15	-	-	-	15
(NET) Any PSB	777	714	62	95	86	135	43	92	90	662	115	60	56	662
(NET) Streaming services	808	654	139	126	132	214	104	138	38	803	5	2	3	803

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2232	2003	229	1806	1536	1377	1194	1054	577	616	583	372	152	1272	595	365
Weighted Base	2236	1998	238	1786	1488	1306	1167	1043	597	626	551	364	153*	1307	570	358
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBBC, CBBC Scotland)	259	259	-	253	249	213	185	63	37	44	38	16	6	95	78	86
BBC iPlayer	89	89	-	78	76	63	50	41	16	31	34	16	5	55	19	15
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	225	-	211	201	218	180	47	24	37	142	9	3	62	84	78
ITV Hub/STV Player	39	39	-	33	30	33	22	19	15	7	18	3	4	24	13	2
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	57	-	49	47	49	56	16	7	8	24	*	*	17	23	17
All 4	21	21	-	21	19	17	18	10	2	6	9	2	*	13	7	2
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	26	36	-	30	28	28	28	11	4	2	12	2	*	14	10	12
My5	7	7	-	5	4	4	3	3	*	*	*	*	*	6	1	*
S4C	1	1	-	1	1	1	1	*	*	*	1	*	*	*	1	*
Freeview/YouView	53	50	2	40	32	34	30	15	13	5	13	3	12	23	23	7
Netflix	273	242	32	217	188	160	151	262	111	115	33	-	39	214	55	4
Amazon Prime Video	127	114	13	91	73	62	58	96	121	38	7	62	7	107	20	*
Disney +	37	31	6	25	20	9	12	27	15	21	-	21	6	34	2	1
Apple TV +	12	12	*	12	8	8	6	4	4	4	*	2	*	12	*	*
Britbox	7	7	-	5	5	6	4	*	4	*	3	*	*	5	2	*
NowTV	34	33	1	26	24	22	16	25	14	16	3	18	-	31	1	2
Sky	105	80	25	73	52	42	33	40	17	31	29	22	10	61	29	15
Virgin TV	43	36	6	30	20	16	14	23	13	14	6	11	5	32	6	4
YouTube	119	96	23	76	64	45	50	87	32	43	15	63	-	93	21	5
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	97	-	91	59	48	44	19	11	6	39	7	5	32	33	32
BBC Sounds	16	16	-	16	10	7	5	2	4	2	5	-	2	12	4	*
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	53	14	44	28	23	26	11	6	9	17	5	4	26	25	14
Spotify	114	81	33	70	46	43	40	79	34	103	15	50	14	92	13	9
Apple Podcasts/Apple Podcasts	27	19	8	16	10	6	7	18	7	8	2	7	4	20	4	2
Amazon Music	37	32	5	30	15	8	11	15	17	8	5	8	2	22	12	2
Other audio services	8	3	5	2	2	2	*	7	4	1	*	6	1	8	-	-
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	111	-	110	73	54	47	32	36	18	44	10	6	50	35	26
Sky websites / apps (e.g. Sky News, Sky Sports)	34	28	6	23	16	19	16	14	3	9	6	4	*	21	13	*
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	81	11	70	61	41	36	27	19	30	28	10	7	59	24	10
Apple News/ Google News/ Upday	20	15	5	11	10	11	9	11	2	10	*	1	2	17	3	-
Other websites/apps	31	25	6	22	18	15	10	13	6	2	3	3	6	21	4	6
(NET) BBC + BBC iPlayer	348	348	-	332	325	276	235	104	53	75	71	32	12	150	97	101
(NET) ITV + ITV Hub	263	263	-	244	231	250	201	66	38	44	160	12	7	86	97	80
(NET) C4 + All 4	78	78	-	70	65	65	73	26	10	14	33	3	*	29	30	19
(NET) C5 + My5	43	43	-	35	32	32	31	15	5	2	13	5	-	21	11	12
(NET) Any PSB	957	957	-	899	797	734	639	265	156	161	366	70	33	380	308	269
(NET) Streaming services	785	655	120	568	452	370	356	613	359	355	83	231	73	630	130	25
Nothing selected	40	4	36	3	*	*	-	5	-	-	*	-	-	26	4	9

Jigsaw 2020

\* Caution should be used when reviewing any base size under 100  
 Proportions/Means: Columns Tested (5% risk level) - abc/def/ghi/jkl - m/n/o - p/q/r - s/t - u/vw - xyz/AB - CD - E/F/GHI/JK/LMN - O/PQRS/T  
 \* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2232	1720	387	125	2048	144	1452	396	384	995	958	1130	1677	1234
Weighted Base	2236	1763	350	122	2042	151	1458	398	379	1000	926	1160	1725	1197
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	259	189	58	11	245	11	227	21	11	116	119	94	180	138
BBC iPlayer	89	78	10	-	67	17	78	7	4	32	52	44	58	65
ITV/STV/UTV/TV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	161	51	13	215	10	204	17	3	89	108	90	148	128
ITV Hub/STV Player	39	34	4	-	27	9	29	6	4	16	18	24	32	26
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	36	14	7	55	-	52	3	2	13	26	26	36	36
All 4	21	19	-	2	14	7	13	6	2	4	16	13	15	19
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	36	23	6	7	36	-	32	2	2	17	25	13	22	27
My5	7	6	-	-	7	-	4	3	-	4	2	5	5	3
S4C	1	1	1	-	1	-	1	-	-	1	1	-	1	1
Freeview/Youview	53	37	14	2	48	4	36	9	8	18	41	24	33	41
Netflix	273	231	32	10	245	20	117	77	79	142	94	197	252	140
Amazon Prime Video	127	116	5	6	117	8	38	35	54	45	37	94	116	60
Disney +	37	35	2	-	34	3	13	12	11	19	19	26	33	25
Apple TV +	12	11	2	-	10	2	9	2	2	6	7	10	10	8
Britbox	7	7	-	-	4	1	4	3	-	-	4	7	5	7
NowTV	34	29	5	-	31	2	11	13	10	15	15	25	29	21
Sky	105	68	31	7	98	5	73	22	10	88	18	44	101	40
Virgin TV	43	37	5	-	39	-	22	7	14	12	8	24	43	13
YouTube	119	107	8	4	115	2	44	33	42	46	34	76	104	54
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	81	13	3	92	2	73	15	9	42	46	35	60	56
BBC Sounds	16	12	2	2	15	-	14	2	-	4	6	8	10	8
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	38	16	13	63	4	59	6	3	35	26	21	46	36
Spotify	114	99	12	3	101	11	42	27	44	54	32	79	93	44
Apple Music/Apple Podcasts	27	22	5	-	20	6	14	6	7	22	7	11	22	13
Amazon Music	37	29	7	-	35	2	19	10	7	16	17	17	28	18
Other audio services	8	7	-	-	8	-	-	-	-	-	2	8	8	2
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	92	12	7	105	4	80	21	10	34	68	56	72	75
Sky websites / apps (e.g. Sky News, Sky Sports)	34	26	4	3	28	6	29	1	4	23	7	17	31	10
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	61	22	9	78	12	70	15	8	49	43	46	68	56
Apple News/ Google News/ Upday	20	20	-	-	20	-	6	10	4	12	9	10	15	9
Other websites/apps	31	21	4	6	31	-	20	3	7	10	10	14	27	12
(NET) BBC + BBC iPlayer	348	268	69	11	311	29	305	28	15	148	171	138	238	202
(NET) ITV + ITV Hub	263	195	55	13	241	19	233	24	7	105	128	114	180	153
(NET) C4 + All 4	78	56	14	8	69	7	65	8	5	17	43	38	50	55
(NET) C5 + My5	43	30	6	7	43	-	36	5	2	21	27	18	27	29
(NET) Any PSB	957	734	171	53	877	62	808	103	47	372	489	407	637	580
(NET) Streaming services	785	686	78	22	713	58	312	218	255	365	266	542	691	390
Nothing selected	40	28	5	7	39	-	24	3	13	17	7	5	24	7

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

Total	Gender		Age													Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)			
Unweighted Base	2232	1072	1140	611	660	940	273	338	320	340	370	329	241	475	689	431	572	1164	1068		
Weighted Base	2236	1090	1130	677	716	823	289	388	349	367	309	295	219	501	677	495	507	1178	1057		
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	289	121	136	30	91	138	19	11	41	50	47	54	38	54	72	62	67	126	133		
BBC iPlayer	89	32	57	35	24	29	7	26	10	13	7	17	4	26	21	16	20	49	40		
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	102	123	16	48	161	10	6	15	33	40	70	50	45	70	45	62	115	110		
ITV Hub/STV Player	39	17	20	8	11	18	3	5	4	7	5	6	6	10	10	7	12	19	19		
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	23	34	7	11	38	2	5	7	14	8	16	5	13	12	19	13	25	32		
All 4	21	5	17	5	5	11	1	4	2	3	4	5	2	14	1	3	4	14	7		
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	36	14	22	4	7	25	4	-	1	6	10	2	12	1	7	12	13	9	27		
My5	7	1	6	-	4	2	-	-	2	2	-	-	-	4	-	3	1	4	3		
S4C	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1		
Freeview/Viewview	53	32	21	8	11	34	-	8	2	9	17	9	9	16	14	12	9	30	23		
Netflix	273	114	158	121	98	53	49	73	45	53	31	20	2	64	91	47	61	156	117		
Amazon Prime Video	127	63	63	55	48	22	14	40	23	25	9	8	6	32	29	31	26	61	66		
Disney +	3	15	22	23	11	8	-	14	8	3	-	-	-	8	19	3	6	28	9		
Apple TV +	12	10	2	10	9	-	-	2	9	-	-	-	-	-	7	3	2	8	5		
Britbox	7	4	2	2	5	-	2	-	1	4	-	-	-	-	4	2	1	4	3		
NowTV	34	10	23	7	24	3	2	5	17	7	3	-	-	5	6	11	11	11	23		
Sky	105	51	55	33	35	38	17	16	17	18	17	11	9	28	29	19	28	56	49		
Virgin TV	43	19	24	14	13	15	7	7	11	2	7	6	2	3	20	10	8	23	20		
YouTube	119	70	49	71	34	15	34	37	17	17	8	7	-	18	32	38	29	50	68		
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	54	42	16	29	50	7	9	12	17	9	17	25	24	44	15	12	68	29		
BBC Sounds	16	12	4	7	5	3	4	4	4	2	-	1	2	2	6	2	4	8	8		
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	43	23	9	24	34	2	6	15	9	16	9	10	14	19	20	14	33	34		
Spotify	114	48	62	76	24	12	31	44	18	6	6	-	-	21	53	22	16	74	39		
Apple Music/Apple Podcasts	27	15	12	21	5	-	18	3	3	3	-	-	-	4	7	12	4	11	16		
Amazon Music	37	29	17	13	20	4	7	6	10	10	2	-	2	9	11	12	5	20	17		
Other audio services	8	3	4	3	3	2	1	2	2	3	-	-	-	4	2	2	-	4	3		
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	65	46	23	37	51	12	11	18	19	31	11	9	35	36	20	18	71	40		
Sky websites / apps (e.g. Sky News, Sky Sports)	34	24	10	9	15	9	1	9	4	11	4	5	1	10	9	6	8	19	15		
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	57	35	19	42	31	7	12	19	23	11	10	10	25	26	20	21	52	41		
Apple News/ Google News/ Ukipay	20	9	11	13	5	2	5	8	3	2	-	2	-	2	6	5	6	9	11		
Other websites/apps	31	22	9	4	14	11	2	8	6	3	5	2	-	6	8	6	9	14	17		
(NET) BBC + BBC iPlayer	348	153	193	65	114	167	26	39	51	63	54	71	42	82	93	78	87	175	173		
(NET) ITV + ITV Hub	263	119	143	24	59	179	13	10	19	40	47	76	56	55	79	52	74	134	129		
(NET) C4 + All 4	78	27	51	12	16	50	3	9	9	7	18	14	18	26	13	22	17	39	39		
(NET) C5 + My5	43	14	28	4	11	27	4	-	3	8	10	5	12	5	7	15	13	13	30		
(NET) Any PSB	957	446	508	152	272	527	69	83	115	157	170	104	163	229	279	205	225	508	449		
(NET) Streaming services	785	367	411	398	269	109	168	231	142	126	59	40	10	163	260	182	161	422	363		
Nothing selected	40	19	19	14	14	11	10	4	9	5	5	4	2	2	6	8	17	8	32		

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2232	843	306	548	384	172	286	243	1681	551
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	259	95	39	82	35	11	26	24	209	51
	12%	11%	12%	17% <sup>ad</sup>	9%	6%	8%	10%	13% <sup>ad</sup>	9%
BBC iPlayer	89	41	15	15	16	13	22	4	62	27
	4%	5%	4%	3%	4%	7% <sup>ad</sup>	7% <sup>ad</sup>	1%	4%	5%
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	56	21	108	33	9	11	14	199	26
	10%	6%	6%	23% <sup>abbd</sup>	8%	5%	3%	6%	12% <sup>ad</sup>	4%
ITV Hub/STV Player	39	15	9	10	4	2	4	6	27	11
	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	14	10	27	6	3	4	6	47	10
	3%	2%	3%	6% <sup>ad</sup>	1%	2%	1%	2%	3%	2%
All 4	21	3	5	9	4	3	*	*	18	3
	1%	*	1%	2% <sup>ad</sup>	1%	1%	*	*	1%	*
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	36	5	7	13	11	-	-	2	34	2
	2%	1%	2%	3% <sup>ad</sup>	3% <sup>ad</sup>	-	-	1%	2% <sup>ad</sup>	*
My5	*	4	*	*	*	-	-	2	5	2
	*	1% <sup>ad</sup>	*	*	*	-	-	1%	*	*
S4C	1	-	-	1	-	-	-	-	1	*
	*	-	-	-	-	-	-	-	*	*
Freeview/Youview	53	15	5	17	15	1	5	1	47	6
	2%	2%	2%	4%	4%	*	2%	*	3%	1%
Netflix	273	126	42	23	55	30	43	31	190	83
	12%	14% <sup>bc</sup>	13% <sup>ad</sup>	5%	14% <sup>bc</sup>	16%	14%	12%	12%	14%
Amazon Prime Video	127	55	15	16	23	15	24	15	88	39
	6%	7% <sup>bc</sup>	5%	3%	6%	6%	8%	6%	6%	7%
Disney +	37	18	6	2	10	11	16	3	15	22
	2%	2%	2%	*	3% <sup>bc</sup>	6% <sup>gh</sup>	9% <sup>ad</sup>	1%	1%	4% <sup>ad</sup>
Apple TV +	12	8	-	*	4	4	2	4	4	8
	1%	1%	-	1%	1%	2% <sup>ad</sup>	1%	2% <sup>ad</sup>	*	1% <sup>ad</sup>
Britbox	7	2	2	*	3	2	-	-	5	2
	*	1%	1%	*	1%	1%	-	-	*	*
NowTV	34	20	5	-	9	2	6	9	21	13
	2%	2% <sup>bc</sup>	1% <sup>bc</sup>	-	2% <sup>bc</sup>	1%	2%	4% <sup>ad</sup>	1%	2%
Sky	105	53	10	18	18	9	22	22	66	39
	5%	6%	3%	4%	5%	3%	7%	3% <sup>ad</sup>	4%	7%
Virgin TV	43	10	12	10	9	4	11	11	26	17
	2%	1%	3% <sup>ad</sup>	2%	2%	2%	3%	4% <sup>ad</sup>	2%	3%
YouTube	119	56	28	8	13	22	14	23	72	47
	5%	6% <sup>bc</sup>	8% <sup>cd</sup>	2%	3%	12% <sup>gh</sup>	5%	9% <sup>ad</sup>	4%	8% <sup>ad</sup>
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	38	17	32	7	2	7	*	87	10
	4%	4%	5% <sup>ad</sup>	7% <sup>ad</sup>	2%	1%	2%	*	5% <sup>ad</sup>	2%
BBC Sounds	16	7	2	2	2	-	2	2	12	4
	1%	1%	1%	1%	*	-	1%	1%	1%	1%
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	29	6	17	15	6	4	8	54	14
	3%	3%	2%	4%	4%	3%	1%	3%	3%	2%
Spotify	114	60	18	5	20	16	17	11	78	36
	5%	7% <sup>bc</sup>	5% <sup>bc</sup>	1%	5% <sup>bc</sup>	9%	5%	4%	5%	6%
Apple Music/Apple Podcasts	27	12	*	2	9	*	4	9	13	14
	1%	1%	*	2%	2%	*	1%	3% <sup>ad</sup>	1%	2% <sup>ad</sup>
Amazon Music	37	19	6	8	3	2	9	11	16	21
	2%	2%	2%	2%	1%	1%	3% <sup>ad</sup>	4% <sup>ad</sup>	1%	3% <sup>ad</sup>
Other audio services	8	4	2	-	-	*	4	2	3	4
	*	*	1%	-	-	*	1% <sup>ad</sup>	1%	*	1%
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	45	15	20	16	9	12	9	84	27
	5%	5%	5%	4%	4%	5%	4%	3%	5%	4%
Sky websites / apps (e.g. Sky News, Sky Sports)	34	11	10	5	6	1	9	5	21	13
	2%	1%	3%	1%	1%	1%	3%	2%	1%	2%
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	39	12	14	25	5	22	15	59	34
	4%	4%	4%	3%	6%	3%	7% <sup>ad</sup>	6%	4%	6%
Apple News/ Google News/ Upday	20	9	4	2	5	*	5	3	14	6
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%
Other websites/apps	31	10	2	6	6	*	*	*	30	*
	1%	1%	1%	1%	2%	*	*	*	2% <sup>ad</sup>	*
(NET) BBC + BBC iPlayer	348	136	54	97	51	24	48	28	270	78
	16%	15%	16%	20% <sup>ad</sup>	13%	13%	15%	11%	16%	13%
(NET) ITV + ITV Hub	263	71	30	118	37	11	15	20	226	37
	12%	8%	9%	25% <sup>abbd</sup>	9%	6%	5%	8%	14% <sup>ad</sup>	6%
(NET) C4 + All 4	78	17	14	36	10	5	4	6	66	12
	3%	2%	4%	6% <sup>ad</sup>	3%	3%	1%	2%	4%	2%
(NET) C5 + My5	43	5	11	13	11	-	-	4	39	4
	2%	1%	3% <sup>ad</sup>	3% <sup>ad</sup>	3% <sup>ad</sup>	-	-	2%	2% <sup>ad</sup>	1%
(NET) Any PSB	957	320	144	319	133	52	87	69	785	172
	43%	36%	43%	67% <sup>abbd</sup>	34%	28%	28%	27%	40% <sup>ad</sup>	29%
(NET) Streaming services	785	379	123	64	149	105	135	117	500	285
	35%	43% <sup>bc</sup>	42% <sup>ad</sup>	13%	48% <sup>bc</sup>	53% <sup>gh</sup>	44% <sup>ad</sup>	46% <sup>ad</sup>	30%	43% <sup>ad</sup>
Nothing selected	40	8	4	5	13	2	5	2	35	5
	2%	1%	1%	1%	3% <sup>ad</sup>	1%	2%	1%	2%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2232	130	110	111	151	167	99	1005	408	409
Weighted Base	2236	245	203	203	290	314	201*	1879	178	67
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	259	26	32	35	29	28	32	217	20	13
BBC iPlayer	89	4	6	6	14	22	13	77	7	4
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	34	21	31	15	21	20	177	22	15
ITV Hub/STV Player	39	3	2	-	4	7	2	36	1	1
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	8	2	6	12	7	4	47	5	2
All 4	21	2	2	-	2	6	-	19	*	*
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	38	2	2	6	4	4	4	29	4	2
My5	7	-	-	4	-	2	-	6	*	*
S4C	1	-	-	-	-	-	-	-	1	-
Freeview/Youview	53	6	2	7	6	5	7	46	3	3
Netflix	273	29	22	26	27	46	23	226	22	16
Amazon Prime Video	127	12	9	11	10	19	11	107	11	6
Disney +	37	8	2	2	11	2	4	31	3	2
Apple TV +	12	2	2	-	2	-	3	12	*	*
Britbox	7	-	-	2	-	2	-	7	-	*
NowTV	34	4	2	4	2	4	5	29	3	2
Sky	105	13	6	9	18	17	6	87	8	7
Virgin TV	43	4	4	2	15	6	-	38	3	1
YouTube	119	14	4	8	15	14	19	96	10	7
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	9	9	12	13	15	6	82	8	5
BBC Sounds	16	4	2	-	6	4	-	15	*	1
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	6	19	5	2	13	10	62	2	2
Spotify	114	8	14	4	20	15	8	85	16	7
Apple Music/Apple Podcasts	27	2	-	4	5	7	2	24	2	1
Amazon Music	37	8	4	2	4	6	-	31	3	2
Other audio services	8	2	-	-	-	-	1	7	*	*
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	13	3	11	16	21	7	97	8	4
Sky websites / apps (e.g. Sky News, Sky Sports)	34	3	4	2	-	4	4	28	4	1
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	7	13	4	26	12	4	85	5	2
Apple News/ Google News/ Upday	20	2	2	-	4	-	4	18	*	1
Other websites/apps	31	2	6	-	4	4	2	28	2	1
(NET) BBC + BBC iPlayer	348	30	38	41	43	50	45	294	27	17
(NET) ITV + ITV Hub	263	38	23	31	19	28	21	213	23	15
(NET) C4 + All 4	78	10	4	6	14	13	4	66	7	3
(NET) C5 + My5	43	2	2	9	4	6	4	35	4	3
(NET) Any PSB	987	106	81	111	115	136	86	802	78	49
(NET) Streaming services	785	91	58	61	97	115	76	648	69	42
Nothing selected	40	4	9	2	4	2	2	31	4	3

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Media provider ranked 2nd most valuable

Base : All who have used media providers in the last 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non-internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2232	2049	165	286	258	432	194	299	170	1974	258	128	130	1974
Weighted Base	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	259	246	13	37	33	51	15	31	25	212	47	27	20	212
BBC iPlayer	89	78	11	12	22	19	2	13	3	88	*	-	*	88
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	225	217	6	31	12	20	9	24	43	166	59	31	28	166
ITV Hub/STV Player	39	34	2	4	*	11	5	4	6	38	*	-	*	38
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	57	50	7	5	4	12	3	7	6	47	10	5	5	47
All 4	21	21	*	2	3	*	1	*	2	21	-	-	-	21
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	36	34	2	2	2	5	4	2	1	33	3	2	2	33
My5	7	7	-	*	2	2	*	-	2	7	-	-	-	7
S4C	1	1	-	-	-	1	-	-	-	1	-	-	-	1
Freeview/Youview	53	48	4	9	8	3	*	3	12	48	4	1	4	48
Netflix	273	236	30	23	36	64	37	42	8	267	6	2	5	267
Amazon Prime Video	127	108	19	17	13	22	12	19	6	126	1	-	1	126
Disney +	37	25	12	1	7	11	8	13	-	37	-	-	-	37
Apple TV +	12	4	8	2	3	4	4	*	-	12	-	-	-	12
Britbox	7	7	-	1	-	2	-	2	-	7	-	-	-	7
NowTV	34	30	4	7	12	6	8	8	-	34	-	-	-	34
Sky	105	97	8	15	13	29	8	27	8	102	3	1	3	102
Virgin TV	43	35	8	2	5	15	6	10	3	38	5	3	2	38
YouTube	119	96	19	16	14	31	12	24	4	118	*	*	*	118
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	97	89	8	13	11	20	10	7	10	88	9	3	6	88
BBC Sounds	16	16	-	2	2	4	2	4	-	16	-	-	-	16
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	68	63	4	10	8	9	2	2	6	58	9	*	9	58
Spotify	114	84	23	19	12	34	13	15	3	114	-	-	-	114
Apple Music/Apple Podcasts	27	20	6	4	6	7	3	2	-	27	-	-	-	27
Amazon Music	37	33	4	7	8	7	10	1	6	37	-	-	-	37
Other audio services	8	7	1	*	-	3	4	4	-	8	-	-	-	8
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	111	105	6	20	18	22	10	11	6	111	-	-	-	111
Sky websites / apps (e.g. Sky News, Sky Sports)	34	30	4	4	4	8	5	4	2	34	-	-	-	34
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	93	75	18	15	16	21	12	14	2	93	-	-	-	93
Apple News/ Google News/ Upday	20	16	4	2	8	6	*	5	5	20	-	-	-	20
Other websites/apps	31	27	4	6	4	8	-	1	6	26	5	-	5	26
(NET) BBC + BBC iPlayer	348	324	24	49	55	70	17	44	28	300	48	27	21	300
(NET) ITV + ITV Hub	263	251	8	35	12	30	15	28	48	204	59	31	28	204
(NET) C4 + All 4	78	71	8	7	7	12	3	8	8	68	10	5	5	68
(NET) C5 + My5	43	41	2	2	5	7	4	2	4	40	3	1	2	40
(NET) Any PSB	957	896	56	128	110	166	62	103	103	828	130	67	62	828
(NET) Streaming services	785	642	126	97	109	186	106	127	27	778	7	2	6	778
Nothing selected	40	31	6	5	3	1	2	1	*	39	1	1	-	39

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"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base



B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

	Total	PSB/Non-PSB Users										Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2232	2003	229	1806	1536	1377	1194	1054	577	616	583	372	152	1272	595	365	
Weighted Base	2236	1998	238	1786	1488	1306	1167	1043	597	626	551	364	153*	1307	570	358	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBBC, CBBC Scotland)	120	120	-	118	114	103	85	36	24	29	23	13	8	58	35	27	
BBC iPlayer	107	107	-	97	93	69	67	54	27	20	37	18	9	55	34	18	
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	173	-	164	155	161	125	60	27	37	60	21	6	65	68	39	
ITV Hub/STV Player	33	33	-	27	17	27	16	6	2	3	4	5	6	19	9	5	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	128	-	116	107	112	120	25	16	15	49	9	2	33	42	53	
All 4	33	33	-	29	27	18	26	10	16	6	11	4	4	16	14	3	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	85	-	74	72	70	70	23	10	8	23	2	3	29	27	30	
My5	14	14	-	13	7	11	11	7	-	2	-	6	-	10	3	1	
S4C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Freeview/Youview	59	55	4	52	46	44	42	29	20	14	22	15	4	36	8	15	
Netflix	187	169	19	146	124	98	98	173	91	80	40	-	24	127	45	15	
Amazon Prime Video	95	79	16	70	62	55	45	74	89	31	11	29	6	78	17	-	
Disney +	42	38	4	35	23	19	23	38	18	22	11	14	1	35	4	2	
Apple TV +	14	10	4	8	6	2	7	4	6	4	-	2	2	10	4	-	
Britbox	3	3	-	3	3	2	-	3	3	3	-	1	-	3	-	-	
NowTV	15	13	2	13	9	4	4	9	6	5	3	3	2	13	2	-	
Sky	12	113	11	99	88	76	64	77	31	41	31	36	7	84	30	10	
Virgin TV	37	32	4	28	21	22	20	9	10	17	12	7	2	20	9	8	
YouTube	115	107	8	90	75	63	47	78	42	47	21	44	-	80	19	6	
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5, Live, BBC local radio, 6 Music)	121	121	-	117	95	77	71	30	17	13	50	7	3	48	52	21	
BBC Sounds	21	21	-	19	6	8	3	3	1	5	4	1	3	14	5	3	
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	74	10	63	49	45	36	26	19	12	23	9	2	48	23	13	
Spotify	103	93	10	76	68	47	41	72	36	97	14	39	15	85	10	8	
Apple Music/Apple Podcasts	14	13	1	11	7	5	2	9	3	5	-	5	-	12	2	-	
Amazon Music	4	38	3	32	26	19	20	28	19	9	2	10	4	34	6	1	
Other audio services	9	7	2	5	3	3	3	4	-	4	3	2	-	9	1	-	
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	120	-	112	79	65	53	56	20	30	39	17	8	72	29	19	
Sky websites / apps (e.g. Sky News, Sky Sports)	62	50	12	48	35	31	23	15	10	20	14	3	2	44	15	2	
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	82	18	66	50	35	36	33	15	24	31	16	10	45	23	31	
Apple News/ Google News/ Uplay	35	16	18	16	6	2	2	17	7	9	2	6	5	28	4	2	
Other websites/apps	24	14	10	13	10	9	7	13	8	7	4	8	1	18	5	1	
(NET) BBC + BBC iPlayer	227	227	-	215	207	172	152	90	51	49	59	31	18	113	60	45	
(NET) ITV + ITV Hub	206	206	-	191	172	188	140	65	30	40	65	26	12	84	77	45	
(NET) C4 + All 4	161	161	-	145	134	130	146	35	32	21	60	13	7	49	56	56	
(NET) C5 + My5	99	99	-	88	80	81	81	30	10	10	23	8	3	39	30	30	
(NET) Any PSB	955	955	-	887	773	721	647	309	160	168	299	102	52	418	317	219	
(NET) Streaming services	629	563	67	483	402	314	287	489	313	304	102	146	54	486	111	32	
Nothing selected	118	37	81	25	7	4	1	22	5	4	9	13	13	70	24	24	

Jigsaw 2020

\* Caution should be used when reviewing any base size under 100  
 Proportions/Means: Columns Tested (5% risk level) - abc/def/ghi - jkl - m/n - o/pqr - st - u/vw - xyz/AB - CD - E/F/GHI/JKL/MN - O/PQRS/T  
 \* small base

B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2232	1720	387	125	2048	144	1452	396	384	995	958	1130	1677	1234
Weighted Base	2236	1763	350	122	2042	151	1458	398	379	1000	926	1160	1725	1197
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	120	86	23	11	108	10	98	13	9	57	55	52	93	67
BBC iPlayer	107	89	17	*	90	12	75	19	13	46	57	68	83	75
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	132	28	13	165	8	137	29	8	78	76	64	127	94
ITV Hub/STV Player	33	29	4	-	26	5	24	5	4	11	16	19	22	21
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	89	31	8	120	8	113	15	*	34	75	45	65	84
All 4	33	27	6	*	26	5	18	10	5	4	24	24	24	24
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	57	21	8	81	2	78	1	6	27	45	30	50	50
My5	14	14	*	-	10	3	8	2	4	-	11	12	9	14
S4C	*	*	-	-	*	-	*	-	-	-	*	*	*	*
Freeview/Youview	59	50	7	2	55	2	35	13	11	6	47	35	35	49
Netflix	187	169	16	2	162	19	108	44	36	78	70	132	180	106
Amazon Prime Video	95	83	8	4	92	2	38	22	35	40	40	76	87	57
Disney +	42	37	4	1	38	3	11	11	19	18	13	21	33	21
Apple TV +	14	12	-	2	12	2	10	2	2	8	-	7	10	2
Britbox	3	3	-	-	3	*	3	*	-	-	*	*	*	*
NowTV	15	15	1	-	13	-	7	5	3	7	3	11	15	4
Sky	124	97	23	4	117	7	67	35	22	117	24	67	117	44
Virgin TV	37	29	7	2	32	4	24	9	3	11	12	18	35	17
YouTube	115	102	8	6	110	5	39	35	41	46	43	74	97	62
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	121	78	37	6	108	11	108	9	5	65	54	39	90	57
BBC Sounds	21	19	2	-	19	-	16	4	1	9	7	11	16	8
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	65	12	7	72	9	62	9	13	39	28	46	67	43
Spotify	103	88	14	-	89	3	41	31	30	53	31	69	90	55
Apple Music/Apple Podcasts	14	14	-	-	12	-	7	2	5	9	6	7	10	6
Amazon Music	41	31	6	4	38	2	18	12	12	26	19	28	37	25
Other audio services	9	5	3	2	9	*	5	2	2	2	3	7	4	5
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	96	14	9	107	7	88	16	16	56	57	58	94	67
Sky websites / apps (e.g. Sky News, Sky Sports)	62	35	18	9	59	3	45	9	8	34	16	25	50	23
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	79	16	5	92	8	77	10	13	45	37	55	70	54
Apple News/ Google News/ Upday	35	31	4	*	29	5	9	10	16	10	12	21	25	16
Other websites/apps	24	17	3	4	24	-	13	2	9	10	6	11	17	7
(NET) BBC + BBC iPlayer	227	175	40	12	198	22	173	32	22	104	112	119	176	141
(NET) ITV + ITV Hub	206	162	32	13	191	13	161	33	12	90	92	84	149	116
(NET) C4 + All 4	161	116	37	8	146	13	131	25	5	38	99	69	90	109
(NET) C5 + My5	99	70	21	8	71	5	86	2	10	27	57	42	59	64
(NET) Any PSB	955	715	184	56	860	70	764	120	71	388	477	422	674	561
(NET) Streaming services	629	555	56	18	581	37	281	165	184	285	228	427	560	341
Nothing selected	118	86	18	15	113	4	77	14	27	52	35	27	71	37

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

	Gender			Age											Social Grade					
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2E (T)	
Unweighted Base	2232	1072	1140	611	660	940	273	338	320	340	370	329	241	475	689	431	572	1164	1068	
Weighted Base	2236	1090	1120	677	716	823	289	388	349	367	309	295	219	501	677	495	507	1178	1057	
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	120	47	73	13	35	72	5	8	19	16	28	18	25	35	34	17	31	68	52	
BBC iPlayer	107	52	54	27	39	41	10	18	25	14	13	23	5	18	41	27	20	60	47	
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	71	102	27	50	96	14	13	15	36	40	28	27	41	48	46	33	88	85	
ITV Hub/STV Player	33	12	21	8	9	16	5	2	7	3	8	4	4	5	8	6	14	13	20	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	61	67	15	22	89	8	7	7	15	26	31	31	23	35	24	44	58	70	
All 4	33	20	13	10	7	14	2	9	4	3	1	7	6	4	11	9	10	15	18	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	35	50	13	17	55	4	9	5	12	21	15	19	12	25	28	19	37	48	
My5	14	5	9	4	6	3	-	4	2	4	1	2	-	3	3	4	4	6	8	
S4C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Freeview/youview	59	25	34	14	16	29	2	12	7	9	11	11	7	21	14	3	19	35	24	
Netflix	187	96	87	73	70	43	39	34	35	35	18	15	10	57	50	47	28	107	80	
Amazon Prime Video	95	43	52	34	36	25	14	20	16	20	13	8	4	22	38	16	18	60	35	
Disney +	42	19	23	21	16	3	7	15	4	12	3	-	-	10	11	10	9	21	20	
Apple TV +	14	4	10	6	4	2	4	-	8	-	-	-	-	4	7	3	-	11	3	
Britbox	3	1	2	3	-	-	-	2	-	-	-	-	-	2	-	-	1	2	1	
NowTV	15	3	12	12	1	2	3	9	1	-	-	2	-	7	2	5	1	9	6	
Sky	124	54	70	49	43	33	20	29	14	29	11	15	6	30	37	30	25	67	58	
Virgin TV	37	17	20	14	5	17	6	8	2	3	9	4	4	9	10	12	6	19	18	
YouTube	115	58	57	46	40	26	18	29	24	16	16	10	-	16	45	27	22	62	53	
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	121	67	53	12	37	71	7	5	15	22	17	26	28	25	35	24	32	60	61	
BBC Sounds	21	9	12	9	7	5	4	5	2	5	1	4	-	-	13	5	3	13	8	
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	42	42	16	32	35	9	7	16	17	16	14	4	20	22	18	21	43	42	
Spotify	103	42	60	59	29	11	23	35	21	9	8	2	2	16	42	24	19	58	45	
Apple Music/Apple Podcasts	14	9	5	10	4	-	5	5	2	2	-	-	-	4	3	7	4	10	1	
Amazon Music	41	21	20	17	20	4	-	16	14	6	-	4	-	16	12	5	8	27	13	
Other audio services	9	7	2	6	3	-	6	-	-	3	-	-	-	-	3	4	2	3	6	
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	85	33	37	53	29	21	17	27	27	8	16	5	36	31	23	26	67	53	
Sky websites / apps (e.g. Sky News, Sky Sports)	62	46	15	19	20	22	11	8	13	7	9	9	4	22	13	16	10	35	26	
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	47	52	27	31	42	3	24	22	9	21	12	9	24	41	19	14	65	35	
Apple News/ Google News/ Update	35	14	18	20	14	-	11	10	10	4	-	-	-	4	5	11	13	9	26	
Other websites/apps	24	10	12	7	8	7	3	5	4	4	-	2	8	10	3	3	18	6	6	
(NET) BBC + BBC iPlayer	227	100	126	40	74	112	15	25	44	30	41	41	31	53	75	44	50	128	99	
(NET) ITV + ITV Hub	208	83	123	35	60	111	20	15	21	38	48	32	31	45	56	52	47	101	105	
(NET) C4 + All 4	161	81	80	26	29	102	10	16	11	18	27	38	37	27	46	33	53	73	88	
(NET) C5 + My5	99	40	59	17	23	59	4	13	7	16	22	17	19	15	28	33	23	43	56	
(NET) Any PSB	955	464	467	177	283	490	80	97	127	156	164	175	150	202	282	213	237	484	470	
(NET) Streaming services	629	296	328	281	223	117	111	170	118	105	58	41	18	149	214	139	112	363	287	
Nothing selected	118	69	47	48	37	32	27	20	17	21	8	10	14	12	27	27	46	38	80	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2232	843	306	548	384	172	286	243	1681	551
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	120	33	10	39	21	6	9	14	98	22
BBC iPlayer	107	35	24	25	12	5	11	4	89	19
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	65	22	55	27	5	11	17	141	32
ITV Hub/STV Player	33	7	6	6	11	6	*	*	26	7
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	32	18	60	14	4	8	8	113	15
All 4	33	10	5	12	5	6	2	*	25	8
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	21	12	38	14	7	7	*	76	9
My5	14	4	2	2	6	2	-	2	12	2
S4C	*	*	*	*	*	*	*	*	*	*
Freeview/Youview	59	21	14	16	6	4	4	2	49	10
Netflix	187	97	32	24	17	16	35	26	128	59
Amazon Prime Video	95	49	10	13	20	9	12	5	73	22
Disney +	42	18	9	2	12	10	10	7	22	20
Apple TV +	14	6	4	-	-	4	*	4	6	8
Britbox	3	2	-	-	*	3	2	*	*	3
NowTV	15	8	5	2	1	-	5	*	10	5
Sky	124	57	19	14	26	12	12	21	86	39
Virgin TV	37	17	5	6	6	4	6	4	24	13
YouTube	115	48	19	10	25	12	16	13	81	34
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	121	36	16	51	14	6	8	18	93	28
BBC Sounds	21	6	4	2	8	*	4	4	12	8
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	39	9	11	21	*	12	13	63	22
Spotify	103	50	16	4	21	8	30	11	67	36
Apple Music/Apple Podcasts	14	8	3	-	4	6	7	4	3	11
Amazon Music	41	27	7	4	3	8	18	5	21	20
Other audio services	9	*	4	-	2	2	-	2	5	4
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	56	19	21	19	12	20	22	82	38
Sky websites / apps (e.g. Sky News, Sky Sports)	62	37	3	12	7	8	12	10	36	26
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	45	21	20	9	7	15	12	74	26
Apple News/ Google News/ Upday	38	12	6	*	14	4	7	6	22	13
Other websites/apps	24	9	2	6	4	3	7	4	13	11
(NET) BBC + BBC iPlayer	227	69	34	63	43	11	19	18	185	41
(NET) ITV + ITV Hub	206	73	28	61	38	11	12	17	168	38
(NET) C4 + All 4	161	42	23	72	20	10	10	9	138	23
(NET) C5 + My5	99	24	14	40	21	8	7	2	88	11
(NET) Any PSB	955	307	138	310	162	58	80	90	767	188
(NET) Streaming services	629	312	104	58	104	75	135	70	412	217
Nothing selected	118	32	9	20	34	9	18	12	90	29

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2232	130	110	111	151	167	99	1005	408	410	409
Weighted Base	2236	245	203	203	290	314	201*	1879	178	111	67
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	120	9	7	11	13	20	10	96	9	10	5
BBC iPlayer	107	9	8	10	19	18	8	91	8	5	3
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	19	19	26	17	27	12	141	17	10	5
ITV Hub/STV Player	33	2	3	3	6	8	-	30	1	2	*
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	16	18	18	9	14	10	108	11	5	4
All 4	33	6	-	4	2	7	5	30	1	*	1
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	20	11	9	6	9	8	77	4	2	2
My5	1	2	-	-	-	4	12	1	1	*	*
S4C	*	-	-	-	-	-	-	-	-	-	-
Freeview/Youview	59	11	5	13	5	4	4	53	2	3	2
Netflix	187	16	12	11	23	30	26	153	18	10	7
Amazon Prime Video	95	14	8	10	10	11	4	80	7	6	2
Disney +	42	4	4	2	6	2	2	29	7	4	2
Apple TV +	14	2	4	2	2	2	-	13	-	*	-
Britbox	3	-	-	-	-	2	2	2	*	-	-
NowTV	15	2	-	2	7	2	-	13	1	2	*
Sky	124	8	8	9	24	11	12	103	11	6	4
Virgin TV	37	4	5	2	5	6	2	32	1	2	2
YouTube	115	16	3	5	23	19	4	95	10	6	4
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	121	5	15	11	9	21	14	99	12	6	4
BBC Sounds	21	-	-	-	-	6	7	17	3	1	-
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	17	7	2	15	17	-	75	4	3	2
Spotify	103	11	6	10	22	10	11	87	9	4	2
Apple Music/Apple Podcasts	14	-	-	-	2	2	2	11	1	1	1
Amazon Music	41	6	2	4	2	8	6	34	4	2	1
Other audio services	9	-	-	-	4	-	2	8	-	1	*
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	13	13	11	19	7	12	104	8	6	2
Sky websites / apps (e.g. Sky News, Sky Sports)	62	5	11	8	8	10	4	53	5	2	2
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	14	8	11	13	13	12	86	7	4	3
Apple News/ Google News/ Upday	35	5	2	4	12	6	1	32	1	1	1
Other websites/apps	24	-	6	-	-	7	5	21	2	1	1
(NET) BBC + BBC iPlayer	227	19	15	21	32	37	18	187	17	15	8
(NET) ITV + ITV Hub	206	21	23	30	22	35	12	171	18	12	5
(NET) C4 + All 4	161	22	18	21	11	22	15	138	13	5	5
(NET) C5 + My5	99	22	11	9	6	9	12	89	5	2	2
(NET) Any PSB	955	102	94	102	99	136	89	805	75	48	26
(NET) Streaming services	629	72	39	45	67	87	57	517	58	34	21
Nothing selected	118	7	18	8	8	17	13	96	11	7	4

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Media provider ranked 3rd most valuable

Base : All who have used media providers in the last 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non-internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2232	2049	165	286	258	432	194	299	170	1974	258	128	130	1974
Weighted Base	2236	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	120	113	5	14	10	24	6	13	15	98	22	7	15	98
BBC iPlayer	107	101	4	18	17	15	9	12	9	106	1	*	1	106
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	173	159	14	21	34	30	9	20	18	146	27	13	14	146
ITV Hub/STV Player	33	27	6	2	3	5	6	1	1	31	2	2	*	31
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	128	125	3	21	10	14	13	10	16	93	35	20	14	93
All 4	33	33	-	6	-	8	4	4	4	33	*	*	-	33
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	85	81	4	9	4	13	6	7	18	65	20	8	12	65
My5	14	14	-	*	-	2	2	-	-	14	-	-	-	14
S4C	*	*	-	-	-	*	-	-	-	*	*	-	*	*
Freeview/Youview	59	57	2	5	4	14	4	6	3	55	4	4	-	55
Netflix	187	148	38	37	19	45	25	28	17	181	6	-	6	181
Amazon Prime Video	95	87	8	19	16	20	5	20	19	95	4*	-	2	95
Disney +	42	34	7	4	4	10	7	14	4	42	-	-	-	42
Apple TV +	14	14	-	2	*	4	2	2	-	14	-	-	-	14
Britbox	3	3	*	*	2	-	-	-	-	3	-	-	-	3
NowTV	15	13	2	1	5	2	4	3	2	15	-	-	-	15
Sky	124	105	17	9	16	32	13	23	6	122	2	-	2	122
Virgin TV	37	31	4	5	2	8	6	6	4	33	4	2	2	33
YouTube	115	99	16	16	20	28	10	12	*	115	-	-	-	115
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	121	115	6	12	14	17	8	7	13	96	25	12	14	96
BBC Sounds	21	18	3	2	3	2	1	2	2	21	-	-	-	21
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	84	78	6	16	19	17	2	16	6	78	6	3	3	78
Spotify	103	81	17	18	23	32	8	19	2	103	-	-	-	103
Apple Music/Apple Podcasts	14	12	2	3	6	2	*	4	2	14	-	-	-	14
Amazon Music	41	41	-	1	3	16	6	8	*	41	-	-	-	41
Other audio services	9	3	6	2	5	3	*	2	-	9	-	-	-	9
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	120	87	31	10	16	30	13	21	9	118	2	-	2	118
Sky websites / apps (e.g. Sky News, Sky Sports)	62	59	3	10	3	14	9	13	6	60	2	-	2	60
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	100	92	8	10	14	27	6	10	5	99	*	-	*	99
Apple News/ Google News/ Ukipday	36	23	12	5	6	1	8	4	-	35	-	-	-	35
Other websites/apps	24	19	4	1	1	4	4	6	-	21	2	-	2	21
(NET) BBC + BBC iPlayer	217	214	9	32	26	39	15	26	24	204	23	7	15	204
(NET) ITV + ITV Hub	206	186	20	23	37	34	15	21	18	177	29	14	14	177
(NET) C4 + All 4	161	157	3	27	10	22	17	14	20	126	35	20	14	126
(NET) C5 + My5	79	94	4	9	4	16	9	7	18	79	20	8	12	79
(NET) Any PSB	95	87	7	11	11	15	7	9	10	82	13	6	7	82
(NET) Streaming services	629	531	91	101	99	168	66	109	28	623	6	-	6	623
Nothing selected	118	97	16	13	7	9	10	8	12	116	3	2	1	116

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"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2232	2003	229	1806	1536	1377	1194	1054	577	616	583	372	152	1272	595	365
Weighted Base	2236	1998	238	1786	1488	1306	1167	1043	597	626	551	364	153*	1307	570	358
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	696	-	688	678	582	520	180	98	103	377	29	15	199	256	240
BBC iPlayer	270	270	-	249	241	186	163	120	60	72	145	34	14	144	85	41
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	557	557	-	513	487	538	425	144	73	89	202	30	9	165	196	195
ITV Hub/STV Player	86	86	-	72	57	71	45	28	21	18	23	8	10	53	26	7
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4eseven, 4Music)	212	212	-	192	179	183	203	54	27	27	73	9	3	64	76	73
All 4	64	64	-	59	52	39	54	27	18	16	20	6	4	37	21	5
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	134	-	115	111	106	109	36	20	12	35	5	3	50	41	44
My5	23	23	-	21	12	16	14	12	3	2	*	9	*	19	4	1
S4C	3	3	-	3	3	2	2	*	*	*	1	*	*	1	2	1
Freeview/Youview	200	185	16	159	138	128	114	69	53	31	35	18	16	97	58	45
Netflix	824	714	111	610	497	421	389	788	360	354	73	364	63	675	124	25
Amazon Prime Video	303	258	45	217	180	149	136	216	284	90	17	91	13	244	55	3
Disney +	101	87	14	75	55	37	43	72	39	47	11	35	7	85	11	5
Apple TV +	32	27	5	25	14	10	13	11	12	8	*	4	2	25	6	*
Britbox	15	15	*	13	9	8	4	5	6	5	3	1	-	12	2	2
NowTV	65	59	2	52	44	33	27	39	22	24	6	22	2	54	7	4
Sky	52	455	96	413	329	300	263	241	123	143	59	58	17	356	129	35
Virgin TV	171	148	23	132	106	95	85	71	54	50	18	18	7	99	45	27
YouTube	387	333	54	276	220	158	140	236	105	147	36	106	153	305	64	17
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	284	284	-	273	201	166	149	61	39	32	156	15	8	104	108	72
BBC Sounds	46	46	-	44	17	16	9	7	4	9	17	1	4	35	8	3
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	154	25	126	92	83	76	45	26	26	40	14	7	90	57	33
Spotify	327	266	61	222	167	138	125	220	100	310	29	89	29	262	45	20
Apple Music/Apple Podcasts	62	49	13	42	23	20	15	39	19	18	2	12	5	47	11	4
Amazon Music	107	94	14	77	54	39	43	59	48	22	8	18	6	75	28	4
Other audio services	23	15	7	11	9	8	6	16	9	5	3	8	1	22	1	1
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	315	-	302	221	167	140	121	70	75	167	26	15	160	89	66
Sky websites / apps (e.g. Sky News, Sky Sports)	134	115	19	98	71	68	62	43	21	39	20	7	3	90	41	3
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	198	36	170	138	98	89	73	43	67	58	26	17	128	61	44
Apple News/ Google News/ Upday	67	44	23	39	24	21	21	33	13	20	3	6	7	51	13	2
Other websites/apps	69	46	23	41	33	27	22	30	14	9	8	11	7	47	10	11
(NET) BBC + BBC iPlayer	893	893	-	864	846	708	626	275	151	162	457	61	27	324	316	253
(NET) ITV + ITV Hub	623	623	-	568	534	591	458	165	92	101	221	35	17	204	218	201
(NET) C4 + All 4	275	275	-	250	230	221	255	80	46	44	92	15	7	101	97	77
(NET) C5 + My5	157	157	-	136	122	122	123	49	23	14	35	13	3	68	44	44
(NET) Any PSB	1480	1480	-	1361	1157	1050	923	520	286	289	551	141	73	683	472	325
(NET) Streaming services	1312	1136	175	976	772	648	577	913	515	532	154	364	153	984	259	68

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\*Caution should be used when reviewing any base size under 100  
 Proportions/Mean: Columns Tested (5% risk level) - abc/def/ghi - jkl - mno - pqr - st - uvw - xyz/AB - CD - E/F/GHI/JK/LMN - O/PQR/S/T  
 \* small base

B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2232	1720	387	125	2048	144	1452	396	384	995	958	1130	1677	1234
Weighted Base	2236	1763	350	122	2042	151	1458	398	379	1000	926	1160	1725	1197
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	508	157	31	661	30	621	53	23	275	346	269	471	404
BBC iPlayer	270	236	34	*	210	43	212	41	17	107	144	159	197	191
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	557	413	112	31	532	24	485	51	20	213	280	212	366	323
ITV Hub/STV Player	86	78	8	1	62	18	67	12	8	33	43	51	65	56
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4sevem, 4Music)	212	148	48	16	200	10	183	24	4	59	114	90	122	137
All 4	64	55	7	2	47	14	39	17	7	15	45	42	44	48
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	90	27	17	130	2	119	7	8	54	79	54	84	87
My5	23	22	*	*	19	4	13	4	6	4	15	10	16	10
S4C	3	2	1	-	3	-	3	-	-	1	2	1	1	2
Freeview/Youview	200	151	31	18	184	13	154	26	21	31	168	100	104	170
Netflix	824	733	74	17	752	57	309	238	277	374	286	595	748	431
Amazon Prime Video	303	273	20	10	286	14	101	87	115	101	114	231	270	165
Disney +	101	91	9	1	94	7	37	31	33	50	41	57	83	56
Apple TV +	32	28	2	2	24	0	23	5	4	15	11	19	23	14
Britbox	15	15	-	-	12	1	8	7	*	4	9	13	9	13
NowTV	65	59	5	*	60	3	28	23	13	35	26	43	53	34
Sky	521	313	149	58	474	35	388	93	40	482	96	221	507	163
Virgin TV	171	141	24	6	158	9	111	30	29	27	39	76	169	61
YouTube	887	345	29	13	359	23	141	112	134	161	132	242	319	199
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	284	215	59	10	254	24	232	30	21	130	130	107	190	154
BBC Sounds	46	40	4	2	41	2	34	10	2	19	18	24	33	20
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	121	34	25	162	14	140	22	17	83	64	79	132	91
Spotify	327	263	36	8	302	22	132	87	108	160	101	215	276	156
Apple Music/Apple Podcasts	62	55	7	-	50	8	33	12	17	47	18	31	48	31
Amazon Music	107	85	18	4	101	4	55	25	28	62	51	64	88	61
Other audio services	23	18	3	2	22	*	6	5	12	3	9	19	17	11
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	257	40	18	282	17	232	48	35	124	167	160	230	202
Sky websites / apps (e.g. Sky News, Sky Sports)	134	90	28	16	121	13	104	17	13	88	33	57	114	49
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	173	42	18	204	24	177	29	28	111	102	126	172	135
Apple News/ Google News/ Upday	67	61	6	*	61	6	23	22	22	28	27	39	51	33
Other websites/apps	69	49	8	12	69	-	42	6	20	26	18	31	56	22
(NET) BBC + BBC iPlayer	893	685	177	31	813	61	761	93	40	355	451	388	613	546
(NET) ITV + ITV Hub	40%	35%	5%	25%	40%	40%	32%	23%	10%	39%	45%	35%	38%	35%
(NET) C4 + All 4	28%	27%	3%	26%	28%	23%	37%	15%	7%	24%	34%	22%	24%	31%
(NET) C5 + My5	12%	11%	15%	15%	12%	16%	15%	10%	3%	7%	17%	11%	10%	15%
(NET) Any PSB	1480	1142	260	78	1345	103	1149	212	119	617	715	697	1070	869
(NET) Streaming services	1312	1129	142	41	1199	89	609	357	345	613	492	858	1118	698

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"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base



B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	Gender		Age													Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)			
Unweighted Base	2232	1072	1140	611	660	940	273	338	320	340	370	329	241	475	689	431	572	1164	1068		
Weighted Base	2236	1090	1130	677	716	823	288	388	349	367	309	295	219	501	677	495	507	1178	1057		
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	326	368	63	208	423	26	37	78	130	126	154	144	187	203	131	161	391	306		
BBC iPlayer	270	122	147	70	95	103	18	52	53	43	36	50	17	65	81	59	58	147	124		
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	557	227	329	56	128	371	29	28	39	89	122	136	112	107	151	124	160	259	298		
ITV Hub/STV Player	86	31	54	20	25	39	9	11	13	13	15	15	9	18	24	16	29	41	45		
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	212	96	116	29	46	135	15	15	16	30	43	43	50	45	51	55	59	96	116		
All 4	64	31	33	20	15	25	2	17	9	7	5	12	8	18	13	14	19	31	33		
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	55	79	20	29	85	11	9	7	22	31	18	36	18	34	45	34	52	82		
My5	23	6	17	7	11	6	-	7	4	6	1	4	-	7	5	7	4	12	11		
S4C	3	2	1	-	-	2	-	-	-	-	-	1	1	1	1	1	1	1	2		
Freeview/Youview	200	100	101	33	56	110	2	31	22	34	44	35	31	55	60	25	56	116	85		
Netflix	824	355	461	385	290	141	156	229	155	134	78	49	14	184	259	196	162	443	381		
Amazon Prime Video	303	152	150	112	120	69	35	77	60	60	30	23	16	66	91	69	66	156	146		
Disney +	101	47	54	61	32	4	25	36	12	20	3	-	-	22	44	13	19	65	36		
Apple TV +	32	14	16	21	8	2	6	15	2	6	-	-	2	8	15	7	2	23	9		
Britbox	15	7	8	8	7	-	4	4	1	6	-	-	-	11	2	2	11	4	-		
NowTV	65	20	43	29	28	7	8	21	19	10	5	2	-	14	14	17	19	28	36		
Sky	521	255	266	139	178	204	56	83	83	95	80	75	48	134	151	128	96	285	236		
Virgin TV	171	94	77	43	51	74	13	31	23	29	34	27	13	42	42	43	39	84	87		
YouTube	387	212	175	212	111	56	114	98	67	43	34	18	4	55	133	104	84	189	199		
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	284	152	130	40	91	150	18	22	36	55	36	56	58	73	96	54	53	169	115		
BBC Sounds	46	28	18	19	19	8	7	12	12	7	1	5	2	4	22	9	8	27	19		
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	98	78	31	69	77	12	19	38	31	34	25	18	37	50	44	44	87	93		
Spotify	327	142	180	205	86	29	100	104	61	25	17	9	3	58	138	67	61	196	132		
Apple Music/Apple Podcasts	62	32	30	43	15	4	30	12	8	6	4	-	-	7	18	18	18	25	37		
Amazon Music	107	58	50	45	51	11	13	32	32	19	3	6	2	31	30	22	22	61	46		
Other audio services	23	14	8	12	6	4	7	5	3	4	4	1	-	4	4	12	2	8	15		
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	197	116	83	116	116	41	42	50	66	61	37	18	97	102	52	61	199	116		
Sky websites / apps (e.g. Sky News, Sky Sports)	134	93	40	42	48	44	19	23	26	22	19	19	5	38	35	31	29	73	61		
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	126	107	52	90	91	13	40	54	37	36	31	23	66	82	42	41	149	84		
Apple News/ Google News/ Update	67	30	34	35	27	4	18	18	16	12	-	3	-	10	13	18	22	23	44		
Other websites/apps	69	41	26	18	25	22	11	7	15	10	8	9	5	18	18	16	12	36	33		
(NET) BBC + BBC iPlayer	893	420	470	119	276	495	41	79	118	158	151	191	153	232	264	173	206	497	397		
(NET) ITV + ITV Hub	623	251	371	75	148	398	36	39	46	102	129	148	122	122	173	133	180	295	328		
(NET) C4 + All 4	275	127	147	49	60	160	17	32	25	35	48	56	57	63	64	69	76	126	148		
(NET) C5 + My5	157	61	95	26	40	91	11	15	11	28	33	22	36	25	39	52	38	64	93		
(NET) Any PSB	1480	731	743	299	471	701	126	173	202	270	250	249	202	345	457	311	342	802	678		
(NET) Streaming services	1312	635	665	577	481	253	254	323	247	214	138	96	35	276	423	307	277	699	613		

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"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - abc/d/ef/ghi/jkl - m/n/o - p/q/r - s/t - u/vw - xyz/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2232	843	306	548	384	172	286	243	1681	551
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	215	93	271	99	33	49	55	583	113
BBC iPlayer	270	107	48	55	46	20	41	22	201	69
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	557	155	64	232	89	17	31	41	483	73
ITV Hub/STV Player	86	26	18	20	19	12	8	8	63	24
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	212	56	34	93	23	9	14	16	183	29
All 4	64	18	10	23	12	11	7	3	46	18
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	31	19	55	29	9	7	3	120	14
My5	23	6	6	2	7	2	-	4	19	4
S4C	3	1	-	1	-	-	-	-	2	-
Freeview/Youview	200	64	30	56	46	9	13	5	173	27
Netflix	824	418	136	63	138	105	147	116	541	283
Amazon Prime Video	303	134	38	39	89	36	46	29	217	89
Disney +	101	51	16	4	24	26	31	13	47	54
Apple TV +	32	13	7	-	8	9	3	12	12	20
Britbox	15	6	4	-	5	5	4	-	9	7
NowTV	65	34	12	2	16	3	14	10	43	21
Sky	521	232	65	108	99	31	83	82	368	153
Virgin TV	171	65	29	45	28	12	26	27	120	51
YouTube	387	159	74	25	71	47	60	51	260	127
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	284	95	50	102	27	11	29	25	227	57
BBC Sounds	46	18	7	5	14	3	8	9	29	17
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	79	16	35	43	8	22	27	133	47
Spotify	327	163	57	13	55	41	70	33	212	116
Apple Music/Apple Podcasts	62	31	7	2	18	8	12	18	30	32
Amazon Music	107	58	18	13	9	13	33	23	54	53
Other audio services	23	10	7	1	2	2	4	4	14	9
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	149	48	50	47	24	38	42	234	81
Sky websites / apps (e.g. Sky News, Sky Sports)	134	74	16	23	17	12	29	8	83	51
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	101	38	48	40	16	45	32	157	78
Apple News/ Google News/ Upday	67	25	14	2	21	4	13	13	44	23
Other websites/apps	69	21	8	14	11	6	7	5	54	14
(NET) BBC + BBC iPlayer	893	302	124	305	132	47	83	67	733	161
(NET) ITV + ITV Hub	623	173	81	248	103	27	37	47	530	93
(NET) C4 + All 4	275	73	44	116	35	20	21	19	228	47
(NET) C5 + My5	157	37	25	57	36	11	7	6	139	18
(NET) Any PSB	1480	544	221	414	238	92	142	148	1165	315
(NET) Streaming services	1312	621	213	124	242	157	229	179	804	448

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"Caution should be used when reviewing any base size under 100"

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2232	130	110	111	151	167	99	1005	408	410	409
Weighted Base	2236	245	203	203	290	314	201*	1879	178	111	67
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	68	68	87	74	99	61	569	62	41	24
BBC iPlayer	270	19	20	23	43	59	23	232	19	13	7
ITV/STV/UTV/ITV Cymru Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	657	70	59	71	53	57	46	450	54	30	22
ITV Hub/STV Player	86	7	5	5	12	18	4	79	3	3	2
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	212	26	20	28	23	29	18	179	19	8	7
All 4	64	8	2	4	8	17	5	57	4	1	2
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	24	13	17	11	14	16	118	8	5	3
My5	23	2	-	6	-	2	4	20	2	1	*
S4C	3	-	-	-	-	-	-	-	-	3	-
Freeview/Youview	200	28	15	29	20	24	23	179	8	6	5
Netflix	824	102	54	62	106	114	79	674	75	46	29
Amazon Prime Video	303	40	23	30	29	45	22	258	23	14	7
Disney +	101	16	9	4	22	8	8	79	12	7	3
Apple TV +	32	5	6	2	6	4	3	31	-	1	*
Britbox	16	2	-	2	2	2	2	14	-	-	1
NowTV	65	6	2	7	15	10	5	54	4	5	1
Sky	521	48	51	44	56	77	55	433	45	30	13
Virgin TV	171	15	21	11	37	26	9	153	7	5	5
YouTube	387	41	28	22	69	45	35	320	29	22	16
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	284	19	29	32	27	41	28	239	24	14	8
BBC Sounds	46	4	3	-	12	10	7	40	4	1	*
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	25	28	9	19	38	12	159	9	7	4
Spotify	327	35	32	23	52	41	31	262	35	17	13
Apple Music/Apple Podcasts	62	8	-	6	8	9	6	54	4	2	2
Amazon Music	107	14	8	10	14	16	8	90	10	5	3
Other audio services	23	4	-	-	4	-	6	19	2	1	1
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	37	19	31	47	45	25	274	24	12	5
Sky websites / apps (e.g. Sky News, Sky Sports)	134	13	17	11	14	19	13	114	11	4	5
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	22	25	20	51	31	18	208	13	8	4
Apple News/ Google News/ Upday	67	9	5	4	18	6	7	61	2	2	2
Other websites/apps	69	4	11	-	4	13	8	60	4	3	2
(NET) BBC + BBC iPlayer	893	83	85	102	105	141	74	739	76	50	29
(NET) ITV + ITV Hub	623	74	65	75	63	73	50	510	56	33	23
(NET) C4 + All 4	276	34	22	31	31	47	23	236	21	9	9
(NET) C5 + My5	157	26	13	22	11	17	21	138	10	6	3
(NET) Any PSB	1480	166	139	157	173	219	134	1251	116	70	42
(NET) Streaming services	1312	152	105	105	191	184	122	1099	105	66	41

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"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4. Summary - Media provider rankings (1st, 2nd,3rd)

Base : All who have used media providers in the last 12 months

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (A)	Spent less time with children (B)	Online (C)	CATI (D)	Non-internet user (E)	Light user (F)	Heavy user (G)	
Unweighted Base	2232	2049	165	286	258	432	194	299	170	1974	258	128	130	1974
Weighted Base	2236	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071
BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC, BBC Scotland)	696	651	43	86	83	117	36	79	93	558	138	70	68	558
BBC iPlayer	270	243	23	40	43	52	17	36	18	267	3	*	3	267
ITV/STV/UTV/ITV Wales and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	557	531	24	68	53	71	29	58	82	431	125	66	60	431
ITV Hub/STV Player	86	75	8	8	5	15	12	9	7	84	2	2	*	84
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	212	199	13	30	22	31	16	23	24	166	46	26	20	166
All 4	64	62	2	11	3	8	5	4	6	64	*	*	*	64
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	134	127	7	10	6	19	11	14	10	111	23	9	14	111
My5	23	23	-	3	2	7	2	-	2	23	-	-	-	23
S4C	3	3	-	-	-	*	1	*	*	2	1	*	1	2
Freeview/Youview	200	191	10	27	22	32	9	12	15	190	10	5	5	190
Netflix	824	687	124	117	116	218	107	138	39	809	16	3	12	809
Amazon Prime Video	303	264	39	50	40	62	24	47	12	302	1	-	1	302
Disney +	101	78	21	10	15	29	23	33	5	101	-	-	-	101
Apple TV +	32	22	10	4	3	8	10	2	-	32	-	-	-	32
Britbox	15	15	*	1	2	4	2	2	2	15	-	-	-	15
NowTV	65	55	10	8	18	12	17	13	5	65	-	-	-	65
Sky	521	469	50	59	62	120	53	80	36	492	29	7	22	492
Virgin TV	171	154	12	16	13	34	22	28	18	150	21	8	13	150
YouTube	387	309	68	58	64	97	37	60	8	384	3	*	2	384
BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5, Live, BBC local radio, 6 Music)	284	265	19	36	35	56	24	22	28	246	38	16	22	246
BBC Sounds	46	36	9	4	7	9	3	6	4	46	-	-	-	46
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	179	168	12	26	30	29	10	26	14	162	18	6	12	162
Spotify	327	252	63	55	52	99	37	52	14	327	-	-	-	327
Apple Music/Apple Podcasts	62	48	12	12	12	12	8	11	2	62	-	-	-	62
Amazon Music	107	99	8	7	16	30	16	15	7	107	-	-	-	107
Other audio services	23	16	7	5	5	6	4	6	*	23	-	-	-	23
BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	315	267	47	43	46	76	28	41	15	313	2	-	2	313
Sky websites / apps (e.g. Sky News, Sky Sports)	134	127	7	19	11	29	18	23	10	132	2	-	2	132
Newspaper websites / apps (e.g. Daily Mail online, The Sun.co.uk, The Times online)	233	205	28	30	38	56	18	31	9	233	*	*	*	233
Apple News/ Google News/ Uipday	67	47	18	7	15	12	11	5	65	2	-	2	65	
Other websites/apps	69	58	10	7	7	12	4	9	11	59	10	-	10	59
(NET) BBC + BBC iPlayer	893	832	55	116	119	156	49	102	104	753	140	70	70	753
(NET) ITV + ITV Hub	623	590	28	74	58	83	39	67	89	497	126	66	60	497
(NET) C4 + All 4	275	260	15	40	25	39	21	27	30	229	46	26	20	229
(NET) C5 + My5	157	150	7	13	9	26	13	14	21	133	23	9	14	133
(NET) Any PSB	1480	1349	120	197	169	281	113	172	144	1322	158	73	84	1322
(NET) Streaming services	1312	1097	193	199	196	312	162	209	63	1293	19	4	15	1293

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

PSB Quantitative Research- September 2020

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

Table with columns: Total, PSB/Non-PSB Users (Any PSB, Non PSB, Regular BBC, Regular BBC TV, Regular ITV, Regular C4, Regular Netflix, Regular Amazon Prime, Regular Spotify), Most valued service (Any BBC Service, Netflix, YouTube), PSB usage (Low, Medium, High). Rows include categories like Unweighted Base, Weighted Base, SPECIFIC TYPES OF PROGRAMMES (NET), News/news is good, Movies/like the films, Music/like the music, Mentions of specific programmes/my favourite programmes, Sport/like the sport, Dramas/like the dramas, Soaps/I like the soaps, Documentaries/like the documentaries, Nature/wildlife programmes, Quiz shows/like the quizzes, Videos/like the videos, Children's programmes/children like it, Current affairs, Weather, Factual programming/documentaries/topical, VARIETY/CHOICE (NET), Variety/choice of/more programmes, Variety/more choice (no detail), Variety/choice of/more channels, Comprehensive/has everything, BETTER/INTERESTING PROGRAMMES (NET), Like/enjoy the programmes, Best/better programmes, Entertaining(more) entertaining programmes, Interesting(more) interesting programmes, GOOD/LIKE/THE BEST (NET), Good/like it (no detail), The best/better than others, VALUE (NET), Good value/good deal, It is free/costs nothing, Cost/I pay for it, WATCH THE MOST/HABIT/FAMILIAR (NET), Watch it the most/everday/used more, Habit/familiar, CONTENT/MORE CONTENT/ LIKE CONTENT (NET), Like the content, More content, UNBIASED/TRUSTWORTHY/ RELIABLE (NET), Trusted/trustworthy, Unbiased/less bias/ impartial/balanced.

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef/ghi - j/k/ - m/n - o/p/q - r - s/t - u/vw - xyz/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2232	1720	387	125	2048	144	1452	396	384	995	958	1130	1677	1234
Weighted Base	2236	1763	350	122*	2042	151*	1458	398	379	1000	926	1160	1725	1197
SPECIFIC TYPES OF PROGRAMMES (NET)	576	430	104	42	531	36	381	94	101	227	256	276	414	324
News/news is good	28%	24%	30%	34%	26%	24%	26%	24%	27%	23%	28%	24%	24%	27%
Movies/like the films	15%	17%	10%	12%	14%	8	141	8	5	45	87	57	89	68
Music/like the music	141	117	20	4	130	9	63	29	49	56	55	83	106	71
Mentions of specific programmes/my favourite programmes	6%	7%	6%	3%	6%	6%	4%	7%	15%	6%	6%	7%	6%	6%
Sport/like the sport	124	105	8	11	115	7	58	32	34	48	41	70	103	57
Dramas/like the dramas	77	41	28	8	75	3	70	5	2	23	52	21	34	56
Soaps/I like the soaps	3%	2%	3%	7%	4%	2%	5%	1%	1%	2%	6%	2%	3%	5%
Documentaries/like the documentaries	75	37	24	14	70	3	59	11	5	49	23	33	68	32
Nature/wildlife programmes	3%	2%	3%	12%	3%	2%	4%	3%	3%	5%	2%	3%	4%	3%
Quiz shows/like the quizzes	63	46	16	2	58	4	57	4	2	13	37	28	40	43
Videos/like the videos	3%	3%	4%	2%	3%	3%	4%	1%	1%	1%	4%	2%	2%	4%
Children's programmes/ children like it	35	25	9	1	34	2	31	2	2	6	22	9	19	24
Current affairs	2%	1%	3%	1%	2%	1%	2%	1%	*	1%	2%	1%	1%	2%
Weather	31	24	6	1	27	4	22	2	7	9	10	10	19	13
Factual programming/documentaries/topical	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	1%	1%	1%
VARIETY/CHOICE (NET)	13	9	4	*	13	-	13	-	-	3	7	4	6	10
Variety/choice of more programmes	1%	1%	1%	*	1%	-	1%	-	-	*	1%	*	*	1%
Variety/more choice (no detail)	13	5	6	2	12	*	13	-	-	2	11	*	2	11
Variety/choice of more channels	1%	*	3%	3%	1%	*	1%	-	-	*	3%	*	*	1%
Comprehensive/has everything	13	11	2	*	11	*	6	4	3	6	7	5	9	9
BETTER/INTERESTING PROGRAMMES (NET)	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	1%	1%
Like/enjoy the programmes	9	9	*	*	7	2	8	2	1	4	6	5	5	8
Best/better programmes	*	1%	*	*	*	1%	*	1%	*	*	1%	*	*	1%
Entertaining(more) entertaining programmes	8	6	*	2	5	2	8	-	-	*	6	2	3	6
Interesting(more) interesting programmes	4	1	4	*	4	-	4	-	-	*	4	2	3	4
GOOD/LIKE/THE BEST (NET)	3	2	*	*	3	-	3	-	-	2	2	3	3	2
Good/like it (no detail)	469	343	93	33	434	27	287	83	26	238	194	257	394	266
The best/better than others	27%	19%	23%	27%	21%	18%	20%	21%	26%	24%	21%	22%	23%	22%
VALUE (NET)	181	138	38	5	164	15	105	33	42	79	84	109	142	117
Good value/good deal	8%	8%	11%	4%	8%	10%	7%	8%	11%	8%	9%	9%	8%	10%
It is free/cheap	166	129	26	10	161	5	81	35	50	87	63	86	141	87
Cost/I pay for it	7%	7%	8%	9%	8%	3%	6%	9%	13%	9%	7%	7%	8%	7%
WATCH THE MOST/HABIT/ FAMILIAR (NET)	91	57	24	10	83	4	76	13	2	57	41	48	84	48
Watch it the most/ everyday/used more	4%	3%	7%	8%	4%	3%	5%	3%	*	6%	4%	4%	5%	4%
Habit/familiar	47	32	8	7	40	3	37	5	6	26	20	28	42	27
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	2%	2%	2%	6%	2%	2%	3%	1%	1%	3%	2%	2%	2%	2%
Like the content	321	252	49	20	296	22	235	45	42	141	149	164	239	183
More content	14%	14%	14%	17%	14%	15%	16%	11%	11%	14%	16%	14%	14%	15%
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	138	104	24	10	121	15	102	19	18	61	61	58	99	71
Trusted/trustworthy	8%	6%	7%	8%	6%	10%	7%	8%	5%	6%	7%	5%	6%	6%
Unbiased/less bias/ impartial/balanced	78	66	9	3	74	2	59	9	11	35	32	37	65	42
	3%	4%	3%	3%	4%	2%	4%	2%	3%	3%	3%	3%	4%	4%
	70	52	11	7	68	2	49	12	9	33	34	45	60	46
	3%	3%	3%	6%	3%	1%	3%	3%	2%	3%	4%	4%	3%	4%
	53	44	9	*	49	4	41	5	7	17	28	30	31	32
	2%	2%	3%	*	2%	3%	3%	1%	2%	2%	3%	3%	2%	3%
	206	165	32	8	184	15	143	42	21	113	76	106	159	103
	9%	9%	9%	7%	9%	10%	10%	11%	5%	11%	8%	9%	9%	9%
	138	114	18	6	119	15	96	31	12	82	43	66	105	57
	8%	6%	8%	5%	6%	10%	8%	9%	3%	8%	6%	6%	6%	5%
	67	51	14	2	65	*	47	11	9	31	34	40	54	45
	3%	3%	4%	2%	3%	*	3%	3%	2%	3%	4%	3%	3%	4%
	186	161	19	6	176	6	114	31	41	68	104	107	139	122
	8%	9%	5%	5%	9%	4%	8%	8%	11%	7%	11%	9%	8%	10%
	96	86	10	*	92	2	48	24	24	36	46	63	83	56
	4%	5%	3%	*	5%	2%	3%	6%	6%	4%	5%	5%	5%	5%
	70	60	4	6	66	3	53	4	14	16	55	33	37	68
	3%	3%	1%	5%	3%	2%	4%	1%	4%	2%	6%	3%	2%	5%
	20	15	4	*	19	1	13	3	4	15	3	11	19	9
	1%	1%	1%	*	1%	*	1%	1%	1%	2%	*	1%	1%	1%
	179	143	30	6	163	15	102	39	39	66	66	104	146	97
	8%	8%	8%	5%	8%	10%	7%	10%	10%	8%	7%	9%	8%	8%
	134	113	20	2	119	15	64	32	39	46	52	89	112	76
	6%	6%	6%	1%	6%	10%	4%	8%	10%	5%	6%	8%	6%	6%
	45	31	10	4	45	*	39	6	-	21	14	16	35	21
	2%	2%	3%	3%	2%	*	3%	2%	-	2%	2%	1%	2%	2%
	134	121	12	1	114	14	49	42	43	47	60	104	106	86
	6%	7%	4%	1%	6%	9%	3%	10%	11%	5%	6%	9%	6%	7%
	80	73	7	*	71	7	28	21	31	23	33	61	66	43
	4%	4%	2%	*	3%	5%	2%	3%	3%	2%	4%	6%	4%	4%
	54	48	6	*	44	7	21	21	12	24	28	43	40	43
	2%	3%	2%	*	2%	4%	1%	3%	3%	2%	3%	4%	2%	4%
	121	93	24	4	117	4	99	13	10	56	55	68	91	71
	5%	5%	7%	4%	5%	2%	7%	3%	3%	6%	6%	6%	5%	6%
	57	48	8	2	57	-	47	6	4	25	29	30	43	38
	3%	3%	2%	1%	3%	-	3%	1%	1%	3%	3%	3%	2%	3%
	41	27	11	2	37	4	33	5	3	23	17	24	30	25
	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

Total	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2232	1072	611	660	940	273	338	320	340	370	329	241	475	689	431	572	1164	1068	
Weighted Base	2236	1090	1130	677	716	823	289	388	349	367	309	295	501	677	495	507	1178	1057	
SPECIFIC TYPES OF PROGRAMMES (NET)	576	250	323	161	146	268	78	83	57	89	74	97	112	174	132	138	286	290	
News/news is good	26%	23%	29%	24%	20%	33%EFUJ	27%	21%	16%	24%	24%	33%EFUJ	43%EFUJ	22%	26%	27%	24%	27%	
Movies/like the films	141	52	88	55	39	48	27	27	12	27	16	14	17	11	41	49	32	52	
Music/like the music	124	59	65	71	37	14	36	35	17	20	7	5	3	28	40	24	31	68	
Mentions of specific programmes/my favourite programmes	77	29	48	5	19	52	5	*	4	15	8	19	25	10	20	18	29	30	
Sport/like the sport	75	65	10	7	21	47	*	6	11	10	19	18	10	25	21	19	10	46	
Dramas/like the dramas	63	23	40	1	12	51	-	1	4	7	7	22	21	15	19	10	18	34	
Soaps/I like the soaps	35	6	30	2	6	28	-	2	2	4	5	10	12	2	5	6	19	8	
Documentaries/like the documentaries	31	14	17	*	10	20	-	*	4	6	8	4	7	8	8	10	5	15	
Nature/wildlife programmes	13	5	8	-	13	-	-	-	-	1	5	7	3	4	1	5	7	6	
Quiz shows/like the quizzes	13	6	7	-	13	-	-	-	-	3	10	1	*	*	2	8	1	12	
Videos/like the videos	13	5	7	10	2	1	10	*	2	*	-	-	*	5	3	5	5	8	
Children's programmes/ children like it	9	2	7	6	1	2	2	4	1	*	2	*	*	4	1	2	4	5	
Current affairs	8	3	5	2	2	4	-	2	-	2	2	*	*	2	2	2	3	4	
Weather	4	1	4	-	1	4	-	-	1	-	2	2	*	1	2	1	1	3	
Factual programming/ documentaries/topical	3	2	1	-	2	1	-	2	-	*	*	*	*	2	*	*	2	*	
VARIETY/CHOICE (NET)	469	202	266	127	156	181	44	83	66	90	76	69	35	105	160	94	99	265	
Variety/choice of more programmes	181	70	111	49	63	63	18	31	19	44	29	23	12	33	67	38	38	99	
Variety/more choice (no detail)	166	79	86	64	57	45	24	40	28	29	18	17	10	41	51	40	29	93	
Variety/choice of more channels	91	43	47	13	24	54	2	11	11	13	21	22	11	27	25	18	21	52	
Comprehensive/has everything	47	17	30	9	17	21	2	7	9	8	9	10	3	6	23	4	14	29	
BETTER/INTERESTING PROGRAMMES (NET)	321	129	191	61	104	155	26	35	40	64	51	63	41	71	107	54	82	178	
Like/enjoy the programmes	138	47	91	27	49	63	12	15	19	29	26	24	13	32	43	26	36	75	
Best/better programmes	78	34	43	14	17	46	4	10	4	13	13	19	14	9	33	15	20	42	
Entertaining(more) entertaining programmes	70	35	34	13	25	30	5	7	18	11	14	6	21	24	5	16	46	24	
Interesting(more) interesting programmes	53	22	31	8	19	28	4	4	1	18	3	13	11	10	14	11	19	24	
GOOD/LIKE/THE BEST (NET)	206	115	89	74	69	59	35	39	32	37	11	21	27	51	54	58	42	104	
Good/like it (no detail)	138	74	63	62	49	25	24	35	24	6	9	10	37	32	43	26	69	70	
The best/better than others	67	41	27	12	19	34	7	5	6	13	5	12	17	14	22	15	16	32	
VALUE (NET)	186	94	91	53	57	75	15	38	26	30	24	30	21	42	57	37	48	100	
Good value/good deal	96	46	49	36	37	23	10	27	17	19	6	12	5	19	35	22	20	54	
It is free/costs nothing	70	36	35	9	18	42	4	5	9	15	14	13	15	16	12	26	31	39	
Cost/I pay for it	20	12	8	8	2	9	1	7	2	3	5	2	8	6	4	2	14	5	
WATCH THE MOST/HABIT/ FAMILIAR (NET)	178	74	103	73	48	55	38	36	25	24	30	15	11	33	66	38	40	99	
Watch it the most/ everyday/used more	134	54	79	60	36	28	34	36	17	19	18	5	5	25	52	30	28	77	
Habit/familiar	45	20	25	4	13	28	4	-	8	5	12	10	6	8	15	9	12	23	
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	134	89	43	45	60	27	17	28	41	19	16	5	6	31	53	23	24	83	
Like the content	80	59	20	27	37	16	9	19	28	7	5	4	17	29	17	15	47	33	
More content	54	29	24	18	23	11	9	13	10	9	1	2	14	24	6	9	37	17	
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	121	74	46	22	24	76	8	14	7	17	30	30	16	39	31	29	20	70	
Trusted/trustworthy	57	34	22	6	15	38	3	3	4	11	10	12	5	22	14	13	7	36	
Unbiased/less bias/ impartial/balanced	41	28	13	5	6	30	-	5	2	4	6	17	6	17	12	9	3	29	

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 Proportions/Means: Columns Tested (5% risk level) - abc/d/e/f/g/h/i/j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Total	PSB/Non-PSB Users										Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Weighted Base	2236	1998	238	1786	1488	1306	1167	1043	597	626	551	364	153*	1307	570	358	
Reliable/more reliable	33	31	2	31	26	23	26	16	7	4	19	2	-	12	12	9	
Factual reporting/unbiased/reliable	4	4	-	4	2	2	2	-	-	-	4	-	-	2	2	-	
QUALITY (NET)	104	101	2	96	84	76	59	34	37	25	60	15	-	45	32	27	
Quality (no detail)	66	63	2	61	50	45	32	22	23	21	33	11	-	37	14	15	
Quality of programmes	38	38	-	35	34	31	28	12	14	4	27	5	-	8	18	12	
EASY TO USE OR ACCESS (NET)	90	79	11	76	55	48	47	43	28	30	13	21	11	58	18	14	
Easy to use	39	33	6	31	20	17	14	24	13	13	5	11	4	29	7	4	
Convenience/convenient	33	30	3	30	23	19	20	11	9	10	7	7	4	20	4	9	
Easy to access/accessible/availability	13	11	2	11	11	11	10	6	3	5	2	1	1	8	5	*	
Easy (no detail)	5	5	-	5	1	2	2	2	2	2	*	2	2	2	3	-	
INFORMATIVE/EDUCATIONAL (NET)	50	48	2	45	41	36	32	16	4	12	23	-	4	25	6	19	
Informative/ educational	50	48	2	45	41	36	32	16	4	12	23	-	4	25	6	19	
SERIES/BOXSETS (NET)	38	34	4	31	25	22	21	15	9	10	10	15	-	22	12	4	
Series/I like the series	27	23	4	20	16	15	15	16	13	6	6	12	-	13	10	4	
Box sets/has good box sets	11	11	*	11	9	7	7	6	2	3	4	3	-	9	2	-	
GOOD SERVICE/SIGNAL/QUALITY OF PICTURE (NET)	38	34	4	32	26	22	20	16	13	11	5	2	-	23	10	5	
Good service	36	32	4	30	24	20	17	16	13	11	3	2	-	23	8	5	
Good signal/quality of picture	2	2	-	2	2	2	2	-	-	-	2	-	-	-	2	-	
IPLAYER/CATCH UP (NET)	33	32	*	32	30	29	32	7	2	6	21	2	-	8	17	7	
I-player/catch up	33	32	*	32	30	29	32	7	2	6	21	2	-	8	17	7	
Listen/use whilst travelling/use with different devices	33	30	3	29	23	18	23	17	13	12	4	2	-	21	8	4	
Can record	15	15	*	15	15	13	14	5	2	2	2	-	-	5	4	6	
Radiolike the radio	22	22	*	22	18	15	13	3	3	2	17	-	-	7	9	4	
YouTube/I like/can access YouTube	9	7	2	7	7	7	7	7	3	3	-	-	5	7	2	-	
Can access the channels I want/like	11	9	2	9	7	4	4	9	4	5	2	4	1	9	2	*	
For family/all ages/ everyone	36	33	3	30	24	24	18	30	16	13	4	17	*	31	6	*	
No adverts	44	42	2	42	39	33	29	19	6	6	37	3	-	12	12	20	
Up to date	37	33	5	32	27	22	21	19	11	15	15	3	2	23	10	5	
No choice/no other (accessible) provider	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	
Other answers	228	200	28	183	143	124	113	102	53	56	74	30	11	118	66	43	
Don't watch a lot of TV/ do not like TV	1	1	-	1	1	1	-	-	-	-	1	-	-	-	*	1	
No reason/don't know	84	71	13	63	44	37	39	27	10	26	19	4	4	43	31	10	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base



B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Weighted Base	2236	1763	350	122*	2042	151*	1458	398	379	1000	926	1160	1725	1197
Reliable/more reliable	33	23	10	1	33	*	28	3	3	14	11	19	25	15
1%	1%	3%	1%		2%		2%	1%	1%	1%	1%	2%	1%	1%
Factual reporting/ unbiased/reliable	4	2	2	-	2	2	2	2	-	3	2	1	4	2
*	*	1%			1%		*	*		*	*	1	*	*
QUALITY (NET)	104	83	19	2	101	3	82	10	12	45	51	66	86	63
5%	5%	5%	1%		5%	2%	6%	3%	3%	5%	6%	6%	5%	5%
Quality (no detail)	66	55	10	-	63	3	48	8	9	28	31	40	56	39
3%	3%	3%	-		3%	2%	3%	2%	2%	3%	3%	3%	3%	3%
Quality of programmes	38	28	8	2	38	-	34	2	2	18	20	25	29	24
2%	2%	2%	1%		2%		2%	*	1%	2%	2%	2%	2%	2%
EASY TO USE OR ACCESS (NET)	90	75	11	4	83	5	49	19	23	41	35	49	72	47
4%	4%	3%	3%		4%	3%	3%	5%	6%	4%	4%	4%	4%	4%
Easy to use	39	33	4	2	37	3	14	15	10	21	12	17	32	16
2%	2%	1%	2%		2%		1%	4%u	3%u	2%	1%	1%	2%	1%
Convenience/convenient	33	28	4	-	28	3	23	2	8	12	17	20	24	23
1%	2%	1%			1%	2%	2%	1%	2%	1%	2%	2%	1%	2%
Easy to access/ accessible/ availability	13	9	2	2	13	-	9	1	3	5	6	10	11	7
1%	1%	1%	2%		1%		1%	*	1%	1%	1%	1%	1%	1%
Easy (no detail)	5	5	-	-	5	-	3	-	2	3	-	2	5	*
*	*				*		*		1%			*	*	*
INFORMATIVE/EDUCATIONAL (NET)	50	39	5	6	48	-	41	7	2	20	23	19	30	31
2%	2%	1%	5%		2%		3%u	2%	1%	2%	2%	2%	2%	3%
Informative/ educational	50	39	5	6	48	-	41	7	2	20	23	19	30	31
2%	2%	1%	5%		2%		3%u	2%	1%	2%	2%	2%	2%	3%
SERIES/BOXSETS (NET)	38	38	*	-	34	4	15	11	13	10	19	31	33	23
2%	2%u	*			2%	3%	1%	3%	3%u	1%	2%	3%u	2%	2%
Series/I like the series	27	26	*	-	27	*	9	7	10	7	16	21	22	16
1%	1%	*			1%	*	1%	2%	3%u	1%	2%	2%	1%	1%
Box sets/has good box sets	11	11	-	-	8	4	6	3	2	3	2	11	11	7
1%	1%	-			2%u		*	1%	1%	*	*	1%	1%	1%
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	38	34	3	2	36	1	23	14	1	16	13	18	32	16
2%	2%	1%	2%		2%	*	1%	4%u	*	2%	1%	2%	2%	1%
Good service	36	31	3	2	34	1	21	14	1	14	13	18	29	16
2%	2%	1%	2%		2%	*	1%	4%u	*	1%	1%	2%	2%	1%
Good signal/quality of picture	2	2	-	-	2	-	2	-	-	2	-	-	2	-
*	*				*		*			*		*	*	
IPLAYER/CATCH UP (NET)	33	29	4	-	28	2	31	2	*	14	16	17	29	19
1%	2%	1%			1%	2%	2%u	*	*	1%	2%	1%	2%	2%
I-player/catch up	33	29	4	-	28	2	31	2	*	14	16	17	29	19
1%	2%	1%			1%	2%	2%u	*	*	1%	2%	1%	2%	2%
Listen/use whilst travelling/use with different devices	33	25	4	3	28	1	19	5	8	18	11	21	33	16
1%	1%	1%	2%		1%	*	1%	1%	2%	2%	1%	2%	2%	1%
Can record	15	12	2	1	13	2	13	2	*	9	3	5	14	3
1%	1%	1%	*		1%	1%	1%	*	*	1%	*	*	1%	*
Radiolike the radio	22	19	2	2	19	4	19	2	1	8	8	11	15	12
1%	1%	1%	1%		1%	2%	1%	1%	*	1%	1%	1%	1%	1%
YouTubell like/can access YouTube	9	9	-	-	9	-	7	2		3	2	7	7	5
*	1%	-			*		2%u	1%u		*	*	1%	*	*
Can access the channels I want/like	11	10	*	-	7	2	4	3	4	4	5	11	10	5
*	1%	*			*	1%	*	1%	1%	*	1%	1%	1%	*
For family/all ages/ everyone	36	28	8	*	34	2	12	9	16	15	10	30	35	20
2%	2%	2%	*		2%	2%	1%	2%	4%u	1%	1%	3%u	2%	2%
No adverts	44	36	8	-	44	-	34	3	6	15	22	20	32	23
2%	2%	2%			2%		2%	1%	2%	2%	2%	2%	2%	2%
Up to date	37	35	2	*	34	3	20	6	11	13	15	23	30	23
2%	2%	1%	*		2%	2%	1%	2%	3%	1%	2%	2%	2%	2%
No choice/no other (accessible) provider	2	2	-	-	2	-	2	-	-	2	-	-	2	-
*	*				*		*			*		*	*	
Other answers	228	183	33	13	214	13	143	40	45	95	98	124	173	127
10%	10%	9%	10%		10%	8%	10%	10%	12%	9%	11%	11%	10%	11%
Don't watch a lot of TV/ do not like TV	1	1	*	-	1	-	1	-	-	1	-	-	-	1
*	*				*		*			*		*	*	
No reason/don't know	84	69	13	3	78	4	55	17	12	40	42	32	57	49
4%	4%	4%	2%		4%	3%	4%	4%	3%	4%	4%	3%	3%	4%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Gender		Age													Social Grade					
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)		
Weighted Base	2236	1090	1130	677	716	823	289	388	349	367	309	295	210	501	677	495	507	1178	1057		
Reliable/more reliable	33	19	13	11	5	17	4	7	*	4	9	4	4	3	10	9	11	13	20		
Factual reporting/unbiased/reliable	4	2	*	-	2	2	-	-	-	2	*	*	*	1	*	*	3	*	4		
QUALITY (NET)	104	71	31	24	38	39	6	17	19	19	13	10	16	36	32	21	14	68	35		
Quality (no detail)	66	50	16	18	28	17	6	12	14	14	9	4	22	21	11	11	43	23			
Quality of programmes	38	22	15	5	10	22	*	5	6	4	4	6	12	14	10	2	26	12			
EASY TO USE OR ACCESS (NET)	90	41	49	35	31	23	19	16	19	12	8	9	6	27	36	12	13	63			
Easy to use	39	20	19	16	17	4	11	6	9	9	2	2	-	12	16	5	5	27			
Convenience/convenient	33	16	17	9	10	13	7	3	8	3	4	5	4	8	14	5	6	22			
Easy to access/accessible/availability	13	3	10	5	3	5	-	5	3	*	2	2	2	5	6	-	2	11			
Easy (no detail)	5	2	*	1	-	-	2	3	-	-	-	-	-	2	1	2	*	3			
INFORMATIVE/EDUCATIONAL (NET)	50	29	21	7	21	22	1	7	9	12	8	8	7	16	15	6	13	31			
Informative/ educational	50	29	21	7	21	22	1	7	9	12	8	8	7	16	15	6	13	31			
SERIES/BOXSETS (NET)	38	8	30	6	13	19	3	3	9	4	9	8	2	10	6	14	7	16			
Series/I like the series	27	4	23	5	9	13	3	2	5	4	5	6	2	7	6	9	5	12			
Box sets/has good box sets	11	4	7	1	4	6	-	1	4	-	4	2	-	4	-	5	2	4			
GOOD SERVICE/SIGNAL/QUALITY OF PICTURE (NET)	38	25	13	11	15	12	5	5	10	3	5	4	8	8	11	9	9	19			
Good service	36	22	13	11	15	10	5	5	10	3	4	3	6	11	8	9	17	18			
Good signal/quality of picture	2	2	-	-	-	2	-	-	-	-	-	2	2	2	-	-	-	2			
IPLAYER/CATCH UP (NET)	33	10	22	-	13	19	-	-	6	7	4	11	4	11	8	5	9	19			
I-player/catch up	33	10	22	-	13	19	-	-	6	7	4	11	4	11	8	5	9	19			
Listen/use whilst travelling/use with different devices	33	7	25	8	18	6	2	7	12	6	1	5	1	10	10	4	9	20			
Can record	15	5	10	*	4	10	-	*	4	-	4	4	2	6	2	5	2	8			
Radio/like the radio	22	9	13	2	12	8	2	-	4	8	1	6	1	5	8	3	6	13			
YouTube/I like/can access YouTube	9	6	3	7	-	2	5	3	-	-	-	2	2	2	1	5	2	7			
Can access the channels I want/like	11	5	6	6	4	4	-	6	-	-	2	*	2	2	4	-	4	6			
For family/all ages/ everyone	36	13	23	15	18	3	5	9	6	12	1	2	*	14	8	5	10	21			
No adverts	44	17	27	7	7	30	3	4	1	6	15	4	11	15	19	7	4	33			
Up to date	37	15	23	15	13	9	8	7	3	10	5	1	3	13	5	12	6	18			
No choice/no other (accessible) provider	2	-	2	-	-	2	-	-	-	-	-	2	-	2	-	-	-	2			
Other answers	228	124	102	73	62	89	21	52	41	20	36	24	29	49	73	45	53	122			
Don't watch a lot of TV/ do not like TV	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-			
No reason/don't know	84	41	43	42	27	13	22	20	23	4	8	5	1	16	15	32	16	31			

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2232	843	306	548	384	172	286	243	1681	551
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
SPECIFIC TYPES OF PROGRAMMES (NET)	576	170	97	184	82	45	65	49	453	123
News/news is good	26%	19%	29% <sup>a</sup>	39% <sup>abcd</sup>	21%	25%	21%	19%	28% <sup>cd</sup>	21%
Movies/like the films	163	30	24	77	15	1	10	7	138	15
Music/like the music	7%	3%	7% <sup>a</sup>	16% <sup>abcd</sup>	4%	*	3%	3%	8% <sup>ef</sup>	3%
Mentions of specific programmes/my favourite programmes	141	44	31	30	24	13	18	17	105	37
Sport/like the sport	6%	5%	9% <sup>a</sup>	6%	6%	7%	6%	7%	6%	6%
Dramas/like the dramas	124	55	25	10	15	18	19	14	80	44
Soaps/I like the soaps	6%	6% <sup>bc</sup>	8% <sup>c</sup>	2%	4%	10% <sup>gh</sup>	6%	6%	5%	7%
Documentaries/like the documentaries	77	12	10	42	12	2	1	*	74	3
Nature/wildlife programmes	3%	1%	3%	9% <sup>abcd</sup>	3%	1%	*	*	5% <sup>ef</sup>	1%
Quiz shows/like the quizzes	75	29	8	28	6	-	8	9	64	11
Videos/like the videos	3%	3%	2%	6% <sup>cd</sup>	2%	-	3%	4%	4% <sup>ef</sup>	2%
Children's programmes/ children like it	63	5	8	43	7	1	6	4	55	8
Current affairs	3%	1%	2% <sup>a</sup>	9% <sup>abcd</sup>	2%	*	2%	1%	3% <sup>ef</sup>	1%
Weather	35	4	2	23	5	2	4	2	31	4
Factual programming/ documentaries/topical	2%	*	1%	5% <sup>abcd</sup>	1%	7%	1%	1%	2%	1%
VARIETY/CHOICE (NET)	31	11	4	14	1	2	3	5	24	7
Variety/choice of more programmes	1%	1%	1%	3% <sup>cd</sup>	1	2	3	2%	1%	1%
Variety/more choice (no detail)	13	*	*	12% <sup>abcd</sup>	1	-	-	-	13	-
Variety/choice of more channels	1%	*	*	3% <sup>abcd</sup>	1	-	-	-	1%	-
Comprehensiveness/has everything	13	*	*	11	2	-	-	-	13	-
BETTER/INTERESTING PROGRAMMES (NET)	1%	*	*	2% <sup>ab</sup>	*	-	-	-	1%	-
Like/enjoy the programmes	13	1	5	*	2	*	*	*	12	*
Best/better programmes	1%	*	1%	-	1%	*	*	*	1%	*
Entertaining (more) entertaining programmes	9	2	2	-	5	2	1	4	5	5
Interesting (more) interesting programmes	*	*	1%	-	1% <sup>cd</sup>	3% <sup>ef</sup>	*	*	*	1%
GOOD/LIKE/THE BEST (NET)	8	2	2	2	-	-	-	-	8	-
Good/like it (no detail)	4	1	1	3	-	-	1	*	4	1
The best/better than others	*	*	1%	-	-	-	-	-	*	*
VALUE (NET)	3	-	2	1	*	-	-	-	3	-
Good value/good deal	469	192	82	105	91	36	72	38	351	118
It is free/doesn't cost anything	21%	22%	18%	22%	23%	19%	23%	15%	21%	20%
Cost/I pay for it	181	58	30	38	45	14	22	19	138	42
WATCH THE MOST/HABIT/ FAMILIAR (NET)	8%	7%	9%	8%	11% <sup>ab</sup>	7%	7%	7%	8%	7%
Watch it the most/ everyday/used more	166	94	16	25	22	18	34	18	109	57
Habit/familiar	7%	11% <sup>abcd</sup>	5%	5%	5%	10%	11% <sup>gh</sup>	7%	7%	10%
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	91	33	8	31	18	3	11	3	77	14
Like the content	4%	4%	2%	9% <sup>abcd</sup>	5%	3	11	3	5%	2%
More content	47	16	8	12	9	4	6	3	36	11
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%
Unbiased/less bias/ impartial/balanced	321	83	58	95	74	19	34	33	257	64
Reliable/more reliable	14%	9%	17% <sup>ab</sup>	20% <sup>abc</sup>	19% <sup>ab</sup>	10%	11%	13%	16% <sup>cd</sup>	11%
Unbiased/less bias/ impartial/balanced	138	40	26	31	37	8	14	17	109	29
Reliable/more reliable	6%	5%	8%	6%	9% <sup>ab</sup>	4%	4%	7%	7%	5%
Unbiased/less bias/ impartial/balanced	78	16	18	32	10	5	14	8	58	20
Reliable/more reliable	3%	2%	5% <sup>a</sup>	7% <sup>abcd</sup>	2%	3%	4%	3%	4%	3%
Unbiased/less bias/ impartial/balanced	70	19	15	16	17	3	10	5	56	14
Reliable/more reliable	3%	2%	4%	3%	4%	2%	3%	2%	3%	2%
Unbiased/less bias/ impartial/balanced	53	11	7	22	12	3	5	5	44	9
Reliable/more reliable	2%	1%	2%	5% <sup>cd</sup>	3%	2%	1%	2%	3%	2%
Unbiased/less bias/ impartial/balanced	206	101	24	40	28	25	28	30	133	73
Reliable/more reliable	9%	11%	7%	8%	7%	13%	9%	15% <sup>gh</sup>	8%	12% <sup>hi</sup>
Unbiased/less bias/ impartial/balanced	138	71	19	16	22	24	17	32	80	59
Reliable/more reliable	6%	6% <sup>bc</sup>	6%	3%	6%	13% <sup>gh</sup>	5%	13% <sup>gh</sup>	5%	10% <sup>hi</sup>
Unbiased/less bias/ impartial/balanced	67	30	5	24	6	1	12	7	53	14
Reliable/more reliable	3%	3%	1%	6% <sup>bd</sup>	2%	1%	4%	3%	3%	2%
Unbiased/less bias/ impartial/balanced	186	69	27	42	37	14	23	18	141	45
Reliable/more reliable	8%	8%	8%	9%	9%	8%	8%	7%	9%	8%
Unbiased/less bias/ impartial/balanced	96	43	12	17	16	12	13	9	67	29
Reliable/more reliable	4%	5%	4%	4%	4%	6%	4%	3%	4%	5%
Unbiased/less bias/ impartial/balanced	70	18	12	20	17	2	5	4	62	8
Reliable/more reliable	3%	2%	4%	4%	4%	1%	2%	2%	3% <sup>cd</sup>	1%
Unbiased/less bias/ impartial/balanced	20	8	3	5	4	*	5	5	12	8
Reliable/more reliable	1%	1%	1%	1%	1%	*	2%	2%	1%	1%
Unbiased/less bias/ impartial/balanced	178	77	41	26	25	16	23	20	129	49
Reliable/more reliable	8%	9%	12% <sup>cd</sup>	5%	6%	9%	7%	8%	8%	8%
Unbiased/less bias/ impartial/balanced	134	61	38	8	19	16	14	17	96	38
Reliable/more reliable	6%	7% <sup>bc</sup>	11% <sup>abcd</sup>	2%	5% <sup>cd</sup>	9%	5%	7%	6%	6%
Unbiased/less bias/ impartial/balanced	45	15	3	19	6	*	9	2	34	11
Reliable/more reliable	2%	2%	1%	4% <sup>ab</sup>	1%	*	3%	1%	2%	2%
Unbiased/less bias/ impartial/balanced	134	73	22	9	21	18	25	19	93	41
Reliable/more reliable	6%	6% <sup>bc</sup>	7% <sup>cd</sup>	2%	5% <sup>cd</sup>	9%	8%	7%	6%	7%
Unbiased/less bias/ impartial/balanced	80	42	12	7	15	9	14	13	53	27
Reliable/more reliable	4%	5% <sup>cd</sup>	4%	1%	4%	5%	5%	3%	3%	5%
Unbiased/less bias/ impartial/balanced	54	31	9	2	7	9	11	6	40	14
Reliable/more reliable	2%	4% <sup>bc</sup>	3% <sup>cd</sup>	*	2%	5%	4%	2%	2%	2%
Unbiased/less bias/ impartial/balanced	121	48	17	43	12	*	6	14	104	17
Reliable/more reliable	5%	5%	5%	9% <sup>abcd</sup>	3%	*	2%	5% <sup>ab</sup>	6% <sup>ef</sup>	3%
Unbiased/less bias/ impartial/balanced	57	23	13	15	4	*	4	9	45	12
Reliable/more reliable	3%	3%	4%	3%	1%	*	1%	3%	3%	2%
Unbiased/less bias/ impartial/balanced	41	16	-	22	2	-	2	2	38	2
Reliable/more reliable	2%	2%	-	5% <sup>abcd</sup>	1%	-	1%	1%	2% <sup>ef</sup>	*
Unweighted Base	33	14	4	10	5	-	2	4	28	4
Weighted Base	1%	2%	1%	2%	1%	-	1%	2%	2%	1%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2232	130	110	111	151	167	99	1005	408	410	409
Weighted Base	2236	245	203	203	290	314	201*	1879	178	111	67
SPECIFIC TYPES OF PROGRAMMES (NET)	576	69	51	62	50	84	58	471	53	31	21
News/news is good	26%	28%un	25%	31%un	17%	27%un	25%un	25%un	30%un	28%un	31%un
153	14	13	14	12	15	15	115	20	10	8	
7%	6%	6%	7%	4%	5%	8%	6%	11%unop	9%unop	11%unop	
Movies/like the films	141	19	10	19	20	19	120	10	8	3	
6%	8%	5%	9%	7%	6%	8%	6%	6%	7%	5%	
Music/like the music	124	13	10	13	11	23	13	104	11	6	4
6%	5%	5%	6%	4%	7%	6%	6%	6%	5%	6%	
Mentions of specific programmes/my favourite programmes	77	15	9	10	2	9	6	60	7	6	4
3%	4%un	4%un	5%un	1%	3%	3%	3%	4%un	5%un	7%unop	
Sport/like the sport	75	9	9	4	2	17	6	62	7	4	2
3%	4%	4%un	2%	1%	5%un	3%	3%	4%un	3%un	3%un	
Dramas/like the dramas	63	7	2	9	7	9	8	52	6	3	2
3%	3%	1%	4%	2%	3%	4%	3%	3%	3%	3%	
Soaps/I like the soaps	35	4	3	3	-	5	6	29	3	2	2
2%	1%	2%	2%	-	2%	3%un	2%	2%un	1%un	3%un	
Documentaries/like the documentaries	31	4	-	-	2	6	-	19	6	4	2
1%	2%	-	1%	1%	2%	-	1%	3%unop	4%unop	3%unop	
Nature/wildlife programmes	13	2	-	3	-	2	9	3	1	1	
1%	1%	-	2%	-	1%	1%	*	1%unop	2%unop	2%unop	
Quiz shows/like the quizzes	13	2	2	2	2	4	-	11	*	1	
1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	
Videos/like the videos	13	2	-	-	-	2	-	11	1	*	
1%	1%	-	-	-	1%	-	-	1%	1%	1%	
Children's programmes/ children like it	9	-	2	-	-	2	-	7	1	1	
*	-	1%	-	-	1%	-	-	*	*	1%	
Current affairs	8	-	2	2	4	-	-	8	-	-	
*	-	1%	1%	1%	1%	-	-	-	-	-	
Weather	4	-	-	-	-	-	-	2	1	1	
*	-	-	-	-	-	-	-	*	1%op	4%op	
Factual programming/ documentaries/topical	3	-	-	-	-	-	-	2	-	1	
*	-	-	-	-	-	-	-	*	-	1%op	
VARIETY/CHOICE (NET)	469	54	35	30	55	63	62	392	37	26	15
21%	22%	17%	15%	19%	20%	31%unop	21%	21%	23%un	22%	
Variety/choice of more programmes	181	25	12	18	17	25	20	148	15	12	6
8%	10%	6%	9%	6%	8%	10%	8%	8%	11%un	9%	
Variety/more choice (no detail)	166	16	7	-	25	19	31	139	13	8	6
7%	7%un	4%un	-	9%un	6%un	13%unop	7%un	7%un	8%un	9%un	
Variety/choice of more channels	91	10	11	11	6	21	11	80	5	4	2
4%	4%	5%	5%	2%	7%un	5%	4%	3%	4%	3%	
Comprehensive/has everything	47	7	4	4	7	-	6	39	4	3	1
2%	3%un	2%	2%	3%un	-	3%un	2%	2%un	2%un	1%un	
BETTER/INTERESTING PROGRAMMES (NET)	321	35	29	40	34	35	29	271	22	17	12
14%	14%	14%	20%un	12%	11%	15%	14%	12%	15%	17%un	
Like/enjoy the programmes	138	16	13	23	9	19	9	119	8	7	4
6%	7%	6%	11%un	3%	6%	5%	6%	5%	6%	6%	
Best/better programmes	78	9	9	7	5	4	15	63	7	5	4
3%	4%	4%	4%	2%	1%	2%unop	3%	4%	3%un	3%un	
Entertaining (more) entertaining programmes	70	5	5	4	16	11	6	63	2	3	2
3%	2%	3%	2%	6%un	3%	3%	3%	1%	2%	3%	
Interesting (more) interesting programmes	63	6	2	9	13	2	2	44	5	3	2
2%	2%	1%	4%un	4%un	1%	1%	2%	3%	2%	3%un	
GOOD/LIKE/THE BEST (NET)	206	42	25	15	33	17	12	175	19	8	4
9%	17%unop	12%un	7%	11%	5%	6%	9%	11%un	7%	6%	
Good/like it (no detail)	138	22	19	9	33	8	10	122	10	4	3
6%	9%un	10%un	4%	13%unop	2%	3%	8%un	6%	4%	4%	
The best/better than others	67	20	6	6	-	9	2	53	9	3	2
3%	8%unop	3%un	3%un	-	3%un	1%	3%un	6%unop	3%un	3%un	
VALUE (NET)	186	26	14	18	23	28	16	157	13	11	6
8%	11%	7%	9%	8%	9%	8%	8%	7%	10%	9%	
Good value/good deal	96	13	6	8	10	12	8	79	8	5	4
4%	5%	3%	4%	3%	4%	4%	4%	4%	5%	5%	
It is free/doesn't cost anything	70	13	7	9	9	13	4	62	3	4	2
3%	5%	4%	4%	3%	4%	2%	3%	2%	3%	3%	
Cost/I pay for it	20	-	-	-	4	4	4	15	2	1	1
1%	-	-	-	1%	1%	2%	1%	1%	1%	1%	
WATCH THE MOST/HABIT/ FAMILIAR (NET)	178	8	11	16	27	23	30	145	16	12	5
8%	3%	5%	8%	9%un	7%	15%un	8%	9%un	11%un	8%un	
Watch it the most/ everyday/used more	134	6	11	11	24	13	24	109	13	9	4
6%	2%	5%	5%	6%un	4%	12%un	6%	7%un	6%un	6%un	
Habit/familiar	45	2	-	5	3	9	6	36	4	4	1
2%	1%	-	3%	1%	3%	3%	2%	2%un	3%un	2%un	
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	134	9	13	18	20	6	7	103	18	8	4
6%	4%	5%un	5%un	7%un	2%	3%	5%un	10%unop	7%un	7%un	
Like the content	80	5	4	14	10	6	6	63	10	4	3
4%	2%	2%	7%un	4%	2%	3%	3%	5%un	4%	4%	
More content	54	4	9	4	9	-	1	39	8	4	2
2%	2%	5%un	2%	3%un	-	*	2%	5%unop	4%unop	3%un	
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	121	9	12	16	17	17	6	104	9	6	2
5%	4%	6%	8%	6%	5%	3%	6%	5%	6%	3%	
Trusted/trustworthy	57	2	3	7	11	9	4	47	5	4	1
3%	1%	1%	4%	4%	3%	2%	2%	3%	3%un	1%	
Unbiased/less bias/ impartial/balanced	41	3	7	5	7	5	-	36	2	2	1
2%	1%	3%	2%	3%	2%	-	2%	1%	2%	1%	
Reliable/more reliable	33	5	4	3	-	3	3	29	2	1	-
1%	2%	2%	2%	-	1%	1%	2%	1%	1%	1%un	

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non-internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2232	2049	165	286	258	432	194	299	170	1974	258	128	130	1974
Weighted Base	2236	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071
SPECIFIC TYPES OF PROGRAMMES (NET)	576	523	45	75	85	91	35	73	58	451	125	65	60	451
News/news is good	153	148	6	20	15	17	7	12	27	89	64	23	41	89
Movies/like the films	141	121	19	31	30	25	6	16	9	126	15	8	7	126
Music/like the music	124	107	13	21	26	33	10	21	5	120	3	3	1	120
Mentions of specific programmes/my favourite programmes	77	75	2	4	7	10	1	7	16	24	54	36	18	24
Sport/like the sport	75	71	4	8	8	14	5	8	6	59	15	7	9	59
Dramas/like the dramas	63	61	2	4	2	2	2	6	14	36	27	13	14	36
Soaps/I like the soaps	35	35	-	2	4	2	-	4	8	13	23	18	5	13
Documentaries/like the documentaries	31	31	-	8	5	5	1	7	8	12	19	7	12	12
Nature/wildlife programmes	13	13	-	-	-	-	-	-	4	9	8	2	4	9
Quiz shows/like the quizzes	13	13	-	-	-	-	-	-	2	11	8	2	2	11
Videos/like the videos	13	11	-	1	4	2	1	-	-	13	-	-	-	13
Children's programmes/ children like it	9	7	2	-	-	-	2	4	-	9	-	-	-	9
Current affairs	8	4	4	2	-	2	2	2	-	6	2	2	-	6
Weather	4	4	-	-	-	-	1	2	1	4	2	2	-	4
Factual programming/ documentaries/topical	3	3	-	-	-	2	-	-	2	1	1	-	-	2
VARIETY/CHOICE (NET)	469	419	47	76	65	98	41	64	31	436	34	7	27	436
Variety/choice of more channels	216	216	199	26%	23%	22%	20%	21%	18%	216	20%	10%	29% <b>D</b>	21% <b>D</b>
Variety/more choice (no detail)	166	136	27	23	30	46	18	27	2	161	5	1	4	161
Variety/choice of more programmes	91	90	-	17	10	17	8	9	11	82	9	-	8	82
Comprehensiveness/ everything	47	43	4	8	6	7	7	5	8	44	3	1	2	44
BETTER/INTERESTING PROGRAMMES (NET)	321	290	31	45	39	59	21	47	31	296	25	10	15	296
Like/enjoy the programmes	138	126	13	15	14	13	10	16	18	130	8	4	5	130
Best/better programmes	78	76	2	10	8	9	3	14	4	65	14	9	9	65
Entertaining (more) entertaining programmes	70	59	11	12	15	21	6	18	2	64	5	2	3	64
Interesting (more) interesting programmes	51	48	3	6	7	4	5	4	4	46	7	3	4	46
GOOD/LIKE/THE BEST (NET)	206	180	26	34	28	29	37	30	16	194	12	6	6	194
Good/like it (no detail)	138	113	25	21	20	17	27	26	3	137	2	2	-	137
The best/better than others	67	66	1	12	7	11	10	4	13	57	10	4	6	57
VALUE (NET)	186	170	14	40	28	34	8	19	11	175	11	2	8	175
Good value/good deal	96	85	12	15	18	24	6	10	8	88	8	2	6	88
It is free/costs nothing	70	65	3	20	8	7	1	7	1	70	-	-	-	70
Cost/I pay for it	20	20	-	5	3	3	1	1	2	17	2	-	2	17
WATCH THE MOST/HABIT/ FAMILIAR (NET)	178	162	14	25	19	48	24	27	16	169	9	4	5	169
Watch it the most/ everyday/used more	134	120	12	25	19	44	18	23	10	129	6	4	2	129
Habit/familiar	45	43	2	4	-	4	5	4	6	42	3	1	3	42
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	134	114	20	21	20	51	10	19	2	131	2	3	1	131
Like the content	80	71	9	14	11	20	9	5	-	80	-	-	-	80
More content	54	43	11	6	9	22	1	14	2	52	2	2	-	52
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	121	103	14	5	12	38	9	12	7	110	11	5	6	110
Trusted/trustworthy	57	44	10	1	12	23	4	8	2	54	4	2	2	54
Unbiased/less bias/ impartial/balanced	41	35	6	2	2	7	4	-	3	36	5	-	4	36
Reliable/more reliable	31	31	2	2	-	11	1	4	2	30	3	2	1	30

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Weighted Base	2236	888	335	477	395	185	308	254	1640	596
Factual reporting/ unbiased/reliable	4	-	-	1	3	-	-	-	4	-
QUALITY (NET)	104	44	17	24	13	5	18	15	71	33
Quality (no detail)	66	33	13	8	9	3	14	10	43	23
Quality of programmes	38	11	5	15	4	3	4	5	28	10
EASY TO USE OR ACCESS (NET)	90	38	20	13	8	7	20	13	60	30
Easy to use	49	14	14	2	3	4	10	5	25	15
Convenience/convenient	33	12	6	8	3	1	5	5	25	8
Easy to access/ accessible/ availability	13	7	*	3	2	2	3	3	8	6
Easy (no detail)	5	5	-	-	-	-	2	-	3	2
INFORMATIVE/EDUCATIONAL (NET)	50	23	6	15	5	2	9	9	34	16
Informative/ educational	23	3	2	3	1	1	3	4	2	3
SERIES/BOXSETS (NET)	38	13	10	10	2	4	5	5	27	11
Series/ I like the series	27	9	9	6	2	4	3	3	20	7
Box sets/has good box sets	11	3	2	4	-	1	2	2	7	4
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	38	18	4	9	7	2	4	5	27	11
Good service	36	18	4	7	7	2	4	5	25	11
Good signal/quality of picture	2	-	-	2	-	-	-	-	2	-
IPLAYER/CATCH UP (NET)	33	7	8	12	5	-	4	6	24	8
I-player/catch up	33	7	8	12	5	-	4	6	24	8
Listen/use whilst travelling/use with different devices	33	14	9	4	3	5	3	3	23	10
Can record	15	1	4	6	4	-	1	2	13	2
Radio/like the radio	22	5	6	6	4	-	2	2	18	4
YouTube/ I like/can access YouTube	9	3	-	2	*	*	2	-	7	3
Can access the channels I want/like	11	6	-	2	2	3	2	1	8	3
For family/all ages/ everyone	38	18	5	2	6	8	7	5	21	15
No adverts	44	10	8	20	4	-	2	-	42	2
Up to date	37	13	9	6	4	1	11	9	24	14
No choice/no other (accessible) provider	2	-	-	2	-	-	-	-	2	-
Other answers	228	100	24	51	41	23	35	23	167	61
Don't watch a lot of TV/ do not like TV	1	-	-	1	-	-	-	-	1	-
No reason/don't know	84	34	4	5	24	9	13	9	58	27

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/ - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Weighted Base	2238	245	203	203	290	314	201*	1879	178	111	67
Factual reporting/ unbiased/reliable	4	-	-	-	2	-	-	3	-	1	-
QUALITY (NET)	104	11	4	9	14	27	-	93	6	3	2
Quality (no detail)	66	7	4	4	10	17	-	60	3	2	1
Quality of programmes	38	4	-	6	4	9	-	33	3	1	1
EASY TO USE OR ACCESS (NET)	90	10	11	4	9	21	8	78	5	4	4
Easy to use	39	2	4	4	4	12	2	34	2	2	2
Convenience/convenient	33	6	3	-	4	6	6	28	2	1	1
Easy to access/ accessible/ availability	13	-	2	-	2	3	-	11	*	1	1
Easy (no detail)	5	2	2	-	-	-	-	4	1	-	*
INFORMATIVE/EDUCATIONAL (NET)	50	8	4	4	7	11	2	42	4	3	1
Informative/ educational	50	8	4	4	7	11	2	42	4	3	1
SERIES/BOXSETS (NET)	38	4	-	2	9	14	-	31	5	1	1
Series/ I like the series	27	2	-	2	6	10	-	21	4	1	1
Box sets/has good box sets	11	2	-	-	4	4	-	9	2	-	*
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	38	4	8	-	4	6	-	29	4	4	1
Good service	36	4	8	-	4	6	-	27	3	4	1
Good signal/quality of picture	2	-	-	-	-	-	-	2	-	-	-
IPLAYER/CATCH UP (NET)	33	2	-	5	5	9	2	29	1	2	1
I-player/catch up	33	2	-	5	5	9	2	29	1	2	1
Listen/use whilst travelling/use with different devices	33	6	4	4	-	4	2	26	5	1	1
Can record	15	2	2	2	2	2	2	13	1	1	*
Radio/like the radio	1	-	-	1	1	1	1	1	*	1	*
YouTube/ I like/can access YouTube	9	-	-	-	-	2	7	9	*	-	*
Can access the channels I want/like	11	2	-	2	-	-	-	9	1	*	*
For family/all ages/ everyone	36	6	4	2	4	6	2	25	5	4	2
No adverts	44	4	2	11	4	9	2	38	3	2	1
Up to date	37	2	-	-	8	6	4	29	4	3	1
No choice/no other (accessible) provider	2	-	-	-	-	-	-	2	-	-	-
Other answers	228	27	27	32	30	24	13	189	19	12	8
Don't watch a lot of TV/ do not like TV	1	-	-	-	-	-	-	-	1	-	*
No reason/don't know	84	8	11	16	12	13	5	76	5	2	2

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

B4b. Why do you value the most?

Base : All who have used media providers in the last 12 months and value the most

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Weighted Base	2236	1967	243	294	288	456	207	302	174	2071	164	74*	91*	2071
Factual reporting/ unbiased/reliable	4	4	-	*	-	-	-	-	-	4	1	1	-	4
QUALITY (NET)	104	86	17	9	7	30	9	19	8	100	4	1	3	100
Quality (no detail)	66	54	12	8	1	20	7	14	2	64	2	-	2	64
Quality of programmes	38	32	6	1	6	10	2	4	6	36	2	1	2	36
EASY TO USE OR ACCESS (NET)	90	78	12	9	13	27	11	18	2	85	5	-	5	85
Easy to use	39	32	8	2	10	17	6	10	2	37	2	-	2	37
Convenience/convenient	33	29	4	5	*	7	-	3	-	30	3	-	3	30
Easy to access/ accessible/ availability	13	13	-	*	1	3	5	3	-	13	-	-	-	13
Easy (no detail)	5	5	-	2	2	-	1	-	-	5	-	-	-	5
INFORMATIVE/EDUCATIONAL (NET)	80	46	4	8	15	13	2	7	4	41	0	4	5	41
Informative/ educational	50	46	4	8	15	13	2	7	4	41	9	6%	5	41
SERIES/BOXSETS (NET)	38	36	-	8	11	7	3	5	6	35	3	2	1	35
Series/I like the series	27	25	-	6	9	6	1	4	2	25	2	2	1	25
Box sets/has good box sets	11	11	-	2	2	1	2	1	4	11	*	-	*	11
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	38	36	2	3	4	2	8	1	6	33	5	2	3	33
Good service	36	34	2	3	4	2	8	1	4	33	3	2	1	33
Good signal/quality of picture	2	2	-	-	-	-	-	-	2	-	2	*	2	-
IPLAYER/CATCH UP (NET)	33	27	4	3	4	9	-	6	4	26	7	*	7	26
I-player/catch up	33	27	4	3	4	9	-	6	4	26	7	*	7	26
Listen/use whilst travelling/use with different devices	33	33	-	5	1	9	4	7	3	32	*	-	*	32
Can record	15	13	2	*	*	2	-	2	2	10	5	2	3	10
Radio/like the radio	22	21	2	2	5	8	*	3	2	21	1	1	*	21
YouTube/I like/can access YouTube	9	9	-	-	2	3	-	*	2	7	2	-	2	7
Can access the channels I want/like	11	10	*	-	-	6	*	2	-	11	-	-	-	11
For family/all ages/ everyone	36	32	5	5	2	10	10	10	4	32	4	1	3	32
No adverts	44	42	2	2	2	9	6	6	4	39	5	2	3	39
Up to date	37	31	6	5	11	12	3	11	*	34	3	1	2	34
No choice/no other (accessible) provider	2	2	-	-	-	-	-	-	-	2	-	-	-	2
Other answers	228	208	18	23	28	53	26	29	21	197	31	17	14	197
Don't watch a lot of TV/ do not like TV	1	1	-	-	-	-	-	-	-	1	-	-	-	1
No reason/don't know	84	61	17	10	3	5	9	5	15	84	-	-	-	84

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base



B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
0%	183	83	100	52	22	20	12	107	60	51	13	64	30	183	-	-
	8%	4%def	39%acdef	3%cdf	1%	2%	1%	10%acde	10%acdef	8%acdef	2%	18%k	20%l	14%no	-	-
1-10%	452	420	33	340	263	234	206	320	187	188	35	128	37	452	-	-
	20%	21%de	13%	19%	18%	18%	18%	31%abcd	31%abcd	30%abcd	6%	35%k	24%l	34%no	-	-
11-20%	328	298	30	267	204	162	155	211	107	115	42	87	30	328	-	-
	15%	15%	12%	15%	14%	12%	13%	20%abcd	18%ef	18%def	8%	24%k	19%l	25%no	-	-
21-30%	355	321	33	299	253	227	191	165	99	116	63	55	26	355	-	-
	16%	16%	13%	17%	17%	17%	16%	16%	17%	19%	11%	15%	17%	21%no	-	-
31-40%	190	180	10	178	154	126	114	81	57	40	55	13	13	-	190	-
	8%	9%de	4%	10%bi	10%bi	10%bc	10%bc	8%	10%de	6%	10%k	4%	8%	-	33%mo	-
41-50%	257	236	21	220	191	167	160	77	41	56	106	8	11	-	257	-
	11%	12%gh	8%	12%gh	13%ghi	13%gh	14%ghi	7%	7%	9%	19%kl	2%	7%k	-	45%no	-
51-60%	126	123	3	117	111	109	101	41	28	25	62	4	*	-	126	-
	6%	6%bc	1%	7%bc	7%bc	8%bcghi	9%abghi	4%	5%bc	4%	11%kl	1%	*	-	22%mo	-
61-70%	86	83	3	75	71	62	62	22	12	19	42	1	2	-	86	-
	4%	4%bc	1%	4%bc	5%bcghi	5%bcghi	5%bc	2%	2%	3%	9%kl	*	7%	-	23%mo	-
71-80%	108	102	6	97	90	77	73	13	2	12	53	3	-	-	108	-
	5%	5%ghi	2%h	6%ghi	6%ghi	6%ghi	6%ghi	1%	*	2%h	10%kl	1%	-	-	30%mo	-
81-90%	62	59	3	56	52	51	42	4	-	*	33	-	-	-	62	-
	3%	3%ghi	1%h	3%ghi	3%ghi	4%ghi	4%ghi	*	-	*	6%kl	-	-	-	17%mo	-
91-100%	110	93	17	87	78	72	52	2	5	3	46	2	4	-	110	-
	5%	5%ghi	6%ghi	5%ghi	5%ghi	6%ghi	4%ghi	*	1%	*	8%kl	*	3%	-	30%mo	-
(NET) Low	1318	1122	196	958	741	643	563	802	452	470	153	334	123	1318	-	-
	58%	55%def	76%acde	54%f	50%	49%	48%	77%acde	76%acde	75%acde	28%	92%kl	80%l	100%no	-	-
(NET) Medium	573	539	34	515	456	402	375	199	126	121	223	25	24	-	573	-
	25%	21%bcghi	13%	25%bcghi	31%bcghi	31%bcghi	32%abghi	19%	21%bc	19%	40%kl	7%	16%k	-	100%mo	-
(NET) High	366	337	29	314	291	262	229	42	19	35	175	5	6	-	366	-
	16%	17%ghi	11%ghi	18%bcghi	20%bcghi	20%bcghi	20%bcghi	4%	3%	6%	32%kl	1%	4%	-	100%mo	-

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/kl - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
0%	183	160	10	14	155	15	31	19	133	51	41	115	142	65
0%	8%	3% <b>3%nd</b>	3%	11% <b>nd</b>	8%	10%	2%	3% <b>nd</b>	33% <b>nd</b>	5%	4%	10% <b>nd</b>	3% <b>nd</b>	5%
1-10%	452	349	40	63	392	41	134	111	207	224	167	316	403	258
1-10%	20%	20% <b>nd</b>	11%	32% <b>nd</b>	19%	27%	9%	28% <b>nd</b>	34% <b>nd</b>	22%	16%	22% <b>nd</b>	23% <b>nd</b>	22%
11-20%	328	237	68	23	285	33	160	131	38	180	119	174	264	152
11-20%	15%	13%	19% <b>nd</b>	19%	14%	22% <b>nd</b>	11%	33% <b>nd</b>	10%	16% <b>nd</b>	13%	15%	15%	13%
21-30%	355	278	57	20	320	34	282	70	3	181	123	175	291	174
21-30%	16%	16%	16%	16%	16%	22%	19% <b>nd</b>	17% <b>nd</b>	1%	18% <b>nd</b>	13%	15%	17%	15%
31-40%	190	136	51	3	171	19	151	39	-	101	75	104	162	102
31-40%	8%	8%	15% <b>nd</b>	2%	8%	12%	10% <b>nd</b>	10% <b>nd</b>	-	10%	8%	9%	9%	8%
41-50%	257	160	97	-	247	10	233	24	-	107	130	100	178	142
41-50%	11%	9% <b>nd</b>	28% <b>nd</b>	-	12%	6%	16% <b>nd</b>	6% <b>nd</b>	-	11%	14% <b>nd</b>	9%	10%	12% <b>nd</b>
51-60%	126	105	20	-	124	2	119	7	-	54	69	67	95	82
51-60%	6%	6% <b>nd</b>	6% <b>nd</b>	-	5%	1%	8% <b>nd</b>	2% <b>nd</b>	-	5%	7%	6%	6%	7%
61-70%	86	78	8	-	86	-	86	-	-	37	43	40	60	54
61-70%	4%	4%	2%	-	4% <b>nd</b>	-	6% <b>nd</b>	-	-	4%	5%	3%	3%	4%
71-80%	108	108	-	-	108	-	108	-	-	28	64	37	58	67
71-80%	5%	6% <b>nd</b>	-	-	5% <b>nd</b>	-	7% <b>nd</b>	-	-	3%	7% <b>nd</b>	3%	3%	6% <b>nd</b>
81-90%	62	62	-	-	62	-	62	-	-	14	33	16	36	40
81-90%	3%	3% <b>nd</b>	-	-	3%	-	4% <b>nd</b>	-	-	1%	4% <b>nd</b>	1%	2%	3% <b>nd</b>
91-100%	110	110	-	-	110	-	110	-	-	26	61	17	38	64
91-100%	5%	6% <b>nd</b>	-	-	5% <b>nd</b>	-	7% <b>nd</b>	-	-	3%	7% <b>nd</b>	2%	2%	6% <b>nd</b>
(NET) Low	1318	1024	174	120	1152	123	607	331	381	636	451	780	1101	648
(NET) Low	58%	57% <b>nd</b>	50%	93% <b>nd</b>	56%	80% <b>nd</b>	41%	83% <b>nd</b>	100% <b>nd</b>	63% <b>nd</b>	49%	67% <b>nd</b>	64% <b>nd</b>	54% <b>nd</b>
(NET) Medium	573	402	168	3	543	30	503	70	-	262	275	270	435	326
(NET) Medium	25%	23% <b>nd</b>	43% <b>nd</b>	2%	25%	20%	34% <b>nd</b>	17% <b>nd</b>	-	28%	30% <b>nd</b>	23%	25%	27%
(NET) High	366	358	8	-	366	-	366	-	-	105	202	110	192	224
(NET) High	16%	20% <b>nd</b>	2%	-	18% <b>nd</b>	-	35% <b>nd</b>	-	-	10%	22% <b>nd</b>	9%	11%	18% <b>nd</b>

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
0%	183	88	88	105	51	25	54	51	26	25	15	7	4	25	52	46	45	77	106
	8%	8%	8%	15%FGJKL 7%GMN MN	3%	18%FGJK 13%FGKLM 7%GMN LMN N	3%	27%FGJK 13%FGKLM 7%GMN LMN N	2%	15%	2%	2%	2%	5%	8%	3%Q	9%	7%	10%Q
1-10%	452	216	234	209	148	89	79	130	81	67	39	33	17	101	136	119	90	237	215
20%	20%	20%	21%	31%FGJK 20%GLMN LMN	11%	27%GKLM 33%FGJK 23%GLMN 18%GMN N	13%	11%	8%	13%	11%	8%	20%	20%	24%	17%	20%	20%	
11-20%	328	155	172	141	114	70	68	73	64	50	34	25	11	65	114	74	62	178	150
15%	14%	15%	11%GKLM 15%GMN N	8%	23%FGJK 18%GLMN 13%GMN MN	11%	8%	11%	5%	13%	11%	5%	13%	17%	15%	12%	15%	14%	
21-30%	355	192	161	114	144	93	45	69	78	66	45	31	17	79	103	82	85	182	173
16%	17%	14%	17%GMN 20%GMN N	11%	18%GMN 18%GMN 22%GLMN 18%GMN N	14%	11%	8%	14%	11%	8%	8%	16%	15%	16%	16%	15%	16%	
31-40%	190	97	92	35	65	87	23	12	34	30	37	37	14	43	56	36	51	99	91
8%	9%	8%	5%	9%EI 11%EI 8% K	3%	10%EI 8% K	3%	12%EI 12%EI K	6%	9%	8%	7%	10%	8%	7%	10%	8%	8%	
41-50%	257	132	123	41	97	118	9	32	37	60	45	34	39	60	85	56	49	145	113
11%	12%	11%	6%	13%EH 14%EH K	3%	8%H 10%H 16%EH 15%EH 11%EH 18%EH K	3%	11%	22%	27%	41%	22%	34%	32	31	29	66	60	
51-60%	126	58	68	2	33	90	1	1	11	22	27	41	22	34	32	31	29	66	60
6%	5%	6%	*	3%EH 11%EFHL K	*	3%EI 6%EH 3%EFHI 14%EFHI 16%EFHL K	*	3%EI	6%EH	3%EFHI	14%EFHI	16%EFHL	7%	5%	6%	6%	6%	6%	
61-70%	86	43	43	11	18	56	4	7	4	14	19	24	14	27	19	15	25	46	40
4%	4%	4%	2%	3%	7%EFHL K	1%	2%	1%	4%	6%EFHL 8%EFHL 8%EFHL K	5%	3%	3%	3%	5%	4%	4%		
71-80%	108	44	64	7	30	70	-	7	10	19	19	20	31	27	37	15	28	64	44
5%	4%	6%	1%	4%EH 8%EFHL K	2%	3%H 5%EH 6%EH 7%EH 14%EFHL KLM	2%	3%H	5%EH	6%EH	7%EH	14%EFHL	5%	6%	3%	5%	5%	4%	
81-90%	62	28	34	4	13	44	2	2	5	8	13	13	18	17	22	13	9	39	22
3%	3%	3%	1%	2%	5%EFHL K	1%	1%	2%	2%	4%EH 5%EH K	3%	3%	3%	3%	2%	3%	2%	2%	
91-100%	110	46	62	13	11	84	6	7	3	9	20	30	34	26	21	14	42	47	64
5%	4%	5%	2%	2%	10%EFHL K	2%	2%	1%	2%	6%EFHI 10%EFHI 15%EFHL K	5%	5%	5%	3%	3%	3%	8%POS	4%	
(NET) Low	1318	650	655	569	457	277	247	323	249	208	132	96	49	269	406	321	282	674	644
59%	57%	57%	84%FGJK 63%GLMN 34%N LMN	85%FGJK 83%FGJK 70%GKLM 86%GLMN 42%GMN 33%N LMN N	71%	12%	82	113	109	111	75	136	173	124	128	310	263	24%	
(NET) Medium	573	286	283	78	195	295	33	45	82	113	109	111	75	136	173	124	128	310	263
25%	26%	25%	11%	27%EH 36%EFHI J	11%	12%	23%EH 30%EH 35%EFHI 38%EFHI 34%EH J	27%	26%	25%	25%	26%	25%	25%	25%	26%	26%	24%	
(NET) High	366	161	203	35	73	254	12	23	23	50	70	88	96	100	57	104	196	169	
16%	15%	18%	5%	10%EH 21%EFHL KL	4%	6%	6%	13%EH 23%EFHI 30%EFHI 43%EFGH 15%Q JK JK JK UKLM	15%	11%	11%	11%	11%	11%	11%	20%PO 17%Q	16%		

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
0%	183	61	31	11	55	16	22	19	136	47
	8%	7% <sup>a</sup>	9% <sup>c</sup>	2%	14% <sup>acd</sup>	9%	7%	7%	8%	8%
1-10%	452	204	75	54	85	68	77	56	288	154
	20%	23% <sup>bc</sup>	22% <sup>bc</sup>	11%	21% <sup>bc</sup>	37% <sup>dghi</sup>	25% <sup>hi</sup>	21%	18%	25% <sup>hi</sup>
11-20%	328	171	40	39	52	30	76	40	212	117
	15%	19% <sup>abcd</sup>	12%	8%	13%	16%	24% <sup>dghi</sup>	15%	13%	19% <sup>hi</sup>
21-30%	355	176	55	39	63	35	79	61	221	134
	16%	20% <sup>bc</sup>	16% <sup>bc</sup>	8%	16% <sup>bc</sup>	19%	25% <sup>hi</sup>	23% <sup>hi</sup>	13%	22% <sup>hi</sup>
31-40%	190	59	32	50	32	12	18	26	143	47
	8%	7%	9%	10% <sup>bc</sup>	8%	6%	6%	10%	9%	8%
41-50%	237	113	30	67	40	18	28	32	189	68
	11%	13%	9%	14%	10%	10%	9%	12%	11%	11%
51-60%	126	29	23	55	16	*	1	8	117	8
	6%	3%	7% <sup>ba</sup>	11% <sup>acd</sup>	4%	*	*	3% <sup>d</sup>	7% <sup>cd</sup>	1%
61-70%	86	26	11	35	14	1	1	3	82	3
	4%	3%	3%	7% <sup>cd</sup>	3%	*	*	1%	5% <sup>cd</sup>	1%
71-80%	108	29	21	40	14	2	4	8	98	10
	5%	3%	6%	6% <sup>cd</sup>	4%	1%	1%	3%	6% <sup>cd</sup>	2%
81-90%	62	8	6	33	15	-	4	6	54	8
	3%	1%	2%	7% <sup>cd</sup>	4% <sup>ba</sup>	-	1%	2%	3% <sup>d</sup>	1%
91-100%	110	16	13	57	14	2	7	2	101	9
	5%	2%	4%	13% <sup>abcd</sup>	3%	1%	2%	1%	3% <sup>cd</sup>	1%
(NET) Low	1318	611	201	142	254	150	253	175	866	452
	58%	69% <sup>bc</sup>	60% <sup>bc</sup>	30%	64% <sup>bc</sup>	81% <sup>dhi</sup>	80% <sup>dhi</sup>	68% <sup>hi</sup>	52%	75% <sup>hi</sup>
(NET) Medium	573	201	85	172	88	30	46	66	450	123
	25%	23%	25%	36% <sup>abcd</sup>	22%	16%	15%	25% <sup>d</sup>	27% <sup>cd</sup>	20%
(NET) High	366	78	51	164	57	5	15	18	336	30
	16%	9%	15% <sup>ba</sup>	34% <sup>abcd</sup>	14% <sup>ba</sup>	3%	5%	7%	20% <sup>cd</sup>	5%

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"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
0%	183	12	25	12	17	19	19	141	25	11	6
	8%	5%	12%	6%	6%	6%	9%	7%	14% <sup>(mn)</sup>	10%	9%
1-10%	452	63	33	26	59	69	30	375	35	27	16
	20%	26% <sup>(o)</sup>	16%	13%	20%	22%	15%	20%	19%	24% <sup>(o)</sup>	24% <sup>(o)</sup>
11-20%	328	37	28	27	49	37	35	277	26	15	10
	15%	15%	14%	13%	17%	12%	17%	15%	14%	13%	15%
21-30%	385	41	25	26	65	52	44	308	24	14	9
	16%	17%	12%	13%	22% <sup>(l)</sup>	16%	22% <sup>(o)</sup>	16%	13%	13%	13%
31-40%	190	19	18	17	19	36	10	161	13	11	5
	8%	8%	9%	8%	6%	11%	5%	9%	7%	10%	7%
41-50%	257	26	28	29	29	31	26	214	23	13	7
	11%	10%	14%	14%	10%	10%	13%	11%	13%	11%	11%
51-60%	126	4	16	26	13	23	10	106	9	6	5
	6%	1%	6% <sup>(j)</sup>	13% <sup>(j)</sup>	4%	7% <sup>(j)</sup>	5%	6% <sup>(j)</sup>	6% <sup>(j)</sup>	6% <sup>(j)</sup>	7% <sup>(j)</sup>
61-70%	86	12	4	11	3	13	12	73	5	5	3
	4%	5%	2%	6% <sup>(m)</sup>	1%	4%	6% <sup>(m)</sup>	4%	3%	4% <sup>(m)</sup>	4% <sup>(m)</sup>
71-80%	108	13	9	8	18	14	10	89	10	6	3
	5%	5%	5%	4%	6%	5%	5%	5%	6%	5%	4%
81-90%	62	12	4	9	9	6	2	55	5	1	1
	3%	5%	2%	4%	3%	2%	1%	3%	3%	1%	1%
91-100%	110	9	14	13	12	16	6	97	6	3	3
	5%	4%	7%	7%	4%	5%	3%	5%	3%	3%	5%
(NET) Low	1318	153	111	91	190	176	128	1101	109	67	41
	58%	62% <sup>(j)</sup>	54%	45%	65% <sup>(j)</sup>	56%	63% <sup>(j)</sup>	68% <sup>(j)</sup>	60% <sup>(j)</sup>	60% <sup>(j)</sup>	61% <sup>(j)</sup>
(NET) Medium	573	48	62	71	60	91	46	481	45	30	17
	25%	19%	30%	35% <sup>(j)</sup>	20%	29%	23%	25%	25%	26%	26%
(NET) High	366	47	31	41	43	49	30	314	27	16	10
	16%	19%	15%	20%	15%	16%	15%	17%	15%	14%	14%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

B5.1. Proportion of viewing - PSB usage

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
0%	183	153	26	27	24	25	13	28	2	181	1	*	1	181
	8%	8%	11%	9%A	8%A	6%	6%	9%A	1%	9%C	1%	*	1%	9%D
1-10%	452	367	75	69	56	120	51	68	21	439	13	3	10	439
	20%	18%	31% <u>u</u>	23%A	19%	26%A	25%A	22%A	12%	21%C	8%	4%	12%	21%D
11-20%	328	277	50	39	57	90	44	47	12	321	8	1	7	321
	15%	14%	20%	13%	20%A	20%A	21%A	15%A	7%	16%C	5%	1%	8%	15%D
21-30%	355	308	38	52	61	89	46	62	29	332	22	10	12	332
	16%	16%	16%	18%	21%	19%	22%	20%	17%	16%	14%	14%	14%	16%
31-40%	190	181	8	19	19	32	17	30	16	175	15	10	5	175
	9%	9%	3%	6%	7%	7%	8%	10%	9%	8%	9%	14%	5%	9%
41-50%	257	230	25	43	28	37	18	36	38	223	34	11	23	223
	11%	12%	10%	15% <u>x</u>	10%	8%	9%	12%	22% <u>wxyz</u>	11%	21%B	15%	26% <u>F</u>	11%
51-60%	126	118	6	10	17	19	6	11	8	115	11	8	3	115
	6%	6%	2%	3%	6%	4%	3%	4%	5%	5%	7%	11%	3%	5%
61-70%	86	86	*	11	6	14	6	8	8	77	9	5	5	77
	4%	4%	*	4%	2%	3%	3%	2%	4%	4%	6%	6%	5%	4%
71-80%	108	101	8	17	7	19	4	6	14	92	16	5	11	92
	5%	5%	3%	8%	3%	4%	2%	2%	8% <u>wxyz</u>	4%	10%B	7%	13% <u>F</u>	4%
81-90%	62	60	2	4	4	5	*	2	12	52	10	5	5	52
	3%	3%	1%	1%	1%	1%	*	1%	2% <u>wxyz</u>	2%	4%B	7% <u>F</u>	6%	2%
91-100%	110	102	6	4	8	7	2	7	15	87	23	15	8	87
	5%	5%	2%	1%	3%	2%	1%	2%	6% <u>wxyz</u>	4%	14%B	21% <u>F</u>	9%	4%
(NET) Low	1318	1105	189	188	198	324	154	204	64	1273	45	14	31	1273
	58%	56%	78% <u>u</u>	63%A	69%A	71%A	74% <u>wA</u>	67%A	37%	61%C	27%	19%	34%	61%D
(NET) Medium	573	529	38	72	65	88	41	78	62	513	60	30	31	513
	25%	27% <u>u</u>	16%	24%	22%	19%	20%	25%	36% <u>wxyz</u>	24%	37%B	40% <u>F</u>	34%	24%
(NET) High	366	349	16	37	26	45	13	23	48	307	59	30	29	307
	16%	18% <u>u</u>	6%	12%	9%	10%	6%	8%	27% <u>wxyz</u>	15%	36%B	41% <u>F</u>	32% <u>F</u>	15%

B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
0%	383	280	104	244	186	147	120	173	112	74	102	86	35	205	44	133
	17%	14%	40% <sup>acde</sup>	14% <sup>af</sup>	13%	11%	10%	17% <sup>defi</sup>	19% <sup>acde</sup>	12%	18%	24%	23%	16% <sup>af</sup>	8%	36% <sup>lmno</sup>
1-10%	588	566	23	489	408	343	303	376	191	206	131	141	55	380	117	111
	26%	28% <sup>kl</sup>	9%	27% <sup>ab</sup>	27% <sup>ab</sup>	26% <sup>ab</sup>	26% <sup>ab</sup>	36% <sup>abced</sup>	32% <sup>def</sup>	33% <sup>abced</sup>	24%	39% <sup>kl</sup>	36% <sup>kl</sup>	27% <sup>lm</sup>	20%	30% <sup>lm</sup>
11-20%	414	381	33	344	293	253	247	198	125	139	122	60	17	208	121	85
	18%	19%	13%	19% <sup>ab</sup>	20% <sup>ab</sup>	19% <sup>ab</sup>	21% <sup>ab</sup>	19%	21% <sup>ab</sup>	22% <sup>ab</sup>	17%	16%	17%	16%	21% <sup>lm</sup>	23% <sup>lm</sup>
21-30%	399	359	39	329	265	251	224	170	107	117	81	46	29	251	119	29
	18%	18%	15%	18%	18%	19%	19%	16%	16%	19%	15%	13%	19%	13% <sup>ab</sup>	21% <sup>ab</sup>	8%
31-40%	130	115	15	110	99	89	75	39	19	33	44	15	8	65	57	8
	6%	6%	6%	6% <sup>gh</sup>	7% <sup>gh</sup>	6% <sup>gh</sup>	6% <sup>gh</sup>	4%	3%	5%	8%	4%	6%	5%	10% <sup>lmno</sup>	2%
41-50%	154	135	19	127	113	97	100	49	21	31	49	11	5	66	89	-
	7%	7% <sup>kl</sup>	7%	7% <sup>gh</sup>	8% <sup>gh</sup>	7% <sup>gh</sup>	9% <sup>gh</sup>	5%	3%	5%	9% <sup>kl</sup>	3%	3%	5% <sup>no</sup>	15% <sup>lmno</sup>	-
51-60%	66	63	2	59	53	61	37	8	5	11	13	-	-	43	23	-
	3%	3% <sup>gh</sup>	1%	3% <sup>gh</sup>	4% <sup>gh</sup>	5% <sup>gh</sup>	3% <sup>gh</sup>	1%	1%	2%	2% <sup>kl</sup>	-	-	3% <sup>no</sup>	4% <sup>no</sup>	-
61-70%	35	29	6	25	23	21	20	13	6	4	5	3	-	32	3	-
	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	-	2% <sup>no</sup>	1%	-
71-80%	45	37	8	30	25	27	22	15	10	8	5	-	3	45	-	-
	2%	2%	3%	2%	2%	2%	2%	1%	2%	1%	1%	-	3% <sup>no</sup>	-	-	-
81-90%	27	24	3	23	16	14	14	-	2	2	-	-	1	27	-	-
	1%	1% <sup>gh</sup>	1% <sup>gh</sup>	1% <sup>gh</sup>	1% <sup>gh</sup>	1% <sup>gh</sup>	1% <sup>gh</sup>	-	-	-	-	-	-	2% <sup>no</sup>	-	-
91-100%	16	9	7	6	6	4	6	-	-	-	-	-	-	16	-	-
	1%	-	3% <sup>acde</sup>	1% <sup>gh</sup>	-	1%	1%	-	-	-	-	2%	-	1% <sup>lm</sup>	-	-
(NET) Low	1784	1586	198	1406	1153	994	893	917	535	536	436	333	136	1024	402	358
	79%	79%	77%	79%	77%	76%	77%	88% <sup>abced</sup>	90% <sup>abced</sup>	86% <sup>abced</sup>	79%	91% <sup>kl</sup>	89% <sup>kl</sup>	78% <sup>lm</sup>	70%	90% <sup>lmno</sup>
(NET) Medium	390	314	36	296	265	246	213	97	44	76	105	26	13	174	168	8
	16%	15% <sup>gh</sup>	14% <sup>gh</sup>	14% <sup>gh</sup>	13% <sup>gh</sup>	13% <sup>gh</sup>	13% <sup>gh</sup>	9%	7%	12% <sup>kl</sup>	13% <sup>kl</sup>	7%	9%	13% <sup>no</sup>	23% <sup>lmno</sup>	2%
(NET) High	123	99	24	84	70	66	61	30	18	14	10	5	4	120	3	-
	5%	5% <sup>gh</sup>	9% <sup>acde</sup>	8% <sup>gh</sup>	5% <sup>gh</sup>	5% <sup>gh</sup>	5% <sup>gh</sup>	3%	3%	2%	2%	1%	2%	9% <sup>no</sup>	1%	-

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
0%	383	383	-	-	338	26	180	41	162	74	142	212	256	187
17%	17%	23% <b>pr</b>	-	-	16%	17%	12%	10%	42% <b>suw</b>	7%	43% <b>ix</b>	13% <b>ix</b>	15% <b>ix</b>	13% <b>ix</b>
1-10%	588	598	-	-	534	37	227	171	193	246	274	390	477	373
26%	26%	33% <b>pr</b>	-	-	26%	24%	15%	43% <b>u</b>	30% <b>suw</b>	25%	30%	33% <b>ixA</b>	28%	31% <b>ix</b>
11-20%	414	414	-	-	360	47	270	120	23	193	176	209	316	223
18%	18%	23% <b>pr</b>	-	-	17%	31% <b>ix</b>	18% <b>ww</b>	30% <b>suw</b>	6%	19%	19%	18%	18%	19%
21-30%	399	399	-	-	366	33	350	44	5	219	157	195	311	199
18%	18%	22% <b>pr</b>	-	-	18%	21%	24% <b>ww</b>	11% <b>su</b>	1%	22% <b>yzB</b>	17%	17%	18%	17%
31-40%	130	-	130	-	122	8	116	14	*	64	39	60	109	51
6%	6%	37% <b>pr</b>	-	-	6%	5%	8% <b>ww</b>	4% <b>su</b>	*	6%	4%	5%	6%	4%
41-50%	154	-	154	-	152	2	146	8	-	89	61	50	113	72
7%	7%	44% <b>pr</b>	-	-	7%	1%	10% <b>ww</b>	2% <b>su</b>	-	9% <b>ixB</b>	7%	4%	7% <b>ix</b>	6%
51-60%	66	-	66	-	66	-	65	*	-	43	25	21	51	31
3%	3%	19% <b>pr</b>	-	-	3%	-	4% <b>ww</b>	*	-	4% <b>ix</b>	3%	2%	3%	3%
61-70%	35	-	35	-	35	-	33	2	-	15	16	9	23	18
2%	2%	-	28% <b>pr</b>	-	2%	-	2% <b>ww</b>	*	-	2%	2%	1%	1%	1%
71-80%	45	-	45	-	45	-	45	-	-	29	17	21	41	24
2%	2%	-	38% <b>pr</b>	-	2%	-	3% <b>ww</b>	-	-	3%	2%	2%	2%	2%
81-90%	27	-	27	-	27	-	27	-	-	17	15	2	18	15
7%	7%	-	22% <b>pr</b>	-	7%	-	9% <b>ww</b>	-	-	9% <b>ix</b>	2% <b>ix</b>	*	4% <b>ix</b>	1% <b>ix</b>
91-100%	16	-	16	-	16	-	16	-	-	13	5	2	13	6
7%	7%	-	13% <b>pr</b>	-	7%	-	7% <b>ww</b>	-	-	1% <b>ix</b>	1%	*	1%	*
(NET) Low	1784	1784	-	-	1598	143	1027	377	381	731	749	995	1360	982
79%	79%	100% <b>pr</b>	-	-	78%	63% <b>ix</b>	70%	94% <b>su</b>	100% <b>suw</b>	73%	61% <b>ix</b>	86% <b>ixyAB</b>	79% <b>ix</b>	82% <b>ix</b>
(NET) Medium	360	-	350	-	340	10	327	23	*	196	126	130	273	154
16%	16%	100% <b>pr</b>	-	-	17%	7%	22% <b>ww</b>	3% <b>su</b>	-	20% <b>yzB</b>	13%	11%	13% <b>ix</b>	13%
(NET) High	123	-	123	-	123	-	121	2	-	75	53	35	94	62
5%	5%	-	100% <b>pr</b>	-	6%	-	8% <b>ww</b>	*	-	7% <b>ix</b>	6% <b>ix</b>	3%	5% <b>ix</b>	6% <b>ix</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base



B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
0%	383	164	211	140	93	148	59	80	37	56	47	51	72	100	88	104	172	211	211
	17%	15%	18%	20% <b>E</b>	13%	18% <b>F</b>	20% <b>J</b>	21% <b>I</b>	11%	15%	16%	16%	23% <b>N</b>	14%	15%	17%	20% <b>O</b>	15%	20% <b>Q</b>
1-10%	588	261	324	222	189	168	89	132	109	80	81	61	26	147	186	119	120	333	255
	26%	24%	28%	33% <b>F</b>	26% <b>G</b>	20% <b>N</b>	31% <b>G</b>	34% <b>F</b>	31% <b>G</b>	22% <b>N</b>	28% <b>N</b>	21% <b>N</b>	12%	29%	27%	24%	23%	28%	24%
11-20%	414	207	205	128	144	139	47	81	68	76	59	51	29	109	110	94	93	219	195
	18%	19%	18%	19%	20%	17%	16%	21%	19%	20%	19%	17%	13%	22%	16%	19%	18%	19%	18%
21-30%	399	216	180	126	137	133	65	61	75	61	37	52	44	84	141	71	93	224	174
	18%	20%	16%	19% <b>L</b>	19% <b>L</b>	16%	22% <b>L</b>	16%	21% <b>L</b>	17%	12%	17%	20% <b>L</b>	17%	21% <b>L</b>	14%	18%	19%	16%
31-40%	130	60	68	24	40	60	16	8	21	19	21	20	15	25	43	41	22	68	62
	6%	5%	6%	3%	5% <b>J</b>	5% <b>E</b>	6%	2%	8% <b>J</b>	5%	7% <b>J</b>	10% <b>E</b>	7% <b>J</b>	5%	6%	4%	6%	6%	6%
41-50%	154	79	75	29	58	66	9	21	24	34	30	17	20	28	48	40	34	76	78
	7%	7%	7%	4%	8% <b>E</b>	8% <b>E</b>	3%	5%	7%	9% <b>E</b>	9% <b>E</b>	6%	9% <b>E</b>	6%	7%	8%	7%	6%	7%
51-60%	66	36	30	9	21	36	4	5	2	18	11	13	12	7	24	20	16	30	35
	3%	3%	3%	1%	3%	4% <b>L</b>	1%	1%	1%	6% <b>L</b>	4% <b>J</b>	4% <b>E</b>	5% <b>L</b>	1%	3%	4%	3%	3%	3%
61-70%	35	19	16	2	12	21	2	-	5	7	10	6	6	10	9	*	14	19	16
	2%	2%	1%	*	2% <b>E</b>	3% <b>E</b>	1%	-	1%	2% <b>E</b>	3% <b>E</b>	2% <b>E</b>	3% <b>E</b>	2% <b>Q</b>	1%	*	3% <b>Q</b>	2%	2%
71-80%	45	28	17	-	24	21	-	-	9	15	7	10	4	14	9	12	10	23	22
	2%	3%	1%	-	3% <b>E</b>	3% <b>E</b>	-	-	3% <b>E</b>	4% <b>E</b>	2% <b>E</b>	4% <b>E</b>	2% <b>E</b>	3%	1%	2%	2%	2%	2%
81-90%	27	17	9	3	4	20	-	3	*	3	8	7	6	2	6	12	7	8	19
	1%	2%	1%	*	1%	2% <b>F</b>	-	1%	*	1%	3% <b>F</b>	2% <b>H</b>	3% <b>F</b>	*	1%	2% <b>O</b>	1%	1%	2%
91-100%	16	11	5	*	4	12	-	*	4	*	2	8	5	4	6	1	9	7	7
	1%	1%	*	*	1%	1% <b>E</b>	-	*	1%	*	1%	4% <b>F</b>	1%	1%	1%	*	1%	1%	1%
(NET) Low	1784	848	920	615	563	585	261	354	289	274	223	211	151	411	537	371	411	948	836
	79%	77%	81%	90% <b>F</b>	87% <b>G</b>	71%	90% <b>F</b>	91% <b>F</b>	82% <b>G</b>	74%	72%	71%	68%	82% <b>Q</b>	79%	74%	80%	80% <b>Q</b>	78%
(NET) Medium	350	175	174	62	119	168	29	34	47	72	62	59	46	60	114	101	71	175	176
	16%	16%	15%	9%	16% <b>E</b>	20% <b>E</b>	10%	9%	13%	19% <b>E</b>	20% <b>E</b>	20% <b>E</b>	21% <b>E</b>	12%	17%	20% <b>O</b>	14%	15%	16%
(NET) High	123	75	47	5	44	74	2	3	18	25	26	25	23	31	27	30	32	58	65
	5%	7% <b>D</b>	4%	1%	6% <b>E</b>	9% <b>E</b>	1%	1%	6% <b>E</b>	7% <b>E</b>	6% <b>E</b>	6% <b>E</b>	11% <b>E</b>	6%	4%	6%	6%	5%	6%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
0%	383	111	58	88	87	32	40	35	301	82
17%	17%	12%	17%	18%ab	22%ab	17%	13%	13%	18%a	14%
1-10%	588	248	102	85	100	54	89	57	422	167
26%	26%	28%ac	30%ac	18%	25%ac	29%	28%	22%	26%	28%
11-20%	414	184	71	76	58	41	58	62	282	132
18%	18%	21%ac	21%	16%	14%	22%	18%	24%ab	17%	22%
21-30%	399	172	52	79	74	28	74	49	281	118
18%	18%	19%	15%	16%	18%	15%	24%ab	19%	17%	19%
31-40%	130	55	15	44	14	7	18	17	97	33
6%	6%	6%	4%	3%ab	4%	4%	6%	7%	6%	6%
41-50%	154	73	21	31	26	13	22	28	111	44
7%	7%	8%	6%	7%	7%	7%	7%	11%	7%	7%
51-60%	66	20	5	25	15	2	5	3	58	8
3%	3%	2%	1%	6%ab	4%	1%	1%	1%	4%a	1%
61-70%	35	6	6	11	8	4	*	4	27	8
2%	2%	1%	2%	2%a	2%	2%	*	1%	2%	1%
71-80%	45	14	6	15	8	3	5	3	35	10
2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%
81-90%	27	6	*	12	9	-	*	1	25	1
1%	1%	1%	*	2%ab	2%ab	-	*	*	2%a	*
91-100%	16	3	1	12	1	1	2	1	13	4
1%	1%	*	*	3%ab	*	*	1%	*	1%	1%
(NET) Low	1784	714	283	328	318	156	262	202	1286	498
79%	79%	80%ac	84%ac	69%	80%ac	84%	83%	78%	79%	82%
(NET) Medium	350	147	41	100	56	22	45	48	265	85
16%	16%	17%	12%	21%ab	14%	12%	14%	19%	16%	14%
(NET) High	123	29	13	49	26	7	8	9	101	22
5%	5%	3%	4%	10%ab	6%a	4%	2%	3%	6%a	4%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
0%	383 17%	35 14%	46 23%	37 18%	42 14%	49 16%	34 17%	321 17%	35 20%	16 15%	11 16%
1-10%	588 26%	88 38% <i>kopas</i>	29 14%	50 25%	90 31% <i>k</i>	88 28% <i>k</i>	45 22%	499 26% <i>k</i>	42 23% <i>k</i>	30 27% <i>k</i>	18 26% <i>k</i>
11-20%	414 18%	47 19%	39 19%	38 19%	50 17%	50 16%	42 21%	349 18%	30 17%	20 17%	15 22%
21-30%	399 18%	33 13%	34 16%	40 19%	61 21%	64 20%	39 19%	341 18%	28 16%	20 18%	10 15%
31-40%	130 6%	6 3%	17 8% <i>op</i>	17 8% <i>lc</i>	15 5%	16 5%	4 2%	104 5%	14 8% <i>op</i>	8 7% <i>op</i>	4 7% <i>lc</i>
41-50%	154 7%	19 8%	23 12% <i>lc</i>	5 2%	18 6%	18 6%	13 7%	124 7%	10 9% <i>lc</i>	11 9% <i>op</i>	5 7% <i>lc</i>
51-60%	66 3%	7 3%	4 2%	3 2%	8 3%	14 4%	17 8% <i>lmpo</i>	58 3%	3 2%	2 2%	3 4% <i>lc</i>
61-70%	35 2%	-	2 1%	3 2%	7 2%	4 1%	-	29 2%	2 1%	2 2% <i>lc</i>	1 2% <i>lc</i>
71-80%	45 2%	7 3%	2 1%	4 2%	3 1%	8 3%	6 3%	39 2% <i>op</i>	5 3% <i>lc</i>	1 1%	* +
81-90%	27 1%	5 2%	4 2%	6 3% <i>lm</i>	-	2 1%	2 1%	21 1%	4 2% <i>lm</i>	2 1% <i>lm</i>	1 1% <i>lm</i>
91-100%	16 1%	-	4 2%	-	-	4 1%	2 1%	13 1%	2 1%	1 1%	-
(NET) Low	1784 79%	203 82%	148 73%	165 81%	242 83%	251 79%	159 78%	1508 80%	136 75%	86 76%	53 79%
(NET) Medium	350 16%	32 13%	44 22%	26 13%	40 14%	48 15%	34 17%	286 15%	32 18%	21 19%	12 17%
(NET) High	123 5%	13 5%	11 5%	13 6%	11 4%	17 5%	10 5%	102 5%	13 7%	6 5%	3 4%

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

B5.2. Proportion of viewing - Other broadcast TV channels usage

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
0%	383	42	47	49	52	28	52	25	351	32	16	16	351
	17%	17%	16%	17%	11%	13%	14%	17%	17%	19%	21%	18%	17%
1-10%	588	77	82	75	144	38	82	35	577	12	7	5	577
	26%	32%	28%	26%	31% <b>WA</b>	18%	27%	20%	28% <b>CB</b>	7%	9%	6%	28% <b>DE</b>
11-20%	414	61	51	64	93	41	67	30	393	21	6	15	393
	18%	25% <b>U</b>	17%	22%	20%	20%	22%	17%	19%	13%	8%	17%	19% <b>CD</b>
21-30%	399	29	64	52	80	48	60	35	377	22	10	12	377
	18%	12%	21%	18%	17%	23%	20%	20%	18%	13%	14%	13%	18%
31-40%	130	9	15	14	23	19	12	13	110	20	9	11	110
	6%	4%	5%	5%	5%	9%	4%	8%	5%	12% <b>B</b>	12% <b>F</b>	12% <b>F</b>	5%
41-50%	154	14	20	17	37	18	25	25	128	27	11	15	128
	7%	6%	7%	6%	8%	9%	8%	15% <b>WU</b>	6%	16% <b>B</b>	15% <b>F</b>	17% <b>F</b>	6%
51-60%	66	6	12	10	8	8	3	4	50	16	9	8	50
	3%	2%	4%	4%	2%	4%	1%	2%	2%	10% <b>B</b>	12% <b>F</b>	8% <b>F</b>	2%
61-70%	35	2	2	2	6	*	*	4	25	10	5	5	25
	2%	1%	1%	1%	1%	*	*	2%	1%	6% <b>B</b>	7% <b>F</b>	5% <b>F</b>	1%
71-80%	45	2	4	4	10	5	3	3	44	1	1	-	44
	2%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	-	2%
81-90%	27	*	*	*	3	3	*	-	24	3	1	2	24
	1%	*	*	*	1%	1%	*	-	1%	2%	1%	2%	1%
91-100%	15	2	1	2	-	-	1	-	15	2	-	2	15
	1%	1%	1%	1%	-	-	-	-	1%	1%	-	2%	1%
(NET) Low	1784	209	243	240	368	155	261	124	1698	86	38	48	1698
	79%	86% <b>U</b>	82% <b>A</b>	83% <b>A</b>	81% <b>A</b>	75%	85% <b>WU</b>	71%	81% <b>CB</b>	52%	52%	53%	81% <b>DE</b>
(NET) Medium	350	29	46	40	69	45	40	43	288	62	28	34	288
	16%	12%	16%	14%	15%	22%	13%	24% <b>WU</b>	14%	38% <b>B</b>	39% <b>F</b>	38% <b>F</b>	14%
(NET) High	123	6	7	8	19	8	4	8	107	16	7	9	107
	5%	2%	2%	3%	4%	4%	1%	4%	5%	10% <b>B</b>	10%	10%	5%

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 \* small base

B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Total	PSB/Non-PSB Users										Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366	
0%	584	447	138	389	325	301	258	164	97	87	145	68	40	244	146	194	
	26%	22% <sup>ghl</sup>	53% <sup>acde</sup>	22% <sup>ghl</sup>	22% <sup>ghl</sup>	22% <sup>ghl</sup>	22% <sup>ghl</sup>	16%	16%	14%	26% <sup>kl</sup>	19%	26%	19%	25% <sup>mn</sup>	52% <sup>op</sup>	
1-10%	744	705	39	635	546	485	435	410	229	240	187	143	35	401	200	143	
	33%	35% <sup>kl</sup>	15%	36% <sup>ab</sup>	37% <sup>ab</sup>	37% <sup>ab</sup>	37% <sup>ab</sup>	39% <sup>ab</sup>	38% <sup>ab</sup>	38% <sup>ab</sup>	34% <sup>kl</sup>	39% <sup>kl</sup>	23%	30%	35%	39% <sup>mn</sup>	
11-20%	416	390	26	360	300	259	230	222	121	135	104	72	36	255	138	23	
	18%	19% <sup>kl</sup>	10%	20% <sup>ab</sup>	20% <sup>ab</sup>	20% <sup>ab</sup>	20% <sup>ab</sup>	21% <sup>ab</sup>	20% <sup>ab</sup>	22% <sup>ab</sup>	19%	20%	23%	19% <sup>no</sup>	24% <sup>no</sup>	6%	
21-30%	317	281	36	247	196	162	154	164	98	114	58	61	24	253	59	5	
	14%	14%	14%	14%	13%	12%	13%	16%	16%	16%	10%	17% <sup>kl</sup>	15%	19% <sup>no</sup>	10% <sup>no</sup>	1%	
31-40%	82	79	3	74	61	51	44	40	35	27	29	15	5	61	21	-	
	4%	4%	1%	4%	4%	4%	4%	4%	4%	4%	5%	4%	3%	5% <sup>no</sup>	4% <sup>no</sup>	-	
41-50%	40	28	13	23	12	9	9	18	5	10	7	3	11	36	4	-	
	2%	1%	5% <sup>acdekl</sup>	1%	1%	1%	1%	2%	1%	2%	1%	1%	7% <sup>kl</sup>	3% <sup>no</sup>	1%	-	
51-60%	30	27	4	23	19	17	16	8	4	9	7	-	*	26	5	-	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	2% <sup>no</sup>	1%	-	
61-70%	12	12	-	10	10	6	6	7	*	2	1	-	1	12	-	-	
	1%	1%	-	1%	1%	*	1%	1%	*	*	*	-	1%	1%	-	-	
71-80%	19	19	-	19	15	11	12	8	4	2	9	-	-	19	-	-	
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	-	-	19% <sup>no</sup>	-	-	
81-90%	3	3	-	3	3	2	-	-	1	-	3	-	-	3	-	-	
	*	*	-	*	*	*	-	-	*	-	1%	-	-	*	-	-	
91-100%	9	8	1	3	1	2	*	2	2	-	2	2	2	9	-	-	
	*	*	*	*	*	*	*	*	*	-	*	1%	1%	1%	-	-	
(NET) Low	2061	1822	239	1631	1368	1207	1077	960	546	576	494	344	134	1152	543	366	
	91%	91%	92%	91%	92%	92%	92%	92%	91%	92%	90%	95% <sup>kl</sup>	87%	87%	95% <sup>mn</sup>	100% <sup>op</sup>	
(NET) Medium	153	133	20	120	92	77	69	66	44	46	43	18	16	123	30	-	
	7%	7%	8%	7%	6%	6%	6%	6%	7%	7%	8%	5%	10%	9% <sup>no</sup>	5% <sup>no</sup>	-	
(NET) High	43	43	1	36	28	22	21	18	7	4	15	2	3	43	-	-	
	2%	2%	*	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	3% <sup>no</sup>	-	-	

Jigsaw 2020

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\* small base

B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
0%	584	394	113	78	584	-	391	40	153	192	271	193	354	279
26%		22%	32% <sup>up</sup>	54% <sup>up</sup>	23%	-	27% <sup>up</sup>	10%	40% <sup>up</sup>	19%	53% <sup>up</sup> AB	17%	20% <sup>up</sup>	23% <sup>up</sup>
1-10%	744	576	127	41	744	-	415	149	180	346	333	446	617	456
33%		32%	36%	33%	36% <sup>up</sup>	-	28%	37% <sup>up</sup>	42% <sup>up</sup>	35%	36%	39%	36%	38%
11-20%	416	335	79	2	416	-	258	118	40	204	139	238	360	197
18%		19% <sup>up</sup>	23% <sup>up</sup>	2%	26% <sup>up</sup>	-	17% <sup>up</sup>	29% <sup>up</sup>	10%	20% <sup>up</sup>	15%	21% <sup>up</sup> B	21% <sup>up</sup> B	16%
21-30%	317	294	22	2	317	-	250	60	8	171	104	169	255	144
14%		16% <sup>up</sup>	6%	7%	15% <sup>up</sup>	-	17% <sup>up</sup>	18% <sup>up</sup>	2%	17% <sup>up</sup> B	11%	15%	15% <sup>up</sup>	12%
31-40%	82	76	6	-	-	82	61	21	1	37	28	50	70	50
4%		4%	2%	-	-	54% <sup>up</sup>	4% <sup>up</sup>	5% <sup>up</sup>	*	4%	3%	4%	4%	4%
41-50%	40	36	4	-	-	40	30	10	-	16	13	18	27	20
2%		2%	1%	-	-	26% <sup>up</sup>	2% <sup>up</sup>	2% <sup>up</sup>	-	2%	1%	2%	2%	2%
51-60%	36	30	-	-	-	36	28	3	-	18	14	18	20	21
1%		2%	-	-	-	29% <sup>up</sup>	3% <sup>up</sup>	1%	-	2%	2%	2%	1%	2%
61-70%	12	12	-	-	-	12	*	-	-	7	8	8	10	10
1%		1%	-	-	-	1%	*	-	-	1%	1%	1%	1%	1%
71-80%	19	19	-	-	-	19	-	-	-	9	14	9	11	14
1%		1%	-	-	-	1%	-	-	-	1%	2%	1%	1%	1%
81-90%	3	3	-	-	-	3	-	-	-	-	3	3	1	3
*		*	-	-	-	*	-	-	-	-	*	*	*	*
91-100%	9	9	-	-	-	9	-	-	-	2	1	6	4	4
*		*	-	-	-	1%	-	-	-	-	-	1%	*	*
(NET) Low	2061	1598	340	123	2061	-	1314	367	380	913	847	1047	1585	1077
91%		90%	32% <sup>up</sup>	100% <sup>up</sup>	100% <sup>up</sup>	-	89%	92%	100% <sup>up</sup>	91%	91%	90%	92%	90%
(NET) Medium	153	143	10	-	-	153	119	33	1	71	55	87	117	90
7%		6% <sup>up</sup>	3%	-	-	100% <sup>up</sup>	8% <sup>up</sup>	3% <sup>up</sup>	*	7%	6%	7%	7%	8%
(NET) High	43	43	-	-	-	43	*	-	-	18	25	26	26	32
2%		2% <sup>up</sup>	-	-	-	3% <sup>up</sup>	*	-	-	2%	3%	2%	2%	3%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
0%	584	294	285	132	139	307	54	77	61	78	103	86	108	107	150	128	178	257	327
	26%	27%	25%	19%	19%	37%EFHJ JK	19%	20%	17%	21%	43%EFHI JK	32%EFHI JK	48%EFGH UKLM	21%	22%	25%	48%OPOS	22%	40%OPOS
1-10%	744	361	378	224	264	250	90	134	126	138	94	63	180	231	177	142	411	333	
	33%	33%	33%	33%	36%G	30%	31%	34%	36%	37%	30%	32%	29%	36%R	34%	35%R	28%	35%R	
11-20%	416	194	221	126	142	140	58	68	65	77	57	29	94	143	86	82	236	179	
	18%	18%	19%	19%	20%	17%	20%	17%	18%	21%	18%	13%	19%	21%	17%	16%	20%	17%	
21-30%	317	166	149	131	115	68	58	73	65	51	31	24	71	94	74	69	165	152	
	14%	15%	13%	19%COLMN 3%Q	15%GLMN	8%	20%GLMN	19%COLMN 5%N	15%GLMN	14%ON	10%	8%	5%	14%	14%	15%	13%	14%	
31-40%	82	30	52	32	26	24	13	19	17	9	13	9	19	24	17	21	42	40	
	4%	3%	5%	3%Q	4%	3%	5%	5%N	5%N	2%	4%	3%	1%	4%	3%	4%	4%	4%	
41-50%	40	15	25	16	16	9	8	8	6	9	5	4	13	15	8	3	28	13	
	2%	1%	2%	2%	2%	1%	3%	2%	2%	3%	2%	1%	3%	2%	2%	1%	2%	1%	
51-60%	30	13	15	8	14	7	4	4	11	3	3	4	10	6	4	9	16	14	
	1%	1%	1%	1%	2%	1%	1%	1%	3%G	1%	1%	1%	2%	1%	1%	2%	1%	1%	
61-70%	12	9	2	4	-	8	1	2	-	-	-	8	5	1	2	4	6	6	
	1%	1%	*	1%	-	1%F	*	1%	-	-	-	3%EFJKL	1%	*	*	1%	1%	1%	
71-80%	19	6	13	5	7	7	-	5	2	5	3	2	3	10	1	4	13	7	
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	
81-90%	3	3	-	-	1	2	-	-	-	1	-	-	*	1	2	-	1	2	
	*	*	-	-	*	*	-	-	-	*	-	-	*	*	*	-	*	*	
91-100%	9	8	1	4	*	4	4	-	-	2	1	2	*	5	2	2	5	4	
	*	1%	*	1%	*	2%F	-	-	-	1%	*	1%	*	1%	*	*	*	*	
(NET) Low	2061	1014	1033	613	661	766	261	352	317	344	285	268	212	452	618	465	471	1070	
	91%	92%	90%	90%	91%	93%	89%	90%	90%	93%	92%	91%	86%EHJL	90%	91%	93%	92%	91%	
(NET) Medium	153	58	92	56	55	40	25	31	34	21	16	2	42	45	30	34	86	67	
	7%	5%	8%G	8%GN	8%N	5%N	9%N	6%N	10%GN	6%N	7%N	6%N	1%	8%	7%	6%	7%	6%	
(NET) High	43	25	17	13	8	22	6	7	2	6	5	11	6	8	16	7	10	25	
	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	4%F	3%	2%	2%	1%	2%	2%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
0%	584	169	67	191	110	28	49	46	489	96
	26%	19%	20%	40% <b>abd</b>	27% <b>ae</b>	15%	16%	18%	30% <b>efg</b>	16%
1-10%	744	303	114	144	145	63	81	86	554	189
	33%	34%	34%	30%	36%	34%	26%	33%	34% <b>f</b>	31%
11-20%	416	192	74	73	45	41	78	59	268	147
	18%	22% <b>acd</b>	22% <b>ad</b>	15%	11%	22%	25% <b>h</b>	23% <b>hi</b>	16%	24% <b>hi</b>
21-30%	317	160	43	33	53	34	77	46	201	116
	14%	18% <b>bc</b>	13% <b>bc</b>	7%	13% <b>bc</b>	18%	24% <b>h</b>	18% <b>hi</b>	12%	19% <b>hi</b>
31-40%	82	36	16	11	14	7	19	13	51	31
	4%	4%	5%	2%	4%	4%	6% <b>h</b>	5%	3%	5%
41-50%	40	10	10	7	12	2	4	2	32	9
	2%	1%	3%	1%	3%	1%	1%	1%	2%	1%
51-60%	30	7	4	4	15	8	4	4	19	11
	1%	1%	1%	1%	4% <b>abc</b>	4% <b>h</b>	1%	1%	1%	2%
61-70%	12	2	2	6	-	-	*	-	12	*
	1%	*	1%	1%	-	-	*	-	1%	*
71-80%	19	7	4	4	4	2	2	2	15	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
81-90%	3	-	*	2	1	*	*	-	3	*
	*	-	*	*	*	*	*	-	*	*
91-100%	9	2	3	2	2	-	-	-	9	-
	*	*	1%	*	*	-	-	-	1%	-
(NET) Low	2061	828	298	441	353	166	284	238	1512	549
	91%	33% <b>cd</b>	88%	92%	88%	90%	90%	92%	92%	91%
(NET) Medium	153	53	30	22	41	16	27	19	102	51
	7%	6%	9%	5%	10% <b>abc</b>	9%	9%	7%	6%	8%
(NET) High	43	12	9	15	6	3	3	2	38	5
	2%	1%	3%	3%	1%	2%	1%	1%	2%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
0%	584	61	64	61	47	68	54	475	59	28	22
	26%	25%	32% <sup>km</sup>	30% <sup>km</sup>	16%	22%	26% <sup>km</sup>	25% <sup>km</sup>	33% <sup>kmnpqr</sup>	25% <sup>km</sup>	32% <sup>kmnpqr</sup>
1-10%	744	95	63	62	99	107	67	629	55	41	20
	33%	38%	31%	31%	34%	34%	33%	33%	30%	36% <sup>ks</sup>	29%
11-20%	416	38	33	39	68	70	30	352	28	20	15
	18%	15%	16%	19%	23%	22%	15%	19%	16%	18%	23% <sup>kl</sup>
21-30%	317	31	30	27	53	36	31	272	24	14	6
	14%	12%	15%	13%	18% <sup>km</sup>	12%	15%	14% <sup>ks</sup>	13%	13%	9%
31-40%	82	9	6	9	12	13	11	72	5	3	2
	4%	4%	3%	5%	4%	4%	5%	4%	3%	3%	3%
41-50%	40	6	2	-	10	5	4	33	3	3	1
	2%	2%	1%	-	3%	2%	2%	2%	2%	2% <sup>kl</sup>	2% <sup>kl</sup>
51-60%	30	5	4	2	4	8	-	27	1	2	1
	1%	2%	2%	1%	1%	2%	-	1%	*	2% <sup>kl</sup>	1%
61-70%	12	-	-	-	-	4	4	11	*	1	*
	1%	-	-	-	-	1%	2%	1%	*	1%	*
71-80%	19	4	-	-	-	2	2	16	3	-	-
	1%	2%	-	-	-	1%	1%	1%	2% <sup>kmrs</sup>	-	-
81-90%	3	-	-	-	-	-	-	2	1	*	-
	*	-	-	-	-	-	-	*	1% <sup>kl</sup>	*	-
91-100%	9	-	2	2	-	2	-	7	1	1	-
	*	-	1%	1%	-	1%	-	*	1%	1%	-
(NET) Low	2061	224	190	190	267	282	182	1728	168	103	63
	91%	90%	94%	93%	91%	89%	90%	91%	92%	91%	93%
(NET) Medium	153	20	11	12	26	26	15	132	9	8	4
	7%	8%	6%	6%	9%	8%	7%	7%	5%	7%	7%
(NET) High	43	4	2	2	-	8	6	36	5	2	*
	2%	2%	1%	1%	-	2%	3% <sup>km</sup>	2% <sup>ks</sup>	3% <sup>kmrs</sup>	2% <sup>km</sup>	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B5.3. Proportion of viewing - On demand and catch up usage

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
0%	584	57	58	61	61	33	56	62	479	105	56	49	479
	26%	23%	19%	21%A		13%	18%	36%w/w/z	23%	64%B	77%EF	54%F	23%
1-10%	744	76	93	87	180	78	107	56	716	27	7	21	716
	33%	31%	31%	30%	40%w	38%	35%	32%	34%C	77%	9%	23%D	34%D
11-20%	416	52	72	62	99	48	60	26	390	17	6	11	390
	18%	21%	24%	21%	22%	23%	20%	15%	41%C	10%	8%	12%	41%D
21-30%	317	37	39	56	79	26	52	19	306	11	4	7	306
	14%	15%	13%	19%	17%	13%	17%	11%	15%C	7%	6%	7%	15%
31-40%	82	11	17	9	27	6	18	2	81	2	-	2	81
	4%	4%	6%A	3%	6%A	3%	6%A	1%	4%	1%	-	2%	4%
41-50%	40	6	6	4	3	9	6	2	40	1	-	1	40
	2%	2%	2%	1%	1%	4%w	2%	1%	2%	*	-	1%	2%
51-60%	30	2	6	7	4	4	*	4	30	1	*	1	30
	1%	1%	2%	2%	1%	2%	*	2%	1%	*	*	1%	1%
61-70%	12	*	2	3	-	*	2	-	12	*	-	*	12
	1%	*	1%	1%	-	*	1%	-	1%	*	-	*	1%
71-80%	19	*	2	-	1	2	4	*	19	1	*	*	19
	1%	*	1%	-	*	1%	1%	*	1%	*	*	*	1%
81-90%	3	-	-	-	-	-	*	2	3	-	-	-	3
	*	-	-	-	-	-	*	1%	*	-	-	-	*
91-100%	6	3	1	-	2	*	-	9	-	-	-	-	9
	*	1%	*	-	*	*	-	*	*	-	-	-	*
(NET) Low	2061	221	262	266	419	186	275	163	1900	160	73	87	1900
	91%	91%	88%	92%	92%	90%	90%	94%	91%	98%B	99%F	96%	91%
(NET) Medium	153	19	30	19	34	19	24	8	150	3	*	3	150
	7%	8%	10%	7%	8%	9%	8%	5%	7%C	2%	*	3%	7%D
(NET) High	43	3	5	3	3	3	6	2	42	1	*	1	42
	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	*	1%	2%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
0%	637	575	62	542	490	450	395	21	16	48	261	8	18	145	213	278
	28%	29% <sup>gh</sup>	24% <sup>gh</sup>	30% <sup>gh</sup>	33% <sup>abgh</sup>	34% <sup>abgh</sup>	34% <sup>abgh</sup>	2%	3%	8% <sup>gh</sup>	47% <sup>kl</sup>	2%	11% <sup>kl</sup>	11%	37% <sup>gh</sup>	76% <sup>gh</sup>
1-10%	282	263	19	242	218	192	177	119	65	77	97	12	9	105	107	69
	12%	13% <sup>l</sup>	7%	14% <sup>b</sup>	15% <sup>b</sup>	15% <sup>b</sup>	15% <sup>bj</sup>	11%	11%	12%	18% <sup>kl</sup>	3%	6%	8%	19% <sup>lm</sup>	19% <sup>lm</sup>
11-20%	256	234	22	216	174	169	155	143	81	80	67	26	13	135	106	15
	11%	12%	9%	12%	12%	13%	13%	14%	14%	13%	12%	7%	8%	10% <sup>lo</sup>	18% <sup>lm</sup>	4%
21-30%	301	272	29	233	191	162	148	183	98	96	48	38	20	221	76	3
	13%	14%	11%	13%	13%	12%	13%	18% <sup>acde</sup>	16%	15%	9%	10%	13%	17% <sup>lo</sup>	13% <sup>o</sup>	1%
31-40%	164	148	16	141	108	92	81	103	57	63	34	34	18	122	42	-
	7%	7%	6%	8%	7%	7%	7%	10% <sup>l</sup>	10%	10%	6%	9%	12%	3% <sup>no</sup>	7% <sup>no</sup>	-
41-50%	150	134	16	123	106	70	64	108	65	66	13	55	18	126	25	-
	7%	7%	6%	7%	7%	5%	5%	10% <sup>acde</sup>	11% <sup>acde</sup>	11% <sup>acde</sup>	2%	15% <sup>l</sup>	12% <sup>l</sup>	10% <sup>no</sup>	4% <sup>o</sup>	-
51-60%	87	86	1	78	64	48	53	68	51	40	10	28	9	83	4	-
	4%	4% <sup>l</sup>	*	4% <sup>b</sup>	4% <sup>b</sup>	4% <sup>b</sup>	5% <sup>b</sup>	6% <sup>ab</sup>	6% <sup>ab</sup>	6% <sup>ab</sup>	2%	8% <sup>l</sup>	6% <sup>l</sup>	6% <sup>no</sup>	7% <sup>o</sup>	-
61-70%	114	104	10	79	60	56	41	100	54	59	11	45	11	114	-	-
	5%	5%	4%	4%	4%	4%	4%	10% <sup>ab</sup>	9% <sup>ab</sup>	9% <sup>ab</sup>	2%	12% <sup>l</sup>	7% <sup>l</sup>	9% <sup>no</sup>	-	-
71-80%	85	78	7	65	45	38	34	63	40	35	4	40	15	85	-	-
	4%	4%	3%	4%	3%	3%	3%	6% <sup>acde</sup>	7% <sup>acde</sup>	6% <sup>de</sup>	1%	11% <sup>l</sup>	10% <sup>l</sup>	6% <sup>no</sup>	-	-
81-90%	71	62	9	37	22	21	15	55	33	29	3	29	8	71	-	-
	3%	3% <sup>def</sup>	3%	2%	1%	2%	1%	5% <sup>acde</sup>	6% <sup>acde</sup>	5% <sup>de</sup>	*	8% <sup>l</sup>	5% <sup>l</sup>	5% <sup>no</sup>	-	-
91-100%	111	43	68	31	10	8	4	79	37	34	3	48	17	111	-	-
	5%	2% <sup>def</sup>	23% <sup>acde</sup>	2% <sup>de</sup>	1%	1%	*	8% <sup>acde</sup>	6% <sup>acde</sup>	5% <sup>acde</sup>	1%	13% <sup>l</sup>	11% <sup>l</sup>	8% <sup>no</sup>	-	-
(NET) Low	1475	1343	132	1232	1072	973	875	466	260	300	474	84	58	607	503	366
	65%	67% <sup>abgh</sup>	51%	69% <sup>abgh</sup>	72% <sup>abgh</sup>	74% <sup>ab</sup>	75% <sup>ab</sup>	45%	44%	46%	86% <sup>kl</sup>	23%	35% <sup>kl</sup>	46%	88% <sup>lm</sup>	100% <sup>lm</sup>
(NET) Medium	401	368	33	342	278	210	198	278	173	168	57	117	44	331	70	-
	18%	18%	13%	19%	19%	16%	17%	27% <sup>ab</sup>	29% <sup>ab</sup>	27% <sup>ab</sup>	10%	32% <sup>l</sup>	25% <sup>l</sup>	25% <sup>no</sup>	12% <sup>o</sup>	-
(NET) High	381	287	94	212	137	123	94	298	164	157	21	163	50	381	-	-
	17%	14% <sup>def</sup>	38% <sup>acde</sup>	12% <sup>l</sup>	9%	9%	8%	29% <sup>acde</sup>	28% <sup>acde</sup>	25% <sup>acde</sup>	4%	45% <sup>l</sup>	33% <sup>l</sup>	29% <sup>no</sup>	-	-

"Caution should be used when reviewing any base size under 100"

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
0%	637	374	188	75	574	41	637	-	-	245	328	141	354	352
28%	29%	21%	51% <sup>up</sup>	31% <sup>dn</sup>	28%	27%	25% <sup>dn</sup>	-	-	24% <sup>dn</sup>	32% <sup>dn</sup>	12%	20% <sup>dn</sup>	23% <sup>dn</sup>
1-10%	282	199	99	33	237	29	282	-	-	143	125	154	235	162
12%	12%	11%	14%	22% <sup>dn</sup>	11%	19% <sup>dn</sup>	13% <sup>dn</sup>	-	-	14%	13%	13%	14%	13%
11-20%	256	187	58	11	222	29	256	-	-	140	90	152	223	131
11%	11%	10%	17% <sup>dn</sup>	9%	11%	19% <sup>dn</sup>	17% <sup>dn</sup>	-	-	14% <sup>dn</sup>	10%	13%	13%	11%
21-30%	301	267	31	2	280	20	301	-	-	172	110	158	241	145
13%	13%	15% <sup>dn</sup>	9% <sup>dn</sup>	2%	14%	13%	20% <sup>dn</sup>	-	-	17% <sup>dn</sup>	12%	14%	14%	12%
31-40%	164	147	15	2	144	19	-	164	-	84	57	108	140	85
7%	7%	8% <sup>dn</sup>	4%	7%	7%	13% <sup>dn</sup>	-	41% <sup>dn</sup>	-	8%	6%	9% <sup>dn</sup>	8%	7%
41-50%	150	143	7	-	141	10	-	150	-	62	57	106	128	85
7%	7%	8% <sup>dn</sup>	2%	-	7%	6%	-	37% <sup>dn</sup>	-	6%	6%	9% <sup>dn</sup>	7%	7%
51-60%	87	87	-	-	83	4	-	87	-	48	36	65	75	52
4%	4%	8% <sup>dn</sup>	-	-	4%	3%	-	25% <sup>dn</sup>	-	5%	4%	6%	4%	4%
61-70%	114	114	-	-	113	1	-	-	114	48	42	82	100	72
5%	5%	8% <sup>dn</sup>	-	-	5%	1%	-	-	30% <sup>dn</sup>	5%	5%	7%	6%	6%
71-80%	85	85	-	-	85	-	-	85	-	26	31	58	70	52
4%	4%	5% <sup>dn</sup>	-	-	4%	-	-	22% <sup>dn</sup>	-	3%	3%	5% <sup>dn</sup>	4%	4%
81-90%	71	71	-	-	71	-	-	71	-	21	25	55	66	36
3%	3%	4% <sup>dn</sup>	-	-	3%	-	-	19% <sup>dn</sup>	-	2%	3%	5% <sup>dn</sup>	4%	3%
91-100%	111	111	-	-	111	-	-	111	-	15	26	81	95	27
5%	5%	6% <sup>dn</sup>	-	-	5%	-	-	29% <sup>dn</sup>	-	2%	3%	7% <sup>dn</sup>	5% <sup>dn</sup>	2%
(NET) Low	1475	1027	327	121	1314	119	1475	-	-	700	653	605	1054	789
65%	65%	58%	33% <sup>up</sup>	92% <sup>dn</sup>	64%	78% <sup>dn</sup>	100% <sup>dn</sup>	-	-	70% <sup>dn</sup>	70% <sup>dn</sup>	52%	31% <sup>dn</sup>	35% <sup>dn</sup>
(NET) Medium	401	377	23	2	367	33	-	401	-	192	151	279	343	221
18%	18%	21% <sup>dn</sup>	6%	1%	18%	22%	-	100% <sup>dn</sup>	-	19%	16%	24% <sup>dn</sup>	20%	18%
(NET) High	381	381	-	-	380	1	-	381	-	110	124	276	331	188
17%	17%	21% <sup>dn</sup>	-	-	18% <sup>dn</sup>	1%	-	100% <sup>dn</sup>	-	11%	13%	24% <sup>dn</sup>	19% <sup>dn</sup>	16% <sup>dn</sup>

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"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
0%	637	316	317	40	140	450	15	25	50	90	132	154	165	144	189	127	165	334	303
	28%	29%	28%	6%	19% <sup>EH</sup>	34% <sup>EFHJ</sup>	5%	6%	14% <sup>EH</sup>	24% <sup>EHJL</sup>	42% <sup>EFHJ</sup>	52% <sup>EFHJ</sup>	76% <sup>EFHJ</sup>	29%	28%	25%	32%	28%	28%
1-10%	282	130	150	51	117	113	22	30	47	70	41	49	24	73	81	59	64	155	127
12%	12%	12%	13%	7%	16% <sup>EH</sup>	14% <sup>EH</sup>	7%	8%	13% <sup>E</sup>	19% <sup>EHJN</sup>	13% <sup>E</sup>	17% <sup>EH</sup>	11%	15%	12%	12%	13%	13%	12%
11-20%	256	136	119	69	85	101	24	44	45	40	46	40	14	57	88	53	52	145	111
11%	12%	10%	10%	70%	12%	12% <sup>LN</sup>	8%	11%	13%	11%	15% <sup>HN</sup>	14% <sup>N</sup>	6%	11%	13%	10%	70%	12%	10%
21-30%	301	150	150	117	125	58	55	62	65	69	24	27	6	70	78	74	65	149	152
13%	14%	13%	17% <sup>GLMN</sup>	17% <sup>GLMN</sup>	7%	19% <sup>GLMN</sup>	13% <sup>GLN</sup>	13% <sup>GLMN</sup>	13% <sup>GLMN</sup>	8%	7% <sup>N</sup>	3%	3%	14%	12%	15%	13%	13%	14%
31-40%	164	79	82	65	64	33	32	33	34	30	24	6	4	41	44	38	37	86	78
7%	7%	7%	10% <sup>GMN</sup>	9% <sup>GMN</sup>	4%	11% <sup>GMN</sup>	9% <sup>GMN</sup>	9% <sup>GMN</sup>	9% <sup>GMN</sup>	8% <sup>GMN</sup>	2%	2%	2%	8%	7%	8%	7%	7%	7%
41-50%	150	62	89	65	60	25	30	35	33	27	18	2	5	34	45	38	33	79	71
7%	6%	8%	10% <sup>GMN</sup>	8% <sup>GMN</sup>	3%	10% <sup>GMN</sup>	9% <sup>GMN</sup>	9% <sup>GMN</sup>	7% <sup>GMN</sup>	6% <sup>M</sup>	1%	2%	2%	7%	7%	8%	6%	7%	7%
51-60%	87	54	33	54	29	2	19	35	16	13	1	*	*	19	34	16	14	53	34
4%	5%	3%	9% <sup>FGKLM</sup>	4% <sup>GLMN</sup>	*	7% <sup>GLMN</sup>	9% <sup>FGKLM</sup>	9% <sup>GLMN</sup>	3% <sup>GLMN</sup>	*	*	*	*	4%	5%	3%	3%	5%	3%
61-70%	114	46	68	73	23	12	24	49	13	11	8	4	7	26	42	23	22	68	46
5%	4%	6%	11% <sup>FGJKL</sup>	9% <sup>N</sup>	1%	9% <sup>FGJK</sup>	13% <sup>FGJKL</sup>	4% <sup>N</sup>	3% <sup>N</sup>	2%	1%	-	-	5%	6%	5%	4%	6%	4%
71-80%	85	34	51	42	34	9	21	21	23	11	1	5	2	10	32	17	23	42	43
4%	3%	4%	6% <sup>GLMN</sup>	5% <sup>GLN</sup>	1%	7% <sup>GLMN</sup>	5% <sup>GLN</sup>	6% <sup>GLMN</sup>	3%	*	2%	1%	1%	2%	5%	3%	5%	4%	4%
81-90%	71	35	34	35	25	10	16	18	10	14	5	5	-	13	24	24	7	37	34
3%	3%	3%	5% <sup>GLMN</sup>	3% <sup>GN</sup>	1%	6% <sup>GLMN</sup>	5% <sup>GN</sup>	3% <sup>N</sup>	4% <sup>GN</sup>	2%	2%	-	-	3%	4%	5% <sup>R</sup>	1%	3%	3%
91-100%	111	56	50	71	24	16	32	39	18	5	12	4	*	14	19	33	33	34	78
5%	5%	4%	10% <sup>FGJKL</sup>	3% <sup>N</sup>	2%	11% <sup>FGJK</sup>	10% <sup>FGKLM</sup>	5% <sup>FGKMN</sup>	1%	4% <sup>N</sup>	1%	*	*	3%	3%	7% <sup>OPS</sup>	6% <sup>OPS</sup>	3%	7% <sup>OPS</sup>
(NET) Low	1475	731	735	468	722	116	160	208	259	242	270	209	345	437	312	345	782	694	694
65%	67%	64%	41%	64% <sup>EH</sup>	47% <sup>EFHJ</sup>	40%	41%	59% <sup>EH</sup>	70% <sup>EHJL</sup>	74% <sup>EFHJ</sup>	82% <sup>EFHJ</sup>	85% <sup>EFHJ</sup>	69%	64%	62%	67%	66%	66%	64%
(NET) Medium	401	195	203	184	153	60	81	103	83	70	43	7	9	94	124	92	84	218	183
18%	18%	18%	27% <sup>FGKL</sup>	21% <sup>GLMN</sup>	7% <sup>M</sup>	28% <sup>FGKLM</sup>	26% <sup>GLMN</sup>	23% <sup>GLMN</sup>	19% <sup>GMN</sup>	14% <sup>GMN</sup>	3%	4%	4%	19%	18%	18%	16%	18%	17%
(NET) High	381	171	203	221	106	46	94	127	64	42	26	18	3	63	118	97	85	181	200
17%	16%	18%	33% <sup>FGJK</sup>	13% <sup>GLMN</sup>	6% <sup>N</sup>	31% <sup>FGJK</sup>	31% <sup>FGJK</sup>	11% <sup>FGKLM</sup>	11% <sup>GN</sup>	6% <sup>N</sup>	6% <sup>N</sup>	1%	1%	13%	17%	15% <sup>LO</sup>	17%	15%	15% <sup>LO</sup>

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
0%	637	142	84	295	95	16	32	32	575	61
	28%	16%	25% <sup>a</sup>	62% <sup>abcd</sup>	24% <sup>a</sup>	9%	10%	12%	33% <sup>efgh</sup>	10%
1-10%	282	106	47	63	54	19	29	37	214	67
	12%	12%	14%	13%	14%	10%	9%	14%	13%	11%
11-20%	256	127	34	47	40	19	47	38	167	89
	11%	14%	10%	10%	10%	10%	15% <sup>h</sup>	15%	10%	18% <sup>h</sup>
21-30%	301	140	52	33	57	26	70	56	185	115
	13%	16% <sup>c</sup>	16% <sup>c</sup>	7%	14% <sup>c</sup>	14%	22% <sup>gh</sup>	22% <sup>gh</sup>	17%	19% <sup>h</sup>
31-40%	164	86	26	9	28	16	30	19	114	50
	7%	10% <sup>c</sup>	8% <sup>c</sup>	2%	7% <sup>c</sup>	9%	10%	7%	7%	8%
41-50%	150	75	18	9	31	18	26	24	92	58
	7%	8% <sup>c</sup>	5% <sup>c</sup>	2%	8% <sup>c</sup>	10%	9%	9%	6%	10% <sup>h</sup>
51-60%	87	50	9	3	15	14	21	11	46	41
	4%	6% <sup>c</sup>	3%	1%	4% <sup>c</sup>	7% <sup>h</sup>	7% <sup>h</sup>	4%	3%	7% <sup>h</sup>
61-70%	114	55	26	6	15	28	25	16	60	54
	5%	6% <sup>c</sup>	8% <sup>c</sup>	1%	4% <sup>c</sup>	18% <sup>gh</sup>	8% <sup>h</sup>	6%	4%	9% <sup>h</sup>
71-80%	85	30	15	7	19	15	13	12	53	32
	4%	3%	5% <sup>c</sup>	2%	5% <sup>c</sup>	8% <sup>h</sup>	4%	5%	3%	5%
81-90%	71	37	16	2	12	4	10	4	57	13
	3%	4% <sup>c</sup>	5% <sup>c</sup>	*	3% <sup>c</sup>	2%	3%	1%	3%	2%
91-100%	111	44	11	4	34	10	12	10	88	24
	5%	4% <sup>c</sup>	3%	1%	3% <sup>c</sup>	6%	4%	4%	5%	4%
(NET) Low	1475	514	217	437	246	80	178	163	1143	333
	65%	58%	64%	92% <sup>abcd</sup>	61%	43%	57% <sup>ae</sup>	63% <sup>ae</sup>	69% <sup>efh</sup>	58% <sup>ae</sup>
(NET) Medium	401	211	52	21	74	48	77	54	251	149
	18%	24% <sup>bc</sup>	16% <sup>c</sup>	4%	19% <sup>c</sup>	26% <sup>h</sup>	24% <sup>h</sup>	21%	15%	25% <sup>h</sup>
(NET) High	381	166	68	19	80	57	60	42	258	123
	17%	18% <sup>c</sup>	20% <sup>c</sup>	4%	20% <sup>c</sup>	31% <sup>gh</sup>	19%	16%	16%	20% <sup>h</sup>

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
0%	637	65	65	65	60	102	52	535	53	32	17
	28%	26%	32% <sup>km</sup>	32% <sup>km</sup>	21%	32% <sup>km</sup>	26%	28% <sup>km</sup>	29% <sup>km</sup>	28%	25%
1-10%	282	34	20	24	35	42	37	236	27	12	7
	12%	14%	10%	12%	12%	13%	18%	12%	15%	10%	11%
11-20%	256	26	30	28	27	40	23	221	15	14	7
	11%	10%	15%	14%	9%	13%	11%	12%	8%	12% <sup>km</sup>	10%
21-30%	301	25	23	30	57	25	26	262	17	14	8
	13%	10%	11%	15%	19% <sup>km</sup>	8%	13%	14% <sup>km</sup>	10%	12%	12%
31-40%	164	16	7	18	29	25	13	140	10	8	7
	7%	7%	4%	9%	10%	8%	6%	7%	5%	7%	10% <sup>km</sup>
41-50%	150	19	18	13	35	18	9	122	16	7	5
	7%	8%	9%	6%	12% <sup>km</sup>	6%	4%	6%	9%	6%	8%
51-60%	87	13	-	5	12	18	8	70	10	4	3
	4%	5% <sup>km</sup>	-	3%	4% <sup>km</sup>	5% <sup>km</sup>	4% <sup>km</sup>	4% <sup>km</sup>	5% <sup>km</sup>	4% <sup>km</sup>	4% <sup>km</sup>
61-70%	114	14	14	4	15	11	15	99	6	5	4
	5%	6%	7%	2%	5%	4%	7%	5%	3%	4%	6% <sup>km</sup>
71-80%	85	16	5	3	6	14	4	63	11	7	4
	4%	6%	3%	2%	2%	4%	2%	3%	6% <sup>km</sup>	6% <sup>km</sup>	6% <sup>km</sup>
81-90%	71	14	-	4	14	7	7	60	4	5	2
	3%	6% <sup>km</sup>	-	2%	5% <sup>km</sup>	2%	3%	3%	2% <sup>km</sup>	4% <sup>km</sup>	4% <sup>km</sup>
91-100%	111	6	20	9	4	14	9	88	12	7	4
	5%	2%	19% <sup>km</sup>	4%	1%	4%	5%	5%	12% <sup>km</sup>	3% <sup>km</sup>	4% <sup>km</sup>
(NET) Low	1475	140	130	147	180	210	138	1254	112	71	39
	65%	60%	68% <sup>km</sup>	73% <sup>km</sup>	61%	66% <sup>km</sup>	65% <sup>km</sup>	66% <sup>km</sup>	62%	63%	67%
(NET) Medium	401	49	25	36	75	60	29	332	36	19	15
	18%	20%	12%	18%	26% <sup>km</sup>	19%	14%	18%	20%	17%	22% <sup>km</sup>
(NET) High	381	50	39	19	39	46	35	310	33	23	14
	17%	20% <sup>km</sup>	19% <sup>km</sup>	10%	13%	15%	17%	16%	19% <sup>km</sup>	20% <sup>km</sup>	21% <sup>km</sup>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

B5.4. Proportion of viewing - SVoD usage

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
0%	637	605	30	57	55	71	24	36	90	511	126	65	61	511
	28%	31% <u>U</u>	12%	19%	19%	16%	12%	12%	52% <u>W</u> <u>X</u> <u>Z</u>	24%	76% <u>B</u>	88% <u>D</u> <u>E</u> <u>F</u>	67% <u>F</u>	24%
1-10%	282	255	22	37	35	56	37	36	15	269	13	5	8	269
	12%	13%	9%	12%	12%	12%	18% <u>A</u>	12%	9%	13%	8%	7%	9%	13%
11-20%	256	235	19	45	28	54	30	47	23	247	9	*	9	247
	11%	12%	8%	15%	10%	12%	15%	15%	13%	83% <u>C</u>	5%	*	10% <u>D</u>	15% <u>D</u>
21-30%	301	260	34	47	38	77	29	48	16	294	7	2	5	294
	13%	13%	14%	16%	13%	17%	14%	16%	9%	14% <u>C</u>	4%	2%	6%	14% <u>D</u>
31-40%	164	130	29	24	32	43	24	23	6	163	*	-	*	163
	7%	7%	12% <u>U</u>	8%	11% <u>A</u>	10% <u>A</u>	12% <u>A</u>	8%	3%	8% <u>C</u>	*	-	*	8% <u>D</u> <u>E</u>
41-50%	150	125	25	21	26	41	17	29	6	148	2	-	2	148
	7%	6%	10%	7%	9%	9%	8%	10%	3%	7% <u>C</u>	1%	-	2%	7% <u>D</u>
51-60%	87	68	18	11	15	26	13	20	4	87	*	*	*	87
	4%	3%	7% <u>U</u>	4%	5%	6%	7%	7%	3%	4% <u>C</u>	*	*	*	4%
61-70%	114	79	29	11	19	27	12	23	7	114	*	-	*	114
	5%	4%	12% <u>U</u>	4%	7%	6%	6%	7%	4%	5% <u>C</u>	*	-	*	5%
71-80%	85	76	8	14	10	25	7	19	4	79	5	2	4	79
	4%	4%	3%	5%	3%	5%	3%	6%	2%	4%	3%	2%	4%	4%
81-90%	71	63	5	11	15	24	3	13	3	70	*	-	*	70
	3%	3%	2%	4%	5%	5%	1%	4%	2%	3%	*	-	*	3%
91-100%	111	84	24	19	17	11	11	11	1	111	1	*	1	111
	5%	4%	10% <u>U</u>	6% <u>X</u> <u>A</u>	6% <u>A</u>	2%	5% <u>A</u>	4%	*	5% <u>C</u>	1%	*	1%	5%
(NET) Low	1475	1356	105	186	155	259	120	168	144	1321	154	72	83	1321
	65%	68% <u>U</u>	43%	63%	54%	57%	58%	55%	83% <u>W</u> <u>X</u> <u>Z</u>	63%	84% <u>B</u>	97% <u>D</u> <u>F</u>	91% <u>F</u>	63%
(NET) Medium	401	324	72	56	72	111	55	72	16	396	3	*	3	396
	19%	16%	30% <u>U</u>	19% <u>A</u>	25% <u>A</u>	24% <u>A</u>	23% <u>A</u>	24% <u>A</u>	9%	18% <u>C</u>	2%	*	3%	19% <u>D</u> <u>E</u>
(NET) High	381	302	66	54	61	87	32	66	14	374	7	2	5	374
	17%	15%	37% <u>U</u>	18% <u>A</u>	21% <u>A</u>	19% <u>A</u>	15%	22% <u>A</u>	8%	18% <u>C</u>	4%	3%	6%	18% <u>D</u> <u>E</u>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	*	1	-	-	-	-	1	-	*	1	-	1	-	*
1%	*	22%	-	-	-	-	3%	-	-	*	21%	-	2%	-	*
2 - Not very valuable	10	-	8	8	8	7	2	-	-	8	-	-	2	2	6
6%	6%	-	5%	5%	5%	5%	8%	-	-	11%	-	-	4%	3%	10%
3 - Neither valuable nor not valuable	21	19	2	18	18	17	14	1	1	6	1	*	9	8	4
13%	11%	68%	11%	12%	11%	11%	7%	58%	-	9%	15%	17%	20%	13%	7%
4 - Quite valuable	78	78	*	77	75	73	65	4	*	41	-	2	17	32	29
48%	48%	11%	49%	49%	49%	49%	21%	31%	10%	56%	-	83%	39%	52%	49%
5 - Extremely valuable	55	55	-	53	53	52	46	12	*	18	2	-	16	19	20
33%	34%	-	34%	34%	35%	35%	61%	11%	90%	25%	64%	-	35%	31%	34%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	1	-	-	1	-	*	-	1	-	*	-	-	*
	1%	1%	-	-	1%	-	*	-	10%	-	*	-	-	*
2 - Not very valuable	10	9	*	-	9	*	8	-	2	*	4	2	5	4
	6%	11%	*	-	6%	8%	5%	-	23%	1%	5%	7%	6%	5%
3 - Neither valuable nor not valuable	21	5	10	5	20	*	20	1	*	5	14	2	7	14
	13%	6%	16%	34%	13%	12%	13%	30%	3%	13%	17%	8%	9%	16%
4 - Quite valuable	78	40	30	8	76	1	74	2	3	22	31	5	39	33
	48%	47%	48%	52%	48%	27%	48%	65%	38%	52%	38%	20%	45%	38%
5 - Extremely valuable	55	31	22	2	53	2	53	*	2	15	33	15	36	35
	33%	36%	35%	14%	33%	53%	34%	5%	26%	35%	40%	65%	41%	40%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	*	1	-	-	1	-	-	-	-	*	*	*	-	*	-	1	*	1
1%	1%	*	1%	-	-	1%	-	-	-	-	1%	1%	1%	-	1%	-	1%	1%	1%
2 - Not very valuable	10	3	7	-	-	10	-	-	-	3	2	4	4	-	1	*	6	1	9
6%	6%	4%	8%	-	-	7%	-	-	-	11%	4%	7%	7%	-	1%	1%	11%	1%	9%
3 - Neither valuable nor not valuable	21	5	16	-	2	18	-	-	*	2	3	3	12	2	3	6	7	5	16
13%	13%	7%	17%	-	18%	12%	-	-	7%	25%	10%	6%	17%	9%	8%	15%	14%	8%	15%
4 - Quite valuable	78	35	44	-	7	70	-	-	5	2	14	22	33	13	21	16	25	34	44
48%	48%	49%	47%	-	51%	47%	-	-	93%	24%	49%	42%	50%	58%	51%	38%	50%	53%	44%
5 - Extremely valuable	55	29	26	-	4	51	-	-	4	9	25	17	17	7	16	19	12	24	31
33%	33%	40%	28%	-	31%	34%	-	-	51%	30%	47%	25%	25%	33%	40%	46%	24%	37%	31%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	1	-	-	-	-	1	-
1%		-	-	1%	-	-	-	-	1%	-
2 - Not very valuable	10	2	2	5	-	-	-	-	10	-
6%		6%	14%	4%	-	-	-	-	6%	-
3 - Neither valuable nor not valuable	21	3	2	15	*	-	-	-	21	-
13%		12%	19%	13%	2%	-	-	-	13%	-
4 - Quite valuable	78	13	1	56	5	-	4	2	75	4
48%		54%	10%	48%	87%	-	85%	77%	47%	86%
5 - Extremely valuable	55	7	8	40	1	-	1	1	54	1
33%		27%	57%	34%	11%	-	15%	23%	34%	14%

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	-	*
1%									3% <sup>up</sup>		2% <sup>up</sup>
2 - Not very valuable	10	2	2	2	-	-	-	8	1	*	-
6%		14%	12%	8%	-	-	-	7%	4%	3%	-
3 - Neither valuable nor not valuable	21	2	2	2	2	2	2	13	2	3	3
13%		16%	14%	8%	26%	9%	19%	11%	8%	19%	27% <sup>up</sup>
4 - Quite valuable	78	4	9	10	4	14	2	55	12	6	5
48%		27%	63%	46%	51%	71%	23%	47%	54%	41%	47%
5 - Extremely valuable	55	6	2	9	2	4	6	40	7	6	2
33%		44%	11%	39%	23%	20%	57%	34%	31%	37%	24%

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.1. For each benefit, please could you tell me how valuable it is to you personally - Services which are available to everyone

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	-	-	-	-	-	*	*	-	1	*	1	-
	1%	-	-	-	-	-	5%	1%	-	1%	*	1%	-
2 - Not very valuable	10	-	-	2	2	*	-	2	-	10	8	2	-
	6%	-	-	12%	9%	6%	-	5%	-	6%	10%	2%	-
3 - Neither valuable nor not valuable	21	-	2	4	*	-	*	1	-	21	12	8	-
	13%	-	17%	33%	1%	-	5%	2%	-	13%	17%	9%	-
4 - Quite valuable	78	2	4	1	10	4	6	22	-	78	34	45	-
	48%	47%	32%	9%	54%	89%	87%	43%	-	48%	46%	49%	-
5 - Extremely valuable	55	*	6	6	6	*	*	26	-	55	20	35	-
	33%	34%	51%	46%	35%	5%	3%	50%	-	33%	27%	39%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	1	-	-	-	-	1	-	-	-	1	-	1	-	-
+	-	22%	-	-	-	-	3%	-	-	-	21%	-	2%	-	-
2 - Not very valuable	+	-	+	+	+	-	-	-	-	+	-	-	+	+	-
+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	10	10	10	10	10	9	-	-	-	3	-	-	5	3	2
6%	6%	-	6%	6%	6%	7%	-	-	-	4%	-	-	11%	5%	4%
4 - Quite valuable	60	58	2	58	55	53	44	5	*	31	1	2	16	24	20
36%	36%	68%	37%	36%	35%	34%	27%	18%	10%	41%	15%	100%	35%	39%	34%
5 - Extremely valuable	93	93	*	89	89	88	79	14	1	40	2	-	23	34	36
57%	58%	11%	57%	58%	58%	60%	70%	82%	90%	54%	64%	-	52%	56%	62%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	1	-	-	1	-	-	-	1	-	-	-	-	-
*	1%	-	-	-	*	-	-	-	10%	-	-	-	-	-
2 - Not very valuable	*	-	*	*	*	-	*	-	-	*	*	-	*	*
*	-	*	1%	-	-	-	*	-	-	*	*	-	*	*
3 - Neither valuable nor not valuable	10	4	5	1	8	2	10	-	-	4	1	1	7	1
6%	5%	9%	4%	5%	53%	7%	7%	-	-	10%	2%	3%	8%	2%
4 - Quite valuable	60	30	21	8	59	1	55	2	2	15	28	4	29	30
36%	35%	34%	52%	37%	27%	36%	36%	83%	31%	35%	34%	18%	34%	35%
5 - Extremely valuable	93	51	35	7	92	1	89	*	4	23	52	18	50	55
57%	60%	57%	43%	57%	20%	57%	57%	17%	59%	55%	64%	79%	58%	63%



C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	*	*	-	-	1	-	-	-	-	-	*	*	-	*	-	*	*	*
2 - Not very valuable	*	*	*	-	-	*	-	-	-	-	-	*	*	-	*	-	*	*	*
3 - Neither valuable nor not valuable	10	4	6	-	-	10	-	-	-	-	4	3	4	1	2	5	2	3	8
4 - Quite valuable	60	5%	7%	-	-	7%	-	-	-	-	13%	5%	6%	3%	5%	12%	4%	4%	7%
5 - Extremely valuable	93	28	31	-	11	48	-	-	5	6	12	12	24	10	18	14	18	27	32
	57%	40%	34%	-	76%	32%	-	-	83%	71%	42%	23%	36%	45%	43%	33%	36%	43%	32%
	93	38	55	-	3	89	-	-	1	2	13	38	39	12	21	23	30	33	61
	57%	54%	59%	-	24%	60%	-	-	17%	29%	45%	71%	58%	53%	51%	55%	59%	52%	60%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	1	-	-	-	-	1	-
2 - Not very valuable	*	-	-	1%	-	-	-	-	*	-
3 - Neither valuable nor not valuable	10	2	2	6	*	-	-	-	10	-
4 - Quite valuable	60	15	5	38	2	-	2	2	58	2
5 - Extremely valuable	93	8	6	72	3	-	2	1	91	2
	57%	34%	46%	62%	61%	-	56%	23%	57%	54%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	-	-
*	*	-	-	-	-	-	-	-	3%p	-	-
2 - Not very valuable	*	-	-	-	-	-	-	-	*	-	*
*	*	-	-	-	-	-	-	-	1%	-	2%p
3 - Neither valuable nor not valuable	10	-	2	2	-	-	2	8	1	1	*
6%	6%	-	14%	8%	-	-	21%	6%	6%	7%	2%
4 - Quite valuable	60	6	3	7	2	13	4	43	7	5	5
36%	36%	43%	24%	31%	26%	65%	38%	37%	29%	31%	50%p
5 - Extremely valuable	93	8	9	14	5	7	4	65	14	10	5
57%	57%	57%	61%	61%	74%	35%	41%	56%	60%	62%	47%

C1i.2. For each benefit, please could you tell me how valuable it is to you personally - High-quality productions

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	-	-	-	-	-	*	*	-	1	-	1	-
	*	-	-	-	-	-	5%	1%	-	*	-	1%	-
2 - Not very valuable	*	-	-	-	-	-	*	-	-	*	*	-	-
	*	-	-	-	-	-	2%	-	-	*	1%	-	-
3 - Neither valuable nor not valuable	10	-	4	2	2	-	-	5	-	10	3	7	-
	6%	-	30%	20%	9%	-	-	10%	-	6%	5%	7%	-
4 - Quite valuable	60	2	4	8	11	4	6	15	-	60	30	30	-
	36%	35%	33%	66%	65%	89%	90%	29%	-	36%	40%	33%	-
5 - Extremely valuable	93	*	5	2	4	+	+	32	-	93	40	53	-
	57%	57%	37%	14%	25%	11%	3%	61%	-	57%	54%	59%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	*	1	*	-	-	-	1	-	-	1	*	1	-	-
1%	*	22%	*	-	-	-	3%	-	-	-	21%	8%	2%	-	-
2 - Not very valuable	9	9	-	9	9	8	8	-	-	8	-	-	1	4	4
6%	6%	-	6%	6%	6%	6%	6%	-	-	9%	-	-	2%	7%	7%
3 - Neither valuable nor not valuable	21	19	2	19	17	17	16	*	*	11	*	*	7	6	7
13%	12%	68%	12%	11%	11%	12%	1%	18%	-	14%	7%	9%	17%	10%	13%
4 - Quite valuable	70	69	*	69	69	67	56	9	*	34	*	2	19	31	20
42%	43%	6%	44%	45%	44%	43%	44%	21%	100%	45%	9%	83%	42%	51%	34%
5 - Extremely valuable	63	63	*	59	59	59	52	10	1	23	2	-	17	19	27
38%	39%	4%	38%	39%	39%	39%	51%	61%	-	32%	64%	-	38%	32%	46%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	1	-	*	1	-	*	-	4	-	-	-	*	-
1%	1%	-	1%	1%	-	*	-	10%	-	-	-	-	*	-
2 - Not very valuable	9	7	3	*	9	*	9	-	*	4	5	-	4	5
6%	8%	4%	1%	6%	8%	6%	6%	-	5%	10%	6%	-	5%	6%
3 - Neither valuable nor not valuable	21	10	7	5	21	-	21	*	*	8	9	2	10	11
13%	12%	10%	30%	13%	-	14%	14%	7%	3%	18%	12%	8%	12%	13%
4 - Quite valuable	70	34	28	8	67	2	65	2	2	19	33	5	38	33
42%	40%	45%	48%	42%	80%	42%	42%	80%	31%	45%	40%	21%	44%	38%
5 - Extremely valuable	63	35	25	3	63	*	59	*	4	11	35	16	35	37
38%	40%	40%	20%	39%	12%	38%	38%	13%	51%	27%	42%	71%	40%	43%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	1	*	-	-	1	-	-	-	-	-	*	1	-	*	-	1	*	1
1%	1%	1%	*	-	-	1%	-	-	-	-	-	1%	1%	-	1%	-	1%	1%	1%
2 - Not very valuable	9	4	5	-	-	9	-	-	-	2	3	5	5	2	*	*	5	2	7
6%	6%	6%	-	-	6%	-	-	-	-	6%	5%	8%	8%	8%	1%	1%	9%	3%	7%
3 - Neither valuable nor not valuable	21	8	13	-	2	19	-	-	-	2	3	5	11	4	7	4	6	11	11
13%	11%	14%	-	13%	13%	-	-	-	22%	9%	10%	17%	17%	16%	17%	10%	12%	17%	11%
4 - Quite valuable	70	39	31	-	8	61	-	-	5	3	15	21	25	9	19	17	23	28	42
42%	35% <b>D</b>	33%	-	57%	41%	-	-	93%	34%	51%	40%	37%	37%	41%	46%	42%	46%	44%	41%
5 - Extremely valuable	63	19	44	-	4	59	-	*	4	10	24	25	25	8	15	19	16	22	41
38%	27%	47% <b>C</b>	-	29%	40%	-	-	7%	44%	35%	45%	38%	38%	36%	47%	31%	35%	41%	41%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	1	-	-	-	-	1	-
1%	-	-	-	1%	-	-	-	-	1%	-
2 - Not very valuable	9	-	1	7	2	-	-	-	9	-
6%	-	-	4%	6%	30%	-	-	-	6%	-
3 - Neither valuable nor not valuable	21	*	4	15	2	-	-	-	21	-
13%	-	2%	33%	13%	30%	-	-	-	13%	-
4 - Quite valuable	70	15	6	46	1	-	4	3	65	4
42%	63%	47%	40%	19%	-	100%	100%	41%	41%	100%
5 - Extremely valuable	63	9	2	48	1	-	-	-	63	-
38%	35%	15%	41%	21%	-	-	-	-	40%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	-	*
1%		-	-	-	-	-	-	-	3% <sup>up</sup>	-	2% <sup>up</sup>
2 - Not very valuable	9	-	-	3	-	-	-	7	1	1	1
6%		-	-	14%	-	-	-	6%	5%	4%	7%
3 - Neither valuable nor not valuable	21	2	5	-	-	2	4	16	3	1	1
13%		14%	38%	-	-	9%	38%	14%	13%	9%	6%
4 - Quite valuable	70	4	5	7	5	15	2	46	11	8	5
42%		29%	38%	31%	74%	74%	21%	40%	46%	53%	48%
5 - Extremely valuable	63	8	3	12	2	4	4	47	7	5	4
38%		57%	24%	55%	26%	18%	41%	40%	32%	34%	37%

C1i.3. For each benefit, please could you tell me how valuable it is to you personally - A wide range of different types of programmes for me

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	-	-	-	-	-	1	*	-	1	*	1	-
	1%	-	-	-	-	-	8%	1%	-	1%	*	1%	-
2 - Not very valuable	9	-	-	-	-	*	*	2	-	9	5	5	-
	6%	-	-	-	-	6%	2%	3%	-	6%	6%	5%	-
3 - Neither valuable nor not valuable	21	-	2	4	4	-	-	5	-	21	6	15	-
	13%	-	14%	32%	22%	-	-	10%	-	13%	9%	16%	-
4 - Quite valuable	70	2	4	8	8	3	4	20	-	70	32	37	-
	42%	100%	34%	66%	47%	86%	58%	37%	-	42%	44%	41%	-
5 - Extremely valuable	63	-	0	*	5	*	2	25	-	63	30	33	-
	38%	-	52%	1%	31%	8%	32%	49%	-	38%	41%	37%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C11.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	38	37	1	34	33	34	30	2	1	-	21	1	2	7	11	20
	23%	23%	28%	21%	21%	23%	22%	8%	61%	-	28%	21%	100%	16%	18%	34%
2 - Not very valuable	36	35	-	35	33	33	31	3	-	-	14	-	-	9	13	13
	21%	22%	-	22%	21%	22%	23%	15%	-	-	19%	13%	-	21%	21%	22%
3 - Neither valuable nor not valuable	26	24	2	24	24	22	18	2	-	-	9	-	-	7	16	4
	16%	15%	65%	15%	15%	15%	14%	11%	-	-	12%	-	-	15%	26%	6%
4 - Quite valuable	40	40	*	40	40	39	34	7	*	*	17	*	-	15	11	13
	24%	25%	7%	25%	26%	26%	26%	34%	18%	10%	23%	7%	-	34%	19%	22%
5 - Extremely valuable	25	25	-	25	25	22	19	6	*	2	13	2	-	7	9	9
	15%	16%	-	16%	16%	15%	14%	32%	21%	90%	18%	60%	-	15%	15%	16%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	38	26	9	3	38	*	33	2	3	6	19	6	18	20
	23%	30%	14%	21%	23%	8%	21%	66%	39%	14%	23%	26%	21%	23%
2 - Not very valuable	35	19	13	3	34	*	35	*	-	9	20	7	18	21
	21%	22%	21%	20%	21%	12%	22%	10%	-	21%	24%	31%	21%	25%
3 - Neither valuable nor not valuable	26	9	15	3	24	2	26	-	*	10	14	3	14	15
	16%	10%	23%	18%	15%	73%	17%	-	7%	24%	17%	13%	16%	17%
4 - Quite valuable	40	17	21	2	40	*	38	-	2	15	10	6	28	12
	24%	20%	33%	15%	25%	7%	24%	-	31%	35% <b>B</b>	13%	26%	32% <b>B</b>	14%
5 - Extremely valuable	25	15	6	4	25	-	23	*	2	3	18	1	8	18
	15%	18%	9%	26%	15%	-	15%	5%	23%	6%	23% <b>A</b>	4%	10%	21%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101**
1 - Not at all valuable	38	17	21	-	-	38	-	-	-	-	6	12	20	6	8	4	19	14	24
	23%	24%	23%	-	-	26%	-	-	-	-	21%	23%	29%	25%	19%	9%	37%	22%	24%
2 - Not very valuable	35	13	22	-	1	34	-	-	1	-	3	10	21	5	9	13	8	14	20
	21%	18%	24%	-	4%	23%	-	-	10%	-	9%	19%	32%	22%	23%	31%	15%	23%	20%
3 - Neither valuable nor not valuable	26	8	19	-	3	24	-	-	1	2	9	4	11	3	8	7	5	12	15
	16%	11%	20%	-	19%	16%	-	-	10%	25%	29%	8%	16%	15%	20%	17%	10%	18%	15%
4 - Quite valuable	40	22	19	-	10	29	-	-	4	6	10	12	8	6	15	8	9	21	19
	24%	30%	20%	-	73%	20%	-	-	80%	68%	33%	22%	12%	29%	35%	20%	17%	33%	19%
5 - Extremely valuable	25	12	13	-	1	24	-	-	1	2	14	7	7	2	1	10	11	3	22
	15%	17%	14%	-	4%	16%	-	-	7%	7%	27**	11%	11%	8%	2%	23%	21**PS	4%	22**PS

C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	38	5	2	26	1	-	-	-	38	-
	23%	22%	16%	22%	18%	-	-	-	24%	-
2 - Not very valuable	35	1	-	33	1	-	-	-	35	-
	21%	3%	-	28%	13%	-	-	-	22%	-
3 - Neither valuable nor not valuable	26	7	2	16	*	-	-	-	26	-
	16%	28%	18%	14%	6%	-	-	-	16%	-
4 - Quite valuable	40	9	7	23	2	-	4	2	36	4
	24%	37%	51%	19%	30%	-	85%	77%	23%	86%
5 - Extremely valuable	25	2	2	19	2	-	1	1	24	1
	15%	10%	16%	16%	33%	-	15%	23%	15%	14%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	38	4	5	5	-	4	-	26	8	3	2
	23%	27%	35%	23%	-	18%	-	22%	34%	17%	20%
2 - Not very valuable	35	4	6	2	2	4	2	24	4	4	2
	21%	27%	41%	7%	26%	18%	23%	21%	17%	27%	25%
3 - Neither valuable nor not valuable	26	4	2	2	-	2	2	18	4	3	1
	16%	30%	13%	8%	-	8%	19%	16%	17%	20%	15%
4 - Quite valuable	40	-	-	9	2	9	6	29	5	4	2
	24%	-	-	38%	25%	46%	57%	25%	22%	25%	26%
5 - Extremely valuable	25	2	2	5	3	2	-	20	2	2	1
	15%	17%	12%	23%	49%	11%	-	17%	10%	12%	15%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.4. For each benefit, please could you tell me how valuable it is to you personally - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	38	2	-	*	2	2	2	12	-	38	21	17	-
	23%	85%	-	2%	10%	48%	35%	23%	-	23%	29%	19%	-
2 - Not very valuable	35	-	*	-	2	*	1	11	-	35	16	19	-
	21%	-	3%	-	11%	4%	7%	21%	-	21%	22%	20%	-
3 - Neither valuable nor not valuable	26	-	6	4	2	2	*	6	-	26	8	18	-
	16%	-	48%	33%	11%	43%	2%	12%	-	16%	11%	20%	-
4 - Quite valuable	40	-	6	5	11	*	4	10	-	40	13	27	-
	24%	-	48%	37%	65%	5%	56%	20%	-	24%	18%	30%	-
5 - Extremely valuable	25	*	-	4	1	-	-	13	-	25	15	10	-
	15%	15%	-	29%	4%	-	-	24%	-	15%	21%	11%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	*	1	*	-	-	-	1	-	-	-	1	*	1	-	-
f%	*	*	22%	*	-	-	-	3%	-	-	-	21%	8%	2%	-	-
2 - Not very valuable	*	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*
*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*
3 - Neither valuable nor not valuable	4	4	-	4	4	2	*	-	-	-	-	-	-	*	2	2
3%	3%	-	3%	3%	2%	*	-	-	-	-	-	-	-	*	3%	4%
4 - Quite valuable	47	47	*	46	43	44	40	4	-	2	24	-	-	13	17	17
29%	29%	4%	29%	28%	29%	30%	22%	-	90%	32%	-	-	30%	28%	30%	
5 - Extremely valuable	112	109	2	107	106	105	92	15	1	*	50	3	2	30	42	39
68%	68%	74%	68%	69%	69%	70%	75%	100%	10%	68%	79%	92%	68%	69%	67%	

C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	1	-	*	1	-	*	-	1	-	-	-	*	-
1%	1%	-	-	1%	-	-	*	-	10%	-	-	-	*	-
2 - Not very valuable	*	*	-	-	*	-	*	-	-	-	*	-	-	*
*	*	-	-	-	-	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	4	2	2	*	4	-	4	-	-	2	*	-	4	*
3%	3%	3%	1%	3%	-	3%	-	-	-	4%	1%	-	4%	*
4 - Quite valuable	47	22	17	8	47	1	45	-	2	10	24	3	19	26
29%	26%	27%	52%	29%	27%	-	29%	-	30%	23%	29%	11%	22%	30%
5 - Extremely valuable	112	61	44	7	109	2	105	3	4	31	58	21	64	60
68%	71%	70%	46%	68%	73%	68%	100%	60%	72%	70%	89%	73%	70%	

C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	1	*	-	-	1	-	-	-	-	*	1	-	-	*	-	1	*	1
1%	1%	1%	*	-	-	1%	-	-	-	-	1%	1%	-	-	1%	-	1%	1%	1%
2 - Not very valuable	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*
*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*
3 - Neither valuable nor not valuable	4	-	4	-	-	4	-	-	-	-	2	2	-	2	2	*	2	2	2
3%	-	4%	-	-	3%	-	-	-	-	4%	3%	-	4%	5%	*	3%	2%	2%	
4 - Quite valuable	47	23	24	-	6	41	-	-	2	4	11	20	8	12	11	16	20	27	
29%	32%	26%	-	44%	28%	-	-	40%	47%	37%	20%	29%	38%	28%	26%	32%	31%	27%	
5 - Extremely valuable	112	48	64	-	8	103	-	-	3	4	18	45	14	28	28	33	41	70	
68%	67%	69%	-	56%	69%	-	-	60%	53%	63%	75%	67%	62%	67%	68%	66%	65%	70%	

C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	1	-	-	-	-	1	-
1%	-	-	-	1%	-	-	-	-	1%	-
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
*	-	-	-	*	-	-	-	-	*	-
3 - Neither valuable nor not valuable	4	-	*	4	-	-	-	-	4	-
3%	-	-	2%	3%	-	-	-	-	3%	-
4 - Quite valuable	47	10	4	33	*	-	2	-	46	2
29%	40%	28%	28%	5%	-	42%	-	29%	40%	-
5 - Extremely valuable	112	15	9	79	5	-	2	3	109	3
68%	60%	70%	67%	95%	-	58%	100%	68%	60%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	-	*
1%	1%	-	-	-	-	-	-	-	3% <sup>up</sup>	-	2% <sup>up</sup>
2 - Not very valuable	*	-	-	-	-	-	-	-	-	-	*
*	*	-	-	-	-	-	-	-	-	-	*
3 - Neither valuable nor not valuable	4	-	2	-	-	-	-	4	-	*	*
3%	3%	-	13%	-	-	-	-	3%	-	2%	2%
4 - Quite valuable	47	6	4	5	5	9	-	38	4	2	3
29%	29%	43%	27%	24%	74%	46%	-	32% <sup>up</sup>	20%	14%	31% <sup>up</sup>
5 - Extremely valuable	112	8	9	17	2	11	10	75	18	13	6
68%	68%	57%	61%	76%	26%	54%	100%	64%	78%	84% <sup>up</sup>	64%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.5. For each benefit, please could you tell me how valuable it is to you personally - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	1	-	-	-	-	1	*	-	1	*	1	-
	1%	1%	-	-	-	-	8%	1%	-	1%	*	1%	-
2 - Not very valuable	*	*	-	-	-	-	-	*	-	*	*	-	-
	*	*	-	-	-	-	-	*	-	*	*	-	-
3 - Neither valuable nor not valuable	4	4	2	-	-	-	-	2	-	4	2	2	-
	3%	3%	14%	-	-	-	-	4%	-	3%	3%	2%	-
4 - Quite valuable	47	47	4	6	6	2	2	12	-	47	19	28	-
	29%	29%	29%	46%	35%	44%	32%	24%	-	29%	26%	31%	-
5 - Extremely valuable	112	110	7	7	11	2	4	38	-	112	52	60	-
	68%	68%	57%	54%	65%	56%	61%	72%	-	68%	71%	66%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	3	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	3	1	3	2	2	2	1	*	-	*	1	2	1	2	*
2% Not very valuable	5	-	5	5	5	5	-	-	-	2	-	-	3	-	2
3% Neither valuable nor not valuable	3	-	3	3	3	4%	-	-	-	3%	-	-	7%	-	3%
4 - Quite valuable	82	2	78	76	74	63	8	*	2	35	1	-	24	27	31
50% Extremely valuable	72	*	70	70	68	61	11	1	*	47%	19%	-	54%	45%	52%
44%	72	11%	70	70	68	61	11	1	*	36	2	*	16	31	26
44%	45%	11%	45%	45%	45%	46%	56%	51%	10%	49%	60%	9%	35%	51%	43%

***PSB Quantitative Research- September 2020***

C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	3	3	*	*	3	-	*	2	1	-	2	*	1	2
2 - Not very valuable	5	3	2	*	4	*	5	-	-	3	1	-	4	1
3 - Neither valuable nor not valuable	1	1	*	*	1	-	1	-	-	*	1	-	*	1
4 - Quite valuable	82	41	30	11	81	1	78	*	4	25	37	5	43	39
5 - Extremely valuable	72	38	30	4	71	2	70	*	2	15	42	17	39	44
	44%	45%	48%	26%	44%	53%	45%	12%	33%	35%	51%	76%	45%	50%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	3	2	1	-	-	3	-	-	-	1	*	2	2	2	*	-	1	2	1
	2%	3%	1%	-	-	2%	-	-	-	2%	1%	4%	4%	8%	1%	-	2%	3%	1%
2 - Not very valuable	5	2	3	-	-	5	-	-	-	*	4	1	2	2	*	2	1	2	3
	3%	3%	4%	-	-	4%	-	-	-	2%	8%	1%	1%	8%	1%	5%	2%	3%	3%
3 - Neither valuable nor not valuable	1	*	1	-	-	1	-	-	-	-	1	1	-	-	*	1	1	*	1
	1%	1%	1%	-	-	1%	-	-	-	-	1%	1%	-	-	*	1%	1%	*	1%
4 - Quite valuable	82	36	46	-	8	73	-	-	2	6	19	23	31	12	20	17	30	32	50
	50%	51%	49%	-	59%	49%	-	-	44%	69%	66%	43%	47%	54%	49%	41%	58%	51%	49%
5 - Extremely valuable	72	30	42	-	6	66	-	-	3	3	9	25	32	7	20	22	19	27	45
	44%	42%	45%	-	41%	44%	-	-	56%	31%	31%	48%	48%	30%	49%	53%	37%	42%	45%

C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	3	-	-	3	-	-	-	-	3	-
2%		-	-	3%	-	-	-	-	2%	-
2 - Not very valuable	5	2	*	3	*	-	-	-	5	-
3%		7%	2%	2%	9%	-	-	-	3%	-
3 - Neither valuable nor not valuable	1	-	*	1	-	-	-	-	1	-
1%		-	2%	1%	-	-	-	-	1%	-
4 - Quite valuable	82	12	8	56	4	-	2	-	80	2
50%		51%	62%	48%	65%	-	42%	-	50%	40%
5 - Extremely valuable	72	10	4	54	1	-	2	3	70	3
44%		42%	34%	46%	26%	-	58%	100%	44%	60%

C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	3	-	-	-	-	2	-	2	1	*	*
2%	2%	-	-	-	-	9%	-	2%	5%	1%	2%
2 - Not very valuable	5	-	4	-	-	-	-	4	1	*	*
3%	3%	-	26%	-	-	-	-	3%	4%	3%	2%
3 - Neither valuable nor not valuable	1	-	-	-	-	-	-	-	-	1	1
1%	1%	-	-	-	-	-	-	-	-	5%pq	6%pq
4 - Quite valuable	82	7	5	14	5	13	6	64	9	5	4
50%	50%	56%	35%	61%	74%	63%	61%	65%r	40%	34%	42%
5 - Extremely valuable	72	6	5	9	2	5	4	47	12	9	5
44%	44%	44%	38%	39%	26%	27%	39%	40%	51%	57%	49%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.6. For each benefit, please could you tell me how valuable it is to you personally - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	3	-	-	-	-	-	1	3	-	3	*	3	-
	2%	-	-	-	-	-	8%	5%	-	2%	1%	3%	-
2 - Not very valuable	5	2	-	-	2	2	2	*	-	5	4	1	-
	3%	85%	-	-	10%	48%	25%	1%	-	3%	6%	1%	-
3 - Neither valuable nor not valuable	1	-	-	-	-	-	*	*	-	1	1	*	-
	1%	-	-	-	-	-	2%	*	-	1%	1%	*	-
4 - Quite valuable	82	-	5	9	8	2	3	20	-	82	37	45	-
	50%	-	38%	76%	45%	43%	36%	39%	-	50%	50%	50%	-
5 - Extremely valuable	72	*	8	3	8	*	2	29	-	72	31	41	-
	44%	15%	62%	24%	45%	9%	29%	55%	-	44%	42%	46%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	1	1	1	1	*	1	1	*	-	1	1	-	1	-	1
7%	1%	35%	1%	1%	*	1%	5%	18%	-	-	1%	28%	-	3%	-	2%
2 - Not very valuable	11	11	-	11	11	8	8	2	-	-	5	-	2	2	6	3
6%	7%	-	7%	7%	9%	6%	11%	-	-	6%	13%	83%	-	4%	10%	5%
3 - Neither valuable nor not valuable	48	46	2	44	43	44	35	*	-	-	23	-	*	13	19	16
29%	29%	65%	28%	28%	29%	27%	1%	-	-	31%	-	8%	-	30%	32%	26%
4 - Quite valuable	86	86	-	85	84	83	73	12	*	2	39	-	*	23	29	35
53%	54%	-	54%	55%	55%	56%	57%	42%	100%	53%	-	9%	51%	47%	59%	
5 - Extremely valuable	17	17	-	17	15	15	5	*	-	-	6	2	-	5	7	5
10%	10%	-	11%	10%	10%	11%	26%	40%	-	9%	60%	-	12%	11%	8%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	2	-	-	2	*	1	-	1	1	*	*	1	*
	1%	3%	-	-	1%	8%	1%	-	15%	2%	*	2%	1%	*
2 - Not very valuable	11	7	2	1	10	-	8	2	*	1	7	1	5	7
	6%	8%	4%	6%	6%	-	5%	76%	3%	3%	9%	3%	6%	9%
3 - Neither valuable nor not valuable	48	16	21	11	48	*	48	-	*	11	27	2	20	27
	29%	19%	34%	68%	30%	5%	31%	-	2%	27%	33%	9%	23%	31%
4 - Quite valuable	86	53	30	4	83	3	80	*	6	22	40	13	49	40
	53%	61%	47%	26%	52%	87%	52%	12%	80%	52%	49%	57%	56%	46%
5 - Extremely valuable	17	8	9	-	17	-	16	*	-	7	8	7	12	12
	10%	9%	15%	-	11%	-	11%	13%	-	17%	9%	30%	14%	14%

C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	1	1	-	-	2	-	-	-	-	1	1	1	*	1	-	1	1	1
	1%	1%	1%	-	-	2%	-	-	-	-	3%	1%	1%	1%	3%	-	1%	2%	1%
2 - Not very valuable	11	7	4	-	-	11	-	-	-	-	4	1	6	3	*	1	5	3	8
	6%	9%	4%	-	-	7%	-	-	-	-	13%	2%	9%	11%	1%	3%	10%	4%	8%
3 - Neither valuable nor not valuable	48	19	29	-	4	44	-	-	2	2	10	11	23	6	7	12	22	14	35
	29%	27%	31%	-	28%	30%	-	-	32%	25%	33%	22%	35%	29%	18%	30%	43% <b>PS</b>	21%	34%
4 - Quite valuable	86	36	51	-	8	77	-	-	4	4	12	33	32	8	29	23	20	37	49
	53%	50%	54%	-	57%	52%	-	-	68%	50%	41%	62%	48%	35%	71% <b>RT</b>	55%	40%	58%	49%
5 - Extremely valuable	17	9	8	-	2	15	-	-	2	3	7	5	5	5	3	5	3	9	8
	10%	12%	9%	-	15%	10%	-	-	25%	10%	13%	7%	7%	25%	8%	12%	6%	14%	8%

C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	*	2	*	-	-	-	2	-
1%		-	3%	1%	4%	-	-	-	1%	-
2 - Not very valuable	11	2	2	7	*	-	-	-	11	-
6%		7%	12%	6%	9%	-	-	-	7%	-
3 - Neither valuable nor not valuable	48	7	5	31	4	-	2	2	47	2
29%		29%	38%	26%	68%	-	44%	70%	29%	42%
4 - Quite valuable	86	12	6	65	1	-	2	*	84	2
53%		51%	43%	55%	19%	-	49%	18%	53%	51%
5 - Extremely valuable	17	3	*	13	-	-	*	-	17	-
10%		12%	4%	11%	-	-	7%	12%	10%	7%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	2	-	-	-	-	-	-	-	1	1	*
1%									3% <sup>up</sup>	10% <sup>up</sup>	2% <sup>up</sup>
2 - Not very valuable	11	-	2	-	-	2	-	7	2	1	*
6%			12%			9%		6%	10%	7%	5%
3 - Neither valuable nor not valuable	48	4	5	3	4	7	4	34	6	5	3
29%		30%	38%	15%	52%	37%	40%	30%	25%	32%	34%
4 - Quite valuable	86	7	5	15	3	7	6	63	12	6	5
53%		57%	36%	69%	48%	36%	60%	54%	54%	40%	54%
5 - Extremely valuable	17	2	2	4	-	4	-	13	2	2	+
10%		14%	14%	16%	-	18%	-	11%	8%	11%	5%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.7. For each benefit, please could you tell me how valuable it is to you personally - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	*	*	1	-	2	1	2	-	
	1%	1%	-	-	-	6%	5%	1%	-	1%	1%	2%	-	
2 - Not very valuable	11	11	-	2	2	-	-	2	-	11	5	5	-	
	6%	6%	-	12%	9%	-	-	4%	-	6%	7%	6%	-	
3 - Neither valuable nor not valuable	48	47	2	4	6	4	2	4	10	-	48	24	25	-
	29%	29%	65%	31%	50%	21%	42%	58%	18%	-	29%	32%	27%	-
4 - Quite valuable	86	86	-	6	5	8	2	2	36	-	86	37	49	-
	53%	53%	-	51%	37%	47%	44%	32%	68%	-	53%	51%	54%	-
5 - Extremely valuable	17	17	*	2	-	4	*	*	4	-	17	7	10	-
	10%	10%	15%	18%	-	23%	8%	5%	8%	-	10%	9%	11%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	1	1	1	1	1	1	1	1	-	-	1	2	-	-	
7%	1%	22%	1%	*	*	1%	5%	31%	-	-	21%	8%	4%	-	-	
2 - Not very valuable	18	18	-	18	18	13	5	-	-	12	-	-	5	4	9	
11%	11%	-	12%	12%	11%	10%	23%	-	-	16%	-	-	12%	8%	15%	
3 - Neither valuable nor not valuable	40	38	2	38	36	35	35	4	*	13	*	-	14	17	9	
24%	24%	67%	24%	23%	23%	27%	18%	11%	-	18%	4%	-	32%	27%	16%	
4 - Quite valuable	90	90	*	86	86	87	72	7	1	45	2	2	20	35	36	
55%	56%	11%	55%	56%	58%	54%	34%	58%	-	60%	75%	92%	44%	58%	60%	
5 - Extremely valuable	14	14	-	14	11	11	4	-	2	4	-	-	3	5	5	
9%	9%	-	9%	9%	8%	8%	20%	-	100%	6%	-	-	8%	8%	9%	

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	1	*	*	2	-	*	*	1	-	*	*	1	1
	1%	1%	1%	1%	1%	-	*	13%	15%	-	*	2%	1%	1%
2 - Not very valuable	18	11	6	2	18	*	18	-	*	6	10	5	11	12
	11%	13%	9%	12%	11%	8%	12%	-	3%	13%	12%	21%	13%	13%
3 - Neither valuable nor not valuable	40	13	21	6	38	2	40	*	*	11	16	4	24	18
	24%	15%	34% <b>0</b>	40%	24%	65%	26%	5%	3%	27%	19%	19%	27%	20%
4 - Quite valuable	90	55	28	7	89	1	82	2	6	19	50	11	43	50
	55%	64%	45%	43%	55%	27%	53%	83%	79%	44%	62%	45%	49%	58%
5 - Extremely valuable	14	6	7	1	14	-	14	-	-	7	6	3	9	6
	9%	7%	12%	4%	9%	-	9%	-	-	16%	7%	12%	10%	7%

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	1	1	-	-	2	-	-	-	*	1	1	1	-	*	-	1	*	1
	1%	1%	1%	-	-	1%	-	-	-	1%	1%	1%	1%	-	1%	-	2%	1%	1%
2 - Not very valuable	18	10	8	-	2	16	-	-	-	2	2	5	9	5	4	1	6	9	9
	11%	14%	9%	-	13%	11%	-	-	-	22%	6%	10%	14%	24%	9%	3%	12%	14%	9%
3 - Neither valuable nor not valuable	40	14	26	-	5	35	-	-	3	2	10	9	16	6	12	11	11	17	23
	24%	20%	28%	-	36%	23%	-	-	54%	26%	33%	17%	24%	26%	29%	26%	22%	27%	23%
4 - Quite valuable	90	40	50	-	7	83	-	-	3	4	15	32	36	8	21	29	27	29	61
	55%	56%	54%	-	47%	56%	-	-	46%	48%	50%	61%	53%	36%	51%	71%	53%	46%	61%
5 - Extremely valuable	14	7	7	-	*	13	-	-	*	3	5	5	8	3	5	*	6	8	6
	9%	9%	8%	-	3%	9%	-	-	6%	10%	10%	8%	15%	11%	*	11%	13%	6%	

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	-	1	-	-	-	-	2	-
1%				1%					1%	
2 - Not very valuable	18	5	*	12	*	-	-	-	18	-
11%		21%	3%	11%	8%	-	-	-	11%	-
3 - Neither valuable nor not valuable	40	7	4	24	4	-	2	-	38	2
24%		29%	34%	21%	70%	-	42%	-	24%	40%
4 - Quite valuable	90	11	7	68	1	-	2	2	88	2
55%		45%	51%	58%	20%	-	51%	81%	55%	49%
5 - Extremely valuable	14	1	2	11	*	-	*	-	13	-
9%		5%	12%	9%	2%	-	7%	19%	8%	11%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*
1 - Not at all valuable	2	-	-	-	-	-	-	-	1	-
1%	1%	-	-	-	-	-	-	-	6% <sup>up</sup>	2% <sup>up</sup>
2 - Not very valuable	18	-	2	5	-	2	-	14	2	2
11%	11%	-	12%	24%	-	9%	-	12%	10%	10%
3 - Neither valuable nor not valuable	40	6	5	2	5	4	6	32	3	4
24%	24%	43%	38%	7%	77%	19%	64%	27%	14%	25%
4 - Quite valuable	90	6	5	14	-	14	2	62	14	8
55%	55%	44%	37%	61%	-	72%	19%	54%	61%	53%
5 - Extremely valuable	14	2	2	2	2	-	2	9	2	2
9%	9%	14%	13%	8%	23%	-	18%	7%	8%	12%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.8. For each benefit, please could you tell me how valuable it is to you personally - Features people like me and the places I know

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	-	1	1	-	2	*	1	-	
	1%	-	-	-	-	-	8%	1%	-	1%	*	2%	-	
2 - Not very valuable	18	17	2	2	4	2	2	5	-	18	8	10	-	
	11%	10%	85%	15%	12%	20%	48%	27%	-	11%	11%	11%	-	
3 - Neither valuable nor not valuable	40	40	-	6	6	6	-	13	-	40	16	24	-	
	24%	25%	-	51%	48%	32%	-	26%	-	24%	22%	27%	-	
4 - Quite valuable	90	90	-	2	3	8	2	4	27	-	90	44	46	-
	55%	56%	-	17%	27%	46%	47%	62%	51%	-	55%	60%	51%	-
5 - Extremely valuable	14	14	*	2	2	*	*	7	-	14	5	9	-	
	9%	8%	15%	17%	13%	2%	5%	13%	-	9%	7%	10%	-	

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	8	7	1	5	5	5	3	2	1	-	4	1	-	5	-	3
5%		4%	35%	3%	3%	3%	2%	9%	49%	-	6%	28%	-	100%	-	6%
2 - Not very valuable	36	35	-	35	34	32	30	2	-	-	19	-	2	7	11	18
22%		22%	4%	23%	22%	22%	23%	11%	-	-	25%	-	91%	15%	18%	30%
3 - Neither valuable nor not valuable	46	44	2	43	43	42	39	2	*	-	19	*	-	15	21	9
28%		27%	61%	28%	28%	28%	29%	10%	42%	-	26%	13%	-	34%	38%	15%
4 - Quite valuable	57	57	-	55	55	55	47	10	*	2	25	2	*	13	24	20
35%		35%	-	35%	36%	36%	36%	50%	9%	100%	34%	60%	9%	30%	40%	34%
5 - Extremely valuable	18	18	-	18	16	16	13	4	-	-	7	-	-	5	4	9
11%		11%	-	11%	10%	11%	10%	21%	-	-	9%	-	-	11%	7%	15%

C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	8	4	1	3	8	-	7	-	1	3	4	1	5	4
	5%	5%	1%	20%	5%	-	4%	13%	15%	6%	5%	3%	5%	5%
2 - Not very valuable	36	24	10	2	34	*	31	2	3	7	15	2	12	15
	22%	27%	16%	17%	22%	15%	20%	65%	35%	16%	19%	9%	14%	18%
3 - Neither valuable nor not valuable	46	17	22	7	44	2	45	*	*	17	18	4	27	19
	28%	19%	35%	45%	27%	53%	29%	15%	3%	40%	22%	17%	31%	22%
4 - Quite valuable	57	29	24	4	57	*	54	*	3	9	39	10	29	39
	35%	34%	38%	24%	35%	5%	35%	7%	46%	20%	48% <b>***</b>	43%	33%	48% <b>***</b>
5 - Extremely valuable	18	12	6	-	17	1	18	-	-	7	6	6	14	9
	11%	14%	10%	-	11%	27%	12%	-	-	17%	7%	27%	16%	11%

C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Gender		Age										Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	8	6	2	-	*	8	-	-	*	3	2	3	2	1	-	5	3	5	5
	5%	8%	2%	-	2%	5%	-	-	-	3%	9%	4%	4%	10%	2%	-	9%	3%	5%
2 - Not very valuable	36	14	22	-	2	34	-	-	2	6	7	21	6	7	9	13	13	23	23
	22%	19%	24%	-	13%	23%	-	-	22%	21%	13%	31**	29%	16%	21%	26%	21%	22%	22%
3 - Neither valuable nor not valuable	46	19	27	-	4	41	-	-	4	9	16	16	4	15	15	11	19	27	27
	28%	26%	29%	-	28%	28%	-	-	47%	32%	31%	23%	16%	37%	37%	21%	30%	26%	26%
4 - Quite valuable	57	22	35	-	6	51	-	-	5	9	22	19	6	15	10	19	21	36	36
	35%	31%	37%	-	40%	34%	-	-	93%	6%	30%	42%	26%	36%	24%	38%	33%	36%	36%
5 - Extremely valuable	18	11	7	-	2	16	-	-	*	2	2	5	8	4	4	8	3	8	11
	11%	15%	8%	-	16%	11%	-	-	7%	22%	8%	10%	13%	18%	8%	19%	5%	12%	10%

C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	8	2	*	6	*	-	*	*	8	*
	5%	8%	2%	5%	4%	-	7%	11%	5%	7%
2 - Not very valuable	36	4	1	26	2	-	-	-	36	-
	22%	15%	8%	23%	41%	-	-	-	22%	-
3 - Neither valuable nor not valuable	46	6	7	30	2	-	2	-	44	2
	28%	26%	51%	26%	34%	-	42%	-	27%	40%
4 - Quite valuable	57	10	5	39	1	-	2	2	55	2
	35%	40%	39%	34%	22%	-	51%	89%	34%	53%
5 - Extremely valuable	18	2	*	16	-	-	-	-	18	-
	11%	10%	1%	13%	-	-	-	-	11%	-

C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	8	-	-	-	-	-	-	5	1	2	*
	5%	-	-	-	-	-	-	4%	6%	10%	3%
2 - Not very valuable	36	4	2	7	-	4	-	25	6	2	2
	22%	27%	13%	31%	-	18%	-	22%	27%	15%	18%
3 - Neither valuable nor not valuable	46	4	9	-	5	5	6	31	7	5	3
	28%	30%	63%	-	77%	28%	59%	27%	28%	32%	28%
4 - Quite valuable	57	2	3	14	2	7	2	40	7	5	5
	35%	13%	24%	61%	23%	37%	23%	34%	32%	34%	48%
5 - Extremely valuable	18	4	-	2	-	4	2	15	1	1	+
	11%	30%	-	8%	-	18%	18%	13%	6%	10%	2%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.9. For each benefit, please could you tell me how valuable it is to you personally - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	8	8	-	-	*	*	-	1	2	-	8	2	6	-
	5%	5%	-	-	2%	2%	-	7%	4%	-	5%	3%	6%	-
2 - Not very valuable	36	36	-	4	-	2	*	2	13	-	36	18	18	-
	22%	22%	-	29%	-	11%	6%	35%	25%	-	22%	24%	20%	-
3 - Neither valuable nor not valuable	46	44	2	5	6	6	2	2	11	-	46	20	26	-
	28%	27%	65%	37%	51%	32%	42%	27%	22%	-	28%	26%	29%	-
4 - Quite valuable	57	57	*	2	6	6	2	2	16	-	57	27	30	-
	35%	35%	15%	16%	47%	35%	49%	29%	30%	-	35%	37%	33%	-
5 - Extremely valuable	18	18	-	2	-	4	*	*	10	-	18	7	11	-
	11%	11%	-	16%	-	21%	3%	2%	19%	-	11%	10%	12%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	5	4	1	4	4	4	4	1	-	-	4	1	*	1	-	4
3%	2%	28%	3%	2%	2%	3%	3%	-	-	-	5%	21%	8%	2%	-	6%
2 - Not very valuable	17	17	-	17	16	13	11	3	-	-	6	-	2	3	7	7
10%	11%	-	11%	10%	8%	9%	17%	-	-	8%	-	83%	7%	12%	11%	
3 - Neither valuable nor not valuable	39	36	2	36	36	30	1	*	-	17	*	-	11	13	15	
23%	23%	68%	23%	24%	24%	23%	5%	30%	-	23%	7%	-	24%	22%	25%	
4 - Quite valuable	88	87	*	83	82	73	10	*	*	41	2	*	26	35	27	
53%	54%	4%	53%	53%	55%	55%	50%	40%	10%	55%	72%	9%	58%	57%	46%	
5 - Extremely valuable	16	16	-	16	16	14	5	*	2	7	-	-	4	5	7	
10%	10%	-	10%	11%	11%	11%	24%	31%	90%	9%	-	-	9%	9%	12%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	5	5	-	*	5	-	4	-	1	-	2	-	1	2
3%	5%	-	1%	3%	-	3%	-	12%	1%	2%	-	1%	2%	
2 - Not very valuable	17	11	6	1	17	*	15	2	*	2	11	2	7	11
10%	12%	9%	5%	11%	8%	10%	65%	5%	5%	14%	9%	8%	13%	
3 - Neither valuable nor not valuable	39	18	15	5	37	2	38	*	*	8	16	2	20	17
23%	21%	25%	34%	23%	53%	25%	5%	6%	19%	20%	10%	22%	19%	
4 - Quite valuable	88	45	34	9	86	1	82	*	5	26	44	12	47	47
53%	52%	54%	57%	54%	27%	53%	17%	76%	61%	54%	52%	55%	54%	
5 - Extremely valuable	16	8	8	*	16	*	16	*	-	5	8	7	13	10
10%	9%	13%	2%	10%	12%	10%	13%	-	13%	10%	29%	15%	12%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	5	1	4	-	-	5	-	-	-	*	*	4	-	-	-	-	4	*	5
	3%	1%	4%	-	-	3%	-	-	-	1%	1%	6%	-	1%	-	-	8%	1%	4%
2 - Not very valuable	17	6	11	-	-	17	-	-	-	4	5	8	2	5	3	7	7	10	10
	10%	9%	12%	-	-	11%	-	-	-	12%	10%	12%	10%	11%	6%	14%	11%	10%	
3 - Neither valuable nor not valuable	39	15	24	-	3	35	-	-	1	2	9	7	18	7	10	13	8	16	22
	23%	21%	25%	-	23%	23%	-	-	20%	26%	32%	13%	27%	30%	23%	30%	15%	25%	22%
4 - Quite valuable	88	44	43	-	9	79	-	-	4	5	12	32	35	9	23	25	27	32	56
	53%	62%	46%	-	61%	53%	-	-	73%	53%	41%	60%	52%	39%	56%	59%	53%	50%	55%
5 - Extremely valuable	16	5	11	-	2	14	-	-	*	2	4	8	1	5	4	2	5	8	8
	10%	7%	12%	-	16%	9%	-	-	7%	22%	15%	16**	2%	22%	9%	4%	9%	13%	8%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	5	-	-	5	*	-	-	-	5	-
3%				4%	4%	-	-	-	3%	-
2 - Not very valuable	17	2	*	13	*	-	-	-	17	-
10%		6%	2%	11%	8%	-	-	-	11%	-
3 - Neither valuable nor not valuable	39	7	6	25	1	-	2	-	37	2
23%		28%	42%	21%	18%	-	42%	-	23%	40%
4 - Quite valuable	88	13	4	65	4	-	2	3	85	3
53%		54%	32%	55%	66%	-	58%	100%	53%	60%
5 - Extremely valuable	16	3	3	10	*	-	-	-	16	-
10%		12%	24%	8%	5%	-	-	-	10%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	5	2	-	2	-	-	-	4	1	*	*
	3%	14%	-	8%	-	-	-	3%	3%	3%	2%
2 - Not very valuable	17	2	2	-	-	4	-	10	4	2	1
	10%	13%	13%	-	-	18%	-	9%	15%	12%	13%
3 - Neither valuable nor not valuable	39	2	4	4	4	2	6	26	6	4	2
	23%	16%	26%	16%	51%	9%	64%	23%	25%	27%	25%
4 - Quite valuable	88	6	9	14	2	13	4	64	11	7	5
	53%	44%	61%	62%	26%	64%	36%	55%	48%	46%	56%
5 - Extremely valuable	16	2	-	3	2	2	-	12	2	2	*
	10%	14%	-	15%	23%	9%	-	10%	8%	13%	4%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.10. For each benefit, please could you tell me how valuable it is to you personally - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	5	5	-	-	-	-	-	1	2	-	5	4	1	-
	3%	3%	-	-	-	-	-	8%	4%	-	3%	5%	1%	-
2 - Not very valuable	17	17	-	2	2	-	*	*	7	-	17	8	10	-
	10%	11%	-	14%	12%	-	6%	2%	14%	-	10%	10%	11%	-
3 - Neither valuable nor not valuable	39	37	2	6	7	3	2	2	9	-	39	14	24	-
	23%	23%	65%	48%	55%	20%	42%	25%	17%	-	23%	19%	27%	-
4 - Quite valuable	88	87	*	2	2	10	2	4	24	-	88	45	43	-
	53%	54%	15%	20%	19%	59%	47%	62%	46%	-	53%	61%	47%	-
5 - Extremely valuable	16	16	-	2	2	4	+	+	10	-	16	3	13	-
	10%	10%	-	18%	13%	21%	5%	3%	19%	-	10%	5%	14%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	1	1	*	*	*	*	1	*	-	*	1	-	1	-	1
7%	*	28%	*	*	*	*	5%	18%	-	*	28%	-	2%	-	1%	
2 - Not very valuable	11	11	-	11	11	11	10	2	2	2	3	-	2	1	5	6
7%	7%	-	7%	7%	7%	7%	12%	12%	31%	90%	4%	-	91%	1%	8%	13%
3 - Neither valuable nor not valuable	32	32	-	32	32	31	26	3	-	-	17	-	-	9	9	14
19%	20%	-	20%	21%	21%	20%	13%	-	-	-	23%	-	-	21%	15%	23%
4 - Quite valuable	91	89	2	86	84	83	71	12	*	*	34	2	-	28	38	25
55%	55%	65%	55%	54%	55%	54%	57%	42%	10%	10%	46%	68%	-	62%	62%	42%
5 - Extremely valuable	29	29	*	27	27	25	24	3	*	-	19	*	*	6	9	14
18%	18%	6%	17%	18%	17%	18%	13%	9%	-	-	26%	4%	9%	14%	16%	23%

C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	-	-	-	1	-	1	-	1	*	*	*	1	*
1%	2%	-	-	1%	-	*	-	13%	1%	*	2%	1%	*	-
2 - Not very valuable	11	9	3	*	11	-	10	2	-	*	6	1	3	6
7%	10%	4%	1%	7%	-	6%	65%	-	1%	8%	3%	3%	7%	-
3 - Neither valuable nor not valuable	32	18	8	5	30	2	32	-	-	7	12	1	16	13
19%	21%	14%	32%	19%	53%	21%	-	-	17%	15%	5%	18%	15%	-
4 - Quite valuable	91	41	41	9	89	1	84	1	5	26	45	19	54	49
55%	48%	65%	54%	56%	35%	55%	27%	76%	60%	55%	81%	62%	57%	-
5 - Extremely valuable	29	16	11	2	28	*	28	*	1	9	18	2	14	18
18%	19%	17%	13%	18%	12%	18%	7%	11%	21%	22%	9%	16%	21%	-

C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	1	1	-	-	1	-	-	-	*	1	1	1	*	1	-	1	1	1
1%	1%	1%	1%	-	-	1%	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
2 - Not very valuable	11	5	7	-	-	11	-	-	-	2	3	7	7	2	1	-	9	3	9
7%	7%	7%	-	-	8%	-	-	-	-	6%	5%	11%	11%	11%	1%	-	17**	5%	8%
3 - Neither valuable nor not valuable	32	19	12	-	6	26	-	-	2	4	5	8	13	6	8	7	10	14	18
19%	27%	13%	-	43%	17%	-	-	37%	47%	16%	14%	20%	26%	20%	17%	20%	22%	18%	
4 - Quite valuable	91	34	57	-	6	84	-	-	3	3	17	32	35	9	24	30	23	34	57
55%	47%	61%	-	41%	56%	-	-	56%	31%	57%	61%	52%	41%	59%	73%	45%	53%	57%	
5 - Extremely valuable	29	13	16	-	2	27	-	-	*	2	6	10	11	5	8	4	8	12	17
18%	18%	18%	-	16%	18%	-	-	7%	22%	20%	18%	17%	22%	18%	10%	16%	20%	17%	

C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	*	1	-	-	-	-	1	-
1%		-	2%	1%	-	-	-	-	1%	-
2 - Not very valuable	11	-	2	8	-	-	-	-	11	-
7%		-	12%	7%	-	-	-	-	7%	-
3 - Neither valuable nor not valuable	32	8	5	18	1	-	-	-	32	-
19%		31%	36%	16%	11%	-	-	-	20%	-
4 - Quite valuable	91	11	5	69	4	-	4	3	86	4
55%		45%	38%	59%	77%	-	100%	100%	54%	100%
5 - Extremely valuable	29	6	2	21	1	-	-	-	29	-
18%		24%	12%	18%	12%	-	-	-	18%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	1	*
1%		-	-	-	-	-	-	-	3% <sup>up</sup>	4% <sup>up</sup>	2% <sup>up</sup>
2 - Not very valuable	11	-	2	2	2	4	-	9	2	1	1
7%		-	12%	8%	23%	18%	-	7%	7%	4%	6%
3 - Neither valuable nor not valuable	32	7	2	-	2	4	4	24	4	3	2
19%		56%	12%	-	26%	19%	40%	20%	16%	16%	19%
4 - Quite valuable	91	2	9	14	4	9	6	62	14	9	6
55%		14%	64%	61%	50%	46%	60%	53%	61%	58%	63%
5 - Extremely valuable	29	4	2	7	-	3	-	22	3	3	1
18%		30%	11%	31%	-	17%	-	19%	14%	18%	10%

C1i.11. For each benefit, please could you tell me how valuable it is to you personally - Programmes that make me stop and think

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	1	-	-	-	-	-	*	*	-	1	*	1	-
	1%	1%	-	-	-	-	-	5%	1%	-	1%	*	1%	-
2 - Not very valuable	11	11	-	2	-	-	-	*	4	-	11	5	7	-
	7%	7%	-	13%	-	-	-	3%	8%	-	7%	6%	8%	-
3 - Neither valuable nor not valuable	32	30	2	4	6	7	2	2	16	-	32	15	17	-
	19%	19%	85%	34%	49%	42%	42%	29%	30%	-	19%	20%	19%	-
4 - Quite valuable	91	90	*	6	3	8	2	2	26	-	91	37	54	-
	55%	55%	15%	48%	24%	47%	55%	34%	49%	-	55%	50%	59%	-
5 - Extremely valuable	29	29	-	2	2	2	+	2	6	-	29	17	12	-
	18%	18%	-	18%	14%	12%	3%	29%	12%	-	18%	24%	13%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	1	1	1	1	1	1	1	*	-	*	1	-	1	-	*
1%	1%	22%	1%	1%	1%	1%	5%	31%	-	-	21%	-	2%	-	1%	-
2 - Not very valuable	5	5	-	5	5	5	4	1	-	-	4	-	1	2	2	2
3%	3%	-	3%	3%	3%	3%	3%	3%	-	-	5%	9%	8%	3%	4%	3%
3 - Neither valuable nor not valuable	27	27	-	27	27	26	23	2	*	-	12	*	-	9	7	12
17%	17%	-	17%	17%	17%	18%	8%	9%	-	-	17%	4%	-	19%	11%	20%
4 - Quite valuable	105	102	2	98	96	94	81	11	1	*	49	*	2	27	44	34
64%	64%	78%	63%	62%	63%	61%	53%	60%	10%	-	66%	7%	92%	61%	73%	57%
5 - Extremely valuable	25	25	-	25	25	24	23	6	-	2	9	2	-	6	7	11
15%	16%	-	16%	16%	16%	17%	30%	-	90%	-	12%	60%	-	15%	12%	19%

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	1	-	-	2	-	-	-	1	-	-	-	-	1
	1%	1%	1%	-	1%	-	-	13%	10%	-	1%	2%	-	1%
2 - Not very valuable	5	2	3	1	5	-	5	-	-	1	3	1	3	3
	3%	3%	4%	3%	3%	8%	3%	10%	-	2%	4%	4%	3%	4%
3 - Neither valuable nor not valuable	27	17	7	3	25	2	27	-	-	10	10	2	15	10
	17%	20%	12%	17%	15%	65%	17%	-	5%	23%	12%	9%	17%	11%
4 - Quite valuable	105	52	43	10	104	1	97	2	6	24	54	14	55	56
	64%	60%	69%	64%	65%	27%	63%	77%	85%	56%	66%	62%	63%	65%
5 - Extremely valuable	25	14	9	2	25	-	25	-	-	8	15	6	14	17
	15%	16%	15%	15%	16%	-	16%	-	-	19%	18%	24%	16%	19%

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	-	1	-	-	2	-	-	-	-	1	1	-	-	*	*	1	*	1
	1%	-	1%	-	-	1%	-	-	-	-	2%	1%	*	-	1%	1%	2%	1%	1%
2 - Not very valuable	5	1	4	-	-	5	-	-	-	-	4	*	1	2	1	*	1	3	3
	3%	1%	5%	-	-	4%	-	-	-	-	12%	1%	2%	8%	2%	1%	2%	4%	3%
3 - Neither valuable nor not valuable	27	8	20	-	3	25	-	-	3	-	8	6	11	2	6	7	10	9	18
	17%	11%	21%	-	20%	16%	-	-	49%	-	27%	11%	16%	11%	15%	18%	19%	14%	18%
4 - Quite valuable	105	52	53	-	7	97	-	-	3	4	14	37	46	13	26	29	33	39	66
	64%	73%	57%	-	50%	65%	-	-	51%	49%	50%	69%	69%	58%	62%	70%	66%	61%	66%
5 - Extremely valuable	25	10	15	-	4	21	-	-	4	3	10	8	8	5	8	4	5	13	12
	15%	14%	16%	-	31%	14%	-	-	51%	9%	18%	12%	12%	22%	20%	11%	11%	21%	12%

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	*	1	-	-	-	-	2	-
1%		-	2%	1%	-	-	-	-	1%	-
2 - Not very valuable	5	*	4	1	-	-	-	-	5	-
3%		1%	27%	1%	-	-	-	-	3%	-
3 - Neither valuable nor not valuable	27	4	2	16	2	-	2	2	26	2
17%		18%	18%	14%	41%	-	44%	70%	16%	42%
4 - Quite valuable	105	17	3	82	1	-	2	*	103	2
64%		70%	25%	70%	20%	-	42%	7%	64%	44%
5 - Extremely valuable	25	3	4	17	2	-	1	1	24	1
15%		11%	28%	14%	39%	-	15%	23%	15%	14%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	2	-	-	-	-	-	-	-	1	-	-
1%		-	-	-	-	-	-	-	5% <sup>up</sup>	3% <sup>up</sup>	-
2 - Not very valuable	5	-	-	-	-	-	-	3	1	1	1
3%		-	-	-	-	-	-	3%	3%	3%	10% <sup>up</sup>
3 - Neither valuable nor not valuable	27	-	4	3	2	3	2	20	3	3	2
17%		-	28%	15%	26%	18%	21%	17%	13%	17%	16%
4 - Quite valuable	105	11	9	14	2	14	6	73	16	10	6
64%		86%	60%	60%	25%	73%	60%	63%	70%	63%	57%
5 - Extremely valuable	25	2	2	5	3	2	2	19	2	2	2
15%		14%	12%	24%	49%	9%	19%	17%	9%	13%	17%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.12. For each benefit, please could you tell me how valuable it is to you personally - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	-	-	*	1	-	2	*	1	-
	1%	1%	-	-	-	-	-	5%	1%	-	1%	*	1%	-
2 - Not very valuable	5	5	-	2	2	2	*	*	*	-	5	1	4	-
	3%	3%	-	14%	14%	9%	6%	5%	*	-	3%	2%	5%	-
3 - Neither valuable nor not valuable	27	27	-	4	2	3	-	2	9	-	27	10	17	-
	17%	17%	-	33%	17%	20%	-	26%	17%	-	17%	14%	19%	-
4 - Quite valuable	105	103	2	5	5	8	4	4	35	-	105	51	54	-
	64%	64%	85%	38%	40%	46%	94%	64%	66%	-	64%	69%	59%	-
5 - Extremely valuable	25	25	*	2	4	4	-	-	8	-	25	11	14	-
	15%	15%	15%	15%	29%	25%	-	-	15%	-	15%	15%	16%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	7	6	1	3	3	4	4	1	*	-	*	1	2	5	2	-
4%	4%	28%	2%	2%	3%	3%	4%	11%	-	-	21%	91%	12%	3%	-	-
2 - Not very valuable	15	15	-	15	15	14	-	-	-	7	-	*	3	4	8	14%
9%	10%	-	10%	10%	10%	11%	-	-	-	9%	-	9%	6%	7%	14%	-
3 - Neither valuable nor not valuable	24	22	2	22	22	20	1	-	-	13	*	-	8	8	8	8
15%	14%	61%	14%	14%	15%	15%	4%	-	-	17%	13%	-	17%	14%	14%	14%
4 - Quite valuable	83	82	*	81	79	75	68	12	*	*	43	2	-	19	37	26
50%	51%	7%	52%	51%	50%	51%	57%	18%	10%	59%	66%	-	43%	61%	44%	44%
5 - Extremely valuable	35	35	*	35	35	34	25	7	1	2	11	-	-	10	9	16
21%	22%	4%	22%	22%	23%	19%	35%	70%	90%	15%	-	-	22%	14%	27%	27%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	7	5	*	2	7	-	2	2	3	1	4	2	4	4
	4%	6%	*	12%	4%	-	1%	70%	44%	2%	5%	7%	5%	4%
2 - Not very valuable	15	11	4	*	15	-	15	*	-	4	11	-	4	11
	9%	12%	7%	3%	10%	-	10%	7%	-	10%	13%	-	5%	13%
3 - Neither valuable nor not valuable	24	9	11	5	24	*	24	*	-	7	11	2	9	12
	15%	10%	17%	30%	15%	5%	16%	10%	-	17%	14%	7%	11%	14%
4 - Quite valuable	83	40	35	8	79	3	80	-	2	27	41	12	44	43
	50%	46%	56%	49%	49%	82%	52%	-	31%	63%	50%	51%	50%	49%
5 - Extremely valuable	35	22	12	1	35	*	33	*	2	4	15	8	25	17
	21%	25%	20%	6%	22%	12%	21%	13%	25%	9%	18%	34%	29%	20%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	7	5	2	-	-	7	-	-	-	-	2	3	3	2	1	-	2	3	5
	4%	7%	3%	-	-	5%	-	-	-	-	6%	5%	4%	9%	1%	-	5%	4%	5%
2 - Not very valuable	15	7	8	-	2	14	-	-	-	2	4	2	8	2	2	1	8	4	11
	9%	10%	9%	-	13%	9%	-	-	-	22%	12%	4%	12%	9%	5%	1%	15%	6%	11%
3 - Neither valuable nor not valuable	24	11	13	-	2	21	-	-	-	2	5	5	11	4	5	11	4	8	16
	15%	16%	14%	-	17%	14%	-	-	-	28%	16%	9%	17%	16%	11%	28%	8%	13%	16%
4 - Quite valuable	83	38	45	-	5	77	-	-	3	2	14	30	33	12	24	17	27	36	46
	50%	53%	48%	-	37%	52%	-	-	50%	28%	48%	57%	49%	54%	59%	41%	53%	57%	46%
5 - Extremely valuable	35	10	25	-	5	30	-	-	3	2	5	13	12	3	10	13	10	12	23
	21%	14%	27%	-	33%	20%	-	-	50%	22%	17%	25%	18%	12%	23%	30%	20%	19%	22%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	7	2	-	3	*	-	-	-	7	-
4%		7%	-	3%	4%	-	-	-	4%	-
2 - Not very valuable	15	*	4	10	2	-	-	-	15	-
9%		1%	27%	8%	32%	-	-	-	10%	-
3 - Neither valuable nor not valuable	24	5	1	18	*	-	*	*	24	*
15%		21%	5%	15%	7%	-	7%	11%	15%	7%
4 - Quite valuable	83	13	7	60	3	-	*	*	82	*
50%		51%	50%	51%	52%	-	7%	19%	51%	11%
5 - Extremely valuable	35	5	2	26	*	-	4	2	31	4
21%		20%	17%	22%	5%	-	85%	70%	20%	62%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	7	-	2	-	-	2	-	5	1	1	*
4%		-	12%	-	-	9%	-	4%	5%	4%	5%
2 - Not very valuable	15	2	-	5	-	-	2	12	2	*	1
9%		13%	-	22%	-	-	19%	10%	9%	2%	10%
3 - Neither valuable nor not valuable	24	4	2	-	4	2	2	15	4	2	2
15%		30%	14%	-	52%	11%	19%	13%	19%	15%	22%
4 - Quite valuable	83	7	11	12	-	11	4	60	9	8	5
50%		57%	74%	55%	-	53%	39%	52%	41%	53%	51%
5 - Extremely valuable	35	-	-	5	3	5	2	24	6	4	1
21%		-	-	23%	48%	27%	23%	20%	27%	25%	13%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**PSB Quantitative Research- September 2020**

C1i.13. For each benefit, please could you tell me how valuable it is to you personally - Programmes that I can watch with and talk about with my family and friends

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	7	7	-	-	-	*	-	1	2	-	7	2	5	-
	4%	4%	-	-	-	1%	-	8%	4%	-	4%	3%	5%	-
2 - Not very valuable	15	15	-	2	4	2	-	*	*	-	15	10	6	-
	9%	9%	-	14%	31%	11%	-	2%	*	-	9%	13%	6%	-
3 - Neither valuable nor not valuable	24	24	-	*	2	*	-	-	8	-	24	10	14	-
	15%	15%	-	3%	19%	2%	-	-	15%	-	15%	14%	16%	-
4 - Quite valuable	83	81	2	8	4	11	4	4	30	-	83	38	45	-
	50%	50%	100%	63%	31%	65%	100%	64%	57%	-	50%	51%	50%	-
5 - Extremely valuable	35	35	-	2	2	4	-	2	13	-	35	14	21	-
	21%	22%	-	19%	19%	22%	-	26%	24%	-	21%	19%	23%	-

Jigsaw 2020

**"Caution should be used when reviewing any base size under 100"**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	5	4	1	4	4	4	4	1	-	-	3	1	*	3	2	-
3%	3%	28%	3%	3%	3%	3%	3%	3%	-	-	5%	21%	8%	7%	3%	-
2 - Not very valuable	7	7	-	7	7	7	6	-	-	-	5	-	2	-	4	3
5%	5%	-	5%	5%	4%	5%	-	-	-	-	7%	-	83%	-	7%	5%
3 - Neither valuable nor not valuable	32	30	2	27	27	26	23	2	*	-	11	1	*	11	10	11
20%	19%	72%	18%	17%	17%	18%	11%	28%	-	-	14%	18%	9%	24%	17%	19%
4 - Quite valuable	86	86	-	84	84	83	70	11	1	-	39	-	-	28	33	25
52%	53%	-	54%	55%	55%	53%	55%	72%	-	-	53%	-	-	61%	55%	43%
5 - Extremely valuable	33	33	-	33	32	31	29	6	-	2	16	2	-	3	11	19
20%	21%	-	21%	21%	21%	22%	30%	-	100%	-	21%	60%	-	7%	18%	32**

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	5	1	2	2	5	-	4	-	1	1	3	-	1	3
	3%	2%	3%	12%	3%	-	3%	-	12%	2%	4%	-	1%	4%
2 - Not very valuable	7	7	1	-	7	-	6	2	-	2	5	-	2	5
	5%	8%	1%	-	5%	-	4%	65%	-	5%	6%	-	3%	6%
3 - Neither valuable nor not valuable	32	15	10	7	30	2	31	*	*	12	14	3	19	14
	20%	18%	16%	44%	19%	73%	20%	17%	5%	27%	16%	13%	22%	16%
4 - Quite valuable	86	37	43	7	85	1	80	*	6	23	41	12	44	44
	52%	43%	68%	41%	53%	27%	52%	17%	83%	53%	50%	52%	50%	51%
5 - Extremely valuable	33	26	7	*	33	-	33	-	-	6	19	8	21	21
	20%	30%	11%	3%	21%	-	22%	-	-	13%	23%	35%	24%	24%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	5	3	2	-	-	5	-	-	-	2	2	1	2	2	*	-	3	2	3
	3%	4%	2%	-	-	3%	-	-	-	8%	4%	1%	8%	1%	-	5%	3%	3%	3%
2 - Not very valuable	7	5	3	-	-	7	-	-	-	-	*	7	4	4	*	1	3	4	3
	5%	7%	3%	-	-	5%	-	-	-	-	*	11**	16%	1%	2%	5%	6%	3%	3%
3 - Neither valuable nor not valuable	32	11	21	-	1	31	-	-	1	-	7	8	16	3	10	5	13	13	19
	20%	16%	23%	-	7%	21%	-	-	17%	-	24%	15%	24%	13%	24%	11%	25%	21%	19%
4 - Quite valuable	86	39	47	-	11	74	-	-	3	8	18	25	31	10	18	26	25	29	58
	52%	55%	50%	-	77%	50%	-	-	51%	94%	60%	48%	47%	47%	44%	63%	50%	45%	57%
5 - Extremely valuable	33	13	20	-	2	31	-	-	2	*	2	17	12	3	12	10	8	16	18
	20%	19%	22%	-	16%	21%	-	-	32%	6%	8%	32%	17%	15%	30%	23%	15%	25%	17%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	5	-	2	3	1	-	-	-	5	-
	3%	-	13%	2%	9%	-	-	-	3%	-
2 - Not very valuable	7	-	*	7	-	-	-	-	7	-
	5%	-	2%	6%	-	-	-	-	5%	-
3 - Neither valuable nor not valuable	32	7	3	20	2	-	-	-	32	-
	20%	27%	22%	17%	41%	-	-	-	20%	-
4 - Quite valuable	86	15	6	58	3	-	2	*	84	2
	52%	61%	48%	50%	50%	-	49%	11%	53%	47%
5 - Extremely valuable	33	3	2	28	-	-	2	2	31	2
	20%	12%	15%	24%	-	-	51%	89%	19%	53%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	5	-	-	-	-	-	-	3	1	1	*
	3%	-	-	-	-	-	-	3%	4%	4%	2%
2 - Not very valuable	7	-	-	-	-	2	-	5	1	1	1
	5%	-	-	-	-	9%	-	5%	4%	3%	6%
3 - Neither valuable nor not valuable	32	-	7	7	2	-	2	21	4	4	3
	20%	-	50%	31%	26%	-	19%	18%	19%	27%	28%
4 - Quite valuable	86	6	7	10	4	14	6	60	13	8	5
	52%	43%	50%	46%	51%	73%	63%	51%	58%	54%	48%
5 - Extremely valuable	33	7	-	5	2	4	2	27	3	2	2
	20%	57%	-	23%	23%	18%	18%	23%	14%	12%	16%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.14. For each benefit, please could you tell me how valuable it is to you personally - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	5	-	2	2	-	-	1	2	-	5	3	2	-
	3%	-	14%	14%	-	-	8%	4%	-	3%	4%	3%	-
2 - Not very valuable	7	-	-	-	-	-	-	4	-	7	3	4	-
	5%	-	-	-	-	-	-	8%	-	5%	4%	5%	-
3 - Neither valuable nor not valuable	32	2	4	*	4	2	2	4	-	32	16	16	-
	20%	85%	31%	3%	20%	51%	27%	7%	-	20%	22%	18%	-
4 - Quite valuable	86	-	6	9	10	2	3	25	-	86	35	51	-
	52%	-	50%	68%	57%	49%	40%	47%	-	52%	48%	56%	-
5 - Extremely valuable	33	-	1	2	4	-	2	18	-	33	17	17	-
	20%	15%	5%	14%	23%	-	26%	34%	-	20%	23%	18%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	6	244	239	231	198	37	5	2	119	6	3	69	103	87	
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	1	1	1	1	1	1	1	1	*	1	-	1	-	*	
1f%	*	22%	*	*	*	*	5%	31%	-	*	21%	-	2%	-	*	
2 - Not very valuable	4	-	4	4	4	4	2	-	-	2	2	-	*	4	-	
2f%	3%	-	3%	3%	3%	3%	10%	-	-	3%	60%	-	*	7%	-	
3 - Neither valuable nor not valuable	11	11	-	9	9	10	10	-	-	6	-	-	4	4	3	
3f%	6%	7%	-	6%	6%	7%	7%	-	-	8%	-	-	8%	7%	5%	
4 - Quite valuable	86	84	2	82	79	79	66	4	1	-	37	*	2	27	29	30
4f%	52%	52%	72%	52%	51%	53%	50%	79%	49%	-	49%	7%	91%	60%	48%	51%
5 - Extremely valuable	62	62	*	61	61	57	52	14	*	2	29	*	*	13	23	26
5f%	38%	39%	6%	39%	40%	38%	39%	66%	21%	100%	38%	13%	9%	29%	38%	44%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	1	*	-	1	-	*	*	1	-	*	*	*	1
	1%	1%	1%	-	1%	-	*	13%	10%	-	*	2%	*	1%
2 - Not very valuable	4	2	2	*	4	-	4	-	-	-	4	-	-	4
	3%	2%	3%	1%	3%	-	3%	-	-	-	5%	-	-	5%
3 - Neither valuable nor not valuable	11	4	4	2	11	-	9	-	2	2	5	2	4	5
	6%	5%	7%	13%	7%	-	6%	-	23%	5%	6%	8%	5%	5%
4 - Quite valuable	86	44	29	12	83	3	80	2	4	19	37	4	43	39
	52%	52%	47%	77%	52%	88%	52%	65%	56%	45%	45%	19%	49%	45%
5 - Extremely valuable	62	35	26	1	62	*	61	1	1	21	36	16	40	38
	38%	40%	42%	9%	38%	12%	39%	22%	11%	50%	44%	71%	46%	44%

C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Gender		Age										Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	-	1	-	-	1	-	-	-	-	1	*	*	-	*	-	1	*	1
1%	1%	-	1%	-	-	1%	-	-	-	-	2%	1%	*	-	1%	-	2%	1%	1%
2 - Not very valuable	4	2	2	-	-	4	-	-	-	-	2	2	*	2	-	2	*	2	2
3%	3%	3%	2%	-	-	3%	-	-	-	-	6%	4%	1%	8%	-	5%	1%	3%	2%
3 - Neither valuable nor not valuable	11	4	6	-	-	11	-	-	-	-	2	5	3	*	2	3	4	2	8
6%	6%	6%	6%	-	-	7%	-	-	-	-	6%	10%	5%	1%	4%	7%	8%	3%	8%
4 - Quite valuable	86	37	49	-	9	76	-	-	5	4	18	21	38	11	21	23	30	32	54
52%	52%	52%	52%	-	61%	51%	-	-	83%	47%	60%	40%	56%	50%	51%	56%	60%	50%	54%
5 - Extremely valuable	62	27	35	-	5	57	-	-	1	4	8	24	25	9	18	13	15	27	35
38%	38%	38%	38%	-	39%	38%	-	-	17%	53%	26%	45%	38%	41%	44%	32%	29%	43%	35%

C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	1	-	-	-	-	1	-
1%	-	-	-	1%	-	-	-	-	1%	-
2 - Not very valuable	4	-	2	2	-	-	-	-	4	-
3%	-	-	13%	2%	-	-	-	-	3%	-
3 - Neither valuable nor not valuable	11	-	*	7	-	-	-	-	11	-
6%	-	-	2%	6%	-	-	-	-	7%	-
4 - Quite valuable	86	18	4	61	3	-	4	2	83	4
52%	-	72%	30%	52%	53%	-	85%	70%	52%	82%
5 - Extremely valuable	62	7	7	45	3	-	1	1	62	1
38%	-	28%	54%	39%	47%	-	15%	30%	38%	18%



C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	1	*	-
1%		-	-	-	-	-	-	-	5% <sup>up</sup>	1%	-
2 - Not very valuable	4	-	-	2	-	-	-	4	*	-	*
3%		-	-	9%	-	-	-	3%	1%	-	2%
3 - Neither valuable nor not valuable	11	-	2	-	-	5	-	9	1	1	1
6%		-	12%	-	-	28%	-	7%	3%	5%	6%
4 - Quite valuable	86	7	7	14	5	13	6	65	11	6	4
52%		56%	53%	61%	77%	63%	64%	66% <sup>up</sup>	47%	38%	43%
5 - Extremely valuable	62	6	5	7	2	2	4	39	10	9	5
38%		44%	36%	30%	23%	9%	36%	33%	45%	60% <sup>up</sup>	49%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1i.15. For each benefit, please could you tell me how valuable it is to you personally - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	-	-	-	-	-	*	1	-	1	*	1	-
	1%	-	-	-	-	-	5%	1%	-	1%	*	1%	-
2 - Not very valuable	4	-	2	2	-	-	-	-	-	4	2	2	-
	3%	-	14%	14%	-	-	-	-	-	3%	3%	2%	-
3 - Neither valuable nor not valuable	11	-	-	-	-	-	*	2	-	11	8	3	-
	6%	-	-	-	-	-	5%	4%	-	6%	11%	3%	-
4 - Quite valuable	86	2	6	5	11	4	6	27	-	86	41	45	-
	52%	85%	49%	43%	65%	92%	85%	52%	-	52%	55%	50%	-
5 - Extremely valuable	62	*	5	5	6	+	+	23	-	62	23	40	-
	36%	15%	37%	43%	35%	8%	5%	43%	-	36%	31%	44%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (e)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
High-quality productions	719	659	60	603	538	472	429	339	206	173	207	102	34	386	220	113
Trusted and accurate UK news	715	683	32	635	557	486	434	280	168	176	264	81	28	341	208	167
A wide range of different types of programmes for me	600	576	24	535	458	405	366	203	174	165	139	98	37	348	161	91
Programmes that I can watch with and talk about with my family and friends	476	447	29	395	347	336	277	274	155	162	98	96	39	298	97	81
Programmes that help to understand what is going on in the world today	465	434	31	387	341	282	262	201	104	113	150	48	37	249	109	107
Programmes that make me stop and think	413	376	37	326	279	249	227	204	108	136	125	66	34	238	115	60
Programmes which reflect UK life and values	346	325	21	305	260	231	195	155	92	103	78	51	22	191	100	55
Services which are available to everyone	320	294	26	276	224	196	180	152	105	83	75	53	19	200	74	45
Programmes that bring the nation together for a shared viewing experience	294	270	25	242	198	179	159	155	98	89	65	54	10	177	79	38
Provision of regional programmes and content (including news)	289	278	11	270	234	227	199	90	56	57	102	27	12	127	74	89
Programmes with new ideas and different approaches	264	239	25	209	171	144	132	156	89	97	48	63	23	181	69	14
Reflects the diversity of the UK	243	219	23	205	157	132	121	132	85	89	50	55	22	154	62	27
A wide range of high-quality programmes for children made in the UK	203	171	32	149	119	98	78	105	63	69	39	44	17	144	34	25
Features people like me and the places I know	180	167	14	153	117	102	93	90	46	73	39	27	15	110	48	22
Encourages the development of new talent	173	144	29	125	90	76	80	105	61	63	28	27	19	117	44	12
None of these	140	77	63	52	39	36	34	53	24	17	8	30	15	89	26	25

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
High-quality productions	719 32%	543 30%	143 11% <b>q</b>	33 27%	666 29%	41 27%	496 34%	112 28%	112 29%	341 34%	320 35%	383 33%	579 33%	403 34%
Trusted and accurate UK news	715 32%	556 31%	121 34%	38 31%	664 32%	35 25%	521 35% <b>u</b>	95 24%	100 26%	299 30%	334 36% <b>xzA</b>	358 31%	531 31%	414 35%
A wide range of different types of programmes for me	600 27%	465 26%	99 28%	36 30%	538 26%	46 30%	389 26%	108 27%	103 27%	233 23%	277 30% <b>x</b>	343 30% <b>x</b>	474 27%	346 29% <b>x</b>
Programmes that I can watch with and talk about with my family and friends	476 21%	393 22%	67 19%	15 13%	442 21%	22 14%	283 19%	102 26% <b>v</b>	91 24%	213 21%	180 19%	275 24%	386 22%	260 22%
Programmes that help to understand what is going on in the world today	465 21%	379 21%	70 20%	16 13%	429 21%	31 20%	308 21%	82 20%	75 20%	191 19%	219 24%	242 21%	353 20%	274 23%
Programmes that make me stop and think	413 18%	330 19%	67 19%	16 13%	378 18%	18 12%	274 19%	70 18%	69 18%	177 18%	169 18%	248 21%	326 19%	235 20%
Programmes which reflect UK life and values	346 15%	285 16%	45 13%	17 14%	306 15%	33 22%	233 16% <b>u</b>	73 19% <b>v</b>	40 11%	172 17%	164 19%	167 14%	260 15%	195 16%
Services which are available to everyone	320 14%	257 14%	47 13%	16 13%	293 14%	18 12%	212 14%	47 12%	60 16%	138 14%	146 16%	174 15%	246 14%	184 15%
Programmes that bring the nation together for a shared viewing experience	294 13%	231 13%	46 13%	17 14%	265 13%	23 15%	185 13%	74 18% <b>uv</b>	35 9%	166 17%	119 13%	161 14%	244 14%	160 13%
Provision of regional programmes and content (including news)	289 13%	201 11%	66 19% <b>q</b>	22 18%	258 12%	23 15%	233 16% <b>uv</b>	34 8%	22 6%	110 11%	151 16% <b>xzA</b>	137 12%	185 11%	180 15% <b>uv</b>
Programmes with new ideas and different approaches	264 12%	220 12%	37 10%	7 6%	231 11%	31 20% <b>ke</b>	136 9%	67 17% <b>u</b>	61 16% <b>uv</b>	127 13%	107 12%	148 13%	212 12%	145 12%
Reflects the diversity of the UK	243 11%	209 12%	27 8%	6 5%	225 11%	8 5%	148 10%	52 13%	42 11%	118 12%	107 12%	143 12%	196 11%	139 12%
A wide range of high-quality programmes for children made in the UK	203 9%	159 9%	35 10%	8 7%	178 9%	24 16% <b>ka</b>	115 8%	44 11%	44 12%	94 9%	65 7%	105 9%	172 10% <b>y</b>	94 8%
Features people like me and the places I know	180 8%	147 8%	26 8%	7 5%	165 8%	14 9%	109 7%	38 9%	33 9%	84 8%	67 7%	97 8%	142 8%	91 8%
Encourages the development of new talent	173 8%	153 9% <b>q</b>	15 4%	4 3%	159 8%	13 8%	96 8%	40 10%	37 10%	88 9%	55 6%	100 9%	145 8%	83 7%
None of these	140 6%	110 6% <b>q</b>	8 2%	22 18% <b>qd</b>	135 7%	5 4%	82 6%	17 4%	42 11% <b>uv</b>	65 6% <b>yB</b>	33 4%	52 4%	100 6% <b>y</b>	46 4%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
High-quality productions	719	371	347	136	235	344	47	89	102	133	134	121	89	197	213	160	135	410	309
	32%	34%	30%	20%	32% <b>EH</b>	43% <b>EFHI</b>	16%	23%	29% <b>EH</b>	36% <b>EH</b>	43% <b>EFHI</b>	41% <b>EFHI</b>	49% <b>EHJL</b>	39% <b>PRT</b>	31%	32%	26%	35% <b>RT</b>	29%
Trusted and accurate UK news	715	353	360	128	213	369	53	75	83	130	116	132	121	212	205	145	140	418	298
	32%	32%	32%	19%	29% <b>EH</b>	45% <b>EFHI</b>	18%	19%	24%	35% <b>EHJL</b>	37% <b>EFHI</b>	45% <b>EFHI</b>	55% <b>EFGH</b>	42% <b>PQRS</b>	30%	29%	27%	35% <b>RT</b>	28%
A wide range of different types of programmes for me	600	248	349	145	202	247	58	87	93	109	96	92	59	150	176	134	129	327	274
	27%	23%	31% <b>C</b>	21%	28% <b>EH</b>	39% <b>EH</b>	20%	22%	26%	30% <b>EH</b>	31% <b>EH</b>	31% <b>EH</b>	27%	30%	26%	27%	25%	28%	25%
Programmes that I can watch with and talk about with my family and friends	476	184	288	147	154	171	57	90	85	69	70	54	47	100	153	100	116	253	223
	21%	17%	25% <b>C</b>	22%	21%	21%	20%	23%	24%	19%	23%	18%	21%	20%	22%	20%	23%	21%	21%
Programmes that help to understand what is going on in the world today	465	219	243	141	114	210	57	83	56	58	71	71	68	130	133	107	82	263	202
	21%	20%	21%	21%	16%	25% <b>FJK</b>	20%	21%	16%	16%	23% <b>F</b>	24% <b>FJK</b>	31% <b>EFHI</b>	26% <b>PRT</b>	20%	21%	16%	22% <b>R</b>	19%
Programmes that make me stop and think	413	189	219	135	116	155	43	93	56	60	72	46	37	91	134	85	92	225	188
	18%	17%	19%	20%	16%	19%	15%	24% <b>FHJM</b>	16%	16%	23% <b>FH</b>	16%	17%	18%	20%	17%	18%	19%	17%
Programmes which reflect UK life and values	346	174	170	101	110	132	39	62	51	58	51	47	34	80	100	88	70	180	166
	15%	16%	15%	15%	15%	16%	13%	16%	15%	16%	17%	15%	15%	16%	15%	18%	14%	15%	15%
Services which are available to everyone	320	176	142	84	119	113	40	44	47	72	36	53	23	69	113	55	72	182	137
	14%	16%	12%	12%	16%	14%	14%	11%	13%	20% <b>EGILN</b>	12%	18%	11%	14%	17% <b>Q</b>	11%	14%	15%	13%
Programmes that bring the nation together for a shared viewing experience	294	132	159	99	112	81	39	60	61	51	35	24	21	75	81	67	71	156	138
	13%	12%	14%	15% <b>GM</b>	15% <b>GM</b>	10%	13%	15% <b>GM</b>	17% <b>GMMN</b>	14%	11%	8%	10%	15%	12%	13%	14%	13%	13%
Provision of regional programmes and content (including news)	289	140	147	50	77	159	25	25	28	49	52	48	58	50	81	73	81	131	158
	13%	13%	13%	7%	11%	19% <b>EFHJL</b>	9%	6%	8%	13% <b>EL</b>	17% <b>EFHI</b>	16% <b>EFHI</b>	26% <b>EFHI</b>	10%	12%	14%	16% <b>OS</b>	11%	16% <b>OS</b>
Programmes with new ideas and different approaches	264	121	140	135	68	60	52	83	28	40	30	22	9	62	102	52	44	164	99
	12%	11%	12%	20% <b>FGJKL</b>	9% <b>N</b>	7%	18% <b>FGJK</b>	21% <b>FGJKL</b>	8%	11% <b>N</b>	10% <b>N</b>	7%	4%	12%	15% <b>RT</b>	10%	9%	14% <b>RT</b>	9%
Reflects the diversity of the UK	243	110	127	92	98	49	41	51	45	53	19	21	9	60	76	53	48	136	107
	11%	10%	11%	15% <b>GMLN</b>	14% <b>GMLN</b>	6%	14% <b>GMLN</b>	13% <b>GMLN</b>	13% <b>GLN</b>	14% <b>GMLN</b>	6%	7%	4%	12%	11%	11%	9%	12%	10%
A wide range of high-quality programmes for children made in the UK	203	93	110	72	90	41	20	43	57	33	18	15	7	33	52	59	54	86	117
	9%	8%	10%	11% <b>GMMN</b>	12% <b>GMLMN</b>	5%	10% <b>GN</b>	11% <b>GMMN</b>	16% <b>GKLMN</b>	9% <b>GN</b>	6%	5%	3%	7%	8%	12% <b>OS</b>	10%	7%	11% <b>OS</b>
Features people like me and the places I know	180	90	87	77	51	52	23	54	22	29	24	15	13	28	62	37	51	90	90
	8%	8%	8%	11% <b>FGJM</b>	7%	6%	8%	14% <b>FGJKL</b>	6%	8%	8%	5%	6%	6%	9%	7%	10%	8%	8%
Encourages the development of new talent	173	84	88	85	60	26	28	57	35	25	11	8	7	32	61	28	44	93	80
	8%	8%	8%	12% <b>FGKLM</b>	8% <b>GMLMN</b>	3%	10% <b>GMLN</b>	13% <b>FGKL</b>	10% <b>GMLN</b>	7% <b>G</b>	3%	3%	3%	6%	9%	6%	9%	8%	7%
None of these	140	74	61	37	59	38	20	17	37	22	12	20	6	16	29	30	56	44	96
	6%	7%	5%	5%	9% <b>GN</b>	6%	7%	4%	10% <b>EGILN</b>	6%	4%	7%	3%	3%	4%	6%	11% <b>OPQS</b>	4%	9% <b>OPS</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
High-quality productions	719	274	101	204	107	46	88	89	546	173
32%	31%	30%	43% <sup>abcd</sup>	27%	25%	28%	34%	33%	29%	32%
Trusted and accurate UK news	715	231	122	220	122	45	54	62	588	127
32%	26%	36% <sup>fa</sup>	46% <sup>abcd</sup>	30%	24%	17%	24%	36% <sup>afu</sup>	21%	21%
A wide range of different types of programmes for me	600	204	110	147	102	42	69	64	461	139
27%	23%	33% <sup>fa</sup>	31% <sup>fa</sup>	26%	23%	22%	25%	28%	23%	23%
Programmes that I can watch with and talk about with my family and friends	476	212	60	96	78	50	79	61	333	143
21%	24%	18%	20%	20%	27%	25%	24%	20%	24%	24%
Programmes that help to understand what is going on in the world today	465	183	63	118	70	26	58	34	370	95
21%	21%	19%	25% <sup>cd</sup>	18%	14%	19%	13%	22% <sup>gh</sup>	16%	16%
Programmes that make me stop and think	413	173	64	75	69	21	61	45	312	101
18%	19%	19%	16%	17%	11%	19%	17%	19%	17%	17%
Programmes which reflect UK life and values	346	157	54	60	61	22	49	38	251	95
15%	18% <sup>bc</sup>	16%	13%	15%	12%	16%	15%	15%	16%	16%
Services which are available to everyone	320	126	44	75	52	23	39	31	245	75
14%	14%	13%	16%	13%	12%	13%	12%	15%	12%	12%
Programmes that bring the nation together for a shared viewing experience	294	142	46	45	52	33	63	34	184	110
13%	16% <sup>bc</sup>	14%	9%	13%	18% <sup>gh</sup>	20% <sup>gh</sup>	13%	11%	18% <sup>gh</sup>	11%
Provision of regional programmes and content (including news)	289	95	42	102	41	13	26	24	239	50
13%	11%	12%	21% <sup>abcd</sup>	10%	7%	8%	9%	14% <sup>afu</sup>	8%	8%
Programmes with new ideas and different approaches	264	126	42	25	42	31	31	31	187	76
12%	14% <sup>bc</sup>	13% <sup>bc</sup>	5%	10% <sup>cd</sup>	17%	10%	12%	11%	13%	13%
Reflects the diversity of the UK	243	122	38	28	38	16	38	32	171	71
11%	14% <sup>bc</sup>	11% <sup>cd</sup>	6%	9%	9%	12%	12%	10%	12%	12%
A wide range of high-quality programmes for children made in the UK	203	105	33	21	36	40	62	32	103	100
9%	12% <sup>bc</sup>	10% <sup>cd</sup>	4%	9% <sup>cd</sup>	21% <sup>gh</sup>	20% <sup>gh</sup>	12% <sup>gh</sup>	6%	17% <sup>gh</sup>	17% <sup>gh</sup>
Features people like me and the places I know	180	74	36	29	32	24	40	28	111	69
8%	8%	11%	6%	8%	13% <sup>cd</sup>	15% <sup>gh</sup>	11%	7%	11% <sup>gh</sup>	11% <sup>gh</sup>
Encourages the development of new talent	173	94	36	14	23	33	45	22	96	77
8%	10% <sup>cd</sup>	11% <sup>cd</sup>	3%	6%	13% <sup>cd</sup>	14% <sup>gh</sup>	9%	6%	13% <sup>gh</sup>	13% <sup>gh</sup>
None of these	140	36	12	27	34	6	15	17	108	32
6%	4%	4%	6%	8% <sup>abcd</sup>	3%	5%	7%	7%	5%	5%

Jigsaw 2020

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Proportions: Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
High-quality productions	719	85	67	71	81	96	67	603	58	42	16
	32%	34%	33%	35%	28%	30%	33%	32%	32%	37%	24%
Trusted and accurate UK news	715	66	70	67	93	93	62	588	68	39	20
	32%	27%	34%	33%	32%	29%	30%	31%	38%	34%	30%
A wide range of different types of programmes for me	600	69	48	63	81	78	46	511	47	26	17
	27%	28%	24%	31%	28%	25%	23%	27%	26%	23%	25%
Programmes that I can watch with and talk about with my family and friends	476	41	39	41	63	58	47	395	41	24	15
	21%	16%	19%	20%	22%	18%	23%	21%	23%	21%	23%
Programmes that help to understand what is going on in the world today	465	49	38	33	64	60	55	381	42	27	15
	21%	20%	19%	16%	22%	19%	27%	20%	23%	24%	22%
Programmes that make me stop and think	413	45	26	34	71	49	33	354	29	19	10
	18%	18%	13%	17%	24%	16%	16%	19%	16%	17%	15%
Programmes which reflect UK life and values	346	50	25	33	48	52	28	297	22	16	10
	15%	20%	13%	16%	16%	16%	14%	16%	12%	15%	15%
Services which are available to everyone	320	35	33	28	43	51	33	270	20	19	10
	14%	14%	16%	14%	15%	16%	16%	14%	11%	17%	15%
Programmes that bring the nation together for a shared viewing experience	294	41	22	44	35	51	17	257	20	9	8
	13%	16%	11%	22%	16%	8%	14%	11%	8%	12%	
Provision of regional programmes and content (including news)	289	36	23	39	14	37	39	225	30	20	14
	13%	15%	11%	19%	5%	12%	19%	12%	17%	18%	21%
Programmes with new ideas and different approaches	264	43	22	19	40	44	22	226	17	12	8
	12%	18%	11%	10%	14%	14%	11%	12%	10%	11%	12%
Reflects the diversity of the UK	243	30	17	20	32	43	20	203	19	14	6
	11%	12%	8%	10%	11%	14%	10%	11%	11%	12%	9%
A wide range of high-quality programmes for children made in the UK	203	20	22	13	31	27	27	178	12	8	5
	9%	8%	11%	6%	11%	8%	13%	9%	7%	7%	7%
Features people like me and the places I know	180	21	13	13	23	35	10	154	12	6	8
	8%	9%	7%	6%	8%	11%	5%	8%	7%	5%	11%
Encourages the development of new talent	173	23	12	10	39	12	17	143	14	9	7
	8%	9%	6%	5%	13%	4%	6%	8%	8%	6%	10%
None of these	140	11	15	10	12	21	10	117	13	6	4
	6%	4%	8%	5%	4%	7%	5%	6%	7%	5%	7%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
High-quality productions	719	657	53	91	89	149	52	108	56	658	61	34	27	658
	32%	33% <u>u</u>	22%	31%	31%	33%	25%	35%	32%	31%	37%	46% <u>F</u>	29%	31%
Trusted and accurate UK news	715	653	54	81	94	125	44	86	72	631	85	39	46	631
	32%	33% <u>u</u>	22%	27%	33% <u>w</u>	28%	21%	28%	42% <u>wxyz</u>	30%	51% <u>B</u>	53% <u>F</u>	51% <u>F</u>	30%
A wide range of different types of programmes for me	600	535	54	74	80	121	52	83	51	556	44	21	23	556
	27%	27%	22%	25%	28%	27%	25%	27%	30%	27%	27%	28%	26%	27%
Programmes that I can watch with and talk about with my family and friends	476	440	36	68	66	103	53	95	37	438	38	15	22	438
	21%	22% <u>u</u>	15%	23%	23%	23%	26%	31% <u>x</u>	21%	21%	23%	21%	25%	21%
Programmes that help to understand what is going on in the world today	465	403	60	46	53	112	40	53	44	426	39	12	26	426
	21%	20%	25%	16%	16%	24% <u>u</u>	20%	17%	25%	20%	24%	17%	29%	20%
Programmes that make me stop and think	413	359	52	58	51	99	37	57	23	394	19	7	12	394
	18%	18%	22%	20%	18%	22%	18%	19%	13%	19%	11%	10%	13%	19%
Programmes which reflect UK life and values	346	316	30	56	42	69	42	45	22	329	17	6	11	329
	15%	16%	12%	19%	15%	15%	20%	15%	13%	16%	10%	8%	12%	16%
Services which are available to everyone	320	292	26	49	36	69	30	41	33	298	22	6	16	298
	14%	15%	11%	17%	12%	15%	14%	14%	19%	14%	13%	8%	17%	14%
Programmes that bring the nation together for a shared viewing experience	294	258	34	36	42	76	31	51	23	280	14	6	8	280
	13%	13%	14%	12%	14%	17%	15%	17%	13%	13%	8%	8%	9%	13%
Provision of regional programmes and content (including news)	289	277	11	39	37	49	17	27	35	237	52	26	26	237
	13%	14% <u>u</u>	4%	13%	13%	11%	8%	9%	20% <u>wxyz</u>	11%	32% <u>B</u>	36% <u>F</u>	29% <u>F</u>	11%
Programmes with new ideas and different approaches	264	231	33	39	60	71	27	34	12	260	4	1	3	260
	12%	12%	13%	13%	21% <u>u</u> A	15% <u>A</u>	13%	11%	7%	12% <u>C</u>	2%	1%	3%	12% <u>D</u>
Reflects the diversity of the UK	243	188	55	46	35	80	21	40	11	236	6	1	5	236
	11%	9%	22% <u>u</u>	15% <u>A</u>	12%	18% <u>A</u>	10%	13%	6%	11% <u>C</u>	4%	1%	6%	11% <u>D</u>
A wide range of high-quality programmes for children made in the UK	203	162	39	18	21	46	26	55	17	192	11	7	4	192
	9%	8%	16% <u>u</u>	6%	7%	10%	12%	16% <u>wxyz</u>	10%	9%	7%	9%	5%	9%
Features people like me and the places I know	180	154	23	30	20	34	25	16	17	169	11	5	6	169
	8%	8%	9%	10%	7%	7%	15% <u>u</u>	5%	10%	8%	7%	7%	6%	8%
Encourages the development of new talent	173	131	39	15	32	58	22	41	12	170	2	*	2	170
	8%	7%	16% <u>u</u>	5%	11% <u>w</u>	13% <u>w</u>	10%	13% <u>w</u>	7%	8% <u>C</u>	1%	1%	2%	6% <u>D</u>
None of these	140	116	11	19	3	8	7	11	2	140	-	-	-	140
	6%	6%	4%	6% <u>wxyz</u>	1%	2%	3%	4%	1%	7% <u>C</u>	-	-	-	7% <u>D</u>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base



C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (e)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2120	1932	188	1758	1500	1343	1166	997	554	590	576	339	139	1191	577	352
Weighted Base	2117	1921	196	1735	1449	1270	1134	990	573	609	543	334	138*	1229	547	341
High-quality productions	719	659	60	603	538	472	429	339	206	173	207	102	34	386	220	113
Trusted and accurate UK news	715	683	32	635	557	486	434	280	168	176	264	81	28	341	208	167
A wide range of different types of programmes for me	600	576	24	535	458	405	366	203	174	165	139	98	37	348	161	91
Programmes that I can watch with and talk about with my family and friends	476	447	29	395	347	336	277	274	155	162	98	96	39	298	97	81
Programmes that help to understand what is going on in the world today	465	434	31	387	341	282	262	201	104	113	150	48	37	249	109	107
Programmes that make me stop and think	413	376	37	326	279	249	227	204	108	136	125	66	34	238	115	60
Programmes which reflect UK life and values	346	325	21	305	260	231	195	155	92	103	78	51	22	191	100	55
Services which are available to everyone	320	294	26	276	224	196	180	152	105	83	75	53	19	200	74	45
Programmes that bring the nation together for a shared viewing experience	294	270	25	242	198	179	159	155	98	89	65	54	10	177	79	38
Provision of regional programmes and content (including news)	289	278	11	270	234	227	199	90	56	57	102	27	12	127	74	89
Programmes with new ideas and different approaches	264	239	25	209	171	144	132	156	89	97	48	63	23	181	69	14
Reflects the diversity of the UK	243	219	23	205	157	132	121	132	85	89	50	55	22	154	62	27
A wide range of high-quality programmes for children made in the UK	203	171	32	149	119	98	78	105	63	69	39	44	17	144	34	25
Features people like me and the places I know	180	167	14	153	117	102	93	90	46	73	39	27	15	110	48	22
Encourages the development of new talent	173	144	29	125	90	76	80	105	61	63	28	27	19	117	44	12
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2120	1635	377	108	1940	140	1399	376	345	941	931	1078	1589	1196
Weighted Base	2117	1673	342	101*	1926	148*	1394	384	339	937	895	1108	1628	1152
High-quality productions	719	543	143	33	666	41	496	112	112	341	320	383	579	403
34%	32%	27%	22%	33%	35%	29%	36%	29%	33%	36%	36%	35%	38%	35%
Trusted and accurate UK news	715	556	121	38	664	35	524	95	100	299	334	359	531	414
34%	33%	33%	35%	38%	34%	28%	37%	25%	29%	32%	37%	32%	33%	36%
A wide range of different types of programmes for me	600	465	99	36	538	46	389	108	103	233	277	343	474	346
28%	28%	29%	36%	28%	31%	28%	28%	28%	30%	25%	31%	31%	29%	30%
Programmes that I can watch with and talk about with my family and friends	476	393	67	15	442	22	283	102	91	213	180	275	386	260
22%	23%	20%	15%	23%	15%	20%	27%	27%	27%	23%	20%	25%	24%	23%
Programmes that help to understand what is going on in the world today	465	379	70	16	429	31	308	82	75	191	219	242	353	274
22%	23%	21%	16%	22%	21%	22%	21%	22%	22%	20%	24%	22%	22%	24%
Programmes that make me stop and think	413	330	67	16	378	18	274	70	69	177	169	248	326	235
20%	20%	20%	15%	20%	12%	20%	18%	20%	19%	19%	22%	20%	20%	20%
Programmes which reflect UK life and values	346	285	45	17	306	33	233	73	40	172	164	167	260	195
16%	17%	13%	17%	16%	23%	17%	13%	13%	12%	18%	19%	15%	16%	17%
Services which are available to everyone	320	257	47	16	293	18	212	47	60	138	146	174	246	184
15%	15%	14%	15%	15%	12%	15%	12%	18%	15%	15%	16%	16%	15%	16%
Programmes that bring the nation together for a shared viewing experience	294	231	46	17	265	23	185	74	35	166	119	161	244	160
14%	14%	13%	17%	14%	16%	13%	18%	10%	10%	18%	13%	15%	15%	14%
Provision of regional programmes and content (including news)	289	201	66	22	258	23	233	34	22	110	151	137	185	180
14%	12%	19%	22%	13%	16%	17%	17%	9%	6%	12%	17%	12%	11%	16%
Programmes with new ideas and different approaches	264	220	37	7	231	31	136	67	61	127	107	148	212	145
12%	13%	11%	7%	12%	21%	10%	17%	18%	18%	14%	12%	13%	13%	13%
Reflects the diversity of the UK	243	209	27	6	225	8	148	52	42	118	107	143	198	138
11%	13%	8%	6%	12%	5%	11%	13%	12%	13%	13%	12%	13%	12%	12%
A wide range of high-quality programmes for children made in the UK	203	159	35	8	178	24	115	44	44	94	65	105	172	94
10%	10%	10%	8%	9%	17%	8%	11%	13%	13%	10%	7%	9%	11%	8%
Features people like me and the places I know	180	147	26	7	165	14	109	38	33	84	67	97	142	91
9%	9%	8%	7%	9%	9%	8%	10%	10%	10%	9%	7%	9%	9%	8%
Encourages the development of new talent	173	153	15	4	159	13	96	40	37	88	55	100	145	83
8%	9%	4%	4%	8%	9%	7%	10%	11%	11%	9%	6%	9%	9%	7%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2120	1010	1094	572	621	910	248	324	297	324	356	316	238	460	658	413	528	1118	1002
Weighted Base	2117	1023	1081	645	666	789	271	374	317	349	299	275	215	486	650	472	458	1136	980
High-quality productions	719	371	347	136	235	344	47	89	102	133	134	121	89	197	213	160	135	410	309
34%	36%	32%	33%	35% <b>JEH</b>	44% <b>EFHI</b>	17%	24%	32% <b>EH</b>	38% <b>EH</b>	45% <b>EFHI</b>	44% <b>EFHI</b>	41% <b>EH</b>	40% <b>PRT</b>	33%	34%	29%	36% <b>R</b>	32%	
Trusted and accurate UK news	715	353	360	128	213	369	53	75	83	130	116	132	121	212	205	145	140	418	298
34%	35%	33%	20%	32% <b>JEH</b>	47% <b>EFHI</b>	20%	20%	26%	37% <b>EH</b>	39% <b>EH</b>	48% <b>EFHI</b>	56% <b>EFHI</b>	44% <b>PQRS</b>	32%	31%	31%	37% <b>T</b>	30%	
A wide range of different types of programmes for me	600	248	349	145	202	247	58	87	93	109	96	92	59	150	176	134	129	327	274
28%	24%	35% <b>IC</b>	22%	30% <b>JEH</b>	31% <b>JEH</b>	21%	23%	29%	31% <b>JEH</b>	32% <b>JEH</b>	34% <b>JEH</b>	27%	31%	27%	28%	28%	29%	29%	
Programmes that I can watch with and talk about with my family and friends	476	184	288	147	154	171	57	90	85	69	70	54	47	100	153	100	116	253	223
22%	18%	27% <b>IC</b>	23%	23%	22%	21%	24%	27%	20%	23%	20%	22%	21%	23%	21%	25%	22%	23%	
Programmes that help to understand what is going on in the world today	465	219	243	141	114	210	57	83	56	58	71	71	68	130	133	107	82	263	202
22%	21%	22%	22%	17%	27% <b>FJK</b>	21%	22%	18%	17%	24%	26% <b>JK</b>	32% <b>EFHI</b>	27% <b>PRT</b>	20%	23%	18%	23%	21%	
Programmes that make me stop and think	413	189	219	135	116	155	43	93	56	60	72	46	37	91	134	85	92	225	188
20%	18%	20%	21%	17%	20%	16%	25% <b>FH</b>	18%	17%	24%	17%	17%	17%	19%	21%	18%	20%	20%	
Programmes which reflect UK life and values	346	174	170	101	110	132	39	62	51	58	51	47	34	80	100	88	70	180	166
76%	77%	76%	76%	76%	77%	74%	14%	17%	16%	17%	17%	16%	16%	76%	75%	79%	75%	76%	
Services which are available to everyone	320	176	142	84	119	113	40	44	47	72	36	53	23	69	113	55	72	182	137
15%	17% <b>IC</b>	13%	13%	18%	14%	15%	12%	15%	21% <b>IEGIL</b>	12%	19% <b>JN</b>	11%	14%	17% <b>IC</b>	12%	16%	16%	14%	
Programmes that bring the nation together for a shared viewing experience	294	132	159	99	112	81	39	60	61	51	35	24	21	75	81	67	71	156	138
14%	13%	15%	15% <b>GM</b>	17% <b>GM</b>	10%	14%	16% <b>GM</b>	19% <b>GLMN</b>	15%	12%	9%	10%	15%	13%	14%	15%	14%	14%	
Provision of regional programmes and content (including news)	289	140	147	50	77	159	25	25	28	49	52	48	58	50	81	73	81	131	158
14%	14%	14%	8%	12%	29% <b>EFHI</b>	9%	7%	9%	14% <b>JE</b>	16% <b>EFHI</b>	18% <b>EFHI</b>	27% <b>EFHI</b>	70%	12%	15%	18% <b>OPS</b>	11%	16% <b>OS</b>	
Programmes with new ideas and different approaches	264	121	140	135	68	60	52	83	28	40	30	22	9	62	102	52	44	164	99
12%	12%	13%	21% <b>FGJK</b>	10% <b>N</b>	8%	19% <b>FGJK</b>	22% <b>FGJKL</b>	9%	12% <b>N</b>	10% <b>N</b>	8%	4%	13%	16% <b>RT</b>	11%	10%	14% <b>RT</b>	10%	
Reflects the diversity of the UK	243	110	127	92	98	49	41	51	45	53	19	21	9	60	76	53	48	136	107
11%	11%	12%	16% <b>GLMN</b>	15% <b>GLMN</b>	6%	13% <b>GLMN</b>	14% <b>GLN</b>	14% <b>GLMN</b>	15% <b>GLMN</b>	6%	8%	4%	12%	12%	11%	11%	12%	12%	
A wide range of high-quality programmes for children made in the UK	203	93	110	72	90	41	20	43	57	33	18	15	7	33	52	59	54	86	117
10%	9%	10%	11% <b>GMN</b>	13% <b>GLMN</b>	5%	11% <b>GN</b>	11% <b>GMN</b>	18% <b>EQKLM</b>	9% <b>GN</b>	6%	6%	3%	7%	8%	13% <b>OS</b>	12% <b>OS</b>	8%	12% <b>OS</b>	
Features people like me and the places I know	180	90	87	77	51	52	23	54	22	29	24	15	13	28	62	37	51	90	90
9%	9%	8%	12% <b>FGM</b>	8%	7%	9%	14% <b>FGJLM</b>	7%	8%	8%	5%	6%	6%	9%	8%	11% <b>Q</b>	8%	9%	
Encourages the development of new talent	173	84	88	85	60	26	28	57	35	25	11	8	7	32	61	28	44	93	80
8%	8%	8%	10% <b>GLMN</b>	9% <b>GLMN</b>	3%	10% <b>GLMN</b>	13% <b>FGKL</b>	11% <b>GLMN</b>	7% <b>Q</b>	4%	3%	3%	7%	9%	6%	10%	8%	8%	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2120	811	298	528	355	164	273	231	1595	525
Weighted Base	2117	855	325	450	366	179	299	242	1544	573
High-quality productions	719	274	101	204	107	46	88	89	546	173
34%		32%	31%	45% <b>abcd</b>	29%	26%	29%	37%	35%	30%
Trusted and accurate UK news	715	231	122	220	122	45	54	62	588	127
34%		27%	37% <b>a</b>	49% <b>abcd</b>	33%	25%	18%	26%	38% <b>efg</b>	22%
A wide range of different types of programmes for me	600	204	110	147	102	42	69	64	461	139
28%		24%	34% <b>a</b>	33% <b>a</b>	28%	23%	23%	26%	30%	24%
Programmes that I can watch with and talk about with my family and friends	476	212	60	96	78	50	79	61	333	143
22%		26%	18%	21%	21%	28%	26%	25%	22%	28%
Programmes that help to understand what is going on in the world today	465	183	63	118	70	26	58	34	370	95
22%		21%	20%	26%	19%	15%	19%	14%	24% <b>efgh</b>	17%
Programmes that make me stop and think	413	173	64	75	69	21	61	45	312	101
20%		20%	20%	17%	19%	12%	20%	19%	20% <b>ef</b>	16%
Programmes which reflect UK life and values	346	157	54	60	61	22	49	38	251	95
16%		18%	17%	13%	17%	12%	16%	16%	16%	17%
Services which are available to everyone	320	126	44	75	52	23	39	31	245	75
15%		15%	14%	17%	14%	13%	13%	13%	16%	13%
Programmes that bring the nation together for a shared viewing experience	294	142	46	45	52	33	63	34	184	110
14%		17% <b>bc</b>	14%	10%	14%	18%	21% <b>gh</b>	14%	12%	19% <b>gh</b>
Provision of regional programmes and content (including news)	289	95	42	102	41	13	26	24	239	50
14%		11%	13%	23% <b>abcd</b>	11%	7%	9%	10%	16% <b>efgh</b>	9%
Programmes with new ideas and different approaches	264	126	42	25	42	31	31	31	187	76
12%		18% <b>bc</b>	13% <b>bc</b>	5%	11% <b>bc</b>	17%	10%	13%	12%	13%
Reflects the diversity of the UK	243	122	38	28	38	16	38	32	171	71
11%		14% <b>bc</b>	12% <b>bc</b>	6%	10%	9%	13%	13%	11%	12%
A wide range of high-quality programmes for children made in the UK	203	105	33	21	36	40	62	32	103	100
10%		12% <b>bc</b>	10% <b>bc</b>	5%	10% <b>bc</b>	22% <b>gh</b>	21% <b>gh</b>	13% <b>gh</b>	7%	17% <b>gh</b>
Features people like me and the places I know	180	74	36	29	32	24	40	28	111	69
9%		9%	11%	6%	9%	13% <b>gh</b>	15% <b>gh</b>	11%	7%	12% <b>gh</b>
Encourages the development of new talent	173	84	36	14	23	33	45	22	96	77
8%		11% <b>bc</b>	11% <b>bc</b>	3%	6%	19% <b>gh</b>	15% <b>gh</b>	9%	6%	13% <b>gh</b>
None of these	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2120	126	101	106	147	157	95	950	385	395	390
Weighted Base	2117	238	188	194	282	295	193*	1779	168	107	63
High-quality productions	719	85	67	71	81	96	67	603	58	42	16
	34%	39%	36%	37%	29%	33%	35%	34%	34%	39%	26%
Trusted and accurate UK news	715	66	70	67	93	93	62	588	68	39	20
	34%	28%	37%	35%	33%	31%	32%	33%	41%	36%	32%
A wide range of different types of programmes for me	600	69	48	63	81	78	46	511	47	26	17
	28%	29%	26%	33%	29%	26%	24%	29%	28%	24%	26%
Programmes that I can watch with and talk about with my family and friends	476	41	39	41	63	58	47	395	41	24	15
	22%	17%	21%	21%	22%	20%	25%	22%	24%	23%	24%
Programmes that help to understand what is going on in the world today	465	49	38	33	64	60	55	381	42	27	15
	22%	21%	20%	17%	23%	20%	29%	21%	25%	25%	23%
Programmes that make me stop and think	413	45	26	34	71	49	33	354	29	19	10
	20%	19%	14%	17%	25%	17%	17%	20%	18%	18%	16%
Programmes which reflect UK life and values	346	50	25	33	48	52	28	297	22	16	10
	16%	21%	14%	17%	17%	18%	15%	17%	13%	15%	16%
Services which are available to everyone	320	35	33	28	43	51	33	270	20	19	10
	15%	15%	18%	14%	15%	17%	17%	15%	12%	18%	16%
Programmes that bring the nation together for a shared viewing experience	294	41	22	44	35	51	17	257	20	9	8
	14%	17%	12%	23%	17%	9%	14%	12%	8%	13%	
Provision of regional programmes and content (including news)	289	36	23	39	14	37	39	225	30	20	14
	14%	15%	12%	20%	5%	15%	20%	15%	18%	19%	22%
Programmes with new ideas and different approaches	264	43	22	19	40	44	22	226	17	12	8
	12%	18%	12%	10%	14%	15%	11%	13%	10%	12%	13%
Reflects the diversity of the UK	243	30	17	20	32	43	20	203	19	14	6
	11%	13%	9%	10%	11%	15%	11%	11%	12%	13%	10%
A wide range of high-quality programmes for children made in the UK	203	20	22	13	31	27	27	178	12	8	5
	10%	9%	12%	7%	11%	9%	14%	10%	7%	7%	8%
Features people like me and the places I know	180	21	13	13	23	35	10	154	12	6	8
	9%	9%	7%	7%	8%	12%	5%	9%	7%	6%	12%
Encourages the development of new talent	173	23	12	10	35	12	17	143	14	9	7
	8%	10%	6%	5%	14%	4%	9%	8%	8%	8%	11%
None of these	-	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All value any personally

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2120	1951	156	273	255	422	189	291	169	1861	259	129	130	1861
Weighted Base	2117	1866	232	278	285	448	201	294	171	1952	164	74*	91*	1952
High-quality productions	719	657	53	91	89	149	52	108	56	658	61	34	27	658
	34%	35% <u>u</u>	23%	33%	31%	33%	26%	37%	33%	34%	37%	46% <u>F</u>	29%	34%
Trusted and accurate UK news	715	653	54	81	94	125	44	86	72	631	85	39	46	631
	34%	35% <u>u</u>	23%	29%	33% <u>w</u>	28%	22%	29%	42% <u>wxyz</u>	32%	51% <u>B</u>	53% <u>F</u>	51% <u>F</u>	32%
A wide range of different types of programmes for me	600	535	54	74	80	121	52	83	51	556	44	21	23	556
	28%	29%	23%	27%	28%	27%	26%	28%	30%	28%	27%	28%	26%	28%
Programmes that I can watch with and talk about with my family and friends	476	440	36	68	66	103	53	95	37	438	38	15	22	438
	22%	24% <u>u</u>	15%	25%	23%	23%	26%	32% <u>u</u>	22%	22%	23%	21%	25%	22%
Programmes that help to understand what is going on in the world today	465	403	60	46	53	112	40	53	44	426	39	12	26	426
	22%	22%	26%	17%	19%	23% <u>u</u>	20%	18%	26%	22%	24%	17%	29%	22%
Programmes that make me stop and think	413	359	52	58	51	99	37	57	23	394	19	7	12	394
	20%	19%	23%	21%	18%	22%	19%	19%	14%	20% <u>C</u>	11%	10%	13%	20%
Programmes which reflect UK life and values	346	316	30	56	42	69	42	45	22	329	17	6	11	329
	16%	17%	13%	20%	15%	15%	21%	15%	13%	17%	10%	8%	12%	17%
Services which are available to everyone	320	292	26	49	36	69	30	41	33	298	22	6	16	298
	15%	16%	11%	18%	13%	15%	15%	14%	19%	15%	13%	8%	17%	15%
Programmes that bring the nation together for a shared viewing experience	294	258	34	36	42	76	31	51	23	280	14	6	8	280
	14%	14%	14%	13%	15%	17%	15%	17%	13%	14%	8%	8%	9%	14%
Provision of regional programmes and content (including news)	289	277	11	39	37	49	17	27	35	237	52	26	26	237
	14%	15% <u>u</u>	5%	14%	13%	11%	9%	9%	20% <u>wxyz</u>	12%	32% <u>B</u>	36% <u>F</u>	29% <u>F</u>	12%
Programmes with new ideas and different approaches	264	231	33	39	60	71	27	34	12	260	4	1	3	260
	12%	12%	14%	14%	21% <u>u</u> A	16% <u>A</u>	13%	11%	7%	13% <u>C</u>	2%	1%	3%	13% <u>D</u>
Reflects the diversity of the UK	243	188	55	46	35	80	21	40	11	236	6	1	5	236
	11%	10%	23% <u>u</u>	16% <u>A</u>	12%	18% <u>A</u>	10%	13%	7%	12% <u>C</u>	4%	1%	6%	12% <u>D</u>
A wide range of high-quality programmes for children made in the UK	203	162	39	18	21	46	26	55	17	192	11	7	4	192
	10%	9%	17% <u>u</u>	6%	7%	10%	13%	15% <u>wxyz</u>	10%	10%	7%	9%	5%	10%
Features people like me and the places I know	180	154	23	30	20	34	25	16	17	169	11	5	6	169
	9%	8%	10%	11%	7%	8%	12% <u>u</u>	5%	10%	9%	7%	7%	6%	9%
Encourages the development of new talent	173	131	39	15	32	58	22	41	12	170	2	*	2	170
	8%	7%	17% <u>u</u>	5%	11%	13% <u>u</u>	11%	14% <u>w</u>	7%	9% <u>C</u>	1%	1%	2%	8% <u>D</u>
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C1a. Top 3 most valuable benefits for you personally

Base : All respondents

	C1b. Least 3 valuable benefits for you personally																
	A wide range of high-quality programmes for children made in the UK	Reflects the diversity of the UK	Encourages the development of new talent	Features people like me and the places I know	Programmes that bring the nation together for a shared viewing experience	Programmes that I can watch with and talk about with my family and friends	Programmes which reflect UK life and values	Programmes with new ideas and different approaches	Provision of regional programmes and content (including news)	Programmes that make me stop and think	Services which are available to everyone	A wide range of different types of programmes for me	Trusted and accurate UK news	High-quality productions	Programmes that help to understand what is going on in the world today	None of these	
Unweighted Base	2257	733	509	502	393	372	329	290	272	258	247	222	183	170	169	166	275
Weighted Base	2257	700	525	480	433	348	324	297	246	292	255	239	194	173	182	186	265
Trusted and accurate UK news	715 32%	301 43%	189 36%	197 41%	160 37%	100 29%	126 39%	84 29%	88 36%	92 32%	62 24%	63 26%	45 23%	-	26 14%	29 15%	95 36%
High-quality productions	719 32%	238 34%	198 37%	148 31%	119 28%	109 31%	110 34%	98 33%	81 33%	96 33%	82 32%	83 35%	56 29%	50 29%	-	50 27%	121 46%
A wide range of different types of programmes for me	600 27%	238 34%	175 33%	160 33%	118 27%	100 29%	90 26%	86 29%	76 31%	76 29%	58 23%	48 20%	-	51 29%	34 19%	39 21%	78 29%
Programmes that help to understand what is going on in the world today	465 21%	199 28%	94 18%	130 27%	103 24%	81 23%	76 23%	59 20%	50 20%	52 18%	53 21%	55 23%	50 26%	27 15%	34 18%	-	62 23%
Programmes that I can watch with and talk about with my family and friends	476 21%	153 22%	144 27%	115 24%	118 27%	82 23%	-	78 26%	51 21%	82 28%	58 23%	61 26%	46 24%	50 29%	51 28%	38 20%	49 18%
Programmes that make me stop and think	413 18%	144 21%	84 16%	71 15%	80 19%	98 28%	63 19%	76 26%	34 14%	76 26%	-	55 23%	36 18%	39 22%	49 27%	36 19%	63 24%
Provision of regional programmes and content (including news)	289 13%	119 17%	74 14%	83 17%	60 14%	60 17%	64 20%	36 12%	54 22%	-	27 11%	25 10%	15 8%	10 6%	15 8%	18 9%	31 12%
Services which are available to everyone	320 14%	107 15%	81 15%	63 13%	70 16%	48 14%	51 16%	37 13%	39 16%	52 18%	46 18%	-	40 21%	37 21%	18 10%	33 18%	41 16%
Programmes which reflect UK life and values	346 15%	140 20%	75 14%	89 19%	56 13%	45 13%	58 18%	-	38 15%	41 14%	42 17%	53 22%	43 22%	35 20%	38 21%	49 27%	42 16%
Programmes that bring the nation together for a shared viewing experience	294 13%	89 13%	78 15%	56 12%	67 16%	-	32 10%	32 11%	34 14%	56 19%	40 16%	44 18%	23 13%	23 13%	53 29%	40 21%	35 13%
Programmes with new ideas and different approaches	264 12%	72 10%	61 12%	41 9%	46 11%	59 17%	56 17%	42 14%	-	44 15%	44 17%	54 23%	25 13%	33 19%	25 14%	30 16%	23 9%
Reflects the diversity of the UK	243 11%	52 7%	-	46 10%	65 15%	25 7%	42 13%	40 14%	28 12%	26 9%	31 12%	30 13%	27 14%	14 8%	18 10%	29 16%	53 20%
Features people like me and the places I know	180 8%	52 7%	40 8%	55 11%	-	33 9%	30 9%	29 10%	19 8%	17 6%	32 11%	27 11%	14 7%	28 16%	16 9%	22 12%	19 7%
A wide range of high-quality programmes for children made in the UK	203 9%	-	53 10%	46 10%	68 16%	26 7%	22 7%	38 13%	40 16%	45 15%	50 20%	21 9%	39 20%	19 11%	10 6%	20 11%	13 5%
Encourages the development of new talent	173 8%	31 4%	32 6%	-	44 10%	40 11%	32 10%	44 15%	28 11%	22 8%	21 8%	26 11%	29 15%	22 12%	21 12%	18 10%	19 7%
None of these	140 6%	24 3%	34 6%	16 3%	11 3%	19 5%	16 5%	23 8%	7 3%	11 4%	13 5%	10 4%	11 5%	11 6%	22 12%	22 12%	-

"Caution should be used when reviewing any base size under 100"

C1b. Least 3 valuable benefits for you personally

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
A wide range of high-quality programmes for children made in the UK	700	662	38	609	536	491	447	265	178	148	213	80	31	342	197	162
	31%	33% <b>bn</b>	15%	34% <b>bn</b>	36% <b>bn</b>	38% <b>abgn</b>	39% <b>abgn</b>	25% <b>b</b>	30% <b>b</b>	24% <b>b</b>	39% <b>ai</b>	22%	21%	26%	34% <b>cn</b>	44% <b>nm</b>
Reflects the diversity of the UK	525	483	42	427	379	334	296	255	156	131	126	80	24	304	120	100
	23%	24% <b>nb</b>	16%	24% <b>nb</b>	25% <b>nb</b>	25% <b>nb</b>	24% <b>nb</b>	24% <b>nb</b>	26% <b>nb</b>	21%	23%	22%	16%	23%	21%	27%
Encourages the development of new talent	480	457	23	422	364	325	285	195	107	100	140	62	25	257	122	100
	21%	23% <b>bn</b>	9%	24% <b>bn</b>	24% <b>bn</b>	25% <b>bn</b>	24% <b>bn</b>	19% <b>b</b>	16% <b>b</b>	16% <b>b</b>	25% <b>ai</b>	17%	17%	20%	21%	27% <b>nm</b>
Features people like me and the places I know	433	385	48	334	282	238	214	234	136	140	89	90	32	298	91	44
	19%	19%	19%	19%	18%	18%	18%	23% <b>ne</b>	23%	22%	16%	21% <b>l</b>	21%	23% <b>nm</b>	16%	12%
Programmes that bring the nation together for a shared viewing experience	348	309	39	281	236	199	194	161	85	118	101	48	31	207	95	46
	15%	15%	15%	16%	16%	15%	17%	15%	14%	19%	18%	13%	21%	16%	17%	13%
Programmes that I can watch with and talk about with my family and friends	324	298	26	269	229	214	197	123	62	75	105	42	17	180	92	53
	14%	15% <b>nb</b>	10%	15% <b>nb</b>	15% <b>nb</b>	16% <b>bn</b>	17% <b>bn</b>	12%	10%	12%	19% <b>ai</b>	12%	11%	14%	16%	14%
Programmes which reflect UK life and values	297	266	32	224	183	145	148	171	93	105	54	63	20	210	54	34
	13%	13%	12%	13%	12%	11%	13%	16% <b>ccde</b>	16% <b>ue</b>	17% <b>cdde</b>	10%	13%	13%	16% <b>kn</b>	9%	9%
Provision of regional programmes and content (including news)	292	259	33	232	192	167	145	172	105	102	59	67	27	197	69	27
	13%	13%	13%	13%	13%	13%	12%	16% <b>acde</b>	18% <b>acde</b>	16%	11%	18% <b>q</b>	17%	15% <b>co</b>	12%	7%
Programmes that make me stop and think	255	213	42	196	156	127	111	133	83	91	45	56	23	176	58	21
	11%	11%	16% <b>adef</b>	11%	10%	10%	9%	13% <b>def</b>	14% <b>def</b>	15% <b>adef</b>	8%	15% <b>l</b>	15% <b>l</b>	13% <b>co</b>	10%	6%
Programmes with new ideas and different approaches	246	220	26	199	172	143	110	107	72	59	66	34	17	132	61	53
	11%	11%	10%	11%	12%	11%	9%	10%	12%	9%	12%	9%	11%	10%	11%	14%
Services which are available to everyone	239	219	19	191	156	139	125	136	99	98	49	51	16	157	54	27
	11%	11%	7%	11%	11%	11%	11%	13%	17% <b>abced</b>	16% <b>abced</b>	9%	14%	10%	12%	9%	7%
A wide range of different types of programmes for me	194	154	39	131	105	102	88	83	63	60	35	25	13	129	42	23
	8%	8%	15% <b>acdef</b>	7%	7%	8%	8%	8%	10% <b>cd</b>	10%	6%	7%	9%	10%	7%	6%
Programmes that help to understand what is going on in the world today	186	163	23	141	105	81	70	86	44	51	42	36	20	128	38	20
	8%	8%	9%	8%	7%	6%	6%	8%	7%	8%	8%	10%	13%	10% <b>co</b>	7%	5%
High-quality productions	182	151	32	127	91	82	76	87	45	66	28	39	18	117	49	16
	8%	8%	12% <b>acdef</b>	7%	6%	6%	6%	8%	7%	11% <b>cddef</b>	5%	11% <b>l</b>	12% <b>l</b>	9% <b>cd</b>	9%	4%
Trusted and accurate UK news	173	150	24	126	96	91	80	108	52	69	14	48	15	135	24	14
	8%	7%	9%	7%	6%	7%	7%	10% <b>cddef</b>	9%	11% <b>acdef</b>	3%	13% <b>l</b>	10% <b>l</b>	10% <b>no</b>	4%	4%
None of these	265	249	17	229	199	173	159	134	70	73	75	39	21	130	84	52
	12%	12% <b>nb</b>	6%	13% <b>nb</b>	13% <b>nb</b>	13% <b>nb</b>	14% <b>nb</b>	13% <b>nb</b>	12%	12%	14%	11%	14%	10%	15% <b>nm</b>	14%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base



C1b. Least 3 valuable benefits for you personally

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
A wide range of high-quality programmes for children made in the UK	700 31%	523 29%	130 37% <sup>up</sup>	48 39%	638 31%	46 30%	532 36% <sup>low</sup>	92 23%	76 20%	308 31%	347 37% <sup>low</sup>	360 31%	511 30%	418 35% <sup>low</sup>
Reflects the diversity of the UK	525 23%	398 22%	85 24%	42 35% <sup>up</sup>	482 23%	35 23%	352 24%	89 22%	83 22%	218 22%	224 24%	278 24%	408 24%	294 24%
Encourages the development of new talent	480 21%	358 20%	85 24%	37 30% <sup>up</sup>	441 21%	26 17%	336 23%	74 18%	70 18%	205 20%	214 23%	235 20%	365 21%	272 23%
Features people like me and the places I know	433 19%	338 19%	73 21%	22 18%	392 19%	34 22%	248 17%	99 35% <sup>up</sup>	87 23% <sup>up</sup>	185 18%	171 18%	266 23% <sup>up</sup>	357 21%	230 19%
Programmes that bring the nation together for a shared viewing experience	348 15%	289 16%	46 13%	13 11%	302 15%	33 22%	223 15%	58 15%	66 17%	158 16%	145 16%	194 17%	264 15%	204 17%
Programmes that I can watch with and talk about with my family and friends	324 14%	235 13%	68 20% <sup>up</sup>	21 17%	297 14%	21 14%	233 16% <sup>low</sup>	57 14%	34 9%	158 16%	145 16%	157 14%	249 14%	171 14%
Programmes which reflect UK life and values	297 13%	242 14%	46 13%	9 7%	267 13%	23 15%	171 12%	57 14%	70 18% <sup>up</sup>	126 13%	109 12%	187 16% <sup>up</sup>	245 14%	165 14%
Provision of regional programmes and content (including news)	292 13%	240 13%	42 12%	10 8%	269 13%	17 11%	151 10%	80 20% <sup>up</sup>	61 16% <sup>up</sup>	143 14% <sup>up</sup>	96 10%	175 15% <sup>up</sup>	254 15% <sup>up</sup>	154 13%
Programmes that make me stop and think	255 11%	209 12%	34 10%	12 9%	226 11%	18 12%	141 10%	55 14%	59 15% <sup>up</sup>	123 12%	94 10%	134 12%	220 13%	127 11%
Programmes with new ideas and different approaches	246 11%	194 11%	34 10%	18 14%	228 11%	13 9%	164 11%	49 12%	32 8%	92 9%	107 11%	133 11%	186 11%	141 12%
Services which are available to everyone	239 11%	214 12% <sup>up</sup>	19 6%	5 4%	221 11%	14 9%	127 9%	63 16% <sup>up</sup>	49 13%	117 12%	93 10%	127 11%	189 11%	122 10%
A wide range of different types of programmes for me	194 9%	157 9%	29 9%	7 6%	173 8%	19 12%	129 9%	39 10%	25 7%	98 10% <sup>up</sup>	61 7%	107 9%	157 9%	96 8%
Programmes that help to understand what is going on in the world today	186 8%	154 9%	28 8%	4 3%	169 8%	14 9%	105 7%	40 10%	40 11%	97 10%	64 7%	90 8%	155 9%	81 7%
High-quality productions	182 8%	157 9%	20 6%	6 5%	159 8%	19 13%	103 7%	44 11% <sup>up</sup>	35 9%	94 9%	67 7%	79 7%	138 8%	88 7%
Trusted and accurate UK news	173 8%	141 8%	24 7%	8 6%	158 8%	13 8%	88 6%	32 8%	54 16% <sup>up</sup>	85 9%	52 6%	92 8%	146 8% <sup>up</sup>	79 7%
None of these	265 12%	222 12% <sup>up</sup>	27 8%	16 13%	247 12%	11 7%	183 12%	45 11%	37 10%	101 10%	129 14% <sup>up</sup>	140 12%	192 11%	156 13%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1b. Least 3 valuable benefits for you personally

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
A wide range of high-quality programmes for children made in the UK	700	304	305	120	187	301	48	73	79	107	128	143	121	185	206	149	150	391	309
Reflects the diversity of the UK	525	294	229	132	156	231	55	78	68	88	84	87	60	117	154	114	127	271	254
Encourages the development of new talent	480	246	233	106	146	226	37	69	70	77	69	73	84	112	140	114	110	252	228
Features people like me and the places I know	433	202	229	161	146	118	86	75	64	82	49	48	22	111	111	115	85	222	210
Programmes that bring the nation together for a shared viewing experience	348	167	174	117	120	109	51	66	47	73	50	35	24	72	120	74	75	193	155
Programmes that I can watch with and talk about with my family and friends	324	160	161	105	77	141	45	59	18	58	60	48	33	77	107	74	54	184	140
Programmes which reflect UK life and values	297	155	140	121	89	83	52	70	53	36	38	32	13	66	105	61	59	171	126
Provision of regional programmes and content (including news)	292	136	154	112	91	84	57	55	55	36	36	33	15	61	103	62	59	164	128
Programmes that make me stop and think	255	135	119	104	90	57	42	62	43	47	21	20	16	63	70	57	61	133	121
Programmes with new ideas and different approaches	246	123	122	59	86	98	23	36	38	48	34	27	36	48	78	48	65	126	119
Services which are available to everyone	239	104	132	85	67	83	37	48	34	33	38	26	18	60	67	52	52	127	112
A wide range of different types of programmes for me	194	89	103	87	53	52	31	55	28	25	20	15	17	33	77	39	42	110	84
Programmes that help to understand what is going on in the world today	186	101	80	69	76	39	25	44	48	28	22	12	5	40	42	54	42	82	104
High-quality productions	182	101	81	99	49	34	31	68	28	21	20	8	5	17	50	55	53	67	116
Trusted and accurate UK news	173	85	86	78	55	40	34	45	37	19	23	14	3	28	59	32	52	87	86
None of these	265	112	149	45	110	108	14	30	46	64	40	38	30	65	65	49	78	130	135

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1b. Least 3 valuable benefits for you personally

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1852	605
A wide range of high-quality programmes for children made in the UK	700 31%	218 24%	106 31%	236 50% <b>abd</b>	110 27%	19 10%	41 13%	53 20% <b>e</b>	607 37% <b>efg</b>	93 15%
Reflects the diversity of the UK	525 23%	191 21%	83 25% <b>d</b>	146 31% <b>abd</b>	67 17%	44 24%	58 18%	53 21%	398 24%	127 21%
Encourages the development of new talent	480 21%	177 20%	76 23%	136 29% <b>abd</b>	69 17%	26 14%	68 22%	56 22%	371 22% <b>de</b>	109 18%
Features people like me and the places I know	433 19%	186 21% <b>e</b>	82 18%	71 15%	72 18%	60 32% <b>h</b>	71 23%	60 23%	282 17%	150 25% <b>hi</b>
Programmes that bring the nation together for a shared viewing experience	348 15%	135 15%	64 19% <b>de</b>	53 11%	68 17% <b>bc</b>	16 9%	55 17% <b>de</b>	46 18% <b>e</b>	253 15%	95 16%
Programmes that I can watch with and talk about with my family and friends	324 14%	131 15%	37 11%	83 17% <b>h</b>	54 14%	25 13%	42 13%	35 14%	242 15%	82 13%
Programmes which reflect UK life and values	297 13%	128 14%	53 15% <b>de</b>	47 10%	46 11%	42 23% <b>h</b>	50 16%	43 17%	194 12%	103 17% <b>hi</b>
Provision of regional programmes and content (including news)	292 13%	146 15% <b>de</b>	42 12%	45 9%	33 8%	26 14%	43 14%	31 12%	212 13%	80 13%
Programmes that make me stop and think	255 11%	130 15% <b>h</b>	34 10%	32 7%	44 11%	34 18% <b>h</b>	48 15% <b>h</b>	42 16% <b>h</b>	160 10%	94 14% <b>h</b>
Programmes with new ideas and different approaches	246 11%	95 11%	28 8%	66 14%	43 11%	25 14%	40 13%	23 9%	167 10%	79 13%
Services which are available to everyone	239 11%	102 11% <b>c</b>	45 13% <b>de</b>	32 7%	42 11%	20 11%	34 11%	33 13%	168 10%	71 12%
A wide range of different types of programmes for me	194 9%	83 9%	29 9%	30 6%	36 9%	28 15% <b>gh</b>	40 13% <b>h</b>	18 7%	125 8%	69 11% <b>h</b>
Programmes that help to understand what is going on in the world today	186 8%	98 11% <b>c</b>	24 7%	19 4%	36 9% <b>c</b>	18 10%	40 13% <b>h</b>	26 10%	113 7%	73 12% <b>h</b>
High-quality productions	182 8%	85 10% <b>c</b>	32 9% <b>c</b>	9 2%	43 11% <b>c</b>	19 10%	37 12% <b>gh</b>	14 5%	121 7%	61 10%
Trusted and accurate UK news	173 8%	64 7%	33 10% <b>c</b>	24 5%	38 9% <b>c</b>	24 13% <b>h</b>	36 11% <b>h</b>	21 8%	107 6%	66 11% <b>h</b>
None of these	265 12%	104 12%	39 12%	52 11%	60 15%	11 6%	32 10%	25 10%	216 13% <b>de</b>	50 8%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1b. Least 3 valuable benefits for you personally

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
A wide range of high-quality programmes for children made in the UK	700 31%	63 25%	66 32%	79 39% <b></b>	83 28%	93 29%	55 27%	581 31%	62 34% <b></b>	37 32%	20 30%
Reflects the diversity of the UK	525 23%	53 21%	45 22%	49 24%	63 22%	94 30% <b>rs</b>	44 22%	449 24%	40 22%	23 20%	13 19%
Encourages the development of new talent	480 21%	54 22%	50 24%	50 25%	59 20%	68 22%	35 17%	400 21%	40 22%	24 22%	15 23%
Features people like me and the places I know	433 19%	38 15%	48 23% <b>rs</b>	42 21%	60 21%	58 18%	37 18%	372 20% <b>rs</b>	32 17%	19 17%	10 15%
Programmes that bring the nation together for a shared viewing experience	348 15%	36 15%	25 12%	18 9%	59 20% <b>rs</b>	48 15%	24 12%	280 15%	35 19% <b>rs</b>	22 19% <b>rs</b>	11 17% <b>rs</b>
Programmes that I can watch with and talk about with my family and friends	324 14%	26 11%	34 17%	37 16%	42 14%	59 19%	36 18%	273 14%	25 14%	15 13%	11 16%
Programmes which reflect UK life and values	297 13%	43 17%	28 14%	18 9%	37 13%	37 12%	38 13% <b></b>	250 13%	25 14%	14 12%	8 12%
Provision of regional programmes and content (including news)	292 13%	39 16%	33 16%	20 10%	53 19% <b>rs</b>	31 10%	24 12%	254 13%	20 11%	11 9%	7 11%
Programmes that make me stop and think	255 11%	29 12%	22 11%	26 13%	34 12%	46 15%	22 11%	215 11%	21 11%	10 9%	9 13% <b>rs</b>
Programmes with new ideas and different approaches	246 11%	20 8%	17 9%	30 15%	40 13%	36 11%	23 11%	198 10%	26 14% <b>rs</b>	14 12%	8 12%
Services which are available to everyone	239 11%	38 16% <b>rs</b>	25 12%	31 12% <b>rs</b>	26 9%	24 8%	21 11%	202 11%	19 11%	11 10%	6 9%
A wide range of different types of programmes for me	194 9%	21 8%	18 9%	11 6%	33 11%	27 8%	16 8%	165 9%	15 8%	9 8%	5 8%
Programmes that help to understand what is going on in the world today	186 8%	28 11%	21 10%	12 6%	26 9%	27 8%	14 7%	162 9%	11 6%	7 6%	6 8%
High-quality productions	182 8%	16 6%	25 12% <b>rs</b>	10 5%	24 8%	24 7%	16 8%	155 8%	13 7%	7 6%	7 11% <b>rs</b>
Trusted and accurate UK news	173 8%	38 18% <b>rs</b>	11 5%	6 3%	26 9% <b>rs</b>	28 9% <b>rs</b>	9 5%	147 8%	13 7%	9 8%	6 8% <b>rs</b>
None of these	265 12%	33 13%	21 10%	23 11%	32 11%	34 11%	32 16%	221 12%	18 10%	18 16% <b>rs</b>	8 11%

Jigsaw 2020

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C1b. Least 3 valuable benefits for you personally

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
A wide range of high-quality programmes for children made in the UK	700	662	34	87	76	128	51	65	60	624	76	36	40	624
	31%	33%	14%	29%	26%	28%	25%	21%	35%	30%	46%	49%	44%	30%
Reflects the diversity of the UK	525	483	29	62	65	90	57	60	43	481	44	21	23	481
	23%	24%	12%	21%	23%	20%	28%	20%	25%	23%	27%	29%	28%	23%
Encourages the development of new talent	480	442	35	65	61	87	47	52	50	418	62	25	37	418
	21%	22%	14%	22%	21%	19%	23%	17%	29%	20%	38%	34%	41%	20%
Features people like me and the places I know	433	373	54	63	64	109	54	87	36	401	32	13	18	401
	19%	19%	22%	21%	22%	24%	26%	29%	21%	19%	19%	18%	20%	19%
Programmes that bring the nation together for a shared viewing experience	348	305	38	50	53	74	34	48	33	331	17	4	13	331
	15%	15%	16%	17%	18%	16%	16%	16%	19%	16%	11%	5%	15%	16%
Programmes that I can watch with and talk about with my family and friends	324	287	36	44	42	57	23	32	38	277	47	19	28	277
	14%	15%	15%	15%	15%	12%	11%	10%	22%	13%	29%	26%	30%	13%
Programmes which reflect UK life and values	297	252	40	38	54	71	47	65	11	284	13	8	5	284
	13%	13%	16%	13%	19%	16%	23%	21%	4%	14%	8%	11%	6%	14%
Provision of regional programmes and content (including news)	292	242	46	39	34	81	31	47	15	285	7	2	5	285
	13%	12%	19%	13%	12%	18%	15%	15%	8%	14%	4%	3%	5%	14%
Programmes that make me stop and think	255	216	36	34	42	70	27	38	21	236	18	8	10	236
	11%	11%	15%	12%	14%	15%	13%	13%	12%	11%	11%	11%	11%	11%
Programmes with new ideas and different approaches	246	223	18	46	22	32	28	36	33	209	37	19	18	209
	11%	11%	8%	18%	7%	7%	12%	12%	19%	10%	22%	25%	20%	10%
Services which are available to everyone	239	208	29	34	34	72	22	18	9	233	5	3	3	233
	11%	10%	12%	12%	12%	16%	10%	6%	5%	11%	3%	3%	3%	11%
A wide range of different types of programmes for me	194	166	25	15	13	43	20	24	10	181	13	2	10	181
	9%	8%	10%	5%	4%	9%	10%	8%	6%	9%	8%	3%	11%	9%
Programmes that help to understand what is going on in the world today	186	161	23	16	31	33	22	28	8	184	2	2	*	184
	8%	8%	9%	5%	11%	7%	11%	9%	4%	7%	1%	3%	*	7%
High-quality productions	182	151	29	28	26	37	16	27	6	180	2	*	2	180
	8%	8%	12%	9%	9%	8%	8%	9%	3%	9%	1%	*	2%	9%
Trusted and accurate UK news	173	151	19	38	31	38	15	22	8	172	2	*	2	172
	8%	8%	8%	13%	11%	8%	7%	7%	5%	8%	1%	*	2%	8%
None of these	265	227	35	30	26	55	8	49	21	265	-	-	-	265
	12%	11%	14%	10%	9%	12%	4%	16%	12%	13%	-	-	-	13%

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

C1b. Least 3 valuable benefits for you personally

Base : All respondents

	C1a. Top 3 most valuable benefits for you personally																
	Total	Trusted and accurate UK news	High-quality productions	A wide range of different types of programmes for me	Programmes that help to understand what is going on in the world today	Programmes that I can watch with and talk about with my family and friends	Programmes that make me stop and think	Provision of regional programmes and content (including news)	Services which are available to everyone	Programmes which reflect UK life and values	Programmes that bring the nation together for a shared viewing experience	Programmes with new ideas and different approaches	Reflects the diversity of the UK	Features people like me and the places I know	A wide range of high-quality programmes for children made in the UK	Encourages the development of new talent	None of these
Unweighted Base	2257	760	720	582	497	487	389	367	327	326	261	245	234	178	175	173	137
Weighted Base	2257	715	719	600	465	476	413	289	320	346	294	264	243	180	203	173	140
A wide range of high-quality programmes for children made in the UK	700 31%	301 42%	236 33%	238 40%	199 43%	153 32%	144 35%	119 41%	107 33%	140 40%	89 30%	72 27%	52 21%	52 29%	-	31 18%	24 17%
Reflects the diversity of the UK	525 23%	189 26%	196 27%	175 29%	94 20%	144 30%	84 20%	74 26%	81 25%	75 22%	78 27%	61 23%	-	40 22%	53 26%	32 19%	34 24%
Encourages the development of new talent	480 21%	197 28%	148 21%	160 27%	130 28%	115 24%	71 17%	83 19%	63 20%	89 26%	56 19%	41 16%	46 19%	55 30%	46 23%	-	16 12%
Features people like me and the places I know	433 19%	160 22%	119 17%	118 20%	103 22%	118 25%	80 19%	60 21%	70 22%	56 16%	67 23%	46 18%	65 27%	-	68 33%	44 26%	11 8%
Programmes that bring the nation together for a shared viewing experience	348 15%	100 14%	109 15%	100 17%	81 17%	82 17%	98 24%	60 21%	48 15%	45 13%	-	59 22%	25 10%	33 18%	26 13%	40 23%	19 14%
Programmes that I can watch with and talk about with my family and friends	324 14%	126 18%	110 15%	90 15%	76 16%	-	63 15%	64 22%	51 16%	58 17%	32 11%	56 21%	42 17%	30 16%	22 11%	32 19%	16 11%
Programmes which reflect UK life and values	297 13%	84 12%	98 14%	86 14%	59 13%	78 16%	76 18%	36 12%	37 12%	-	32 11%	42 16%	40 17%	29 16%	38 19%	44 26%	23 16%
Programmes with new ideas and different approaches	246 11%	88 12%	81 11%	76 13%	50 11%	51 11%	34 8%	54 19%	39 12%	38 11%	34 12%	-	28 12%	19 10%	40 20%	28 16%	7 5%
Provision of regional programmes and content (including news)	292 13%	92 13%	96 13%	85 14%	52 11%	82 17%	76 19%	-	52 16%	41 12%	56 19%	44 17%	26 11%	17 9%	45 22%	22 13%	11 8%
Programmes that make me stop and think	255 11%	62 9%	82 11%	58 10%	53 11%	58 12%	-	27 9%	46 14%	42 12%	40 14%	44 17%	31 13%	32 18%	50 25%	21 12%	13 9%
Services which are available to everyone	239 11%	63 9%	83 12%	48 8%	55 12%	61 13%	55 13%	25 9%	-	53 15%	44 15%	54 21%	30 13%	27 15%	21 10%	26 15%	10 7%
A wide range of different types of programmes for me	194 9%	45 6%	56 8%	-	50 11%	46 10%	36 9%	15 5%	40 12%	43 12%	42 14%	25 10%	27 11%	14 8%	39 19%	29 17%	11 8%
Trusted and accurate UK news	173 8%	-	50 7%	51 8%	27 6%	50 11%	39 9%	10 3%	37 11%	35 10%	23 8%	33 13%	14 6%	28 15%	19 10%	22 13%	11 8%
High-quality productions	182 8%	26 4%	-	34 6%	34 7%	51 11%	49 12%	15 5%	18 6%	38 11%	53 18%	25 9%	18 7%	16 9%	10 5%	21 12%	22 16%
Programmes that help to understand what is going on in the world today	186 8%	29 4%	50 7%	39 6%	-	38 8%	36 9%	18 6%	33 10%	49 14%	40 14%	30 11%	29 12%	22 12%	20 10%	18 11%	22 15%
None of these	265 12%	95 13%	121 17%	78 13%	62 13%	49 10%	63 15%	31 11%	41 13%	42 12%	35 12%	23 9%	53 22%	19 11%	13 7%	19 11%	-

"Caution should be used when reviewing any base size under 100"

C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	C1a. Top 3 most valuable benefits for you personally																
	Total	Trusted and accurate UK news	High-quality productions	A wide range of different types of programmes for me	Programmes that help to understand what is going on in the world today	Programmes that I can watch with and talk about with my family and friends	Programmes that make me stop and think	Provision of regional programmes and content (including news)	Services which are available to everyone	Programmes which reflect UK life and values	Programmes that bring the nation together for a shared viewing experience	Programmes with new ideas and different approaches	Reflects the diversity of the UK	Features people like me and the places I know	A wide range of high-quality programmes for children made in the UK	Encourages the development of new talent	None of these
Unweighted Base	2120	760	720	582	497	487	389	367	327	326	261	245	234	178	175	173	-
Weighted Base	2117	715	719	600	465	476	413	289	320	346	294	264	243	180	203	173	-
A wide range of high-quality programmes for children made in the UK	677 32%	301 42%	236 33%	238 40%	199 43%	153 32%	144 35%	119 41%	107 33%	140 40%	89 30%	72 27%	52 21%	52 29%	-	31 18%	-
Reflects the diversity of the UK	491 23%	189 26%	196 27%	175 29%	94 20%	144 30%	84 20%	74 26%	81 25%	75 22%	78 27%	61 23%	-	40 22%	53 26%	32 19%	-
Encourages the development of new talent	464 22%	197 28%	148 21%	160 27%	130 28%	115 24%	71 17%	83 21%	63 15%	89 26%	56 19%	41 16%	46 19%	55 30%	46 23%	-	-
Features people like me and the places I know	422 20%	160 22%	119 17%	118 20%	103 22%	118 25%	80 19%	60 21%	70 22%	56 16%	67 23%	46 18%	65 27%	-	68 33%	44 26%	-
Programmes that bring the nation together for a shared viewing experience	329 16%	100 14%	109 15%	100 17%	81 17%	82 17%	98 24%	60 21%	48 15%	45 13%	-	59 22%	25 10%	33 18%	26 13%	40 23%	-
Programmes that I can watch with and talk about with my family and friends	308 15%	126 18%	110 15%	90 15%	76 16%	-	63 15%	64 22%	51 16%	58 17%	32 11%	56 21%	42 17%	30 16%	22 11%	32 19%	-
Programmes which reflect UK life and values	274 13%	84 12%	98 14%	86 14%	59 13%	78 16%	76 18%	36 12%	37 12%	-	32 11%	42 16%	40 17%	29 16%	38 19%	44 26%	-
Programmes with new ideas and different approaches	239 11%	88 12%	81 11%	76 13%	50 11%	51 11%	34 8%	54 19%	39 12%	38 11%	34 12%	-	28 12%	19 10%	40 20%	28 16%	-
Provision of regional programmes and content (including news)	281 13%	92 13%	96 13%	85 14%	52 11%	82 17%	76 19%	-	52 16%	41 12%	56 19%	44 17%	26 11%	17 9%	45 22%	22 13%	-
Programmes that make me stop and think	242 11%	62 9%	82 11%	58 10%	53 11%	58 12%	-	27 9%	46 14%	42 12%	40 14%	44 17%	31 13%	32 18%	50 25%	21 12%	-
Services which are available to everyone	229 11%	63 9%	83 12%	48 8%	55 12%	61 13%	55 13%	25 9%	-	53 15%	44 15%	54 21%	30 13%	27 15%	21 10%	26 15%	-
A wide range of different types of programmes for me	183 9%	45 6%	56 8%	-	50 11%	46 10%	36 9%	15 5%	40 12%	43 12%	42 14%	25 10%	27 11%	14 8%	39 19%	29 17%	-
Trusted and accurate UK news	162 8%	-	50 7%	51 8%	27 6%	50 11%	39 9%	10 3%	37 11%	35 10%	23 8%	33 13%	14 6%	28 15%	19 10%	22 13%	-
High-quality productions	160 8%	26 4%	-	34 6%	34 7%	51 11%	49 12%	15 5%	18 6%	38 11%	53 18%	25 9%	18 7%	16 9%	10 5%	21 12%	-
Programmes that help to understand what is going on in the world today	164 8%	29 4%	50 7%	39 6%	-	38 8%	36 9%	18 6%	33 10%	49 14%	40 14%	30 11%	29 12%	22 12%	20 10%	18 11%	-
None of these	265 13%	95 13%	121 17%	78 13%	62 13%	49 10%	63 15%	31 11%	41 13%	42 12%	35 12%	23 9%	53 22%	19 11%	13 7%	19 11%	-

"Caution should be used when reviewing any base size under 100"

C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (e)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2120	1932	188	1758	1500	1343	1166	997	554	590	576	339	139	1191	577	352
Weighted Base	2117	1921	196	1735	1449	1270	1134	990	573	609	543	334	138*	1229	547	341
A wide range of high-quality programmes for children made in the UK	677	644	33	595	528	484	438	257	172	145	210	77	29	328	193	156
	32%	34% <b>bn</b>	17%	34% <b>bn</b>	36% <b>bg</b>	38% <b>abgh</b>	39% <b>abgh</b>	26% <b>b</b>	30% <b>b</b>	24%	39% <b>ai</b>	23%	21%	27%	35% <b>cn</b>	46% <b>om</b>
Reflects the diversity of the UK	491	460	32	412	366	323	286	239	149	129	124	69	22	278	117	97
	23%	24%	16%	24%	25% <b>b</b>	25% <b>b</b>	25% <b>b</b>	24%	26% <b>b</b>	21%	23%	21%	16%	23%	21%	28%
Encourages the development of new talent	464	443	21	408	353	318	280	190	105	96	139	60	21	248	120	95
	22%	23% <b>bn</b>	11%	24% <b>bg</b>	24% <b>bg</b>	25% <b>bg</b>	25% <b>bg</b>	19% <b>d</b>	18%	16%	26% <b>ai</b>	18%	15%	20%	22%	28% <b>om</b>
Features people like me and the places I know	422	379	43	331	280	236	212	227	135	139	89	92	30	288	91	42
	20%	20%	22%	19%	19%	19%	19%	24%	23%	23%	16%	23% <b>c</b>	22%	23% <b>om</b>	17%	12%
Programmes that bring the nation together for a shared viewing experience	329	297	32	273	231	195	189	154	83	116	101	44	30	193	90	46
	16%	15%	16%	16%	16%	15%	17%	16%	14%	19%	19%	13%	22%	16%	16%	13%
Programmes that I can watch with and talk about with my family and friends	308	293	15	266	226	211	195	119	60	73	105	39	17	168	90	50
	15%	15% <b>bn</b>	8%	15% <b>bn</b>	16% <b>bn</b>	17% <b>bn</b>	17% <b>bn</b>	12%	10%	12%	19% <b>ai</b>	12%	12%	14%	16%	15%
Provision of regional programmes and content (including news)	281	252	29	228	187	162	139	169	103	101	57	66	26	194	63	25
	13%	13%	15%	13%	13%	13%	12%	17% <b>acde</b>	16% <b>acde</b>	17%	10%	20% <b>kl</b>	19% <b>kl</b>	16% <b>ko</b>	11%	7%
Programmes which reflect UK life and values	274	248	26	218	178	140	142	160	92	102	54	53	18	194	52	28
	13%	13%	13%	13%	12%	11%	13%	19% <b>acde</b>	16% <b>ac</b>	17% <b>acde</b>	10%	10% <b>c</b>	13%	16% <b>om</b>	10%	8%
Programmes that make me stop and think	242	208	34	193	154	125	108	134	80	88	45	52	23	164	58	21
	11%	11%	17% <b>adef</b>	11%	11%	10%	10%	14% <b>def</b>	14% <b>def</b>	14% <b>def</b>	8%	16% <b>kl</b>	17% <b>kl</b>	15% <b>ko</b>	11%	6%
Programmes with new ideas and different approaches	239	217	22	196	170	140	108	104	70	58	66	33	16	126	60	53
	11%	11%	11%	11%	12%	11%	10%	11%	12%	10%	12%	10%	12%	10%	11%	16% <b>om</b>
Services which are available to everyone	229	214	14	186	152	135	121	132	96	97	49	48	16	152	52	24
	11%	11%	7%	11%	11%	11%	11%	17% <b>abced</b>	16% <b>abced</b>	16% <b>abced</b>	9%	14%	11%	12% <b>ko</b>	10%	7%
A wide range of different types of programmes for me	183	152	31	129	103	101	86	81	63	60	35	23	13	122	40	21
	8%	8%	16% <b>acdef</b>	7%	7%	8%	8%	8%	11% <b>cd</b>	10%	6%	7%	9%	10%	7%	6%
Programmes that help to understand what is going on in the world today	164	150	14	134	99	74	63	73	39	48	41	28	19	114	34	16
	8%	8%	7%	8%	7%	6%	6%	7%	7%	8%	8%	8%	14%	9% <b>ko</b>	6%	5%
Trusted and accurate UK news	162	140	23	122	92	87	77	100	48	66	12	44	15	128	23	11
	8%	7%	12% <b>cd</b>	7%	6%	7%	7%	16% <b>acdef</b>	8%	13% <b>acdef</b>	2%	13% <b>c</b>	11% <b>c</b>	10% <b>ko</b>	4%	3%
High-quality productions	160	139	20	119	86	77	69	80	42	62	28	36	15	101	44	14
	8%	7%	10%	7%	6%	6%	6%	8%	7%	10% <b>cd</b>	5%	11% <b>c</b>	11% <b>c</b>	8% <b>ko</b>	8%	4%
None of these	265	249	17	229	199	173	159	134	70	73	75	39	21	130	84	52
	13%	13%	9%	13%	14%	14%	14%	14%	12%	12%	14%	12%	15%	11%	15% <b>om</b>	15%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base



C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2120	1635	377	108	1940	140	1399	376	345	941	931	1078	1589	1196
Weighted Base	2117	1673	342	101*	1926	148*	1394	384	339	937	895	1108	1628	1152
A wide range of high-quality programmes for children made in the UK	677 32%	502 30%	130 35% <sup>up</sup>	45 45% <sup>up</sup>	617 32%	44 29%	516 37% <sup>low</sup>	90 23%	71 21%	300 32%	335 37% <sup>low</sup>	348 31%	493 30%	406 35% <sup>up</sup>
Reflects the diversity of the UK	491 23%	376 22%	83 24%	33 32%	448 23%	35 24%	334 24%	86 22%	72 21%	193 21%	218 24%	262 24%	381 23%	282 24%
Encourages the development of new talent	464 22%	346 21%	85 25%	33 33% <sup>up</sup>	427 22%	24 17%	326 23%	71 18%	67 20%	198 21%	208 23%	228 21%	351 22%	266 23%
Features people like me and the places I know	422 20%	331 20%	71 21%	20 20%	382 20%	33 22%	243 17%	96 25% <sup>up</sup>	83 24% <sup>up</sup>	190 19%	199 19%	260 23%	349 21%	228 20%
Programmes that bring the nation together for a shared viewing experience	329 16%	272 16%	46 13%	11 11%	285 15%	31 21%	215 15%	53 14%	60 18%	151 16%	139 16%	187 17%	251 15%	198 17%
Programmes that I can watch with and talk about with my family and friends	308 15%	225 13%	68 20% <sup>up</sup>	15 15%	281 15%	21 14%	223 16% <sup>low</sup>	56 15%	30 9%	145 16%	141 16%	155 14%	233 14%	166 14%
Provision of regional programmes and content (including news)	281 13%	231 14%	41 12%	9 8%	258 13%	17 12%	142 10%	78 20% <sup>up</sup>	61 18% <sup>up</sup>	140 15% <sup>low</sup>	94 10%	174 16% <sup>up</sup>	247 15% <sup>low</sup>	151 13%
Programmes which reflect UK life and values	274 13%	224 13%	44 13%	6 6%	245 13%	22 15%	159 11%	51 13%	64 19% <sup>up</sup>	118 12%	103 11%	173 16% <sup>up</sup>	227 14%	155 13%
Programmes that make me stop and think	242 11%	202 12%	33 10%	7 7%	224 12%	18 12%	136 10%	53 14%	54 16% <sup>up</sup>	115 12%	94 10%	128 12%	208 13%	122 11%
Programmes with new ideas and different approaches	239 11%	191 11%	34 10%	14 14%	222 12%	13 9%	159 11%	49 13%	31 9%	87 9%	106 12%	130 12%	180 11%	141 12%
Services which are available to everyone	229 11%	205 12% <sup>up</sup>	19 6%	4 4%	211 11%	14 9%	121 9%	63 16% <sup>up</sup>	45 13% <sup>up</sup>	114 12%	89 10%	124 11%	184 11%	117 10%
A wide range of different types of programmes for me	183 9%	149 9%	27 8%	7 7%	162 8%	19 13%	123 9%	38 10%	22 7%	94 10% <sup>up</sup>	60 7%	104 9%	149 9%	93 8%
Programmes that help to understand what is going on in the world today	164 8%	137 8%	25 7%	2 2%	148 8%	13 9%	98 7%	36 9%	31 9%	86 9%	59 7%	76 7%	136 8%	77 7%
Trusted and accurate UK news	162 8%	133 8%	24 7%	5 5%	147 8%	13 9%	82 6%	31 8%	49 15% <sup>up</sup>	90 8%	50 6%	86 8%	138 8% <sup>up</sup>	75 6%
High-quality productions	160 8%	138 8%	19 6%	3 3%	136 7%	19 13% <sup>up</sup>	91 7%	42 11% <sup>up</sup>	27 8%	81 9%	60 7%	74 7%	120 7%	79 7%
None of these	265 13%	222 13% <sup>up</sup>	27 8%	16 16%	247 13%	11 8%	183 13%	45 12%	37 11%	101 11%	129 14%	140 13%	192 12%	156 14%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2120	1010	1094	572	621	910	248	324	297	324	356	316	238	460	658	413	528	1118	1002
Weighted Base	2117	1023	1081	645	666	789	271	374	317	349	299	275	215	486	650	472	458	1136	980
A wide range of high-quality programmes for children made in the UK	677	291	384	115	175	385	44	70	71	104	125	140	119	181	202	144	139	384	293
Reflects the diversity of the UK	491	271	220	118	149	220	47	71	66	83	81	81	58	115	146	102	114	262	230
Encourages the development of new talent	464	235	228	104	138	221	35	69	65	73	67	69	84	107	137	111	105	244	219
Features people like me and the places I know	422	195	225	157	142	115	84	73	63	79	47	46	22	110	110	115	77	219	202
Programmes that bring the nation together for a shared viewing experience	329	158	166	112	110	106	47	65	44	66	49	32	24	70	117	70	67	187	142
Programmes that I can watch with and talk about with my family and friends	308	151	153	103	70	134	44	58	14	56	58	45	31	75	104	71	48	179	129
Provision of regional programmes and content (including news)	281	127	152	111	85	80	56	54	53	32	36	30	15	59	101	60	55	160	121
Programmes which reflect UK life and values	274	141	132	113	83	74	48	65	49	34	36	25	13	62	101	60	46	162	112
Programmes that make me stop and think	242	125	117	99	83	57	40	59	38	44	21	20	16	63	68	49	59	131	111
Programmes with new ideas and different approaches	239	120	119	58	62	96	22	36	35	47	33	27	30	48	70	46	63	124	115
Services which are available to everyone	229	99	128	81	65	81	37	45	31	33	37	25	18	59	67	47	49	126	102
A wide range of different types of programmes for me	183	87	94	84	48	50	30	53	24	23	20	13	17	32	73	39	38	106	78
Programmes that help to understand what is going on in the world today	164	89	70	68	67	31	24	42	44	24	16	9	5	40	36	53	31	76	88
Trusted and accurate UK news	162	78	82	78	51	34	34	44	34	16	23	8	3	26	57	30	47	83	79
High-quality productions	160	88	72	93	39	28	29	63	20	19	16	7	5	17	47	52	39	63	96
None of these	265	112	149	45	110	108	14	30	46	64	40	38	30	65	65	49	78	130	135

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C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2120	811	298	528	355	164	273	231	1595	525
Weighted Base	2117	855	325	450	366	179	299	242	1544	573
A wide range of high-quality programmes for children made in the UK	677 32%	210 25%	103 32%	234 52% <b>abcd</b>	102 28%	19 11%	40 13%	53 22% <b>ef</b>	585 39% <b>efgh</b>	92 16%
Reflects the diversity of the UK	491 23%	184 22%	81 25% <b>d</b>	138 31% <b>cd</b>	59 16%	41 23%	57 19%	46 19%	373 24%	118 21%
Encourages the development of new talent	464 22%	171 20%	74 23%	132 29% <b>cd</b>	68 19%	25 14%	65 22%	55 23%	359 25% <b>gh</b>	105 18%
Features people like me and the places I know	422 20%	182 21% <b>c</b>	61 19%	69 15%	71 19%	59 33% <b>gh</b>	71 24%	60 25% <b>gh</b>	272 18%	150 26% <b>gh</b>
Programmes that bring the nation together for a shared viewing experience	329 16%	133 16% <b>c</b>	64 20% <b>cd</b>	48 11%	62 17% <b>cd</b>	16 9%	53 18%	42 17%	240 16%	89 16%
Programmes that I can watch with and talk about with my family and friends	308 15%	128 15%	37 11%	78 17%	52 14%	22 12%	41 14%	33 14%	231 15%	77 13%
Provision of regional programmes and content (including news)	281 13%	142 17% <b>cd</b>	42 13%	42 9%	32 9%	25 14%	40 13%	31 13%	204 13%	77 13%
Programmes which reflect UK life and values	274 13%	122 14% <b>c</b>	50 15% <b>c</b>	39 9%	43 12%	42 23% <b>gh</b>	47 16%	40 17%	175 11%	99 17% <b>gh</b>
Programmes that make me stop and think	242 11%	127 15% <b>c</b>	33 10%	32 7%	40 11%	32 18% <b>gh</b>	48 16% <b>gh</b>	37 15%	155 10%	87 15% <b>gh</b>
Programmes with new ideas and different approaches	239 11%	95 11%	27 8%	66 15% <b>d</b>	40 11%	22 12%	39 13%	22 9%	163 11%	76 13%
Services which are available to everyone	229 11%	102 15% <b>c</b>	43 13% <b>c</b>	31 7%	39 11%	19 11%	32 11%	28 12%	163 11%	66 11%
A wide range of different types of programmes for me	183 9%	80 9%	29 9%	29 6%	31 9%	28 16% <b>gh</b>	37 12% <b>gh</b>	16 7%	117 8%	66 12% <b>gh</b>
Programmes that help to understand what is going on in the world today	164 8%	93 11% <b>c</b>	24 7% <b>c</b>	14 3%	27 7% <b>c</b>	18 10%	38 13% <b>gh</b>	24 10%	95 6%	69 12% <b>gh</b>
Trusted and accurate UK news	162 8%	62 7% <b>c</b>	33 10% <b>c</b>	17 4%	37 10% <b>c</b>	24 13% <b>gh</b>	34 11% <b>gh</b>	21 9%	99 6%	64 11% <b>gh</b>
High-quality productions	160 8%	80 9% <b>c</b>	28 9% <b>c</b>	7 1%	32 9% <b>c</b>	18 10%	36 12% <b>gh</b>	14 6%	100 6%	60 10% <b>gh</b>
None of these	265 13%	104 12%	39 12%	52 12%	60 16%	11 6%	32 11%	25 10%	216 14% <b>gh</b>	50 9%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2120	126	101	106	147	157	95	950	385	395	390
Weighted Base	2117	238	188	194	282	295	193*	1779	168	107	63
A wide range of high-quality programmes for children made in the UK	677 32%	61 26%	62 33%	74 38% <b></b>	81 29%	93 32%	52 27%	560 32%	61 36% <b></b>	36 34%	19 31%
Reflects the diversity of the UK	491 23%	53 22%	45 24%	44 23%	59 21%	83 28%	44 23%	418 23%	39 23%	22 21%	13 20%
Encourages the development of new talent	464 22%	54 23%	46 25%	46 24%	59 21%	68 23%	35 18%	388 22%	39 23%	23 21%	14 23%
Features people like me and the places I know	422 20%	38 16%	44 24%	42 22%	60 21%	56 19%	35 18%	384 20% <b></b>	31 18%	18 17%	10 15%
Programmes that bring the nation together for a shared viewing experience	329 16%	33 14%	24 13%	18 9%	57 20% <b></b>	45 15%	24 13%	264 15%	34 20% <b></b>	20 18% <b></b>	11 17% <b></b>
Programmes that I can watch with and talk about with my family and friends	308 15%	26 11%	32 17%	37 19%	42 15%	51 17%	36 18%	260 15%	24 14%	14 13%	10 16%
Provision of regional programmes and content (including news)	281 13%	39 16% <b></b>	33 17% <b></b>	20 10%	53 17% <b></b>	25 9%	22 11%	245 14% <b></b>	19 11%	10 10%	7 11%
Programmes which reflect UK life and values	274 13%	43 18%	26 14%	18 9%	36 13%	35 12%	34 18%	231 13%	22 13%	13 12%	8 13%
Programmes that make me stop and think	242 11%	29 12%	22 12%	26 13%	29 10%	42 14%	22 11%	205 12%	20 12%	9 9%	8 13% <b></b>
Programmes with new ideas and different approaches	239 11%	20 8%	17 9%	30 15%	40 14%	33 11%	23 12%	194 11%	23 14%	14 13%	8 12%
Services which are available to everyone	229 11%	38 16% <b></b>	23 12%	29 15%	22 8%	24 8%	21 11%	195 11%	17 10%	11 10%	5 9%
A wide range of different types of programmes for me	183 9%	17 7%	18 10%	11 6%	31 11%	27 9%	16 9%	156 9%	15 9%	7 7%	5 8%
Programmes that help to understand what is going on in the world today	164 8%	23 10%	18 9%	12 6%	24 9%	27 9%	12 6%	143 8%	9 6%	6 6%	5 8%
Trusted and accurate UK news	162 8%	34 14% <b></b>	11 6%	6 3%	26 9% <b></b>	28 10% <b></b>	9 5%	138 8%	11 7%	8 8% <b></b>	5 9% <b></b>
High-quality productions	160 8%	14 6%	21 11%	10 5%	24 9%	22 7%	12 6%	137 8%	11 6%	6 5%	7 10% <b></b>
None of these	265 13%	33 14%	21 11%	23 12%	32 11%	34 11%	32 16%	221 12%	18 11%	18 17% <b></b>	8 12%

C1b. Least 3 valuable benefits for you personally

Base : All value any personally

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2120	1951	156	273	255	422	189	291	169	1861	259	129	130	1861
Weighted Base	2117	1866	232	278	285	448	201	294	171	1952	164	74*	91*	1952
A wide range of high-quality programmes for children made in the UK	677	643	32	79	75	128	49	64	60	601	76	36	40	601
	32%	34%	14%	29%	26%	29%	24%	22%	35%	31%	46%B	49%F	44%F	31%
Reflects the diversity of the UK	491	455	27	62	65	88	55	55	43	447	44	21	23	447
	23%	24%	12%	22%	23%	20%	28%	19%	25%	23%	27%	29%	28%	23%
Encourages the development of new talent	464	426	35	62	61	85	45	52	50	401	62	25	37	401
	22%	23%	15%	22%	21%	19%	22%	18%	29%	21%	38%B	34%F	41%F	21%
Features people like me and the places I know	422	364	53	63	64	108	52	87	36	390	32	13	18	390
	20%	20%	23%	23%	22%	24%	26%	30%	21%	20%	19%	18%	20%	20%
Programmes that bring the nation together for a shared viewing experience	329	290	38	45	52	74	34	44	33	312	17	4	13	312
	16%	16%	16%	16%	18%	16%	17%	15%	19%	16%	11%	5%	15%	16%
Programmes that I can watch with and talk about with my family and friends	308	272	36	43	42	57	23	30	35	261	47	19	28	261
	15%	15%	16%	16%	15%	13%	12%	10%	21%	13%	29%B	26%F	30%F	13%
Provision of regional programmes and content (including news)	281	231	46	39	34	81	31	47	15	274	7	2	5	274
	13%	12%	20%	14%	12%	18%A	15%	16%	9%	14%	4%	3%	6%	14%
Programmes which reflect UK life and values	274	233	38	37	54	71	45	63	11	261	13	8	5	261
	13%	12%	16%	13%	19%A	16%A	22%A	21%A	7%	13%	8%	11%	6%	13%
Programmes that make me stop and think	242	208	32	34	41	70	25	36	18	224	18	8	10	224
	11%	11%	14%	12%	14%	16%	12%	12%	11%	11%	11%	11%	11%	11%
Programmes with new ideas and different approaches	239	217	18	46	22	32	27	35	31	202	37	19	18	202
	11%	12%	8%	18%wv	8%	7%	14%w	12%	18%wv	10%	22%B	25%F	20%F	10%
Services which are available to everyone	229	200	27	34	34	72	22	16	9	223	5	3	3	223
	11%	11%	12%	12%w	12%w	16%wA	11%	5%	5%	11%	3%	3%	3%	11%
A wide range of different types of programmes for me	183	160	24	15	12	41	20	24	10	171	13	2	10	171
	9%	9%	10%	5%	4%	9%	10%	8%	6%	9%	8%	3%	11%	9%
Programmes that help to understand what is going on in the world today	164	142	21	14	31	33	20	28	8	162	2	2	*	162
	8%	8%	9%	5%	11%	7%	10%	10%	4%	6%	1%	3%	*	6%
Trusted and accurate UK news	162	140	19	34	29	38	15	22	8	160	2	*	2	160
	8%	8%	8%	12%A	10%	8%	8%	7%	5%	6%	1%	*	2%	8%
High-quality productions	160	133	27	25	26	34	14	27	6	157	2	*	2	157
	8%	7%	11%	9%	9%	8%	7%	9%	3%	6%	1%	*	2%	6%
None of these	265	227	35	30	26	55	8	49	21	265	-	-	-	265
	13%	12%	15%	11%y	9%	12%y	4%	17%wy	12%y	14%	-	-	-	14%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	1	-	1	1	1	*	-	-	-	-	-	-	1	-	-
2 - Not very valuable	*	*	-	*	*	*	*	-	-	-	*	-	-	-	*	-
3 - Neither valuable nor not valuable	6	6	-	6	6	5	4	*	-	-	5	-	-	*	2	4
4 - Quite valuable	4%	4%	-	4%	4%	4%	3%	2%	-	-	7%	-	-	1%	3%	6%
5 - Extremely valuable	64	63	1	60	59	57	48	4	-	-	25	1	2	20	27	17
	39%	39%	22%	38%	38%	38%	36%	20%	-	-	34%	30%	91%	45%	45%	28%
	90	87	2	86	85	83	78	16	1	2	41	2	*	23	30	37
	55%	54%	78%	55%	55%	55%	59%	78%	100%	100%	55%	70%	9%	52%	49%	62%
Don't know	4	4	-	4	4	4	1	-	-	-	3	-	-	1	1	2
	2%	3%	-	3%	3%	3%	1%	-	-	-	5%	-	-	1%	2%	4%

C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	*	-	*	1	-	*	-	*	-	1	-	-	1
	*	*	-	1%	*	-	*	-	5%	-	1%	-	-	1%
2 - Not very valuable	*	-	*	-	*	-	*	-	-	*	-	-	*	-
	*	-	*	-	*	-	*	-	-	*	-	-	*	-
3 - Neither valuable nor not valuable	6	5	1	-	6	-	6	-	-	2	4	*	3	4
	4%	6%	1%	-	4%	-	4%	-	-	5%	5%	2%	3%	4%
4 - Quite valuable	64	29	27	8	63	1	58	2	4	16	33	4	31	33
	39%	34%	43%	49%	39%	29%	37%	76%	61%	37%	41%	16%	36%	39%
5 - Extremely valuable	90	48	34	8	87	2	87	1	2	24	43	19	51	47
	55%	56%	54%	48%	54%	71%	56%	24%	31%	57%	52%	81%	58%	55%
Don't know	4	3	1	*	4	-	4	-	*	*	2	*	2	2
	2%	3%	2%	2%	3%	-	2%	-	3%	1%	2%	1%	3%	2%

C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	-	1	-	-	1	-	-	-	-	-	*	*	-	-	-	*	-	1
	*	-	1%	-	-	*	-	-	-	-	-	1%	*	-	-	-	*	-	1%
2 - Not very valuable	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*
	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*
3 - Neither valuable nor not valuable	6	5	1	-	-	6	-	-	-	-	*	2	4	2	1	1	1	3	3
	4%	7%	1%	-	-	4%	-	-	-	-	1%	4%	6%	8%	2%	2%	1%	4%	3%
4 - Quite valuable	64	27	37	-	3	60	-	-	1	2	15	16	29	7	13	18	22	20	44
	39%	38%	40%	-	20%	41%	-	-	13%	25%	52%	31%	43%	31%	31%	44%	43%	31%	44%
5 - Extremely valuable	90	38	52	-	9	80	-	-	3	6	14	33	33	13	25	21	27	38	51
	55%	54%	55%	-	67%	54%	-	-	55%	75%	47%	63%	49%	61%	60%	52%	54%	60%	51%
Don't know	4	1	3	-	2	2	-	-	2	-	-	1	2	-	3	1	1	3	1
	2%	1%	3%	-	13%	2%	-	-	32%	-	-	1%	3%	-	7%	1%	1%	3%	1%



C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	*	-	-	-	-	1	-
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
3 - Neither valuable nor not valuable	6	-	-	6	-	-	-	-	6	-
4 - Quite valuable	64	10	5	47	1	-	2	-	62	2
5 - Extremely valuable	90	13	8	62	5	-	1	1	89	1
Don't know	4	2	-	2	-	-	2	2	2	2
	2%	7%	-	2%	-	-	44%	70%	1%	42%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	-	-	*
2 - Not very valuable	*	-	-	-	-	-	-	-	2%	-	2%u
3 - Neither valuable nor not valuable	6	-	-	2	-	-	-	3	1	1	*
4 - Quite valuable	64	4	9	7	4	9	4	47	9	5	4
5 - Extremely valuable	90	30%	63%	31%	50%	44%	44%	40%	38%	31%	40%
Don't know	4	-	-	-	-	2	-	2	1	1	*
	2%	-	-	-	-	9%	-	2%	6%	4%	2%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.1. How valuable you think each benefit is to your friends and family - Services which are available to everyone

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	1	-	-	-	-	-	-	-	-	1	*	*	-
2 - Not very valuable	*	-	-	-	-	-	-	-	-	*	-	*	-
3 - Neither valuable nor not valuable	6	-	-	-	-	-	-	2	-	6	1	4	-
4 - Quite valuable	64	2	6	8	2	4	3	13	-	64	35	29	-
5 - Extremely valuable	90	85%	45%	63%	11%	92%	42%	24%	-	90	47%	32%	-
Don't know	4	-	-	-	2	-	2	1	-	4	2	2	-
	2%	3%	-	-	10%	-	26%	1%	-	2%	3%	2%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	-	2	2	2	2	-	-	-	-	-	2	-	2	-
	1%	1%	-	1%	1%	1%	1%	-	-	-	-	-	83%	-	3%	-
3 - Neither valuable nor not valuable	3	3	-	3	3	2	*	*	-	-	*	-	-	1	2	1
	2%	2%	-	2%	2%	1%	2%	2%	-	-	1%	-	-	1%	4%	1%
4 - Quite valuable	54	52	3	51	51	50	44	5	-	2	25	1	*	13	22	19
	33%	32%	83%	33%	33%	33%	33%	25%	-	100%	34%	21%	8%	29%	36%	33%
5 - Extremely valuable	100	100	*	96	94	93	83	15	1	-	46	3	*	29	33	39
	61%	62%	11%	61%	61%	62%	63%	73%	100%	-	63%	79%	9%	64%	55%	65%
Don't know	4	4	*	4	4	4	3	-	-	-	2	-	-	3	1	1
	3%	3%	6%	3%	3%	3%	2%	-	-	-	2%	-	-	6%	2%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	-	-	2	-	-	2	-	-	2	-	-	2
	1%	2%	-	-	1%	-	-	65%	-	-	2%	-	-	2%
3 - Neither valuable nor not valuable	3	1	2	*	3	-	3	-	-	2	1	*	2	1
	2%	1%	4%	1%	2%	-	2%	-	-	5%	2%	2%	3%	1%
4 - Quite valuable	54	33	16	6	52	2	50	-	4	15	22	1	28	22
	33%	38%	25%	36%	32%	75%	32%	-	61%	36%	26%	3%	32%	25%
5 - Extremely valuable	100	49	41	10	99	1	97	1	3	23	57	21	52	61
	61%	57%	66%	63%	62%	18%	63%	35%	36%	53%	70%	92%	60%	71%
Don't know	4	1	3	-	4	*	4	-	*	3	*	1	4	*
	3%	1%	5%	-	3%	8%	3%	-	3%	6%	*	3%	5%	*

C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	-	-	2	-	-	-	-	-	-	2	-	2	-	-	-	2	-
	1%	3%	-	-	1%	-	-	-	-	-	-	3%	-	8%	-	-	-	3%	-
3 - Neither valuable nor not valuable	3	-	3	-	3	-	-	-	-	*	-	3	-	*	2	*	1	3	1
	2%	-	4%	-	2%	-	-	-	-	2%	-	4%	-	2%	5%	1%	1%	4%	1%
4 - Quite valuable	54	25	29	-	7	46	-	3	4	14	12	20	10	16	10	17	26	29	
	33%	36%	31%	-	50%	31%	-	51%	49%	48%	22%	31%	44%	38%	25%	33%	40%	28%	
5 - Extremely valuable	100	40	61	-	7	93	-	3	4	12	40	41	10	23	28	33	33	68	
	61%	56%	65%	-	50%	62%	-	49%	51%	43%	76%	61%	45%	55%	68%	65%	51%	67%	
Don't know	4	4	*	-	4	-	-	-	2	1	1	1	*	1	3	*	1	4	
	3%	6%	*	-	3%	-	-	-	8%	2%	2%	1%	1%	7%	1%	1%	1%	4%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/yz/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	-	-	2	-	-	-	-	2	-
3 - Neither valuable nor not valuable	3	-	*	3	-	-	-	-	3	-
4 - Quite valuable	54	10	8	36	-	-	2	*	52	2
5 - Extremely valuable	100	42%	60%	31%	-	-	42%	7%	33%	44%
Don't know	4	-	2	2	*	-	-	-	4	-
	3%	-	18%	1%	7%	-	-	-	3%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	-	-	-	-	2	-	2	-	-	-
1%	-	-	-	-	9%	-	2%	-	-	-	-
3 - Neither valuable nor not valuable	3	-	2	-	-	-	-	2	1	1	*
2%	-	13%	-	-	-	-	2%	3%	4%	2%	-
4 - Quite valuable	54	6	3	7	5	5	4	41	8	3	3
33%	43%	24%	30%	74%	27%	38%	35%	33%	19%	31%	-
5 - Extremely valuable	100	7	9	16	2	13	4	70	14	11	6
61%	57%	63%	70%	26%	63%	41%	60%	60%	69%	66%	-
4	-	-	-	-	-	2	2	1	1	*	-
3%	-	-	-	-	-	21%	2%	5%	6% <sup>up</sup>	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.2. How valuable you think each benefit is to your friends and family - High-quality productions

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	-	-	-	-	-	-	2	-	2	-	2	-
	1%	1%	-	-	-	-	-	-	4%	-	1%	-	2%	-
3 - Neither valuable nor not valuable	3	3	-	2	-	-	-	-	1	-	3	1	2	-
	2%	2%	-	17%	-	-	-	-	1%	-	2%	1%	3%	-
4 - Quite valuable	54	53	2	4	8	9	3	3	18	-	54	20	35	-
	33%	32%	85%	29%	64%	53%	86%	42%	34%	-	33%	27%	38%	-
5 - Extremely valuable	100	100	*	5	2	8	*	4	29	-	100	53	48	-
	61%	62%	15%	38%	19%	47%	8%	58%	55%	-	61%	52%	53%	-
Don't know	4	4	-	2	2	-	*	-	3	-	4	*	4	-
	3%	3%	-	17%	17%	-	6%	-	6%	-	3%	1%	4%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	*	*	-	-	-	-	-	-	-	*	-	*
2 - Not very valuable	*	*	-	*	*	*	-	-	-	-	*	-	-	-	*	-
3 - Neither valuable nor not valuable	8	8	-	7	7	5	4	*	-	-	2	-	-	2	2	4
4 - Quite valuable	5%	5%	-	4%	4%	3%	3%	2%	-	-	2%	-	-	5%	3%	7%
5 - Extremely valuable	70	68	3	67	65	64	54	6	-	2	31	1	*	18	29	23
	43%	42%	89%	43%	42%	43%	41%	31%	-	100%	41%	30%	8%	41%	47%	40%
	78	77	*	75	75	74	67	14	1	-	39	2	*	22	27	29
	47%	48%	11%	48%	49%	49%	51%	67%	100%	-	52%	70%	9%	49%	45%	48%
Don't know	8	8	-	7	7	7	7	-	-	-	3	-	2	2	3	3
	5%	5%	-	5%	5%	5%	5%	-	-	-	4%	-	83%	5%	4%	4%

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	*	-	*	*	-	*	-	-	-	*	*	*	*
2 - Not very valuable	*	-	*	-	*	-	*	-	-	*	-	-	*	-
3 - Neither valuable nor not valuable	8	4	3	2	8	-	8	-	-	2	5	*	6	5
4 - Quite valuable	70	37	24	8	67	3	65	*	5	20	31	6	39	33
5 - Extremely valuable	43%	44%	39%	53%	42%	88%	42%	10%	72%	46%	38%	25%	45%	38%
Don't know	8	4	3	*	8	-	6	2	-	2	3	*	3	3
	5%	5%	4%	2%	5%	-	4%	65%	-	5%	3%	2%	4%	3%

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	*	*	-	-	*	-	-	-	-	-	*	*	-	-	-	*	-	*
2 - Not very valuable	*	*	*	-	-	*	-	-	-	-	-	*	*	-	-	-	*	-	*
3 - Neither valuable nor not valuable	8	3	5	-	-	8	-	-	-	-	3	2	3	*	4	*	2	4	4
4 - Quite valuable	70	30	40	-	11	59	-	-	5	6	13	21	24	10	19	18	21	30	40
5 - Extremely valuable	47%	43%	43%	-	76%	39%	-	-	83%	71%	46%	40%	36%	47%	47%	44%	41%	47%	40%
Don't know	8	5	2	-	-	8	-	-	-	2	1	5	2	3	3	-	4	3	3
	5%	8%	2%	-	-	5%	-	-	-	7%	1%	7%	8%	6%	8%	-	7%	3%	3%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
3 - Neither valuable nor not valuable	8	2	*	6	-	-	2	-	6	2
4 - Quite valuable	70	14	7	43	4	-	2	2	68	2
5 - Extremely valuable	47%	59%	51%	37%	70%	-	44%	77%	43%	46%
Don't know	8	-	2	5	-	-	-	-	8	-
	5%	-	16%	5%	-	-	-	-	5%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	*	-	*
2 - Not very valuable	*	-	-	-	-	-	-	-	1%	-	2%u
3 - Neither valuable nor not valuable	8	-	2	2	2	-	-	7	1	1	*
4 - Quite valuable	70	6	5	12	2	11	4	50	11	6	4
5 - Extremely valuable	43%	46%	38%	53%	23%	54%	38%	43%	46%	36%	40%
Don't know	8	-	-	-	2	2	2	6	1	1	-
	5%	-	-	-	26%	9%	21%	5%	5%	4%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.3. How valuable you think each benefit is to your friends and family - A wide range of different types of programmes for them

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	*	*	-	-
2 - Not very valuable	*	-	-	-	-	-	-	-	-	*	1%	-	-
3 - Neither valuable nor not valuable	8	-	2	-	-	-	-	*	-	8	1	7	-
4 - Quite valuable	70	2	6	8	13	4	7	20	-	70	28	43	-
5 - Extremely valuable	43%	85%	45%	66%	75%	92%	95%	39%	-	43%	37%	47%	-
Don't know	8	-	3	2	4	*	*	25	-	78	44	33	-
	5%	-	14%	-	-	-	-	1%	-	5%	15%	37%	-
	42%	85%	45%	66%	75%	92%	95%	39%	-	43%	37%	47%	-
	47%	15%	24%	17%	25%	8%	5%	48%	-	47%	50%	37%	-
	8	-	2	2	-	-	-	7	-	8	1	7	-
	5%	-	17%	17%	-	-	-	13%	-	5%	1%	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	10	10	*	7	7	8	8	-	-	-	6	-	-	4	2	4
	6%	6%	6%	4%	4%	5%	6%	-	-	-	8%	-	-	9%	4%	6%
2 - Not very valuable	7	7	-	7	7	7	7	-	-	-	2	-	2	1	4	3
	4%	4%	-	4%	4%	5%	5%	-	-	-	3%	-	9%	2%	6%	5%
3 - Neither valuable nor not valuable	21	21	*	21	21	19	16	1	*	-	11	-	-	2	9	11
	13%	13%	4%	14%	14%	13%	12%	5%	31%	-	15%	-	-	4%	14%	19%
4 - Quite valuable	76	75	1	74	72	72	68	11	-	2	29	1	-	23	23	29
	46%	47%	22%	47%	47%	48%	52%	53%	-	90%	39%	34%	-	52%	38%	49%
5 - Extremely valuable	46	44	2	44	43	41	31	9	1	*	24	2	-	14	22	10
	28%	27%	68%	28%	28%	27%	24%	42%	69%	10%	32%	66%	-	31%	36%	17%
Don't know	4	4	-	4	4	4	3	-	-	-	2	-	*	1	1	2
	2%	2%	-	2%	2%	2%	2%	-	-	-	3%	-	9%	2%	1%	4%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	10	8	1	2	10	-	8	-	2	2	6	2	6	6
	6%	9%	1%	13%	6%	-	5%	-	29%	6%	7%	6%	7%	7%
2 - Not very valuable	7	5	2	1	7	-	5	2	-	2	2	*	3	2
	4%	5%	3%	4%	4%	-	3%	65%	-	5%	3%	1%	3%	2%
3 - Neither valuable nor not valuable	21	13	8	1	21	-	21	-	*	9	10	1	11	10
	13%	15%	12%	4%	13%	-	14%	-	2%	20%	12%	4%	13%	11%
4 - Quite valuable	76	41	29	6	73	2	72	*	3	16	36	11	42	38
	46%	48%	46%	36%	46%	75%	47%	10%	43%	38%	44%	47%	48%	44%
5 - Extremely valuable	46	17	23	7	45	1	44	*	2	13	27	9	24	30
	28%	19%	37% <b>q</b>	41%	28%	25%	28%	17%	26%	30%	33%	39%	28%	34%
Don't know	4	3	1	*	3	-	3	*	-	1	1	-	1	1
	2%	3%	1%	2%	2%	-	2%	7%	-	1%	1%	-	1%	1%

C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Table 84

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	10	6	4	-	-	10	-	-	-	-	2	4	5	2	*	-	5	2	8
6%	6%	8%	5%	-	-	7%	-	-	-	-	7%	7%	7%	8%	1%	-	9%	3%	8%
2 - Not very valuable	7	6	1	-	-	7	-	-	-	-	2	3	3	2	2	2	1	4	3
4%	4%	9% <b>D</b>	1%	-	-	5%	-	-	-	-	7%	5%	4%	10%	4%	5%	2%	6%	3%
3 - Neither valuable nor not valuable	21	5	17	-	-	21	-	-	-	-	4	5	13	6	5	2	8	10	11
13%	13%	7%	18%	-	-	14%	-	-	-	-	13%	9%	19%	26%	11%	4%	15%	16%	11%
4 - Quite valuable	76	35	40	-	-	68	-	-	3	4	16	21	31	5	21	26	21	26	50
46%	46%	49%	43%	-	-	48%	-	-	51%	47%	55%	40%	47%	23%	50%	63%	42%	41%	49%
5 - Extremely valuable	46	18	28	-	-	38	-	-	3	4	5	21	12	7	12	11	15	19	27
28%	28%	25%	31%	-	-	52%	-	-	49%	53%	18%	31% <b>D</b>	18%	31%	30%	26%	30%	30%	27%
Don't know	4	1	2	-	-	4	-	-	-	-	*	-	3	-	2	1	1	2	1
2%	2%	2%	2%	-	-	2%	-	-	-	-	1%	-	5%	2%	4%	2%	1%	3%	1%

C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	10	2	-	7	*	-	-	-	10	-
	6%	6%	-	6%	4%	-	-	-	6%	-
2 - Not very valuable	7	2	2	4	-	-	-	-	7	-
	4%	8%	12%	3%	-	-	-	-	4%	-
3 - Neither valuable nor not valuable	21	*	2	19	-	-	-	-	21	-
	13%	1%	16%	16%	-	-	-	-	13%	-
4 - Quite valuable	76	11	8	53	2	-	2	-	74	2
	46%	43%	61%	46%	28%	-	42%	-	46%	40%
5 - Extremely valuable	48	10	1	31	3	-	2	3	44	3
	28%	41%	11%	27%	62%	-	58%	100%	27%	60%
Don't know	4	*	-	3	*	-	-	-	4	-
	2%	1%	-	3%	6%	-	-	-	2%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*
1 - Not at all valuable	10	-	2	2	-	-	-	8	*	1
6%		-	12%	7%	-	-	-	7%	1%	7%
2 - Not very valuable	7	-	2	-	-	2	-	5	1	1
4%		-	11%	-	-	9%	-	5%	4%	4%
3 - Neither valuable nor not valuable	21	4	2	5	-	2	-	16	3	1
13%		27%	13%	23%	-	9%	-	14%	12%	9%
4 - Quite valuable	76	10	7	7	3	7	8	55	11	6
46%		73%	53%	31%	48%	36%	81%	47%	46%	39%
5 - Extremely valuable	48	-	2	9	2	9	2	30	7	6
28%		-	12%	39%	26%	46%	19%	26%	31%	39%
4	-	-	-	2	-	-	-	2	1	*
2%	-	-	-	26%	-	-	-	2%	6%	2%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.4. How valuable you think each benefit is to your friends and family - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	10	10	-	-	-	-	-	-	2	-	10	5	5	-
	6%	6%	-	-	-	-	-	-	4%	-	6%	7%	6%	-
2 - Not very valuable	7	7	-	-	-	-	-	*	4	-	7	1	6	-
	4%	4%	-	-	-	-	-	3%	8%	-	4%	1%	7%	-
3 - Neither valuable nor not valuable	21	21	-	4	2	*	-	*	4	-	21	12	9	-
	13%	13%	-	28%	14%	1%	-	5%	7%	-	13%	17%	10%	-
4 - Quite valuable	76	74	2	4	9	11	4	2	25	-	76	31	45	-
	46%	46%	85%	34%	68%	61%	89%	36%	49%	-	46%	42%	49%	-
5 - Extremely valuable	46	46	*	5	2	7	*	4	14	-	46	23	23	-
	28%	28%	15%	38%	16%	37%	11%	56%	27%	-	28%	31%	26%	-
Don't know	4	3	-	-	*	-	-	-	2	-	4	1	2	-
	2%	2%	-	-	2%	-	-	-	5%	-	2%	2%	2%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	-	-	-	-	-	-	-	-	8%	*	-	-
2 - Not very valuable	2	2	-	2	2	2	2	-	-	-	-	-	2	*	2	-
	1%	1%	-	1%	1%	1%	2%	-	-	-	-	-	83%	1%	3%	-
3 - Neither valuable nor not valuable	8	8	-	7	7	7	6	*	-	-	6	-	-	2	2	4
	5%	5%	-	4%	4%	5%	4%	2%	-	-	8%	-	-	5%	4%	7%
4 - Quite valuable	37	37	*	36	36	33	25	3	*	-	13	*	-	10	18	9
	23%	23%	11%	23%	23%	22%	19%	17%	31%	-	18%	11%	-	23%	30%	15%
5 - Extremely valuable	116	113	3	111	109	108	99	16	1	2	55	3	*	31	38	46
	71%	70%	83%	71%	71%	72%	75%	81%	69%	100%	74%	89%	9%	70%	63%	78%
Don't know	1	*	*	*	*	-	*	-	-	-	*	-	-	*	*	-
	*	*	6%	*	*	-	*	-	-	-	*	-	-	1%	*	-

C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	-	-	*	*	-	*	-	-	-	-	-	*	-
	*	-	-	1%	*	-	*	-	-	-	-	-	*	-
2 - Not very valuable	2	2	-	*	2	-	*	2	-	*	2	-	*	2
	1%	2%	-	2%	1%	-	*	65%	-	1%	2%	-	*	2%
3 - Neither valuable nor not valuable	8	4	3	2	8	-	8	-	-	*	7	1	4	7
	5%	5%	4%	11%	5%	-	5%	-	-	1%	8%	3%	4%	8%
4 - Quite valuable	37	19	14	5	36	1	33	*	4	12	16	2	21	16
	23%	22%	22%	30%	22%	29%	21%	13%	56%	29%	19%	7%	24%	18%
5 - Extremely valuable	116	61	46	9	113	2	113	1	3	29	58	21	62	62
	71%	71%	74%	56%	71%	71%	73%	22%	38%	68%	71%	90%	71%	72%
Don't know	1	*	*	-	1	-	*	-	*	1	-	-	1	-
	*	*	*	-	*	-	*	-	6%	1%	-	-	1%	-

C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	*
2 - Not very valuable	2	2	-	-	2	-	-	-	-	-	-	-	2	2	-	*	-	2	*
	1%	3%	-	-	1%	-	-	-	-	-	-	-	3%	8%	-	1%	-	3%	*
3 - Neither valuable nor not valuable	8	2	7	-	-	8	-	-	-	5	-	3	2	*	2	2	2	2	6
	5%	2%	7%	-	-	6%	-	-	-	17%	-	5%	10%	1%	5%	4%	4%	4%	6%
4 - Quite valuable	37	18	19	-	2	35	-	-	2	-	7	13	14	4	12	8	13	16	21
	23%	26%	20%	-	16%	23%	-	-	40%	-	25%	25%	21%	20%	28%	19%	26%	25%	21%
5 - Extremely valuable	116	49	67	-	12	103	-	-	3	8	17	39	47	14	29	31	35	43	73
	71%	68%	72%	-	84%	69%	-	-	60%	100%	58%	74%	70%	62%	70%	75%	69%	67%	73%
Don't know	1	*	*	-	-	1	-	-	-	*	*	-	-	-	*	-	*	*	*
	*	1%	*	-	-	*	-	-	-	1%	1%	-	-	-	1%	-	*	*	*



C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	2	-	-	2	-	-	-	-	2	-
	1%	-	-	2%	-	-	-	-	1%	-
3 - Neither valuable nor not valuable	8	2	3	3	-	-	-	-	8	-
	5%	6%	25%	3%	-	-	-	-	5%	-
4 - Quite valuable	37	4	2	31	-	-	2	-	35	2
	23%	16%	19%	26%	-	-	42%	-	22%	40%
5 - Extremely valuable	118	19	7	80	5	-	2	3	113	3
	71%	77%	56%	69%	96%	-	58%	100%	71%	60%
Don't know	1	-	-	*	*	-	-	-	1	-
	*	-	-	*	4%	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	-	*
2 - Not very valuable	2	-	-	-	-	2	-	2	*	-	-
3 - Neither valuable nor not valuable	8	2	-	-	-	-	-	7	1	*	*
4 - Quite valuable	37	-	5	5	2	5	-	26	6	3	2
5 - Extremely valuable	116	11	9	17	5	13	10	81	16	12	7
Don't know	1	-	-	-	-	-	-	-	-	*	*
		83%	64%	78%	75%	63%	100%	70%	71%	76%	71%
										3% <sup>up</sup>	1% <sup>up</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.5. How valuable you think each benefit is to your friends and family - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	*	-	-	-	-	-	*	-	*	*	-	-	-
2 - Not very valuable	2	2	-	-	-	-	*	2	-	2	-	2	-	
	1%	1%	-	-	-	-	5%	4%	-	1%	-	2%	-	
3 - Neither valuable nor not valuable	8	8	-	2	2	2	-	3	-	8	3	5	-	
	5%	5%	-	14%	14%	9%	-	5%	-	5%	4%	6%	-	
4 - Quite valuable	37	37	-	2	*	2	2	13	-	37	17	20	-	
	23%	23%	-	14%	1%	14%	50%	5%	-	23%	23%	22%	-	
5 - Extremely valuable	116	114	2	9	11	14	2	6	35	116	53	63	-	
	71%	70%	100%	72%	85%	77%	50%	87%	66%	71%	72%	69%	-	
Don't know	1	1	-	-	-	-	-	-	-	1	*	*	-	
	1	*	-	-	-	-	-	-	-	*	*	*	-	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	-	-	-	-	-	-	-	-	*	*	-	-
2 - Not very valuable	*	*	-	*	-	-	-	-	-	-	-	8%	*	*	-	-
3 - Neither valuable nor not valuable	8	8	*	8	8	7	2	1	-	-	3	*	-	3	*	5
4 - Quite valuable	5%	5%	10%	5%	5%	5%	2%	4%	-	-	3%	10%	-	6%	1%	8%
5 - Extremely valuable	73	72	1	68	66	64	61	6	1	2	35	1	-	23	26	24
	45%	45%	29%	43%	43%	42%	46%	28%	58%	90%	48%	30%	-	51%	43%	41%
	79	77	2	76	76	76	65	14	*	*	36	2	*	18	32	28
	48%	48%	61%	49%	50%	50%	49%	68%	42%	10%	49%	60%	9%	41%	53%	48%
Don't know	4	4	-	4	4	4	4	-	-	-	-	-	2	*	2	2
	2%	2%	-	3%	3%	3%	3%	-	-	-	-	-	83%	1%	3%	3%

C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	-	-	*	*	-	*	-	-	-	-	-	*	-
2 - Not very valuable	*	-	-	1%	*	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	8	7	1	*	8	-	6	-	2	1	4	*	5	4
4 - Quite valuable	5%	8%	1%	2%	5%	-	4%	-	28%	2%	4%	2%	5%	4%
5 - Extremely valuable	73	38	30	6	72	1	68	1	5	24	29	8	45	31
	45%	44%	47%	36%	45%	29%	44%	23%	69%	56%	35%	35%	52%	36%
	79	37	32	9	76	2	78	*	-	17	46	15	37	48
	48%	44%	51%	59%	48%	71%	51%	12%	-	41%	56%	63%	42%	56%
Don't know	4	4	-	*	4	-	2	2	*	*	4	-	*	4
	2%	4%	-	1%	2%	-	1%	65%	3%	1%	4%	-	*	4%

C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*
2 - Not very valuable	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*
3 - Neither valuable nor not valuable	8	2	6	-	-	8	-	-	-	2	4	3	1	1	3	2	1	7	
4 - Quite valuable	73	35	39	-	2	70	-	-	*	2	18	23	29	9	24	16	22	33	41
5 - Extremely valuable	48%	49%	41%	-	15%	47%	-	-	3%	22%	61%	44%	43%	39%	58%	38%	43%	51%	40%
Don't know	4	2	2	-	-	4	-	-	-	*	*	4	2	*	-	*	2	2	
	2%	3%	2%	-	-	3%	-	-	-	1%	*	5%	8%	1%	-	*	3%	2%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
3 - Neither valuable nor not valuable	8	-	2	6	-	-	-	-	8	-
4 - Quite valuable	5%	-	14%	5%	-	-	-	-	5%	-
5 - Extremely valuable	73	7	10	53	1	-	2	-	71	2
	45%	29%	77%	45%	12%	-	42%	-	45%	40%
Don't know	4	17	1	54	5	-	2	3	76	3
	2%	71%	9%	46%	85%	-	58%	100%	48%	60%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	2%p
2 - Not very valuable	*	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	2%p
3 - Neither valuable nor not valuable	8	-	-	2	-	-	-	5	2	1	-
	5%	-	-	7%	-	-	-	4%	10%	3%	-
4 - Quite valuable	73	4	11	9	5	7	6	53	9	6	5
	45%	27%	74%	39%	74%	34%	63%	45%	40%	41%	51%
5 - Extremely valuable	79	10	4	10	2	11	4	55	12	8	4
	48%	73%	26%	46%	26%	57%	37%	47%	50%	53%	46%
Don't know	4	-	-	2	-	2	-	4	-	*	-
	2%	-	-	8%	-	9%	-	3%	-	3%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.6. How valuable you think each benefit is to your friends and family - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	-	-	-	-	-	*	-	-	*	*	-	-
2 - Not very valuable	*	-	-	-	-	-	-	3%	-	*	*	-	-
3 - Neither valuable nor not valuable	8	-	-	-	2	-	*	4	-	8	3	5	-
4 - Quite valuable	73	2	6	9	6	4	2	20	-	73	33	41	-
5 - Extremely valuable	45%	85%	48%	73%	33%	95%	34%	38%	-	45%	44%	45%	-
Don't know	4	-	-	-	-	-	-	2	-	4	2	2	-
	2%	-	-	-	-	-	-	4%	-	2%	2%	2%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	2	*	2	2	2	2	*	*	-	*	*	-	*	2	*
1%	1%	1%	7%	1%	1%	1%	2%	2%	18%	-	1%	7%	-	*	3%	1%
4	4	*	4	4	3	2	2	-	-	-	2	-	2	*	4	1
3%	3%	6%	3%	3%	2%	2%	8%	-	-	-	3%	-	92%	1%	6%	1%
3 - Neither valuable nor not valuable	27	26	1	25	25	22	20	4	-	-	9	3	-	9	9	8
16%	16%	22%	16%	16%	15%	15%	19%	-	-	-	12%	85%	-	20%	16%	14%
4 - Quite valuable	90	88	2	87	84	86	77	8	1	-	42	*	*	24	33	33
55%	55%	61%	55%	55%	57%	58%	38%	61%	-	-	57%	9%	8%	54%	55%	56%
5 - Extremely valuable	18	18	-	18	18	16	6	*	2	-	8	-	-	5	4	9
11%	11%	-	11%	12%	12%	12%	30%	9%	100%	-	11%	-	-	10%	6%	16%
Don't know	22	22	*	21	21	21	16	1	*	-	12	-	-	6	9	7
14%	14%	4%	14%	14%	14%	12%	3%	11%	-	-	17%	-	-	14%	15%	12%

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	1	2	-	2	-	2	-	*	2	-	*	2	-
	1%	1%	3%	-	1%	-	1%	-	3%	4%	-	2%	3%	-
2 - Not very valuable	4	4	*	-	4	-	2	2	*	*	4	*	2	4
	3%	5%	*	-	3%	-	1%	73%	3%	1%	5%	1%	2%	4%
3 - Neither valuable nor not valuable	27	12	10	5	27	*	26	-	1	8	15	1	12	15
	16%	14%	16%	34%	17%	5%	17%	-	10%	18%	18%	6%	14%	17%
4 - Quite valuable	90	51	32	7	87	3	84	1	6	21	45	13	49	47
	55%	59%	52%	46%	54%	87%	54%	23%	80%	48%	54%	58%	57%	54%
5 - Extremely valuable	18	8	10	-	18	-	18	-	-	7	6	7	11	8
	11%	9%	16%	-	11%	-	12%	-	-	17%	7%	28%	13%	9%
Don't know	22	11	8	3	22	*	22	*	*	5	13	1	10	13
	14%	13%	14%	20%	14%	8%	14%	5%	5%	12%	16%	5%	11%	15%

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	1%	2%	-	-	2%	-	-	-	2	*	*	*	1%	1%	-	3%	1%	2%
2 - Not very valuable	4	3%	6%	-	-	3%	-	-	-	2	-	3	4%	2	-	1	2	2	3
3 - Neither valuable nor not valuable	27	16%	11%	-	4%	18%	-	-	10%	-	9%	21%	19%	1	7	10	9	8	19
4 - Quite valuable	90	55%	42	-	7	82	-	-	3	4	15	30	37	8	27	24	26	35	55
5 - Extremely valuable	18	11%	7	-	4	14	-	-	4	3	8	3	5%	32%	11%	4%	9%	10%	6%
Don't know	22	14%	10	-	2	21	-	-	2	-	5	4	12	4	2	5	9	6	16
	14%	14%	14%	-	13%	14%	-	-	32%	-	18%	7%	17%	18%	6%	12%	17%	10%	16%

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	*	*	2	-	-	-	2	-
1%		-	2%	*	30%	-	-	-	1%	-
2 - Not very valuable	4	2	-	3	*	-	-	-	4	-
3%		7%	-	2%	4%	-	-	-	3%	-
3 - Neither valuable nor not valuable	27	2	*	24	1	-	-	-	27	-
16%		9%	2%	20%	11%	-	-	-	17%	-
4 - Quite valuable	90	13	6	65	2	-	2	*	88	2
55%		54%	43%	56%	40%	-	49%	11%	55%	47%
5 - Extremely valuable	18	5	2	10	*	-	*	-	17	-
11%		21%	17%	9%	4%	-	7%	19%	11%	11%
Don't know	22	2	5	15	1	-	2	2	21	2
14%		8%	37%	13%	12%	-	44%	70%	13%	42%

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	2	-	-	2	-	-	-	2	-	1	-
1%		-	-	7%	-	-	-	1%	-	4%	-
2 - Not very valuable	4	-	-	-	-	2	-	3	*	*	*
3%		-	-	-	-	9%	-	3%	2%	3%	4%
3 - Neither valuable nor not valuable	27	-	8	4	2	-	-	17	5	3	2
16%		-	53%	16%	26%	-	-	14%	23%	20%	22%
4 - Quite valuable	90	11	7	12	4	13	6	68	12	5	4
55%		86%	47%	52%	50%	63%	61%	69% <sup>a</sup>	54% <sup>a</sup>	35%	43%
5 - Extremely valuable	18	2	-	4	2	2	2	12	2	3	1
11%		14%	-	16%	23%	9%	18%	11%	8%	17%	11%
Don't know	22	-	-	2	-	4	2	14	3	3	2
14%		-	-	8%	-	18%	21%	12%	13%	22%	20%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.7. How valuable you think each benefit is to your friends and family - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	-	-	-	*	-	2	2	1	-
	1%	1%	-	-	-	-	-	-	*	-	1%	2%	1%	-
2 - Not very valuable	4	4	-	-	2	-	-	-	2	-	4	3	2	-
	3%	3%	-	-	14%	-	-	-	4%	-	3%	4%	2%	-
3 - Neither valuable nor not valuable	27	27	-	2	-	*	-	1	6	-	27	14	13	-
	16%	17%	-	16%	-	1%	-	10%	12%	-	16%	19%	14%	-
4 - Quite valuable	90	88	2	2	5	11	4	2	28	-	90	39	51	-
	55%	55%	85%	18%	37%	63%	91%	35%	53%	-	55%	53%	56%	-
5 - Extremely valuable	18	18	*	4	2	4	*	2	8	-	18	4	14	-
	11%	11%	15%	33%	17%	25%	3%	29%	15%	-	11%	5%	16%	-
Don't know	22	22	-	4	4	2	*	2	8	-	22	12	10	-
	14%	14%	-	33%	32%	11%	6%	26%	16%	-	14%	17%	11%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	*	*	*	-	-	-	-	-	-	-	-	*
2 - Not very valuable	9	9	-	9	9	8	6	4	*	-	2	-	2	3	6	1
	6%	6%	-	6%	6%	5%	4%	21%	31%	-	3%	-	83%	7%	9%	1%
3 - Neither valuable nor not valuable	12	12	*	12	11	9	6	1	-	-	4	*	-	4	3	6
	7%	7%	10%	7%	7%	6%	5%	4%	-	-	5%	10%	-	8%	4%	10%
4 - Quite valuable	109	107	3	103	100	102	94	11	1	2	50	2	*	28	45	37
	67%	66%	83%	66%	65%	68%	71%	56%	51%	90%	68%	74%	17%	62%	74%	62%
5 - Extremely valuable	21	21	*	21	21	20	16	4	*	*	11	1	-	6	6	9
	13%	13%	7%	14%	14%	14%	12%	18%	18%	10%	14%	15%	-	13%	10%	16%
Don't know	12	12	-	12	12	11	9	*	-	-	7	-	-	5	2	6
	8%	8%	-	8%	8%	8%	7%	1%	-	-	9%	-	-	10%	3%	10%



C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	*	-	-	*	-	*	-	-	-	*	-	-	*
2 - Not very valuable	9	6	3	*	9	-	7	2	-	3	7	3	6	9
	6%	7%	5%	1%	6%	-	4%	78%	-	6%	8%	13%	7%	10%
3 - Neither valuable nor not valuable	12	7	5	-	12	-	11	-	1	4	5	*	6	5
	7%	8%	8%	-	7%	-	7%	-	10%	10%	6%	2%	7%	6%
4 - Quite valuable	109	59	40	11	106	3	103	*	6	28	52	13	59	54
	67%	69%	63%	68%	66%	92%	67%	12%	84%	65%	63%	58%	68%	63%
5 - Extremely valuable	21	7	11	3	21	-	21	*	*	5	14	6	9	14
	13%	8%	18%	18%	13%	-	14%	10%	3%	12%	17%	25%	10%	16%
Don't know	12	7	3	2	12	*	12	-	*	3	4	*	6	4
	8%	8%	5%	13%	8%	8%	8%	-	3%	7%	5%	2%	7%	5%

C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*
2 - Not very valuable	9	6	3	-	2	7	-	-	-	2	2	3	2	4	-	1	4	4	5
	6%	9%	3%	-	13%	5%	-	-	-	22%	6%	6%	3%	17%	-	2%	9%	6%	5%
3 - Neither valuable nor not valuable	12	2	10	-	-	12	-	-	-	*	7	4	1	4	4	2	5	7	
	7%	2%	11%	-	-	8%	-	-	-	2%	13%	7%	3%	11%	10%	3%	8%	7%	
4 - Quite valuable	109	51	58	-	8	101	-	-	4	4	23	34	44	12	28	29	35	40	
	67%	72%	63%	-	55%	67%	-	-	68%	47%	78%	65%	65%	55%	67%	71%	68%	63%	69%
5 - Extremely valuable	21	6	15	-	3	19	-	-	-	3	1	6	11	5	5	3	8	10	
	13%	8%	16%	-	19%	12%	-	-	-	31%	4%	12%	17%	23%	12%	8%	15%	16%	11%
Don't know	12	6	6	-	2	11	-	-	2	-	3	3	5	*	4	3	2	5	
	8%	8%	7%	-	13%	7%	-	-	32%	-	9%	5%	8%	1%	10%	8%	4%	7%	8%

C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	9	3	-	5	*	-	-	-	9	-
	6%	14%	-	5%	5%	-	-	-	6%	-
3 - Neither valuable nor not valuable	12	*	-	11	*	-	-	-	12	-
	7%	1%	-	9%	6%	-	-	-	7%	-
4 - Quite valuable	109	16	10	76	4	-	2	-	108	2
	67%	64%	74%	65%	77%	-	42%	-	67%	40%
5 - Extremely valuable	21	3	1	17	*	-	1	1	21	1
	13%	13%	8%	15%	5%	-	15%	30%	13%	18%
Don't know	12	2	3	7	*	-	2	2	11	2
	8%	7%	22%	6%	7%	-	44%	70%	7%	42%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	*	-	-
2 - Not very valuable	9 6%	-	-	2	-	4	-	7	*	1	1
3 - Neither valuable nor not valuable	12 7%	2	4	-	-	-	-	7	3	1	1
4 - Quite valuable	109 67%	13%	27%	-	-	-	-	6%	13%	5%	6%
5 - Extremely valuable	21 13%	10	8	15	5	13	6	78	16	8	6
Don't know	12 8%	73%	59%	69%	74%	63%	61%	68%	71%	54%	65%
		2	2	4	-	2	2	14	2	3	2
		14%	14%	16%	-	9%	18%	12%	9%	19%	20%
		-	-	2	2	2	2	9	1	2	-
		-	-	8%	26%	9%	21%	8%	4%	16%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.8. How valuable you think each benefit is to your friends and family - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	*	*	-	-
2 - Not very valuable	9	-	2	2	2	-	-	3	-	9	4	5	-
	6%	-	15%	12%	10%	-	-	6%	-	6%	6%	5%	-
3 - Neither valuable nor not valuable	12	-	2	-	*	-	-	5	-	12	8	4	-
	7%	-	16%	-	1%	-	-	9%	-	7%	11%	4%	-
4 - Quite valuable	109	2	4	9	11	4	3	35	-	109	47	63	-
	67%	85%	34%	71%	63%	91%	45%	67%	-	67%	63%	69%	-
5 - Extremely valuable	21	*	2	-	3	*	2	3	-	21	10	11	-
	13%	15%	17%	-	15%	3%	29%	6%	-	13%	14%	12%	-
Don't know	12	-	2	2	2	*	2	7	-	12	4	8	-
	8%	-	19%	17%	10%	6%	26%	13%	-	8%	6%	9%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	4	1	4	4	4	4	1	1	1	1	2	1	3	1	
	3%	3%	6%	3%	3%	3%	3%	3%	31%	1%	1%	83%	3%	4%	1%	
3 - Neither valuable nor not valuable	24	23	1	23	23	21	15	3	1	1	9	1	1	7	8	8
	14%	14%	11%	15%	15%	14%	12%	17%	49%	12%	12%	15%	16%	13%	14%	
4 - Quite valuable	94	92	3	90	88	87	80	8	1	2	46	1	1	24	30	41
	57%	57%	83%	57%	57%	58%	60%	38%	21%	100%	62%	21%	17%	54%	49%	69%
5 - Extremely valuable	29	29	-	28	28	27	22	8	-	-	12	2	-	6	16	6
	17%	18%	-	18%	18%	18%	17%	41%	-	-	16%	60%	-	14%	27%	10%
Don't know	13	13	-	11	11	12	11	1	-	-	7	1	-	6	4	3
	8%	8%	-	7%	7%	8%	8%	2%	-	-	9%	4%	-	13%	6%	6%

C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	3	1	*	5	-	2	2	*	1	3	1	2	3
	3%	4%	1%	2%	3%	-	1%	78%	3%	2%	3%	2%	2%	3%
3 - Neither valuable nor not valuable	24	11	8	4	22	2	21	*	2	6	12	3	14	12
	14%	13%	13%	25%	14%	53%	14%	10%	33%	14%	14%	15%	17%	14%
4 - Quite valuable	94	51	33	10	93	1	91	*	3	24	48	10	47	50
	57%	60%	53%	64%	58%	27%	59%	12%	38%	55%	59%	41%	54%	58%
5 - Extremely valuable	29	12	16	-	28	*	29	-	-	7	17	7	16	18
	17%	14%	26%	-	18%	12%	19%	-	-	17%	20%	31%	18%	21%
Don't know	13	8	4	1	13	*	11	-	2	5	3	2	8	3
	8%	9%	7%	8%	8%	8%	7%	-	26%	12%	4%	10%	10%	4%

C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	3	1	-	-	5	-	-	-	-	1	1	3	2	-	1	2	2	3
	3%	5%	1%	-	-	3%	-	-	-	-	2%	2%	4%	8%	-	2%	4%	3%	3%
3 - Neither valuable nor not valuable	24	7	16	-	2	21	-	-	2	-	7	5	10	8	6	2	6	15	9
	14%	10%	17%	-	15%	14%	-	-	37%	-	22%	9%	15%	37%	16%	4%	13%	23%	9%
4 - Quite valuable	94	37	57	-	8	86	-	-	3	4	17	31	37	4	26	27	32	30	65
	57%	52%	61%	-	54%	58%	-	-	56%	53%	58%	59%	56%	19%	62%	64%	64%	47%	64%
5 - Extremely valuable	29	16	13	-	4	24	-	-	*	4	2	12	10	5	7	8	8	12	17
	17%	23%	13%	-	31%	16%	-	-	7%	47%	7%	22%	15%	23%	16%	20%	16%	19%	17%
Don't know	13	7	6	-	-	13	-	-	-	-	3	4	6	3	3	4	2	5	8
	8%	10%	6%	-	-	9%	-	-	-	-	10%	8%	9%	12%	6%	9%	4%	9%	8%



C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	-	-	4	*	-	-	-	5	-
	3%	-	-	4%	4%	-	-	-	3%	-
3 - Neither valuable nor not valuable	24	4	3	15	1	-	-	-	24	-
	14%	17%	20%	13%	13%	-	-	-	15%	-
4 - Quite valuable	94	14	7	68	4	-	4	2	91	4
	57%	56%	54%	58%	76%	-	93%	88%	57%	93%
5 - Extremely valuable	29	7	*	21	*	-	*	-	28	*
	17%	27%	4%	18%	2%	-	7%	12%	18%	7%
Don't know	13	-	3	8	*	-	-	-	13	-
	8%	-	22%	7%	6%	-	-	-	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	-	-	-	-	2	-	2	1	1	*
	3%	-	-	-	-	9%	-	2%	6%	6%	5%
3 - Neither valuable nor not valuable	24	2	2	3	2	2	-	16	3	3	1
	14%	14%	13%	15%	26%	10%	-	14%	15%	18%	12%
4 - Quite valuable	94	10	11	12	3	9	6	69	13	7	6
	57%	73%	76%	53%	48%	43%	61%	60%	55%	43%	62%
5 - Extremely valuable	29	2	-	7	-	7	2	22	3	4	1
	17%	14%	-	32%	-	37%	18%	19%	12%	23%	6%
Don't know	13	-	2	-	2	-	2	7	3	2	1
	8%	-	12%	-	26%	-	21%	6%	12%	11%	14%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.9. How valuable you think each benefit is to your friends and family - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	5	3%	-	-	-	-	-	2	-	5	1	3	-
3 - Neither valuable nor not valuable	24	15%	5	2	4	-	*	8	-	24	6	18	-
4 - Quite valuable	94	57%	1	7	10	4	5	27	-	94	47	48	-
5 - Extremely valuable	29	17%	4	2	4	*	2	7	-	29	15	13	-
Don't know	13	8%	2	2	-	-	-	9	-	13	5	9	-
	8%	-	19%	17%	-	6%	-	16%	-	8%	6%	10%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	2	-	2	2	2	2	-	-	-	*	-	2	*	2	*
1%	1%	-	-	1%	1%	1%	2%	-	-	-	*	-	83%	*	3%	*
2 - Not very valuable	4	4	-	4	4	4	4	*	-	-	4	-	-	-	2	2
2%	2%	-	-	2%	3%	2%	3%	1%	-	-	5%	-	-	-	3%	4%
3 - Neither valuable nor not valuable	27	27	*	27	26	24	22	1	*	-	9	*	*	8	10	9
16%	17%	7%	17%	17%	16%	17%	17%	3%	18%	-	12%	7%	8%	18%	17%	15%
4 - Quite valuable	93	90	3	86	84	83	72	12	1	2	47	1	*	25	35	33
56%	56%	89%	55%	54%	55%	55%	58%	72%	100%	-	63%	34%	9%	55%	58%	56%
5 - Extremely valuable	29	29	-	29	29	24	7	*	-	-	12	2	-	9	8	12
18%	18%	-	18%	19%	19%	18%	37%	9%	-	-	16%	60%	-	20%	13%	20%
Don't know	10	10	*	9	9	8	*	-	-	-	3	-	-	3	3	3
6%	6%	4%	6%	6%	6%	6%	1%	-	-	-	4%	-	-	7%	6%	5%

C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	2	-	-	2	-	*	2	-	-	2	-	-	2
	1%	2%	-	1%	1%	-	*	66%	-	-	3%	-	-	3%
2 - Not very valuable	4	4	-	-	4	-	4	-	-	2	2	*	2	2
	2%	5%	-	-	2%	-	3%	-	-	5%	2%	1%	2%	2%
3 - Neither valuable nor not valuable	27	14	11	1	25	2	25	-	2	6	13	1	13	13
	16%	16%	18%	9%	16%	53%	16%	-	26%	14%	16%	4%	15%	15%
4 - Quite valuable	93	47	36	10	91	1	87	1	5	23	45	13	52	47
	56%	55%	57%	63%	57%	35%	56%	35%	72%	54%	55%	58%	60%	55%
5 - Extremely valuable	29	15	10	4	28	*	29	-	-	7	17	8	14	19
	18%	17%	16%	23%	18%	12%	19%	-	-	16%	20%	34%	16%	22%
Don't know	10	4	5	1	9	-	10	-	*	5	4	1	6	4
	6%	5%	8%	3%	6%	-	6%	-	2%	11%	4%	4%	7%	4%

C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	**	14**	149	**	**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	2	*	-	2	-	-	-	*	-	-	2	2	2	-	-	*	2	*
	1%	3%	*	-	1%	-	-	-	1%	-	-	3%	3%	8%	-	-	1%	3%	*
2 - Not very valuable	4	4	-	-	4	-	-	-	*	2	2	2	2	2	-	-	*	2	2
	2%	5%	-	-	3%	-	-	-	1%	3%	3%	3%	3%	9%	-	-	1%	3%	2%
3 - Neither valuable nor not valuable	27	4	23	-	2	25	-	-	2	7	3	15	15	2	10	6	9	12	15
	16%	6%	24**	-	13%	17%	-	-	22%	24%	6%	22**	22**	8%	24%	15%	17%	18%	15%
4 - Quite valuable	93	41	51	-	8	84	-	-	5	3	18	31	35	11	24	23	30	35	58
	56%	58%	55%	-	55%	56%	-	-	93%	30%	61%	58%	52%	48%	58%	56%	60%	55%	57%
5 - Extremely valuable	29	14	15	-	4	24	-	-	*	4	1	14	9	5	7	8	8	12	17
	18%	20%	16%	-	31%	16%	-	-	7%	47%	4%	27%	14%	25%	16%	20%	16%	19%	16%
Don't know	10	5	4	-	-	10	-	-	-	3	3	4	4	*	1	4	3	1	9
	6%	8%	5%	-	-	7%	-	-	-	9%	6%	6%	6%	2%	1%	9%	6%	2%	9%

C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	-	2	-	-	-	-	2	-
1%		-	-	2%	-	-	-	-	1%	-
2 - Not very valuable	4	-	-	4	-	-	-	-	4	-
2%		-	-	3%	-	-	-	-	2%	-
3 - Neither valuable nor not valuable	27	2	4	20	2	-	2	-	25	2
16%		7%	29%	17%	34%	-	42%	-	16%	40%
4 - Quite valuable	93	18	6	64	1	-	2	2	90	2
56%		72%	45%	54%	25%	-	51%	88%	56%	53%
5 - Extremely valuable	29	5	1	23	-	-	-	-	29	-
18%		21%	8%	20%	2%	-	7%	12%	18%	7%
Don't know	10	-	3	5	2	-	-	-	10	-
6%		-	21%	4%	39%	-	-	-	6%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	2	-	-	-	-	2	-	2	-	*	*
	1%	-	-	-	-	9%	-	2%	-	1%	2%
2 - Not very valuable	4	-	-	2	-	-	-	3	*	*	-
	2%	-	-	7%	-	-	-	3%	1%	1%	-
3 - Neither valuable nor not valuable	27	2	4	5	4	-	4	22	2	2	1
	16%	17%	25%	23%	51%	-	42%	19%	10%	12%	12%
4 - Quite valuable	93	7	9	9	2	16	2	62	16	8	7
	56%	57%	63%	38%	23%	82%	19%	53%	70%	51%	68%
5 - Extremely valuable	29	3	-	5	2	2	2	21	3	3	1
	18%	26%	-	24%	26%	9%	18%	18%	12%	22%	13%
Don't know	10	-	2	2	-	-	2	6	2	2	1
	6%	-	12%	8%	-	-	21%	5%	7%	13%	6%



C2i.10. How valuable you think each benefit is to your friends and family - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	-	-	-	2	-	2	*	2	-
	1%	1%	-	-	-	-	-	-	4%	-	1%	*	2%	-
2 - Not very valuable	4	4	-	-	-	-	-	-	2	-	4	-	4	-
	2%	2%	-	-	-	-	-	-	3%	-	2%	-	4%	-
3 - Neither valuable nor not valuable	27	27	-	5	4	4	-	1	8	-	27	13	14	-
	16%	17%	-	42%	29%	20%	-	8%	15%	-	16%	18%	15%	-
4 - Quite valuable	93	91	2	-	6	10	4	5	23	-	93	40	53	-
	56%	56%	85%	3%	52%	55%	100%	65%	44%	-	56%	54%	58%	-
5 - Extremely valuable	23	29	*	4	*	4	-	2	12	-	29	16	13	-
	14%	18%	15%	36%	2%	25%	-	27%	23%	-	18%	22%	14%	-
Don't know	10	10	-	2	2	-	-	-	6	-	10	4	6	-
	6%	6%	-	19%	17%	-	-	-	11%	-	6%	6%	6%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	-	-	*	*	-	-	-	-	-	-	-	-	*
2 - Not very valuable	3	2	+	2	2	2	2	+	*	-	2	+	-	1	+	2
	2%	2%	7%	2%	2%	2%	2%	1%	18%	-	3%	7%	-	2%	+	3%
3 - Neither valuable nor not valuable	16	16	*	16	16	15	14	1	*	-	8	*	-	4	5	8
	10%	10%	11%	10%	10%	10%	11%	6%	31%	-	11%	11%	-	9%	8%	13%
4 - Quite valuable	94	92	3	90	90	87	70	12	*	2	40	1	2	27	42	26
	57%	57%	82%	57%	58%	58%	53%	59%	31%	90%	54%	23%	100%	60%	69% <sup>ns</sup>	44%
5 - Extremely valuable	39	39	-	37	35	35	35	6	*	*	20	2	-	10	10	19
	24%	24%	-	23%	23%	23%	26%	32%	9%	10%	27%	60%	-	21%	17%	32%
Don't know	12	12	-	12	11	11	10	*	*	-	4	-	-	4	4	4
	7%	7%	-	7%	7%	7%	8%	2%	11%	-	6%	-	-	9%	6%	7%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	*	-	-	*	-	*	-	-	-	*	-	-	*
2 - Not very valuable	3	1	2	*	3	-	2	-	1	*	2	2	2	2
	2%	1%	3%	1%	2%	-	1%	-	8%	*	3%	9%	2%	3%
3 - Neither valuable nor not valuable	16	10	6	1	15	2	16	-	*	1	8	1	8	8
	10%	12%	9%	5%	9%	53%	10%	-	5%	3%	10%	4%	9%	10%
4 - Quite valuable	94	44	39	11	93	1	87	3	4	27	52	11	47	54
	57%	51%	62%	72%	58%	39%	57%	95%	61%	63%	64%	46%	54%	63%
5 - Extremely valuable	39	26	10	3	38	-	37	-	2	10	16	9	23	18
	24%	30%	16%	17%	24%	-	24%	-	23%	23%	19%	38%	27%	21%
Don't know	12	5	6	1	11	*	12	*	*	4	3	1	7	3
	7%	6%	9%	5%	7%	8%	8%	5%	3%	11%	4%	3%	8%	4%

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*
2 - Not very valuable	3	-	3	-	-	3	-	-	-	-	-	1	2	-	2	-	*	2	1
	2%	-	3%	-	-	2%	-	-	-	-	-	1%	3%	-	5%	-	1%	3%	1%
3 - Neither valuable nor not valuable	16	4	13	-	-	16	-	-	-	2	6	9	3	4	3	6	7	9	9
	10%	6%	13%	-	-	11%	-	-	-	7%	11%	13%	12%	11%	8%	12%	11%	9%	9%
4 - Quite valuable	94	45	50	-	12	82	-	-	6	16	28	38	11	22	26	34	33	62	62
	57%	63%	54%	-	83%	55%	-	-	100%	72%	55%	53%	56%	49%	54%	63%	67%	52%	61%
5 - Extremely valuable	39	16	23	-	2	36	-	-	2	8	15	13	8	9	8	9	17	22	22
	24%	22%	25%	-	17%	24%	-	-	28%	28%	19%	19%	36%	21%	20%	17%	26%	22%	22%
Don't know	12	7	5	-	-	12	-	-	-	3	3	6	1	4	4	1	5	7	7
	7%	10%	5%	-	-	8%	-	-	-	10%	6%	8%	3%	10%	9%	2%	8%	7%	7%

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	3	-	*	2	-	-	-	-	3	-
2%	-	-	2%	2%	-	-	-	-	2%	-
3 - Neither valuable nor not valuable	16	4	*	13	-	-	-	-	16	-
10%	15%	1%	11%	-	-	-	-	-	10%	-
4 - Quite valuable	94	16	6	66	5	-	2	2	92	2
57%	64%	48%	57%	83%	-	51%	81%	58%	49%	-
5 - Extremely valuable	39	5	2	29	*	-	2	-	36	2
24%	21%	17%	25%	8%	-	49%	19%	23%	51%	-
Don't know	12	*	4	7	1	-	-	-	12	-
7%	1%	32%	6%	9%	-	-	-	8%	-	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	-	*
2 - Not very valuable	3	-	-	2	-	-	-	2	*	*	*
2%	2%	-	-	8%	-	-	-	2%	2%	1%	3%
3 - Neither valuable nor not valuable	16	2	3	2	-	-	2	11	3	1	1
10%	10%	13%	24%	8%	-	-	23%	9%	15%	7%	11%
4 - Quite valuable	94	10	5	10	2	18	4	66	13	9	6
57%	57%	73%	38%	44%	23%	91%	38%	57%	55%	59%	65%
5 - Extremely valuable	39	2	4	7	4	2	2	30	4	3	2
24%	24%	14%	26%	32%	50%	9%	18%	26%	19%	18%	16%
Don't know	12	-	2	2	2	-	2	7	2	2	*
7%	7%	-	11%	8%	26%	-	21%	6%	9%	16%	3%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.11. How valuable you think each benefit is to your friends and family - Programmes that make them stop and think

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	*	-	-	-	-	-	-	-	-	*	*	-	-
2 - Not very valuable	3	3	-	-	-	-	-	-	-	-	3	*	2	-
	2%	2%	-	-	-	-	-	-	-	-	2%	*	3%	-
3 - Neither valuable nor not valuable	16	15	2	2	-	3	2	2	4	-	16	12	5	-
	10%	9%	85%	16%	-	19%	42%	35%	9%	-	10%	16%	5%	-
4 - Quite valuable	94	94	-	6	9	8	2	2	33	-	94	43	52	-
	57%	58%	-	46%	69%	46%	44%	33%	63%	-	57%	58%	57%	-
5 - Extremely valuable	39	38	*	2	2	6	*	2	9	-	39	15	23	-
	24%	24%	15%	18%	14%	34%	8%	32%	18%	-	24%	21%	26%	-
Don't know	12	12	-	2	2	*	*	-	6	-	12	3	9	-
	7%	7%	-	19%	17%	1%	6%	-	11%	-	7%	5%	9%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	*	*	*	-	-	-	*	-	-	-	-	*
2 - Not very valuable	3	3	-	1	1	1	*	-	-	-	1	-	-	2	1	1
3 - Neither valuable nor not valuable	23%	2%	-	1%	1%	1%	*	-	-	-	1%	-	-	4%	1%	1%
4 - Quite valuable	89	88	1	87	85	84	70	10	1	2	40	2	2	19	34	36
5 - Extremely valuable	54%	55%	22%	55%	55%	56%	53%	47%	61%	100%	55%	70%	92%	42%	56%	62%
Don't know	9	9	-	9	8	8	7	1	*	-	4	*	-	5	1	3
	5%	6%	-	6%	6%	5%	6%	4%	9%	-	5%	13%	-	10%	2%	5%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	-	-	-	*	-	*	-	-	-	*	-	-	*
2 - Not very valuable	3	1	1	2	3	-	3	-	-	-	3	*	2	3
	2%	1%	1%	7%	2%	-	2%	-	-	-	3%	1%	2%	3%
3 - Neither valuable nor not valuable	18	12	4	3	18	-	18	-	1	5	10	1	7	10
	11%	7%	2%	11%	11%	-	12%	-	10%	11%	12%	5%	8%	11%
4 - Quite valuable	89	52	34	3	86	3	82	2	4	22	42	14	51	44
	54%	61%	54%	19%	53%	92%	53%	85%	61%	52%	51%	59%	59%	51%
5 - Extremely valuable	45	17	21	7	45	-	43	*	2	13	23	7	22	25
	27%	19%	34%	42%	28%	-	28%	5%	26%	31%	28%	31%	26%	29%
Don't know	9	4	3	2	9	*	8	*	*	3	4	1	5	4
	5%	5%	5%	7%	5%	8%	5%	10%	3%	7%	5%	4%	6%	5%

C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	2	1	-	-	3	-	-	-	-	2	-	1	-	-	*	2	-	3
	2%	3%	1%	-	-	2%	-	-	-	5%	-	2%	-	-	-	1%	4%	-	3%
3 - Neither valuable nor not valuable	18	5	13	-	-	18	-	-	-	4	5	10	7	3	5	2	11	8	
	11%	7%	14%	-	-	12%	-	-	-	14%	9%	14%	34%	7%	13%	3%	17%	8%	
4 - Quite valuable	89	40	49	-	3	85	-	-	3	*	16	31	37	6	26	25	26	33	56
	54%	56%	53%	-	22%	57%	-	-	52%	2%	56%	59%	56%	28%	64%	60%	51%	51%	56%
5 - Extremely valuable	45	19	26	-	11	34	-	-	3	8	4	14	16	8	11	7	18	19	26
	27%	26%	28%	-	78%	23%	-	-	48%	98%	15%	26%	24%	36%	27%	16%	36%	30%	26%
Don't know	9	6	3	-	-	9	-	-	-	3	3	3	-	-	1	3	2	1	8
	5%	6%	3%	-	-	6%	-	-	-	9%	6%	4%	-	2%	2%	8%	5%	2%	8%

C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	3	2	-	1	-	-	-	-	3	-
	2%	6%	-	1%	-	-	-	-	2%	-
3 - Neither valuable nor not valuable	18	2	2	14	1	-	-	-	18	-
	11%	7%	16%	12%	13%	-	-	-	12%	-
4 - Quite valuable	89	10	6	69	1	-	4	2	85	4
	54%	40%	44%	59%	17%	-	85%	77%	53%	86%
5 - Extremely valuable	45	11	3	27	4	-	1	1	44	1
	27%	46%	20%	23%	66%	-	15%	23%	28%	14%
Don't know	9	*	3	6	*	-	-	-	9	-
	5%	1%	20%	5%	4%	-	-	-	6%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	*	-
2 - Not very valuable	3	-	-	-	-	-	2	1	*	*	
	2%	-	-	-	-	-	1%	4%	1%	2%	
3 - Neither valuable nor not valuable	18	4	4	-	2	-	13	3	1	1	
	11%	30%	26%	-	26%	-	11%	13%	8%	12%	
4 - Quite valuable	89	4	7	14	3	16	2	62	13	8	
	54%	27%	50%	61%	48%	80%	23%	53%	57%	62%	
5 - Extremely valuable	45	6	3	7	2	4	6	34	5	4	
	27%	43%	24%	31%	26%	20%	56%	29%	23%	26%	
Don't know	9	-	-	2	-	-	2	5	1	2	
	5%	-	-	8%	-	-	21%	5%	3%	13% <sup>q</sup>	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.12. How valuable you think each benefit is to your friends and family - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	*	-	-	-	-	-	-	-	-	*	*	-	-
2 - Not very valuable	3	3	-	-	-	-	-	-	*	-	3	1	2	-
	2%	2%	-	-	-	-	-	-	*	-	2%	2%	2%	-
3 - Neither valuable nor not valuable	18	17	2	2	2	2	2	2	9	-	18	6	12	-
	11%	10%	85%	14%	15%	10%	42%	27%	18%	-	11%	9%	13%	-
4 - Quite valuable	89	89	-	4	2	7	2	3	23	-	89	43	46	-
	54%	55%	-	34%	17%	42%	52%	46%	44%	-	54%	59%	51%	-
5 - Extremely valuable	45	45	*	4	6	8	-	2	15	-	45	19	26	-
	27%	28%	15%	33%	51%	48%	-	27%	29%	-	27%	25%	29%	-
Don't know	9	9	-	2	2	-	*	-	5	-	9	4	5	-
	5%	5%	-	19%	17%	-	6%	-	10%	-	5%	5%	5%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	1	1	-	1	1	1	1	-	-	-	-	-	-	1	-	-
2 - Not very valuable	3	3	+	3	3	3	3	-	-	-	2	-	-	+	1	2
3 - Neither valuable nor not valuable	23	2%	6%	2%	2%	2%	2%	-	-	+	3%	-	-	1%	1%	4%
4 - Quite valuable	15	15	-	15	15	13	12	*	-	-	6	-	-	3	4	8
5 - Extremely valuable	9	9%	-	10%	10%	8%	9%	2%	-	-	8%	-	-	7%	7%	13%
Don't know	2	2	-	2	2	2	1	-	-	-	2	-	*	*	1	*
	1%	1%	-	1%	1%	1%	1%	-	-	-	2%	-	9%	1%	2%	1%

C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	1	*	-	*	1	-	*	-	*	-	1	-	-	1
	*	*	-	1%	*	-	*	-	5%	-	1%	-	-	1%
2 - Not very valuable	3	3	1	*	3	-	3	-	*	*	3	*	*	3
	2%	3%	1%	1%	2%	-	2%	-	3%	*	4%	1%	*	3%
3 - Neither valuable nor not valuable	15	8	5	3	15	-	15	-	-	5	7	*	7	7
	9%	9%	8%	16%	9%	-	10%	-	-	12%	8%	2%	8%	8%
4 - Quite valuable	94	51	32	11	90	3	86	2	6	28	47	11	48	49
	57%	60%	51%	67%	56%	82%	56%	76%	84%	66%	58%	48%	56%	57%
5 - Extremely valuable	49	23	24	2	49	1	48	*	*	9	24	11	29	26
	30%	27%	38%	15%	30%	18%	31%	17%	5%	21%	29%	48%	34%	31%
Don't know	2	1	1	-	2	-	2	*	*	*	1	*	2	1
	1%	1%	2%	-	1%	-	1%	7%	3%	1%	1%	2%	2%	1%

C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
2 - Not very valuable	3	1	3	-	-	3	-	-	-	-	*	-	3	-	-	-	3	-	3
3 - Neither valuable nor not valuable	9%	4%	13%	-	-	10%	-	-	-	-	18%	4%	11%	18%	14%	2%	6%	15%	5%
4 - Quite valuable	94	49	45	-	9	84	-	3	6	15	35	35	52%	11	24	22	30	36	58
5 - Extremely valuable	57%	69% <b>(D)</b>	48%	-	62%	57%	-	51%	69%	52%	65%	52%	51%	59%	54%	60%	56%	58%	58%
Don't know	2	2	1	-	2	-	-	-	-	-	1	1	-	1	1	1	1	1	2
	1%	2%	1%	-	2%	-	-	-	-	1%	3%	1%	-	1%	2%	1%	1%	1%	2%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/yz/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	1	-	-	*	-	-	-	-	1	-
2 - Not very valuable	3	-	-	3	*	-	-	-	3	-
2%	2%	-	-	3%	4%	-	-	-	2%	-
3 - Neither valuable nor not valuable	15	-	2	13	-	-	2	-	13	2
9%	9%	-	15%	11%	-	-	42%	-	8%	40%
4 - Quite valuable	94	16	10	64	3	-	-	-	94	-
57%	57%	64%	73%	55%	53%	-	-	-	59%	-
5 - Extremely valuable	49	9	1	35	2	-	2	3	47	3
30%	30%	35%	10%	30%	40%	-	58%	100%	29%	60%
Don't know	2	*	*	2	*	-	-	-	2	-
1%	1%	1%	2%	1%	4%	-	-	-	1%	-

C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	1	-	-	-	-	-	-	-	*	-	*
2 - Not very valuable	3	-	-	-	-	-	-	2	1	1	*
3 - Neither valuable nor not valuable	15	2	2	2	5	-	-	12	2	1	*
4 - Quite valuable	94	11	11	14	2	11	8	71	11	7	5
5 - Extremely valuable	57%	86%	75%	62%	23%	54%	77%	61%	49%	46%	49%
Don't know	2	-	-	-	-	-	-	1	1	1	*
	1%	-	-	-	-	-	-	5% <sup>up</sup>	6% <sup>up</sup>	4% <sup>up</sup>	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.13. How valuable you think each benefit is to your friends and family - Programmes that they can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	1	-	-	-	-	-	-	*	-	1	*	*	-
2 - Not very valuable	3	-	-	-	-	-	-	*	-	3	3	-	-
	2%	-	-	-	-	-	-	*	-	2%	4%	-	-
3 - Neither valuable nor not valuable	15	-	4	2	-	-	*	4	-	15	3	12	-
	9%	-	28%	14%	-	-	5%	8%	-	9%	4%	13%	-
4 - Quite valuable	94	2	6	10	11	4	2	32	-	94	42	52	-
	57%	85%	48%	81%	62%	92%	35%	62%	-	57%	57%	57%	-
5 - Extremely valuable	49	*	3	*	7	*	4	14	-	49	24	25	-
	30%	15%	21%	4%	38%	8%	60%	27%	-	30%	33%	27%	-
Don't know	2	-	*	*	-	-	-	1	-	2	1	1	-
	1%	-	2%	2%	-	-	-	3%	-	1%	1%	2%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C21.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	8	*	8	8	6	6	-	-	-	4	-	2	1	6	2
	3%	3%	6%	5%	5%	4%	4%	-	-	-	5%	-	83%	1%	9%	3%
3 - Neither valuable nor not valuable	12	11	*	10	10	9	8	1	-	-	7	*	*	3	1	8
	7%	7%	11%	6%	6%	6%	6%	5%	-	-	9%	15%	9%	7%	2%	13% <sup>un</sup>
4 - Quite valuable	94	92	2	90	87	89	76	13	1	2	39	2	*	27	33	35
	57%	57%	78%	57%	57%	59%	58%	63%	79%	100%	53%	76%	8%	59%	54%	59%
5 - Extremely valuable	44	44	-	44	44	41	37	6	*	-	20	*	-	11	19	14
	27%	27%	-	28%	28%	28%	28%	32%	11%	-	28%	9%	-	25%	31%	24%
Don't know	6	6	*	5	5	5	4	*	*	-	4	-	-	3	2	*
	4%	4%	4%	3%	4%	3%	3%	1%	9%	-	5%	-	-	8%	4%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	4	4	*	8	-	6	2	*	2	6	-	2	6
	5%	5%	6%	2%	5%	-	4%	65%	3%	5%	7%	-	3%	7%
3 - Neither valuable nor not valuable	12	8	2	2	12	-	11	*	*	1	8	1	5	9
	7%	10%	2%	12%	7%	-	7%	7%	5%	3%	10%	4%	6%	10%
4 - Quite valuable	94	53	34	8	91	3	88	*	6	26	35	11	52	39
	57%	61%	55%	48%	57%	100%	57%	13%	82%	61%	43%	48%	60%	45%
5 - Extremely valuable	44	19	21	3	44	-	43	*	*	12	28	11	26	29
	27%	22%	34%	21%	27%	-	28%	15%	5%	28%	34%	48%	30%	33%
Don't know	6	1	2	3	6	-	6	-	*	1	4	*	2	4
	4%	2%	3%	17%	4%	-	4%	-	5%	2%	5%	1%	2%	5%

C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	2	6	-	-	8	-	-	-	2	-	6	6	4	2	*	2	5	3
	5%	3%	6%	-	-	5%	-	-	-	8%	-	9%	9%	16%	4%	*	4%	8%	3%
3 - Neither valuable nor not valuable	12	6	6	-	-	12	-	-	-	2	5	5	5	2	1	1	5	3	9
	7%	8%	6%	-	-	8%	-	-	-	6%	9%	8%	8%	8%	2%	1%	10%	4%	9%
4 - Quite valuable	94	41	53	-	9	84	-	-	5	4	18	31	35	9	28	28	26	37	58
	57%	58%	57%	-	67%	56%	-	-	90%	52%	63%	59%	52%	42%	67%	67%	51%	58%	57%
5 - Extremely valuable	44	18	26	-	5	39	-	-	1	4	6	14	19	7	11	12	13	18	26
	27%	26%	28%	-	33%	26%	-	-	10%	48%	21%	26%	29%	31%	26%	29%	26%	28%	26%
Don't know	6	3	3	-	-	6	-	-	-	1	3	2	2	1	*	1	4	1	5
	4%	5%	3%	-	-	4%	-	-	-	2%	6%	3%	3%	2%	1%	3%	8%	1%	5%

C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	-	2	6	*	-	-	-	8	-
5%	-	-	14%	5%	4%	-	-	-	5%	-
3 - Neither valuable nor not valuable	12	3	*	8	-	-	-	-	12	-
7%	-	-	14%	1%	7%	-	-	-	7%	-
4 - Quite valuable	94	15	8	64	3	-	4	2	90	4
57%	-	63%	63%	55%	55%	-	93%	88%	57%	93%
5 - Extremely valuable	44	6	2	34	2	-	*	-	44	-
27%	-	23%	17%	29%	32%	-	7%	12%	27%	7%
Don't know	6	-	1	5	1	-	-	-	6	-
4%	-	-	5%	4%	9%	-	-	-	4%	-

C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	-	2	-	-	2	-	7	-	1
	5%	-	13%	-	-	9%	-	6%	-	4%
3 - Neither valuable nor not valuable	12	-	2	5	-	-	-	8	2	1
	7%	-	12%	23%	-	-	-	7%	9%	4%
4 - Quite valuable	94	7	11	9	5	14	6	67	12	10
	57%	56%	75%	39%	74%	71%	64%	57%	54%	64%
5 - Extremely valuable	44	6	-	9	2	4	4	33	6	3
	27%	44%	-	38%	26%	20%	36%	26%	27%	20%
Don't know	6	-	-	-	-	-	-	2	2	1
	4%	-	-	-	-	-	-	1%	1%	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C2i.14. How valuable you think each benefit is to your friends and family - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	8	-	4	2	-	-	-	2	-	8	3	5	-
	5%	-	28%	15%	-	-	-	4%	-	5%	4%	6%	-
3 - Neither valuable nor not valuable	12	2	*	*	2	2	2	1	-	12	6	6	-
	7%	6%	2%	2%	10%	42%	35%	1%	-	7%	8%	6%	-
4 - Quite valuable	94	-	6	7	12	2	3	31	-	94	38	57	-
	57%	-	48%	53%	66%	58%	38%	59%	-	57%	51%	63%	-
5 - Extremely valuable	44	*	2	4	4	-	2	15	-	44	22	22	-
	27%	15%	20%	30%	24%	-	27%	29%	-	27%	30%	24%	-
Don't know	6	-	*	-	-	-	-	3	-	6	5	1	-
	4%	-	2%	-	-	-	-	6%	-	4%	7%	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	-	2	2	2	1	*	-	-	1	-	-	1	1	*
	1%	1%	-	1%	1%	1%	1%	2%	-	-	1%	-	-	2%	1%	1%
4 - Quite valuable	68	67	1	64	61	61	54	3	1	-	32	1	2	15	25	28
	42%	42%	26%	41%	40%	41%	41%	13%	61%	-	43%	21%	100%	34%	42%	47%
5 - Extremely valuable	90	87	2	86	86	83	73	17	*	2	39	3	-	26	34	30
	55%	54%	74%	55%	56%	55%	56%	85%	39%	100%	53%	79%	-	58%	56%	50%
Don't know	5	5	-	4	4	4	4	-	-	-	2	-	-	3	1	1
	3%	3%	-	3%	3%	3%	3%	-	-	-	2%	-	-	6%	1%	2%

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	-	1%	*	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	2	*	1	*	2	-	2	-	-	1	1	1	1	1
4 - Quite valuable	1%	*	2%	2%	1%	-	1%	-	-	2%	1%	3%	1%	1%
5 - Extremely valuable	68	41	20	7	66	2	61	2	5	13	34	5	28	36
	42%	47%	32%	47%	41%	75%	40%	85%	66%	30%	41%	23%	33%	41%
	90	43	39	8	89	1	87	*	2	26	47	17	53	49
	55%	50%	62%	50%	55%	18%	56%	15%	34%	62%	57%	72%	61%	57%
Don't know	5	2	2	-	4	*	5	-	-	3	1	1	4	1
	3%	3%	4%	-	3%	8%	3%	-	-	7%	1%	2%	5%	1%

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	2	*	1	-	-	2	-	-	-	-	*	1	-	*	*	1	*	*	1
4 - Quite valuable	68	26	43	-	1	66	-	1	-	14	20	32	7	20	15	23	27	42	
5 - Extremely valuable	42%	36%	46%	-	5%	45%	-	13%	-	48%	38%	48%	32%	47%	35%	46%	42%	41%	
Don't know	90	42	48	-	13	76	-	5	8	12	31	33	15	21	24	26	36	54	
	55%	58%	52%	-	95%	51%	-	87%	100%	43%	59%	49%	67%	50%	57%	51%	56%	54%	
	5	4	1	-	-	5	-	-	3	1	1	-	*	1	3	1	1	4	
	3%	5%	1%	-	-	3%	-	-	9%	2%	1%	-	1%	2%	7%	2%	1%	4%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	*	-	-	-	-	*	-	-
3 - Neither valuable nor not valuable	2	-	-	2	-	-	-	-	2	-
4 - Quite valuable	68	8	3	54	*	-	2	-	67	2
5 - Extremely valuable	90	17	8	59	5	-	2	3	87	3
Don't know	5	-	3	2	1	-	-	-	5	-
	3%	-	20%	1%	9%	-	-	-	3%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	-	-	-	-	-	-	-	-	*
3 - Neither valuable nor not valuable	2	-	-	-	-	-	-	-	1	*	*
4 - Quite valuable	1%	-	-	-	-	-	-	-	5%p	3%p	1%p
5 - Extremely valuable	68	7	9	9	4	10	-	51	10	4	3
	42%	57%	63%	38%	51%	52%	-	44%	41%	29%	36%
Don't know	5	6	5	14	3	10	8	63	11	10	6
	3%	43%	37%	62%	49%	48%	79%	54%	48%	63%	58%
		-	-	-	-	-	2	2	1	1	*
		-	-	-	-	-	21%	2%	6%	6%	3%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C2i.15. How valuable you think each benefit is to your friends and family - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	-	-	-	-	-	*	*	*	-	-
3 - Neither valuable nor not valuable	2	2	-	-	-	-	-	*	*	-	2	1	1	-
4 - Quite valuable	68	66	2	5	2	5	3	2	20	-	68	35	33	-
5 - Extremely valuable	90	89	*	5	8	12	*	4	28	-	90	37	53	-
Don't know	5	5	-	2	2	-	-	-	4	-	5	1	4	-
	3%	3%	-	19%	17%	-	6%	-	7%	-	3%	2%	4%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Programmes that they can watch with and talk about with their family and friends	615 27%	567 28% <sup>ab</sup>	48 19%	503 28% <sup>ab</sup>	431 29% <sup>ab</sup>	399 31% <sup>ab</sup>	335 28% <sup>ab</sup>	333 32% <sup>ab</sup>	183 31% <sup>ab</sup>	194 31% <sup>ab</sup>	133 24%	125 34% <sup>kl</sup>	30 20%	377 29%	136 24%	102 28%
High-quality productions	593 26%	551 28% <sup>ab</sup>	42 16%	510 29% <sup>ab</sup>	458 31% <sup>ab</sup>	396 30% <sup>ab</sup>	378 32% <sup>ab</sup>	283 27% <sup>ab</sup>	181 30% <sup>ab</sup>	160 26% <sup>ab</sup>	173 31% <sup>kl</sup>	78 21%	34 22%	324 25%	184 32% <sup>lmno</sup>	85 23%
Trusted and accurate UK news	590 26%	543 27% <sup>ab</sup>	47 18%	503 28% <sup>ab</sup>	435 29% <sup>ab</sup>	389 30% <sup>ab</sup>	356 31% <sup>ab</sup>	267 26%	144 24%	163 26%	174 32% <sup>kl</sup>	79 22%	34 22%	317 24%	159 28%	114 31% <sup>lm</sup>
A wide range of different types of programmes for them	512 23%	464 23%	48 19%	427 24% <sup>cd</sup>	385 28% <sup>cd</sup>	352 27% <sup>cd</sup>	308 26% <sup>cd</sup>	228 22%	127 21%	118 19%	139 25%	78 21%	28 18%	273 21%	137 24%	102 29% <sup>lm</sup>
Programmes that help to understand what is going on in the world today	403 18%	362 18%	41 16%	321 18%	260 17%	232 18%	203 17%	183 18%	104 17%	131 21%	105 19%	57 16%	35 23%	245 19%	94 16%	65 18%
Programmes which reflect UK life and values	353 16%	322 16%	31 12%	296 17%	247 17%	211 16%	195 17%	159 15%	106 18%	104 17%	88 16%	47 13%	21 14%	201 15%	102 18%	50 14%
Programmes that make them stop and think	347 15%	319 16%	28 11%	287 16%	227 15%	194 15%	188 16%	165 16%	84 14%	92 15%	98 18%	67 18%	33 21%	203 15%	96 17%	47 13%
Services which are available to everyone	341 15%	304 15%	37 14%	281 16%	236 16%	205 16%	190 16%	183 17%	100 16%	98 16%	86 16%	64 18%	24 16%	227 17% <sup>lm</sup>	62 17%	51 14%
A wide range of high-quality programmes for children made in the UK	327 15%	297 15%	31 12%	254 14%	224 15%	194 15%	171 15%	174 17%	102 17%	105 17%	81 15%	62 17%	19 12%	205 16%	74 13%	48 13%
Programmes that bring the nation together for a shared viewing experience	325 14%	303 15% <sup>ab</sup>	22 9%	267 15% <sup>ab</sup>	216 14% <sup>ab</sup>	200 15% <sup>ab</sup>	180 16% <sup>ab</sup>	164 16% <sup>ab</sup>	108 18% <sup>ab</sup>	101 16% <sup>ab</sup>	64 12%	68 19% <sup>kl</sup>	20 13%	210 16% <sup>cd</sup>	78 14%	38 10%
Provision of regional programmes and content (including news)	263 12%	245 12%	18 7%	224 13% <sup>ab</sup>	195 13% <sup>ab</sup>	172 13% <sup>ab</sup>	151 13% <sup>ab</sup>	102 10%	68 11%	61 10%	89 16% <sup>kl</sup>	29 8%	13 10%	128 10%	71 12%	64 17% <sup>lm</sup>
Features people like them and the places they know	259 11%	233 12%	26 10%	208 12%	166 11%	139 11%	132 11%	123 12%	64 11%	89 14%	62 11%	30 8%	22 15%	148 11%	74 13%	37 10%
Programmes with new ideas and different approaches	253 11%	233 12%	20 8%	202 11%	174 12%	145 11%	125 11%	145 14% <sup>ab</sup>	83 14% <sup>ab</sup>	114 16% <sup>ab</sup>	53 10%	43 12%	24 16%	172 13% <sup>lm</sup>	50 9%	31 8%
Reflects the diversity of the UK	177 8%	157 8%	20 8%	148 8%	124 8%	106 8%	94 8%	112 11% <sup>ab</sup>	56 9%	57 9%	30 5%	49 13% <sup>kl</sup>	18 12% <sup>kl</sup>	121 9% <sup>cd</sup>	38 7%	18 5%
Encourages the development of new talent	166 7%	137 7%	29 11% <sup>acdef</sup>	120 7%	83 6%	75 6%	73 6%	84 8%	39 6%	54 8% <sup>cd</sup>	25 5%	34 9%	8 5%	121 9% <sup>ab</sup>	40 7% <sup>cd</sup>	5 1%
None of these	226 10%	172 9% <sup>gh</sup>	54 21% <sup>acdef</sup>	149 8% <sup>gh</sup>	114 8% <sup>gh</sup>	100 8% <sup>gh</sup>	83 7%	81 8% <sup>gh</sup>	52 9% <sup>gh</sup>	28 4%	41 7%	35 10%	21 14%	113 9%	53 9%	60 16% <sup>klmno</sup>



C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Programmes that they can watch with and talk about with their family and friends	615 27%	488 27%	98 26%	29 24%	573 26%	33 22%	368 25%	131 33%	115 30%	297 30%	253 27%	340 29%	494 29%	334 28%
High-quality productions	593 26%	463 26%	106 30%	24 20%	544 26%	39 25%	403 27%	92 23%	99 26%	269 27%	266 29%	324 28%	482 28%	331 28%
Trusted and accurate UK news	590 26%	447 25%	100 29%	43 35%	531 26%	44 29%	418 28%	79 20%	93 24%	254 25%	281 30%	302 28%	439 25%	340 28%
A wide range of different types of programmes for them	512 23%	395 22%	84 24%	33 27%	462 22%	38 26%	346 23%	85 21%	81 21%	202 20%	244 25%	294 25%	393 23%	304 25%
Programmes that help to understand what is going on in the world today	403 18%	322 18%	61 17%	20 17%	376 18%	19 12%	280 18%	74 19%	69 18%	199 20%	160 17%	220 19%	309 18%	208 17%
Programmes which reflect UK life and values	353 16%	285 16%	50 14%	17 14%	317 15%	31 20%	230 16%	72 18%	51 13%	167 17%	152 16%	171 15%	271 16%	187 16%
Programmes that make them stop and think	347 15%	275 15%	58 17%	13 11%	314 15%	24 16%	222 15%	72 19%	47 12%	165 16%	133 14%	185 16%	276 16%	181 15%
Services which are available to everyone	341 15%	255 14%	59 17%	27 22%	315 15%	20 13%	213 14%	64 16%	64 17%	156 16%	131 14%	164 16%	273 16%	180 15%
A wide range of high-quality programmes for children made in the UK	327 15%	257 14%	59 17%	12 10%	306 15%	17 11%	192 13%	62 16%	73 19%	142 14%	136 15%	174 15%	266 15%	178 15%
Programmes that bring the nation together for a shared viewing experience	326 14%	258 14%	54 15%	13 11%	299 14%	22 14%	198 13%	75 17%	52 14%	170 17%	150 16%	185 16%	257 15%	192 16%
Provision of regional programmes and content (including news)	263 12%	203 11%	44 13%	16 13%	232 11%	25 17%	200 14%	36 9%	27 7%	101 10%	110 12%	120 10%	180 10%	145 12%
Features people like them and the places they know	259 11%	222 12%	28 8%	9 7%	227 11%	22 14%	165 11%	48 12%	45 12%	134 13%	97 11%	150 13%	206 12%	135 11%
Programmes with new ideas and different approaches	253 11%	218 12%	29 8%	7 6%	226 11%	24 16%	146 10%	59 15%	48 13%	120 12%	85 9%	139 12%	211 12%	119 10%
Reflects the diversity of the UK	177 8%	144 8%	27 8%	6 5%	160 8%	15 10%	103 7%	31 8%	43 11%	74 7%	71 8%	110 10%	152 9%	101 8%
Encourages the development of new talent	166 7%	138 8%	23 7%	5 4%	143 7%	15 10%	103 7%	32 8%	31 8%	80 8%	65 7%	85 7%	136 8%	82 7%
None of these	226 10%	190 11%	19 5%	17 14%	213 10%	8 5%	155 11%	32 8%	39 10%	70 7%	92 10%	93 8%	145 8%	118 10%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Gender		Age										Social Grade						
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Programmes that they can watch with and talk about with their family and friends	615	274	337	182	207	224	57	126	108	98	81	84	59	133	185	141	143	318	298
	27%	25%	30%	27%	28% <sup>H</sup>	27% <sup>I</sup>	20%	35% <sup>H</sup>	31% <sup>H</sup>	27%	26%	25% <sup>I</sup>	27%	26%	27%	28%	28%	33%	28%
High-quality productions	693	312	280	133	186	266	44	89	84	103	110	97	59	157	176	143	105	273	260
	26%	28%	25%	20%	26% <sup>MEH</sup>	30% <sup>MEFHI</sup>	15%	23%	24% <sup>H</sup>	26% <sup>MEH</sup>	35% <sup>MEFHI</sup>	33% <sup>MEHLJ</sup>	27% <sup>KA</sup>	31% <sup>KA</sup>	26%	29% <sup>KA</sup>	20%	26% <sup>KA</sup>	24%
Trusted and accurate UK news	690	297	290	138	183	265	53	85	76	107	92	104	68	163	186	106	122	349	241
	26%	27%	25%	20%	25%	32% <sup>MEFHI</sup>	18%	22%	21%	29% <sup>MEH</sup>	30% <sup>MEH</sup>	35% <sup>MEFHI</sup>	31% <sup>MEHJ</sup>	33% <sup>QRT</sup>	27%	21%	24%	30% <sup>QRT</sup>	22%
A wide range of different types of programmes for them	612	213	297	113	176	222	59	54	83	93	78	80	64	120	157	108	113	276	236
	23%	19%	26% <sup>K</sup>	17%	24% <sup>MEI</sup>	27% <sup>MEI</sup>	20%	14%	23% <sup>MEI</sup>	25% <sup>MEI</sup>	25% <sup>MEI</sup>	27% <sup>MEI</sup>	29% <sup>MEI</sup>	24%	23%	22%	22%	23%	22%
Programmes that help to understand what is going on in the world today	403	195	208	120	140	138	53	67	66	74	50	44	44	97	113	94	91	209	194
	18%	18%	18%	18%	19%	17%	18%	17%	19%	20%	16%	15%	20%	19%	17%	19%	18%	18%	18%
Programmes which reflect UK life and values	353	157	192	127	90	134	58	68	39	51	40	55	39	82	104	81	78	186	166
	16%	14%	17%	19% <sup>F</sup>	12%	16%	20% <sup>F</sup>	18%	11%	14%	13%	19% <sup>F</sup>	18%	16%	15%	16%	15%	16%	15%
Programmes that make them stop and think	347	160	182	111	113	122	35	78	59	54	65	37	20	82	125	85	47	207	140
	15%	15%	16%	16% <sup>KA</sup>	16%	15%	12%	19% <sup>MHN</sup>	17% <sup>MN</sup>	14%	21% <sup>GHMMN</sup>	12%	9%	16% <sup>AR</sup>	18% <sup>QRT</sup>	17% <sup>KA</sup>	9%	16% <sup>KA</sup>	13%
Services which are available to everyone	341	167	173	109	109	121	52	57	44	66	46	46	30	55	96	100	83	151	190
	15%	15%	15%	16%	15%	15%	18%	15%	12%	18%	15%	14%	14%	11%	14%	20% <sup>QOB</sup>	16%	13%	13% <sup>QOB</sup>
A wide range of high-quality programmes for children made in the UK	327	150	174	88	112	123	37	51	58	54	52	46	25	62	104	71	76	166	162
	15%	14%	15%	13%	15%	15%	13%	13%	16%	15%	17%	16%	11%	12%	15%	14%	15%	14%	15%
Programmes that bring the nation together for a shared viewing experience	325	151	172	129	102	91	45	84	48	54	39	33	19	83	96	66	76	180	146
	14%	14%	15%	19% <sup>GMN</sup>	14%	11%	15%	22% <sup>FGJL</sup>	13%	15%	13%	11%	9%	17%	14%	13%	15%	15%	14%
Provision of regional programmes and content (including news)	263	128	133	78	59	126	41	37	21	38	46	36	44	59	70	60	69	129	133
	12%	12%	12%	11% <sup>K</sup>	8%	18% <sup>FJ</sup>	14% <sup>F</sup>	9%	6%	10%	15% <sup>F</sup>	12% <sup>J</sup>	20% <sup>MEFLJ</sup>	12%	10%	12%	13%	11%	12%
Features people like them and the places they know	259	136	121	85	82	90	34	51	45	37	38	29	24	55	97	47	59	151	108
	11%	12%	11%	12%	11%	11%	12%	13%	13%	10%	12%	10%	11%	11%	14% <sup>I</sup>	9%	11%	13%	10%
Programmes with new ideas and different approaches	253	106	144	107	87	55	42	64	43	44	22	17	16	64	78	56	47	141	111
	11%	10%	13%	16% <sup>GLMN</sup>	12% <sup>GM</sup>	7%	15% <sup>GLMN</sup>	16% <sup>GLMN</sup>	12% <sup>GM</sup>	17% <sup>GM</sup>	7%	6%	7%	13%	11%	11%	9%	12%	10%
Reflects the diversity of the UK	177	85	90	69	64	43	30	39	32	32	19	20	5	42	43	34	55	85	92
	8%	8%	8%	10% <sup>GN</sup>	9% <sup>GN</sup>	5%	10% <sup>GN</sup>	10% <sup>GN</sup>	9% <sup>N</sup>	9% <sup>N</sup>	6%	7%	2%	8%	6%	7%	11% <sup>P</sup>	7%	9%
Encourages the development of new talent	166	90	74	68	62	34	28	40	29	33	8	15	10	25	56	38	45	80	86
	7%	8%	7%	10% <sup>GLM</sup>	9% <sup>GL</sup>	4%	10% <sup>GL</sup>	10% <sup>GL</sup>	8% <sup>GL</sup>	9% <sup>GL</sup>	3%	5%	5%	5%	8%	8%	9%	7%	8%
None of these	226	115	104	57	70	91	32	24	34	36	33	27	31	48	54	48	63	103	124
	10%	11%	9%	8%	10%	11% <sup>I</sup>	11%	6%	10%	10%	11%	9%	14% <sup>I</sup>	10%	8%	10%	12% <sup>I</sup>	9%	11%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Programmes that they can watch with and talk about with their family and friends	615 27%	253 28%	98 29%	124 26%	113 28%	58 32%	88 28%	61 24%	448 27%	167 28%
High-quality productions	593 26%	243 27%	91 27%	148 31% <b>cd</b>	87 22%	38 21%	74 23%	74 26%	448 27%	145 24%
Trusted and accurate UK news	590 26%	243 27% <b>cd</b>	98 28% <b>cd</b>	163 34% <b>abcd</b>	68 17%	33 18%	63 20%	52 20%	479 25% <b>efgh</b>	111 18%
A wide range of different types of programmes for them	512 23%	167 19%	86 26% <b>ab</b>	136 28% <b>ab</b>	85 21%	39 21%	64 20%	55 21%	384 23%	128 21%
Programmes that help to understand what is going on in the world today	403 18%	165 18%	69 20%	75 16%	76 19%	29 16%	74 24% <b>gh</b>	45 17%	279 17%	125 21%
Programmes which reflect UK life and values	353 16%	148 17%	39 12%	81 17%	60 15%	34 19%	40 13%	42 16%	257 16%	96 16%
Programmes that make them stop and think	347 15%	159 18% <b>cd</b>	66 20% <b>cd</b>	64 13%	47 12%	35 19%	44 14%	48 18%	243 15%	104 17%
Services which are available to everyone	341 15%	136 15%	56 17%	73 15%	57 14%	26 14%	50 16%	48 18%	243 15%	98 16%
A wide range of high-quality programmes for children made in the UK	327 15%	130 15%	62 18%	59 12%	60 15%	36 19% <b>gh</b>	76 24% <b>gh</b>	46 18%	204 12%	123 20% <b>gh</b>
Programmes that bring the nation together for a shared viewing experience	325 14%	138 16% <b>cd</b>	50 15%	44 9%	71 18% <b>cd</b>	31 17%	64 20% <b>gh</b>	28 11%	221 13%	104 17%
Provision of regional programmes and content (including news)	263 12%	98 11%	43 13%	74 16% <b>cd</b>	37 9%	21 11%	32 10%	23 9%	204 12%	59 10%
Features people like them and the places they know	259 11%	112 13%	43 13%	47 10%	42 11%	23 13%	53 17% <b>gh</b>	34 13%	180 11%	79 13%
Programmes with new ideas and different approaches	253 11%	119 13% <b>cd</b>	37 11% <b>cd</b>	24 5%	49 12% <b>cd</b>	33 18% <b>gh</b>	46 15%	35 13%	170 10%	83 14%
Reflects the diversity of the UK	177 8%	92 10% <b>cd</b>	25 7%	23 5%	28 7%	18 10%	13 4%	18 7%	137 8%	40 7%
Encourages the development of new talent	166 7%	76 9%	28 8%	25 5%	29 7%	19 10%	25 8%	24 9%	108 7%	58 10%
None of these	228 10%	61 7%	19 5%	54 11% <b>ab</b>	53 13% <b>ab</b>	7 4%	14 5%	18 7%	194 12% <b>efgh</b>	32 5%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Programmes that they can watch with and talk about with their family and friends	615 27%	79 32% <b>kl</b>	53 26%	64 31%	62 21%	83 26%	61 30%	508 27%	57 32% <b>lm</b>	30 27%	20 29%
High-quality productions	593 26%	72 29%	54 27%	52 26%	65 22%	76 24%	44 22%	498 26%	45 25%	34 30%	17 24%
Trusted and accurate UK news	590 26%	71 29%	53 26%	39 19%	72 25%	79 25%	60 33% <b>kl</b>	494 26%	48 27%	25 25%	10 29% <b>kl</b>
A wide range of different types of programmes for them	512 23%	66 27%	39 19%	62 30%	60 20%	72 23%	42 21%	427 23%	45 25%	26 23%	15 21%
Programmes that help to understand what is going on in the world today	403 18%	34 14%	26 13%	44 22%	67 23% <b>kl</b>	72 23% <b>kl</b>	32 16%	343 18%	29 16%	19 17%	13 19%
Programmes which reflect UK life and values	353 16%	41 17%	38 18%	34 17%	42 14%	52 17%	33 16%	298 16% <b>kl</b>	30 17% <b>kl</b>	17 15%	8 11%
Programmes that make them stop and think	347 15%	47 19% <b>kl</b>	34 17%	29 15%	54 19% <b>kl</b>	43 13%	26 13%	299 16% <b>kl</b>	25 14%	15 13%	8 11%
Services which are available to everyone	341 15%	42 17%	17 8%	23 11%	47 16%	43 14%	33 16%	282 15%	26 15%	21 19% <b>kl</b>	11 17% <b>kl</b>
A wide range of high-quality programmes for children made in the UK	327 15%	25 10%	29 14%	37 18%	36 12%	44 14%	35 17%	271 14%	27 15%	19 17% <b>kl</b>	9 14%
Programmes that bring the nation together for a shared viewing experience	325 14%	36 15%	26 13%	37 18%	58 20% <b>kl</b>	42 13%	22 11%	279 15%	23 12%	13 12%	11 16%
Provision of regional programmes and content (including news)	263 12%	27 11%	22 11%	16 8%	33 11%	45 14%	31 15%	214 11%	20 11%	16 14%	12 16% <b>kl</b>
Features people like them and the places they know	259 11%	18 7%	30 15%	30 15%	42 14%	34 11%	20 10%	220 12%	19 10%	11 10%	9 13% <b>kl</b>
Programmes with new ideas and different approaches	253 11%	25 10%	29 14%	17 8%	38 13%	41 13%	23 11%	214 11%	16 9%	14 12%	9 13%
Reflects the diversity of the UK	177 8%	17 7%	17 8%	16 8%	29 10%	21 7%	18 9%	145 8%	17 10% <b>kl</b>	11 10% <b>kl</b>	4 5%
Encourages the development of new talent	166 7%	21 8%	19 9%	10 5%	23 8%	32 10%	10 5%	142 7%	12 7%	7 6%	5 8%
None of these	228 10%	24 10%	25 12%	16 8%	26 9%	34 11%	23 12%	194 10%	18 10%	9 8%	5 7%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998	
Weighted Base	2257	1982	243	297	288	456	207	305	2093	164	74*	91*	2093	
Programmes that they can watch with and talk about with their family and friends	615	550	62	76	81	126	64	92	583	32	17	15	583	
	27%	28%	26%	26%	28%	28%	31%	30%	28% <b>C</b>	19%	23%	17%	28%	
High-quality productions	593	534	55	75	76	137	50	88	547	47	24	23	547	
	26%	27%	23%	25%	26%	30%	24%	29%	26%	28%	32%	25%	26%	
Trusted and accurate UK news	590	545	38	81	59	129	47	69	519	72	30	41	519	
	26%	28% <b>u</b>	16%	27%	20%	28%	23%	23%	25%	44% <b>B</b>	41% <b>F</b>	45% <b>F</b>	25%	
A wide range of different types of programmes for them	512	479	33	50	63	109	33	76	465	47	26	21	465	
	23%	24% <b>u</b>	14%	17%	22%	24%	16%	25%	22%	28%	35% <b>F</b>	23%	22%	
Programmes that help to understand what is going on in the world today	403	332	63	43	72	96	35	73	361	42	15	28	361	
	18%	17%	26% <b>A</b>	15%	25% <b>w</b>	21%	17%	24% <b>w</b>	17%	26% <b>B</b>	20%	31% <b>F</b>	17%	
Programmes which reflect UK life and values	353	310	41	63	39	68	42	46	333	20	7	13	333	
	16%	16%	17%	21%	13%	15%	20%	15%	16%	12%	9%	15%	16%	
Programmes that make them stop and think	347	313	34	44	58	107	38	43	329	18	5	13	329	
	15%	16%	14%	15%	20%	23% <b>w</b>	18%	14%	16%	11%	6%	14%	16%	
Services which are available to everyone	341	309	29	42	51	60	36	44	307	34	14	20	307	
	15%	16%	12%	14%	18%	13%	17%	15%	15%	21%	19%	22%	15%	
A wide range of high-quality programmes for children made in the UK	327	296	27	55	46	71	32	71	300	27	10	17	300	
	15%	15%	11%	19%	16%	16%	15%	23% <b>x</b>	14%	16%	14%	18%	14%	
Programmes that bring the nation together for a shared viewing experience	325	283	60	36	54	79	37	57	315	10	9	2	315	
	14%	13%	25% <b>A</b>	12%	19%	17%	18%	19%	15% <b>C</b>	6%	12% <b>E</b>	2%	18% <b>E</b>	
Provision of regional programmes and content (including news)	263	239	20	40	34	48	14	26	215	48	21	27	215	
	12%	12%	8%	13%	12%	10%	7%	9%	10%	25% <b>B</b>	23% <b>F</b>	30% <b>F</b>	10%	
Features people like them and the places they know	259	228	28	46	40	45	33	39	254	5	3	1	254	
	11%	11%	11%	16% <b>A</b>	14% <b>A</b>	10%	16% <b>A</b>	13% <b>A</b>	12% <b>C</b>	3%	4%	2%	12% <b>E</b>	
Programmes with new ideas and different approaches	253	210	37	28	33	70	28	48	246	6	4	2	246	
	11%	11%	15%	9%	11%	15% <b>A</b>	13%	16% <b>A</b>	12% <b>C</b>	4%	6%	2%	12% <b>E</b>	
Reflects the diversity of the UK	177	137	38	34	32	39	22	16	172	5	2	3	172	
	8%	7%	18% <b>A</b>	11% <b>z</b>	11% <b>z</b>	9%	11%	5%	8% <b>C</b>	3%	3%	3%	8%	
Encourages the development of new talent	166	130	34	21	30	40	17	22	162	4	2	2	162	
	7%	7%	14% <b>A</b>	7%	11%	9%	8%	7%	8% <b>C</b>	3%	3%	3%	8%	
None of these	226	194	19	27	8	23	11	18	226	-	-	-	226	
	10%	10%	8%	9% <b>w</b>	3%	5%	5%	6%	11% <b>C</b>	-	-	-	11% <b>D</b>	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2047	1846	201	1674	1436	1284	1121	981	532	587	547	339	134	1173	548	326
Weighted Base	2031	1826	205	1637	1374	1207	1084	961	545	598	510	329	132*	1205	520	306
Programmes that they can watch with and talk about with their family and friends	615 30%	567 31%	48 23%	503 31%	431 31%	399 33%	335 31%	333 35%	183 34%	194 32%	133 26%	125 38%	30 23%	377 31%	136 26%	102 33%
High-quality productions	593 29%	551 30%	42 21%	510 31%	458 33%	396 33%	378 35%	283 29%	181 33%	160 27%	173 34%	78 24%	34 26%	324 27%	184 35%	85 28%
Trusted and accurate UK news	590 29%	543 30%	47 23%	503 31%	435 32%	389 32%	356 33%	267 28%	144 26%	163 27%	174 34%	79 24%	34 26%	317 26%	159 31%	114 37%
A wide range of different types of programmes for them	512 25%	464 25%	48 23%	427 26%	385 29%	352 29%	308 29%	228 24%	127 23%	118 20%	139 27%	78 24%	28 21%	273 23%	137 26%	102 33%
Programmes that help to understand what is going on in the world today	403 20%	362 20%	41 20%	321 20%	260 19%	232 19%	203 19%	183 19%	104 19%	131 22%	105 21%	57 17%	35 26%	245 20%	94 18%	65 21%
Programmes which reflect UK life and values	353 17%	322 18%	31 15%	298 18%	247 18%	211 18%	195 18%	159 17%	106 19%	104 17%	88 17%	47 14%	21 16%	201 17%	102 20%	50 16%
Programmes that make them stop and think	347 17%	319 17%	28 13%	287 17%	227 17%	194 16%	188 17%	165 17%	84 15%	92 15%	98 19%	67 20%	33 25%	203 17%	96 19%	47 15%
Services which are available to everyone	341 17%	304 17%	37 18%	281 17%	236 17%	205 17%	190 18%	183 19%	100 18%	98 16%	86 17%	64 19%	24 18%	227 19%	62 12%	51 17%
A wide range of high-quality programmes for children made in the UK	327 16%	297 16%	31 15%	254 16%	224 16%	194 16%	171 16%	174 18%	102 19%	105 18%	81 16%	62 19%	19 14%	205 17%	74 14%	48 16%
Programmes that bring the nation together for a shared viewing experience	325 16%	303 17%	22 11%	267 16%	216 16%	200 17%	180 17%	164 17%	108 20%	101 17%	64 13%	68 21%	20 15%	210 17%	78 15%	38 12%
Provision of regional programmes and content (including news)	263 13%	245 13%	18 9%	224 14%	195 14%	172 14%	151 14%	102 11%	68 13%	61 10%	89 17%	29 9%	13 10%	128 11%	71 14%	64 21%
Features people like them and the places they know	259 13%	233 13%	26 13%	208 13%	166 12%	139 12%	132 12%	123 13%	64 12%	89 15%	62 12%	30 9%	22 17%	148 12%	74 14%	37 12%
Programmes with new ideas and different approaches	253 12%	233 13%	20 10%	202 12%	174 13%	145 12%	125 12%	145 15%	83 15%	114 19%	53 10%	43 13%	24 18%	172 14%	50 10%	31 10%
Reflects the diversity of the UK	177 9%	157 9%	20 10%	148 9%	124 9%	106 9%	94 9%	112 12%	56 10%	57 9%	30 6%	49 13%	18 14%	121 10%	38 7%	18 6%
Encourages the development of new talent	166 8%	137 8%	29 14%	120 7%	83 6%	75 6%	73 7%	84 9%	39 7%	54 9%	25 5%	34 10%	8 6%	121 10%	40 6%	5 2%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2047	1576	365	106	1876	136	1331	368	348	931	881	1047	1547	1136
Weighted Base	2031	1594	332	106*	1847	145*	1320	368	342	932	835	1067	1583	1080
Programmes that they can watch with and talk about with their family and friends	615	488	98	29	573	33	368	131	115	297	253	340	494	334
	30%	31%	30%	27%	31%	23%	26%	36% <b>uu</b>	34%	32%	30%	32%	31%	31%
High-quality productions	593	463	106	24	544	39	403	92	99	269	266	324	482	331
	29%	29%	32%	23%	29%	27%	31%	25%	29%	29%	32%	30%	30%	31%
Trusted and accurate UK news	590	447	100	43	531	44	418	79	93	254	281	302	439	340
	29%	28%	30%	41% <b>pp</b>	29%	31%	32% <b>ww</b>	22%	27%	27%	28% <b>xx</b>	28%	28%	31%
A wide range of different types of programmes for them	512	395	84	33	462	38	346	85	81	202	244	294	393	304
	25%	25%	29%	31%	25%	26%	26%	23%	24%	22%	23% <b>kk</b>	23% <b>ll</b>	25%	23% <b>nn</b>
Programmes that help to understand what is going on in the world today	403	322	61	20	376	19	260	74	69	199	160	220	309	208
	20%	20%	18%	19%	20%	13%	20%	20%	20%	21%	19%	21%	20%	19%
Programmes which reflect UK life and values	353	285	50	17	317	31	230	72	51	167	152	171	271	187
	17%	18%	15%	17%	17%	21%	17%	20%	15%	16%	16%	16%	17%	17%
Programmes that make them stop and think	347	275	58	13	314	24	222	77	47	165	133	165	276	181
	17%	17%	16%	12%	17%	17%	17%	21%	14%	16%	16%	17%	17%	17%
Services which are available to everyone	341	255	59	27	315	20	213	64	64	156	131	184	273	180
	17%	16%	18%	26% <b>qq</b>	17%	13%	16%	17%	19%	17%	16%	17%	17%	17%
A wide range of high-quality programmes for children made in the UK	327	257	59	12	306	17	192	62	73	142	136	174	266	178
	16%	16%	18%	11%	17%	12%	15%	17%	21% <b>oo</b>	15%	16%	16%	17%	16%
Programmes that bring the nation together for a shared viewing experience	326	258	54	13	299	22	198	75	52	170	150	185	257	192
	16%	16%	16%	13%	16%	15%	15%	20%	15%	16%	16%	17%	16%	16%
Provision of regional programmes and content (including news)	263	203	44	16	232	25	200	36	27	101	110	120	180	145
	13%	13%	13%	15%	13%	17%	15% <b>vv</b>	10%	8%	11%	13%	11%	11%	13%
Features people like them and the places they know	259	222	28	9	227	22	165	48	45	134	97	150	206	135
	13%	14% <b>aa</b>	9%	8%	12%	15%	13%	13%	13%	14%	12%	14%	13%	13%
Programmes with new ideas and different approaches	253	218	29	7	226	24	146	59	48	120	85	139	211	119
	12%	14% <b>bb</b>	9%	6%	12%	17%	11%	16% <b>cc</b>	14%	13%	10%	13%	13%	11%
Reflects the diversity of the UK	177	144	27	6	160	15	103	31	43	74	71	110	152	101
	9%	9%	8%	6%	9%	10%	8%	9%	12% <b>dd</b>	8%	9%	10%	10%	9%
Encourages the development of new talent	166	138	23	5	143	15	103	32	31	80	65	85	136	82
	8%	9%	7%	5%	8%	10%	8%	9%	9%	9%	8%	8%	9%	6%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

PSB Quantitative Research- September 2020

C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2047	977	1056	565	607	860	246	319	297	310	337	305	218	434	633	408	515	1067	980
Weighted Base	2031	982	1038	625	655	736	259	366	321	334	278	268	190	454	624	453	451	1078	953
Programmes that they can watch with and talk about with their family and friends	618	274	337	182	207	224	57	126	108	98	81	84	59	133	185	141	143	318	298
	30%	28%	32%	29%	32% <b>GH</b>	30% <b>IJ</b>	22%	34% <b>HI</b>	34% <b>HI</b>	29%	29%	31%	31%	29%	30%	31%	32%	23%	31%
High-quality productions	593	312	280	133	186	266	44	89	84	110	97	59	157	176	143	105	333	260	276
	29%	32%	27%	21%	28% <b>HEH</b>	35% <b>EFHI</b>	17%	24%	26% <b>GH</b>	31% <b>HEH</b>	40% <b>EFHI</b>	36% <b>HEHI</b>	31% <b>HEH</b>	35% <b>HI</b>	28%	32% <b>HI</b>	23%	31% <b>HI</b>	27%
Trusted and accurate UK news	590	297	290	138	183	265	53	85	76	107	92	104	68	163	186	106	122	349	241
	29%	30%	28%	22%	28%	36% <b>EFHI</b>	20%	23%	24%	32% <b>MEHI</b>	33% <b>MEHI</b>	39% <b>EFHI</b>	36% <b>MEHI</b>	36% <b>QRT</b>	30%	23%	27%	32% <b>GT</b>	25%
A wide range of different types of programmes for them	512	213	297	113	176	222	59	54	83	93	78	80	64	120	157	108	113	276	236
	25%	22%	29% <b>C</b>	18%	27% <b>EI</b>	30% <b>EI</b>	23% <b>J</b>	15%	26% <b>EI</b>	28% <b>EI</b>	28% <b>EI</b>	30% <b>EI</b>	34% <b>EH</b>	26%	25%	24%	25%	26%	25%
Programmes that help to understand what is going on in the world today	403	195	208	120	140	138	53	67	66	74	50	44	44	97	113	94	91	209	194
	20%	20%	20%	19%	21%	19%	20%	18%	21%	22%	18%	16%	23%	21%	18%	21%	20%	19%	20%
Programmes which reflect UK life and values	353	157	192	127	90	134	58	68	39	51	40	55	39	82	104	81	78	186	166
	17%	16%	19%	20% <b>FJ</b>	14%	18%	22% <b>FJ</b>	19%	12%	15%	14%	21% <b>FJ</b>	21%	18%	17%	18%	17%	17%	17%
Programmes that make them stop and think	347	160	182	111	113	122	35	78	59	54	65	37	20	82	125	85	47	207	140
	17%	16%	18%	18%	17%	17%	13%	21% <b>IN</b>	19%	16%	24% <b>GHMN</b>	14%	11%	18% <b>R</b>	20% <b>RT</b>	19% <b>R</b>	11%	19% <b>RT</b>	15%
Services which are available to everyone	341	167	173	109	109	121	52	57	44	66	46	46	30	55	96	100	83	151	190
	17%	17%	17%	17%	17%	16%	20%	16%	14%	20%	16%	17%	16%	12%	15%	22% <b>OPS</b>	13% <b>O</b>	14%	20% <b>OP</b>
A wide range of high-quality programmes for children made in the UK	327	150	174	88	112	123	37	51	58	54	52	46	25	62	104	71	76	166	162
	16%	15%	17%	14%	17%	17%	14%	14%	18%	16%	19%	17%	13%	14%	17%	16%	17%	15%	17%
Programmes that bring the nation together for a shared viewing experience	325	151	172	129	102	91	45	84	48	54	39	33	19	83	96	66	76	180	146
	16%	15%	17%	21% <b>GMN</b>	16%	12%	17%	23% <b>FGJL</b>	15%	16%	14%	12%	10%	18%	15%	14%	17%	17%	15%
Provision of regional programmes and content (including news)	263	128	133	78	59	126	41	37	21	38	46	36	44	59	70	60	69	129	133
	13%	13%	13%	12%	9%	17% <b>FJ</b>	16% <b>FJ</b>	10%	6%	11%	16% <b>FJ</b>	14% <b>J</b>	23% <b>EFJL</b>	13%	11%	13%	15%	12%	14%
Features people like them and the places they know	259	136	121	85	82	90	34	51	45	37	38	29	24	55	97	47	59	151	108
	13%	14%	12%	14%	13%	12%	13%	14%	14%	11%	14%	11%	12%	12%	15%	10%	13%	14%	11%
Programmes with new ideas and different approaches	253	106	144	107	87	55	42	64	43	44	22	17	16	64	78	56	47	141	111
	12%	11%	14%	17% <b>GLMN</b>	13% <b>GM</b>	8%	16% <b>GLMN</b>	16% <b>GLMN</b>	14% <b>GM</b>	13% <b>GM</b>	8%	6%	8%	14%	12%	12%	10%	13%	12%
Reflects the diversity of the UK	177	85	90	69	64	43	30	39	32	32	19	20	5	42	43	34	55	85	92
	9%	9%	9%	11% <b>GN</b>	10% <b>GN</b>	6%	12% <b>GN</b>	11% <b>GN</b>	10% <b>N</b>	10% <b>N</b>	7%	7%	3%	9%	7%	7%	12% <b>PS</b>	8%	10%
Encourages the development of new talent	166	90	74	68	62	34	28	40	29	33	8	15	10	25	56	38	45	80	86
	8%	9%	7%	11% <b>GJL</b>	10% <b>GJL</b>	5%	11% <b>GJL</b>	11% <b>GJL</b>	9% <b>GJL</b>	10% <b>GJL</b>	3%	6%	5%	5%	9%	8%	10% <b>GO</b>	7%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base



C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2047	784	293	499	343	166	274	229	1521	526
Weighted Base	2031	830	319	423	346	178	300	241	1458	573
Programmes that they can watch with and talk about with their family and friends	615 30%	253 30%	98 31%	124 29%	113 33%	58 33%	88 29%	61 25%	448 31%	167 29%
High-quality productions	593 29%	243 29%	91 29%	148 35% <sup>ab</sup>	87 25%	38 21%	74 25%	74 31%	448 31% <sup>cd</sup>	145 25%
Trusted and accurate UK news	590 29%	243 29% <sup>cd</sup>	96 27%	163 39% <sup>abcd</sup>	88 20%	33 18%	63 21%	52 22%	479 35% <sup>efgh</sup>	111 19%
A wide range of different types of programmes for them	512 25%	167 20%	86 27%	136 32% <sup>ad</sup>	85 25%	39 22%	64 21%	55 23%	384 26%	128 22%
Programmes that help to understand what is going on in the world today	403 20%	165 20%	69 22%	75 18%	76 22%	29 16%	74 25%	45 19%	279 19%	125 22%
Programmes which reflect UK life and values	353 17%	148 18%	39 12%	81 19%	60 17%	34 19%	40 13%	42 17%	257 18%	96 17%
Programmes that make them stop and think	347 17%	159 19%	66 21%	64 15%	47 13%	35 20%	44 15%	48 20%	243 17%	104 18%
Services which are available to everyone	341 17%	136 16%	56 18%	73 17%	57 16%	26 14%	50 17%	48 20%	243 17%	98 17%
A wide range of high-quality programmes for children made in the UK	327 16%	130 16%	62 20%	59 14%	60 17%	36 20%	76 25% <sup>gh</sup>	46 19%	204 14%	123 21% <sup>hi</sup>
Programmes that bring the nation together for a shared viewing experience	325 16%	138 17% <sup>bc</sup>	50 16%	44 10%	71 21% <sup>c</sup>	31 17%	64 21% <sup>gh</sup>	28 12%	221 15%	104 18%
Provision of regional programmes and content (including news)	263 13%	98 12%	43 13%	74 16% <sup>cd</sup>	37 11%	21 12%	32 17%	23 9%	204 14%	59 10%
Features people like them and the places they know	259 13%	112 14%	43 13%	47 11%	42 12%	23 13%	53 18%	34 14%	180 12%	79 14%
Programmes with new ideas and different approaches	253 12%	119 14% <sup>bc</sup>	37 12% <sup>cd</sup>	24 6%	49 14% <sup>c</sup>	33 19% <sup>cd</sup>	46 15%	35 14%	170 12%	83 14%
Reflects the diversity of the UK	177 9%	92 11% <sup>bc</sup>	25 8%	23 5%	28 8%	18 10%	13 4%	18 7%	137 9% <sup>d</sup>	40 7%
Encourages the development of new talent	166 8%	76 9%	28 9%	25 6%	29 8%	19 10%	25 8%	24 10%	108 7%	58 10%
None of these	-	-	-	-	-	-	-	-	-	-

C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2047	119	96	102	139	149	89	909	372	382	384
Weighted Base	2031	224	179*	187	267	282	180*	1702	162	104	63
Programmes that they can watch with and talk about with their family and friends	615 30%	79 35% <b>m</b>	53 30%	64 34%	62 23%	83 29%	61 34%	508 30%	57 35% <b>m</b>	30 29%	20 31%
High-quality productions	593 29%	72 32%	54 30%	52 28%	65 24%	76 27%	44 25%	498 29%	45 28%	34 32%	17 26%
Trusted and accurate UK news	590 29%	71 32%	53 29%	39 21%	72 27%	79 28%	60 33% <b>m</b>	494 29%	48 30%	25 27%	19 31% <b>m</b>
A wide range of different types of programmes for them	512 25%	66 30%	39 22%	62 33%	60 22%	72 26%	42 23%	427 25%	45 27%	26 25%	15 23%
Programmes that help to understand what is going on in the world today	403 20%	34 15%	26 15%	44 24%	67 25%	72 26% <b>m</b>	32 18%	343 20%	29 18%	19 18%	13 20%
Programmes which reflect UK life and values	353 17%	41 18%	38 21% <b>s</b>	34 18%	42 16%	52 18%	33 18%	298 18% <b>s</b>	30 19% <b>s</b>	17 16%	8 12%
Programmes that make them stop and think	347 17%	47 21% <b>s</b>	34 19%	29 16%	54 20% <b>s</b>	43 15%	26 15%	299 18% <b>s</b>	25 15%	15 14%	8 12%
Services which are available to everyone	341 17%	42 19%	17 10%	23 12%	47 18%	43 15%	33 19%	282 17%	26 16%	21 21% <b>m</b>	11 16% <b>m</b>
A wide range of high-quality programmes for children made in the UK	327 16%	25 11%	29 16%	37 20%	36 14%	44 15%	35 19%	271 16%	27 17%	19 18%	9 15%
Programmes that bring the nation together for a shared viewing experience	325 16%	36 16%	26 14%	37 20%	58 22% <b>m</b>	42 15%	22 12%	279 16%	23 14%	13 13%	11 17%
Provision of regional programmes and content (including news)	263 13%	27 12%	22 12%	16 9%	33 13%	45 16%	31 17%	214 13%	20 13%	16 15%	12 20% <b>m</b>
Features people like them and the places they know	259 13%	18 8%	30 17% <b>m</b>	30 16%	42 16%	34 12%	20 11%	220 13%	19 12%	11 17%	9 14% <b>m</b>
Programmes with new ideas and different approaches	253 12%	25 11%	29 16%	17 9%	38 14%	41 14%	23 13%	214 13%	16 10%	14 13%	9 14%
Reflects the diversity of the UK	177 9%	17 8%	17 10%	16 9%	29 11%	21 7%	18 10%	145 9%	17 11% <b>s</b>	11 11% <b>s</b>	4 6%
Encourages the development of new talent	166 8%	21 9%	19 11%	10 5%	23 9%	32 11%	10 5%	142 8%	12 7%	7 7%	5 9%
None of these	-	-	-	-	-	-	-	-	-	-	-

C2a. Top 3 most valuable benefits for family and friends

Base : All who value any for friends/family

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2047	1886	148	268	247	409	185	289	165	1788	259	129	130	1788
Weighted Base	2031	1789	224	270	280	433	197	287	165*	1867	164	74*	91*	1867
Programmes that they can watch with and talk about with their family and friends	615	550	62	76	81	126	64	92	54	583	32	17	15	583
	30%	31%	28%	28%	29%	29%	33%	33%	33%	31% <b>C</b>	19%	23%	17%	31% <b>E</b>
High-quality productions	593	534	55	75	76	137	50	88	60	547	47	24	23	547
	29%	30%	25%	28%	27%	32%	25%	31%	36%	29%	28%	32%	25%	29%
Trusted and accurate UK news	590	545	38	81	59	129	47	69	52	519	72	30	41	519
	29%	30%	17%	30%	21%	30%	24%	24%	31%	28%	44% <b>B</b>	41% <b>D</b>	45% <b>F</b>	28%
A wide range of different types of programmes for them	512	479	33	50	63	109	33	76	48	465	47	26	21	465
	25%	27%	15%	18%	22%	25%	17%	26%	29% <b>W</b>	25%	28%	35%	23%	25%
Programmes that help to understand what is going on in the world today	403	332	63	43	72	96	35	73	27	361	42	15	28	361
	20%	19%	28% <b>D</b>	16%	26% <b>W</b>	22%	18%	26% <b>W</b>	16%	19%	26%	20%	31% <b>D</b>	19%
Programmes which reflect UK life and values	353	310	41	63	39	68	42	46	27	333	20	7	13	333
	17%	17%	18%	23% <b>W</b>	14%	16%	22%	16%	17%	18%	12%	9%	15%	18%
Programmes that make them stop and think	347	313	34	44	58	107	38	43	27	329	18	5	13	329
	17%	17%	15%	16%	21%	28% <b>W</b>	19%	15%	16%	18%	11%	6%	14%	18% <b>D</b>
Services which are available to everyone	341	309	29	42	51	60	36	44	38	307	34	14	20	307
	17%	17%	13%	16%	18%	14%	18%	15%	23% <b>W</b>	16%	21%	19%	22%	16%
A wide range of high-quality programmes for children made in the UK	327	296	27	55	46	71	32	71	27	300	27	10	17	300
	16%	17%	12%	20%	16%	16%	16%	25% <b>X</b>	16%	16%	16%	14%	18%	16%
Programmes that bring the nation together for a shared viewing experience	325	283	60	36	54	79	37	57	18	315	10	9	2	315
	16%	15%	27% <b>D</b>	13%	19%	18%	19%	20%	11%	17% <b>C</b>	6%	12% <b>E</b>	2%	17% <b>E</b>
Provision of regional programmes and content (including news)	263	239	20	40	34	48	14	26	36	215	48	21	27	215
	13%	13%	9%	15%	12%	11%	7%	9%	32% <b>W</b>	12%	25% <b>D</b>	23% <b>D</b>	30% <b>F</b>	12%
Features people like them and the places they know	259	228	28	46	40	45	33	39	8	254	5	3	1	254
	13%	13%	12%	17% <b>X</b> <b>A</b>	14% <b>A</b>	10%	17% <b>A</b>	14% <b>A</b>	5%	14% <b>C</b>	3%	4%	2%	14% <b>D</b> <b>E</b>
Programmes with new ideas and different approaches	253	210	37	28	33	70	28	48	12	246	6	4	2	246
	12%	12%	17%	10%	12%	16% <b>A</b>	14%	17% <b>A</b>	7%	13% <b>C</b>	4%	6%	2%	13% <b>E</b>
Reflects the diversity of the UK	177	137	38	34	32	39	22	16	9	172	5	2	3	172
	9%	8%	17% <b>D</b>	13% <b>D</b>	11%	9%	11%	6%	5%	9% <b>C</b>	3%	3%	3%	9%
Encourages the development of new talent	166	130	34	21	30	40	17	22	9	162	4	2	2	162
	8%	7%	15% <b>D</b>	8%	11%	9%	9%	8%	6%	9% <b>C</b>	3%	3%	3%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

C2a. Top 3 most valuable benefits for family and friends

Base : All respondents

C2b. Least 3 valuable benefits for family and friends

	Total	Reflects the diversity of the UK	A wide range of high-quality programmes for children made in the UK	Encourages the development of new talent	Programmes that bring the nation together for a shared viewing experience	Programmes with new ideas and different approaches	Features people like them and the places they know	Programmes which reflect UK life and values	Programmes that make them stop and think	Provision of regional programmes and content (including news)	Services which are available to everyone	Programmes that they can watch with and talk about with their family and friends	Programmes that help to understand what is going on in the world today	Trusted and accurate UK news	A wide range of different types of programmes for them	High-quality productions	None of these
Unweighted Base	2257	553	509	466	343	335	322	303	303	252	215	205	189	188	183	177	372
Weighted Base	2257	538	528	462	346	334	320	303	302	267	210	229	217	182	192	185	355
Programmes that they can watch with and talk about with their family and friends	615 27%	152 28%	165 31%	152 33%	104 30%	108 32%	93 29%	82 27%	90 30%	75 28%	67 32%	-	67 31%	57 31%	63 33%	56 30%	111 31%
Trusted and accurate UK news	590 26%	182 34%	159 30%	147 32%	91 26%	101 30%	102 32%	66 22%	95 31%	55 21%	43 21%	59 26%	34 16%	-	39 21%	38 20%	116 33%
High-quality productions	593 26%	178 33%	154 29%	128 28%	93 27%	85 25%	94 29%	73 24%	73 24%	85 32%	40 19%	52 22%	54 25%	44 24%	48 25%	-	129 36%
A wide range of different types of programmes for them	512 23%	162 30%	156 29%	123 27%	78 22%	75 23%	88 28%	83 27%	50 17%	78 29%	39 19%	38 17%	52 24%	40 22%	-	27 15%	84 24%
Programmes that help to understand what is going on in the world today	403 18%	89 17%	111 21%	103 22%	73 21%	49 15%	68 21%	43 14%	51 17%	41 15%	41 20%	59 26%	-	32 18%	53 27%	48 26%	71 20%
Services which are available to everyone	341 15%	89 16%	84 16%	83 18%	54 15%	54 16%	67 21%	50 16%	42 14%	31 11%	*	33 14%	43 20%	47 26%	32 17%	24 13%	68 19%
A wide range of high-quality programmes for children made in the UK	327 15%	90 17%	-	84 18%	49 14%	70 21%	57 18%	36 12%	65 22%	53 20%	25 12%	28 12%	39 18%	42 23%	32 17%	22 12%	62 17%
Programmes which reflect UK life and values	353 16%	87 16%	105 20%	83 18%	78 23%	52 16%	45 14%	-	43 14%	51 19%	45 21%	53 23%	42 19%	26 14%	33 17%	43 23%	62 17%
Programmes that make them stop and think	347 15%	67 12%	98 19%	85 18%	63 18%	40 12%	51 16%	76 25%	-	55 20%	51 24%	42 18%	43 20%	16 9%	35 18%	43 23%	55 15%
Programmes that bring the nation together for a shared viewing experience	325 14%	73 14%	96 18%	46 10%	-	50 15%	43 14%	38 13%	45 15%	47 17%	36 17%	30 13%	55 25%	30 17%	57 30%	45 24%	63 16%
Provision of regional programmes and content (including news)	263 12%	58 11%	69 13%	77 17%	59 17%	68 20%	54 17%	48 16%	58 19%	-	19 9%	42 18%	21 10%	16 9%	24 12%	22 12%	25 7%
Features people like them and the places they know	259 11%	73 13%	58 11%	67 15%	57 16%	61 18%	-	39 13%	60 20%	35 13%	31 15%	40 17%	29 14%	26 14%	23 12%	20 11%	26 7%
Programmes with new ideas and different approaches	253 11%	43 8%	47 9%	38 8%	39 11%	-	42 13%	46 15%	42 14%	44 16%	27 13%	51 22%	41 19%	26 14%	25 13%	40 22%	50 14%
Reflects the diversity of the UK	177 8%	-	37 7%	25 5%	25 7%	28 8%	32 10%	24 8%	24 8%	22 8%	17 8%	25 11%	21 10%	14 9%	12 7%	16 9%	56 16%
Encourages the development of new talent	166 7%	26 5%	29 6%	-	28 8%	35 10%	33 10%	41 14%	31 10%	25 9%	13 6%	26 12%	28 13%	12 7%	17 9%	20 11%	29 8%
None of these	226 10%	54 10%	49 9%	29 6%	36 10%	27 8%	19 6%	37 12%	34 11%	24 9%	31 15%	21 9%	11 5%	25 14%	12 6%	18 10%	-

"Caution should be used when reviewing any base size under 100"

C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Reflects the diversity of the UK	538	501	38	452	384	343	325	240	143	123	145	78	26	284	141	113
A wide range of high-quality programmes for children made in the UK	528	488	40	452	390	350	321	216	151	133	26*	22%	17%	22%	25%	37% <u>un</u>
Encourages the development of new talent	462	436	26	393	330	287	268	197	118	119	144	73	29	255	119	88
Programmes that bring the nation together for a shared viewing experience	346	308	38	277	237	212	190	165	102	105	95	50	16	194	92	61
Programmes with new ideas and different approaches	334	289	45	263	224	187	182	143	88	73	82	50	16	173	90	70
Features people like them and the places they know	320	282	38	261	222	193	180	172	106	105	75	56	18	194	63	63
Programmes which reflect UK life and values	303	266	37	232	186	142	126	166	85	94	58	67	26	205	62	35
Programmes that make them stop and think	302	266	36	236	201	188	164	141	92	91	80	49	17	172	88	42
Provision of regional programmes and content (including news)	267	237	31	208	173	144	126	138	85	87	56	48	22	171	66	30
Programmes that they can watch with and talk about with their family and friends	229	206	23	178	139	124	109	96	48	79	48	35	20	154	47	28
Programmes that help to understand what is going on in the world today	217	186	30	156	123	117	103	117	63	71	35	46	17	147	48	20
Services which are available to everyone	210	189	21	163	130	108	97	105	64	74	55	50	20	131	46	33
A wide range of different types of programmes for them	192	173	19	150	118	88	83	88	52	68	26	37	19	136	34	22
High-quality productions	185	162	23	143	109	108	82	101	55	65	28	40	11	125	44	17
Trusted and accurate UK news	182	155	27	138	113	93	74	94	53	62	24	42	24	130	39	13
None of these	355	316	40	283	250	227	203	185	94	92	97	62	23	199	104	53

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Reflects the diversity of the UK	539	402	96	41	496	29	373	95	71	247	228	285	421	294
24%	23%	27%	34%	24%	19%	35%	25%	24%	19%	25%	25%	25%	24%	25%
A wide range of high-quality programmes for children made in the UK	528	405	92	31	478	35	370	77	76	244	242	283	399	301
23%	23%	26%	25%	23%	23%	23%	23%	19%	20%	24%	26%	24%	23%	25%
Encourages the development of new talent	462	368	67	26	420	30	298	92	72	216	213	258	358	282
20%	21%	19%	21%	20%	20%	20%	20%	23%	19%	22%	23%	22%	21%	23%
Programmes that bring the nation together for a shared viewing experience	346	260	69	17	318	20	248	53	45	157	131	169	269	179
19%	15%	20%	13%	15%	13%	17%	13%	13%	12%	16%	14%	15%	16%	15%
Programmes with new ideas and different approaches	334	261	51	22	306	22	214	67	53	128	145	166	244	190
15%	15%	15%	18%	15%	15%	14%	17%	14%	14%	13%	16%	14%	14%	16%
Features people like them and the places they know	320	260	50	10	301	18	196	53	71	124	142	181	251	186
14%	15%	14%	8%	15%	11%	13%	13%	19%	12%	12%	15%	16%	15%	15%
Programmes which reflect UK life and values	303	247	45	11	276	23	182	58	64	127	107	174	247	154
13%	14%	13%	9%	13%	15%	12%	14%	17%	13%	13%	12%	15%	14%	13%
Programmes that make them stop and think	302	229	55	18	272	28	201	54	47	139	129	141	227	170
13%	13%	16%	14%	13%	18%	14%	14%	12%	14%	14%	14%	12%	13%	14%
Provision of regional programmes and content (including news)	267	228	34	5	244	18	147	70	51	135	98	154	225	134
12%	13%	10%	4%	12%	12%	10%	13%	17%	13%	13%	11%	13%	13%	11%
Programmes that they can watch with and talk about with their family and friends	229	192	26	11	199	25	148	49	33	118	90	127	177	118
10%	11%	7%	9%	10%	17%	10%	12%	9%	9%	12%	10%	11%	10%	10%
Programmes that help to understand what is going on in the world today	217	182	30	5	200	14	119	48	49	98	79	119	180	103
10%	10%	8%	4%	10%	9%	8%	12%	13%	10%	10%	9%	10%	10%	9%
Services which are available to everyone	210	175	31	4	183	19	130	46	34	86	70	94	163	103
9%	10%	9%	4%	9%	13%	9%	11%	9%	9%	9%	8%	8%	9%	9%
A wide range of different types of programmes for them	192	152	32	8	178	13	125	47	20	124	70	93	154	90
9%	9%	9%	6%	9%	8%	8%	12%	12%	5%	12%	7%	8%	9%	7%
High-quality productions	185	148	29	8	173	10	108	42	36	89	67	99	155	83
8%	8%	8%	7%	8%	6%	7%	10%	9%	9%	9%	7%	9%	9%	7%
Trusted and accurate UK news	182	151	25	7	174	4	94	40	49	90	68	98	145	96
8%	8%	7%	6%	8%	3%	6%	10%	13%	10%	9%	7%	8%	8%	8%
None of these	355	289	42	24	326	23	225	55	75	141	163	201	276	197
16%	16%	12%	20%	16%	15%	15%	14%	20%	14%	14%	18%	17%	16%	16%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Reflects the diversity of the UK	539	292	244	113	172	248	55	58	83	89	92	87	68	114	173	122	115	287	251
	24%	27% <b>D</b>	21%	17%	24% <b>EI</b>	30% <b>EFHI</b>	19%	15%	23% <b>EI</b>	24% <b>EI</b>	30% <b>EH</b>	30% <b>EHI</b>	31% <b>EHI</b>	23%	26%	24%	22%	24%	23%
A wide range of high-quality programmes for children made in the UK	528	244	282	131	158	236	65	66	62	96	87	82	67	143	155	111	108	298	231
	23%	22%	25%	19%	22%	29% <b>EFUJ</b>	22%	17%	17%	26% <b>EUJ</b>	28% <b>EUJ</b>	29% <b>EUJ</b>	30% <b>EFUJ</b>	28% <b>RT</b>	23%	22%	21%	25%	21%
Encourages the development of new talent	462	221	238	117	139	197	51	66	62	77	69	63	64	104	150	89	106	254	208
	20%	20%	21%	17%	19%	24% <b>EI</b>	17%	17%	17%	21%	22%	21%	21%	21%	22%	18%	21%	22%	19%
Programmes that bring the nation together for a shared viewing experience	346	164	179	107	103	133	42	65	48	55	48	47	38	89	95	80	70	184	162
	15%	15%	16%	16%	14%	16%	14%	17%	14%	15%	15%	16%	17%	18%	14%	16%	14%	16%	15%
Programmes with new ideas and different approaches	334	170	162	87	108	134	39	48	56	52	47	42	46	64	107	67	92	172	162
	15%	15%	14%	13%	15%	16%	13%	12%	16%	14%	15%	14%	14%	13%	16%	13%	18%	15%	15%
Features people like them and the places they know	320	149	170	108	89	116	49	59	44	45	43	40	32	74	83	90	67	156	163
	14%	14%	15%	16%	12%	14%	17%	15%	13%	12%	14%	14%	15%	15%	12%	15% <b>P</b>	13%	13%	15%
Programmes which reflect UK life and values	303	148	154	113	106	78	51	62	53	53	33	25	20	48	95	96	57	143	160
	13%	14%	13%	17% <b>GMN</b>	15% <b>GMN</b>	9%	18% <b>GMN</b>	16% <b>GMN</b>	15% <b>GMN</b>	14% <b>G</b>	11%	9%	9%	9%	14%	16% <b>QRS</b>	11%	12%	15% <b>D</b>
Programmes that make them stop and think	302	175	127	101	94	104	34	67	37	56	29	41	34	69	82	73	76	151	151
	13%	15% <b>D</b>	11%	15%	13%	13%	12%	17% <b>KL</b>	11%	15%	9%	14%	15%	14%	12%	15%	15%	13%	14%
Provision of regional programmes and content (including news)	267	132	135	94	86	87	44	50	42	43	39	26	23	64	98	60	43	161	106
	12%	12%	12%	14%	12%	11%	15%	13%	12%	12%	13%	9%	10%	13%	14% <b>RT</b>	12%	8%	14% <b>RT</b>	10%
Programmes that they can watch with and talk about with their family and friends	229	103	125	104	65	59	53	51	32	32	27	21	12	54	68	54	49	122	107
	10%	9%	11%	15% <b>FGJKL</b>	9%	7%	18% <b>FGJK</b>	13% <b>GMN</b>	9%	9%	7%	5%	5%	11%	10%	11%	10%	10%	10%
Programmes that help to understand what is going on in the world today	217	119	96	110	62	42	47	64	35	27	17	15	10	34	64	58	50	97	119
	10%	11%	8%	16% <b>FGJKL</b>	9% <b>G</b>	5%	16% <b>FGKL</b>	16% <b>FGKL</b>	10% <b>G</b>	7%	6%	5%	5%	7%	9%	12% <b>G</b>	10%	8%	11% <b>D</b>
Services which are available to everyone	210	84	123	81	57	69	25	55	32	25	26	29	14	47	62	48	46	110	100
	9%	8%	11% <b>G</b>	12% <b>JK</b>	8%	8%	9%	14% <b>FGKN</b>	9%	7%	8%	10%	6%	9%	9%	10%	9%	9%	9%
A wide range of different types of programmes for them	192	108	82	95	54	43	33	62	38	17	23	13	7	36	60	49	43	96	96
	9%	10%	7%	14% <b>FGKLMN</b>	7%	5%	11% <b>GMN</b>	10% <b>FGKL</b>	11% <b>GMN</b>	5%	7%	4%	3%	7%	9%	10%	8%	8%	9%
High-quality productions	185	83	100	73	67	46	31	42	37	30	30	8	8	37	64	34	40	101	84
	8%	8%	9%	11% <b>GMN</b>	9% <b>GMN</b>	6%	11% <b>GMN</b>	11% <b>GMN</b>	10% <b>GMN</b>	9% <b>M</b>	10% <b>GMN</b>	3%	3%	7%	9%	7%	8%	9%	8%
Trusted and accurate UK news	182	87	95	80	56	44	37	43	32	24	12	17	15	34	53	51	40	87	96
	8%	8%	8%	12% <b>GMN</b>	8%	5%	13% <b>GMN</b>	11% <b>GL</b>	9% <b>M</b>	7%	4%	6%	7%	7%	8%	10%	8%	7%	9%
None of these	355	145	208	69	146	140	18	50	61	85	55	58	27	98	97	55	100	195	160
	16%	13%	18% <b>G</b>	10%	20% <b>EHIN</b>	17% <b>EH</b>	6%	13% <b>H</b>	17% <b>EH</b>	23% <b>EHIN</b>	18% <b>EH</b>	20% <b>EH</b>	12%	20% <b>G</b>	14%	11%	19% <b>G</b>	17% <b>G</b>	15%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Reflects the diversity of the UK	538	189	79	156	79	42	57	50	413	125
24%		21%	23%	33% <sup>abcd</sup>	20%	22%	18%	19%	29% <sup>f</sup>	21%
A wide range of high-quality programmes for children made in the UK	528	177	76	139	103	24	52	48	421	107
23%		20%	22%	29% <sup>cd</sup>	26%	13%	17%	19%	26% <sup>ef</sup>	18%
Encourages the development of new talent	462	184	66	122	67	44	76	47	335	127
20%		21%	20%	26% <sup>cd</sup>	17%	24%	24%	18%	20%	21%
Programmes that bring the nation together for a shared viewing experience	346	134	60	87	50	22	59	43	250	96
15%		15%	18%	18%	12%	12%	19%	17%	15%	16%
Programmes with new ideas and different approaches	334	125	46	83	61	22	41	33	256	78
15%		14%	14%	17%	15%	12%	13%	13%	16%	13%
Features people like them and the places they know	320	130	46	70	47	33	46	44	226	94
14%		15%	14%	15%	12%	18%	15%	17%	14%	16%
Programmes which reflect UK life and values	303	134	56	34	53	32	57	57	191	112
13%		13% <sup>c</sup>	15% <sup>cd</sup>	7%	13% <sup>cd</sup>	17%	16% <sup>gh</sup>	23% <sup>hi</sup>	12%	13% <sup>hi</sup>
Programmes that make them stop and think	302	134	41	62	51	32	46	35	215	89
13%		15%	12%	13%	13%	17%	15%	13%	13%	14%
Provision of regional programmes and content (including news)	267	121	42	53	28	29	32	23	203	65
12%		14% <sup>d</sup>	13% <sup>cd</sup>	11%	7%	16%	10%	9%	12%	11%
Programmes that they can watch with and talk about with their family and friends	229	130	24	32	34	19	43	36	154	75
10%		15% <sup>abcd</sup>	7%	7%	8%	10%	14%	14%	9%	12%
Programmes that help to understand what is going on in the world today	217	101	39	24	40	24	44	35	129	88
10%		11% <sup>c</sup>	12% <sup>cd</sup>	5%	10% <sup>cd</sup>	13%	14% <sup>gh</sup>	14% <sup>gh</sup>	8%	14% <sup>gh</sup>
Services which are available to everyone	210	77	34	37	37	14	40	34	139	71
9%		9%	10%	8%	9%	8%	13%	13%	8%	12%
A wide range of different types of programmes for them	192	93	25	16	40	13	51	13	125	67
9%		13% <sup>c</sup>	7%	3%	10% <sup>cd</sup>	7%	16% <sup>gh</sup>	5%	8%	11% <sup>gh</sup>
High-quality productions	185	88	41	13	27	23	24	18	133	53
8%		10% <sup>c</sup>	12% <sup>cd</sup>	3%	7% <sup>cd</sup>	13%	8%	7%	8%	9%
Trusted and accurate UK news	182	80	25	31	28	28	28	20	115	67
8%		9%	7%	7%	7%	15% <sup>gh</sup>	9%	8%	7%	11% <sup>gh</sup>
None of these	355	141	50	67	84	24	43	38	275	81
16%		16%	15%	14%	21% <sup>cd</sup>	13%	14%	15%	17%	13%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Reflects the diversity of the UK	538	77	47	53	62	78	47	452	40	28	18
	24%	31%	23%	26%	21%	25%	23%	24%	22%	25%	26%
A wide range of high-quality programmes for children made in the UK	528	50	54	57	59	80	57	452	39	24	14
	23%	20%	27%	28%	20%	25%	28%	24%	21%	22%	20%
Encourages the development of new talent	462	58	47	55	50	61	40	391	36	20	14
	20%	23%	23%	27%	17%	19%	20%	21%	20%	18%	21%
Programmes that bring the nation together for a shared viewing experience	346	17	33	31	59	48	33	288	32	18	9
	15%	7%	16%	15%	20%	15%	16%	15%	18%	16%	13%
Programmes with new ideas and different approaches	334	31	45	36	44	55	22	283	28	13	11
	15%	12%	22%	18%	15%	17%	11%	15%	15%	11%	16%
Features people like them and the places they know	320	33	28	34	42	54	22	266	27	18	9
	14%	13%	14%	17%	14%	17%	11%	14%	15%	16%	13%
Programmes which reflect UK life and values	303	39	25	21	47	44	22	251	26	17	9
	13%	16%	12%	10%	16%	14%	11%	13%	14%	15%	13%
Programmes that make them stop and think	302	23	36	23	43	53	19	252	28	13	9
	13%	9%	18%	11%	14%	17%	9%	13%	15%	12%	14%
Provision of regional programmes and content (including news)	267	27	20	20	32	37	18	229	19	11	8
	12%	11%	10%	10%	11%	12%	9%	12%	10%	10%	12%
Programmes that they can watch with and talk about with their family and friends	229	16	17	23	41	34	26	194	21	9	4
	10%	6%	8%	11%	14%	11%	13%	10%	12%	8%	6%
Programmes that help to understand what is going on in the world today	217	26	14	17	43	37	23	189	14	9	4
	10%	11%	7%	8%	14%	12%	11%	10%	8%	8%	7%
Services which are available to everyone	210	25	13	15	32	28	30	174	18	10	8
	9%	10%	6%	7%	11%	9%	15%	9%	10%	9%	11%
A wide range of different types of programmes for them	192	24	13	9	35	30	12	163	14	10	6
	9%	10%	7%	4%	12%	9%	6%	9%	8%	9%	9%
High-quality productions	185	26	19	13	15	25	14	158	14	7	6
	8%	10%	9%	6%	5%	8%	7%	8%	8%	6%	10%
Trusted and accurate UK news	182	18	23	16	13	22	21	149	15	11	7
	8%	7%	11%	8%	5%	7%	10%	8%	8%	10%	11%
None of these	355	45	28	32	45	39	34	296	22	11	11
	16%	18%	14%	16%	15%	12%	17%	16%	14%	19%	17%

Jigsaw 2020

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 \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Reflects the diversity of the UK	538	499	38	74	58	92	46	63	48	481	58	27	31	481
	24%	25% <u>u</u>	16%	25%	20%	20%	22%	21%	28%	23%	35%B	36% <u>F</u>	34% <u>F</u>	23%
A wide range of high-quality programmes for children made in the UK	528	485	36	65	62	96	49	51	35	498	30	13	17	498
	23%	24% <u>u</u>	15%	22%	21%	21%	24%	17%	20%	24%	18%	18%	18%	24%
Encourages the development of new talent	462	429	27	57	54	116	45	57	47	425	37	15	22	425
	20%	23% <u>u</u>	11%	19%	19%	26%	22%	19%	27%	20%	22%	21%	24%	20%
Programmes that bring the nation together for a shared viewing experience	346	313	28	53	42	69	39	49	34	317	30	12	18	317
	15%	16%	11%	18%	15%	15%	19%	16%	20%	15%	18%	16%	20%	15%
Programmes with new ideas and different approaches	334	295	33	49	40	53	34	39	25	288	46	16	29	288
	15%	15%	14%	16%	14%	12%	16%	13%	15%	14%	20%B	22%	33% <u>F</u>	14%
Features people like them and the places they know	320	280	32	40	51	70	28	36	42	285	35	14	21	285
	14%	14%	13%	14%	18%	15%	14%	12%	24% <u>wxyz</u>	14%	21%B	19%	23% <u>F</u>	14%
Programmes which reflect UK life and values	303	266	33	45	45	69	27	64	22	283	20	9	11	283
	13%	13%	14%	15%	16%	15%	13%	21%	13%	14%	12%	13%	12%	14%
Programmes that make them stop and think	302	266	34	49	42	57	25	37	29	268	35	12	22	268
	13%	13%	14%	17%	15%	12%	12%	12%	17%	13%	21%B	17%	25% <u>F</u>	13%
Provision of regional programmes and content (including news)	267	243	22	26	47	67	28	37	21	261	6	4	3	261
	12%	12%	9%	9%	16% <u>w</u>	15%	14%	12%	12%	12% <u>C</u>	4%	5%	3%	12% <u>E</u>
Programmes that they can watch with and talk about with their family and friends	229	194	33	32	37	60	35	33	17	214	15	5	10	214
	10%	10%	14%	11%	13%	13%	17%	11%	10%	10%	9%	7%	11%	10%
Programmes that help to understand what is going on in the world today	217	181	35	30	37	41	34	35	22	213	4	2	2	213
	10%	9%	14%	10%	13%	9%	16% <u>ax</u>	11%	12%	10% <u>C</u>	2%	2%	2%	10% <u>E</u>
Services which are available to everyone	210	183	24	28	36	56	12	47	5	203	6	5	2	203
	9%	9%	10%	13% <u>A</u>	15% <u>A</u>	13% <u>A</u>	6%	15% <u>ayA</u>	3%	10% <u>C</u>	4%	6%	2%	10% <u>E</u>
A wide range of different types of programmes for them	192	151	37	25	26	38	28	30	14	184	8	4	4	184
	9%	8%	15% <u>A</u>	8%	9%	8%	13%	10%	8%	9%	5%	6%	4%	9%
High-quality productions	185	154	28	29	31	42	27	31	7	182	3	2	1	182
	8%	8%	11%	10%	11%	9%	13% <u>A</u>	10%	4%	9% <u>C</u>	2%	3%	1%	9% <u>E</u>
Trusted and accurate UK news	182	157	20	23	23	34	27	27	20	176	6	4	2	176
	8%	8%	8%	8%	8%	7%	13%	9%	11%	8%	4%	5%	3%	8%
None of these	355	296	56	36	36	76	17	63	21	355	-	-	-	355
	16%	15%	23% <u>A</u>	12%	13%	17% <u>xy</u>	8%	21% <u>wxyz</u>	12%	17% <u>C</u>	-	-	-	17% <u>DE</u>

Jigsaw 2020

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## PSB Quantitative Research- September 2020

## C2b. Least 3 valuable benefits for family and friends

Base : All respondents

	C2a. Top 3 most valuable benefits for family and friends																
	Total	Programmes that they can watch with and talk about with their family and friends	Trusted and accurate UK news	High-quality productions	A wide range of different types of programmes for them	Programmes that help to understand what is going on in the world today	Services which are available to everyone	A wide range of high-quality programmes for children made in the UK	Programmes which reflect UK life and values	Programmes that make them stop and think	Programmes that bring the nation together for a shared viewing experience	Provision of regional programmes and content (including news)	Features people like them and the places they know	Programmes with new ideas and different approaches	Reflects the diversity of the UK	Encourages the development of new talent	None of these
Unweighted Base	2257	631	616	600	523	397	359	340	329	315	307	297	254	246	176	156	210
Weighted Base	2257	615	590	593	512	403	341	327	353	347	325	263	259	253	177	166	226
Reflects the diversity of the UK	24%	25%	31%	30%	32%	22%	26%	27%	25%	19%	23%	22%	28%	17%	-	26	54
A wide range of high-quality programmes for children made in the UK	52%	16%	15%	15%	11%	8%	-	10%	9%	9%	6%	5%	4%	3%	2%	2%	4%
Encourages the development of new talent	46%	15%	14%	12%	12%	10%	8%	8%	8%	5%	7%	6%	3%	2%	1%	-	2%
Programmes that bring the nation together for a shared viewing experience	34%	10%	9%	9%	7%	7%	5%	4%	7%	6%	-	5%	5%	1%	2%	2%	1%
Programmes with new ideas and different approaches	33%	10%	10%	8%	7%	4%	5%	7%	4%	5%	6%	6%	-	2%	3%	2%	1%
Features people like them and the places they know	32%	9%	10%	9%	8%	6%	6%	5%	4%	5%	4%	-	4%	3%	3%	1%	8%
Programmes which reflect UK life and values	30%	8%	6%	7%	8%	4%	5%	3%	-	7%	3%	4%	3%	4%	2%	4%	3%
Programmes that make them stop and think	30%	9%	9%	7%	5%	5%	4%	4%	-	4%	5%	6%	4%	2%	2%	3%	4%
Provision of regional programmes and content (including news)	26%	7%	5%	5%	7%	4%	3%	5%	5%	4%	-	3%	4%	4%	2%	2%	2%
Services which are available to everyone	21%	6%	4%	4%	3%	4%	*	2%	4%	5%	3%	3%	3%	2%	1%	1%	3%
Programmes that they can watch with and talk about with their family and friends	22%	-	5%	5%	3%	5%	3%	2%	5%	4%	3%	4%	4%	5%	2%	2%	1%
Programmes that help to understand what is going on in the world today	21%	6%	3%	5%	5%	-	3%	3%	4%	3%	5%	2%	1%	4%	2%	2%	1%
Trusted and accurate UK news	18%	5%	-	4%	4%	3%	4%	2%	6%	3%	3%	2%	2%	1%	1%	1%	2%
A wide range of different types of programmes for them	19%	6%	3%	4%	-	1%	3%	3%	3%	1%	1%	2%	2%	1%	1%	1%	1%
High-quality productions	18%	5%	3%	-	2%	4%	2%	2%	4%	4%	2%	2%	4%	1%	2%	2%	1%
None of these	35%	11%	11%	12%	8%	7%	6%	6%	5%	6%	2%	2%	5%	2%	5%	2%	-

"Caution should be used when reviewing any base size under 100"

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

		C2a. Top 3 most valuable benefits for family and friends																
		Programmes that they can watch with and talk about with their family and friends	Trusted and accurate UK news	High-quality productions	A wide range of different types of programmes for them	Programmes that help to understand what is going on in the world today	Services which are available to everyone	A wide range of high-quality programmes for children made in the UK	Programmes which reflect UK life and values	Programmes that make them stop and think	Programmes that bring the nation together for a shared viewing experience	Provision of regional programmes and content (including news)	Features people like them and the places they know	Programmes with new ideas and different approaches	Reflects the diversity of the UK	Encourages the development of new talent	None of these	
Total																		
Unweighted Base	2047	631	616	600	523	397	359	340	329	315	307	297	254	246	176	156	-	
Weighted Base	2031	615	590	593	512	403	341	327	353	347	325	263	259	253	177	166	-	
Reflects the diversity of the UK	485 24%	152 25%	182 31%	178 30%	162 32%	89 22%	89 26%	90 27%	87 25%	67 19%	73 23%	58 22%	73 28%	43 17%	-	26 15%	-	
A wide range of high-quality programmes for children made in the UK	479 24%	165 27%	159 27%	154 26%	156 30%	111 28%	84 25%	-	105 30%	98 28%	96 30%	69 26%	58 22%	47 19%	37 21%	29 18%	-	
Encourages the development of new talent	432 21%	152 25%	147 25%	128 22%	123 24%	103 26%	83 24%	84 26%	83 23%	85 25%	48 15%	77 29%	67 26%	38 15%	25 14%	-	-	
Programmes with new ideas and different approaches	307 15%	108 18%	101 17%	85 14%	75 15%	49 12%	54 16%	70 21%	52 15%	40 12%	50 15%	68 26%	61 24%	-	28 16%	35 21%	-	
Programmes that bring the nation together for a shared viewing experience	310 15%	104 17%	91 15%	93 16%	78 15%	73 18%	54 16%	49 15%	78 22%	63 18%	-	59 22%	57 22%	39 15%	25 14%	28 17%	-	
Features people like them and the places they know	301 15%	93 15%	102 17%	94 16%	88 17%	68 17%	67 20%	57 18%	45 13%	51 15%	43 13%	54 21%	-	42 17%	32 18%	33 20%	-	
Programmes that make them stop and think	269 13%	90 15%	95 16%	73 12%	50 10%	51 13%	42 12%	65 20%	43 12%	-	45 14%	58 22%	60 23%	42 16%	24 14%	31 19%	-	
Programmes which reflect UK life and values	266 13%	82 13%	66 11%	73 12%	83 16%	43 11%	50 15%	36 11%	-	76 22%	38 12%	48 18%	39 15%	46 18%	24 14%	41 25%	-	
Provision of regional programmes and content (including news)	243 12%	75 12%	55 9%	85 14%	78 15%	41 10%	31 9%	53 16%	51 14%	55 16%	47 14%	-	35 14%	44 17%	22 13%	25 15%	-	
Services which are available to everyone	179 9%	67 11%	43 7%	40 7%	39 8%	41 10%	*	25 8%	45 13%	51 15%	36 11%	19 7%	31 12%	27 11%	17 10%	13 8%	-	
Programmes that they can watch with and talk about with their family and friends	208 10%	-	59 10%	52 9%	38 7%	59 15%	33 10%	28 9%	53 15%	42 12%	30 9%	42 16%	40 15%	51 20%	25 14%	26 16%	-	
Programmes that help to understand what is going on in the world today	205 10%	67 11%	34 6%	54 9%	52 10%	-	43 13%	39 12%	42 12%	43 12%	55 17%	21 8%	29 11%	41 16%	21 12%	28 17%	-	
A wide range of different types of programmes for them	180 9%	63 10%	39 7%	48 8%	-	53 13%	32 9%	32 10%	33 9%	35 10%	57 17%	24 9%	23 9%	25 10%	12 7%	17 11%	-	
Trusted and accurate UK news	158 8%	57 9%	-	44 7%	40 8%	32 8%	47 14%	42 13%	26 7%	16 5%	30 9%	16 6%	26 10%	26 10%	17 9%	12 7%	-	
High-quality productions	167 8%	56 9%	38 6%	-	27 5%	48 12%	24 7%	22 7%	43 13%	43 13%	45 14%	22 8%	20 8%	40 16%	16 9%	20 12%	-	
None of these	355 18%	111 18%	116 20%	129 22%	84 16%	71 18%	68 20%	62 19%	62 17%	55 16%	63 19%	25 9%	26 10%	50 20%	56 31%	29 18%	-	

"Caution should be used when reviewing any base size under 100"

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2047	1846	201	1674	1436	1284	981	532	587	547	339	134	1173	548	326	
Weighted Base	2031	1826	205	1637	1374	1207	1084	961	545	598	510	329	132*	1205	520	306
Reflects the diversity of the UK	485	454	31	412	352	314	300	225	132	118	133	73	24	280	134	91
A wide range of high-quality programmes for children made in the UK	479	445	35	414	361	320	295	199	131	125	131	59	34	280	118	82
Encourages the development of new talent	432	409	23	367	306	271	255	186	110	119	134	64	28	239	113	81
Programmes that bring the nation together for a shared viewing experience	310	277	33	252	219	195	174	150	96	103	88	43	14	177	80	53
Programmes with new ideas and different approaches	307	270	37	248	210	181	170	133	84	71	80	42	14	161	81	65
Features people like them and the places they know	301	269	32	250	212	183	170	160	98	101	74	51	16	181	60	59
Programmes that make them stop and think	269	243	26	216	184	175	152	129	85	90	76	42	15	153	82	33
Programmes which reflect UK life and values	266	241	25	216	175	134	115	148	75	87	51	59	23	182	52	32
Provision of regional programmes and content (including news)	243	217	26	195	162	135	117	124	75	80	54	43	21	157	60	25
Programmes that they can watch with and talk about with their family and friends	208	190	18	163	126	112	99	90	45	76	43	33	17	147	42	19
Programmes that help to understand what is going on in the world today	205	178	27	152	121	112	99	112	61	70	35	44	16	142	47	17
A wide range of different types of programmes for them	180	165	15	142	111	82	77	79	46	64	26	30	19	126	33	20
Services which are available to everyone	179	165	15	142	116	94	86	93	60	72	42	42	18	120	36	23
High-quality productions	167	150	17	132	103	104	79	93	51	64	24	30	10	114	40	13
Trusted and accurate UK news	158	135	22	122	100	78	66	86	45	58	24	39	21	122	30	7
None of these	355	316	40	283	250	227	203	185	94	92	97	62	23	199	104	53

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"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2047	1576	365	106	1876	136	1331	368	348	931	881	1047	1547	1136
Weighted Base	2031	1594	332	106*	1847	145*	1320	368	342	932	835	1067	1583	1080
Reflects the diversity of the UK	486	353	85	37	446	27	332	86	64	226	213	261	374	269
	24%	22%	23% <b>q</b>	35% <b>r</b>	24%	19%	25%	24%	19%	24%	25%	24%	24%	25%
A wide range of high-quality programmes for children made in the UK	479	361	90	28	430	35	341	70	68	229	212	258	365	267
	24%	23%	27%	26%	23%	24%	26% <b>u</b>	19%	20%	25%	25%	24%	23%	25%
Encourages the development of new talent	432	347	63	22	391	30	279	85	68	203	203	246	333	266
	21%	22%	19%	21%	21%	21%	21%	23%	20%	22%	24%	23%	21%	25%
Programmes that bring the nation together for a shared viewing experience	310	234	63	14	287	19	226	45	40	145	111	153	249	156
	15%	15%	19%	13%	16%	13%	17%	12%	12%	16%	13%	14%	16%	14%
Programmes with new ideas and different approaches	307	239	49	19	281	20	198	58	50	113	136	152	223	178
	15%	15%	15%	18%	15%	14%	15%	16%	15%	12%	16% <b>x</b>	14%	14%	16% <b>x</b>
Features people like them and the places they know	301	244	49	8	282	17	185	52	63	119	137	173	239	179
	15%	15%	15%	7%	15%	12%	14%	14%	18%	13%	16%	16%	15%	17%
Programmes that make them stop and think	269	202	54	13	241	25	180	50	39	126	111	128	205	150
	13%	13%	16%	12%	13%	17%	14%	13%	12%	14%	13%	12%	13%	14%
Programmes which reflect UK life and values	266	217	41	8	241	20	163	48	55	118	97	155	224	134
	13%	14%	12%	8%	13%	14%	12%	13%	16%	13%	12%	14%	14%	12%
Provision of regional programmes and content (including news)	243	207	31	4	221	18	131	66	46	129	87	143	206	121
	12%	13% <b>y</b>	9%	4%	12%	13%	10%	16% <b>z</b>	13%	14%	10%	13%	13%	11%
Programmes that they can watch with and talk about with their family and friends	208	171	26	11	178	25	137	42	29	113	84	117	164	109
	10%	11%	8%	11%	10%	18% <b>AB</b>	10%	11%	9%	12%	10%	11%	10%	10%
Programmes that help to understand what is going on in the world today	205	173	28	4	190	13	113	45	47	94	75	113	173	97
	10%	11%	8%	4%	10%	9%	9%	12%	14% <b>AB</b>	10%	9%	11%	11%	9%
A wide range of different types of programmes for them	180	143	30	7	166	12	119	43	19	117	65	86	145	85
	9%	9%	9%	7%	9%	8%	9%	12% <b>w</b>	5%	13% <b>yzAB</b>	8%	8%	9%	8%
Services which are available to everyone	179	148	27	4	154	19	104	46	30	79	59	86	145	88
	9%	9%	8%	4%	8%	13%	8%	13% <b>CD</b>	9%	8%	7%	8%	9%	8%
High-quality productions	167	133	29	6	155	10	96	38	33	88	61	88	142	76
	8%	8%	9%	5%	8%	7%	7%	10%	10%	9%	7%	8%	9%	7%
Trusted and accurate UK news	158	129	24	4	152	2	75	37	45	82	57	88	131	82
	8%	8%	7%	4%	8% <b>E</b>	1%	6%	10% <b>F</b>	13% <b>G</b>	9%	7%	8%	8%	8%
None of these	355	289	42	24	326	23	225	55	75	141	163	201	276	197
	18%	18%	13%	23% <b>H</b>	18%	16%	17%	15%	22%	15%	20%	19%	17%	18%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2047	977	1056	565	607	860	246	319	297	310	337	305	218	434	633	406	515	1067	980
Weighted Base	2031	982	1038	625	655	736	259	366	321	334	278	268	190	454	624	453	451	1078	953
Reflects the diversity of the UK	245	255	229	99	157	226	48	51	76	80	83	78	65	99	156	114	103	255	230
A wide range of high-quality programmes for children made in the UK	479	215	262	123	141	212	60	63	55	85	79	74	59	129	142	104	93	271	208
Encourages the development of new talent	432	207	223	114	131	179	50	64	58	74	62	61	56	101	140	82	99	241	191
Programmes that bring the nation together for a shared viewing experience	310	145	164	95	94	117	35	60	46	48	43	41	33	79	87	73	62	166	145
Programmes with new ideas and different approaches	307	160	146	79	92	133	35	44	52	41	46	41	46	62	99	62	80	161	145
Features people like them and the places they know	301	142	159	103	85	109	46	57	42	43	41	36	32	68	76	87	63	144	157
Programmes that make them stop and think	269	154	114	91	82	92	30	61	33	49	25	41	26	67	77	61	63	144	125
Programmes which reflect UK life and values	266	131	134	100	89	71	42	58	48	41	30	25	16	43	85	82	49	128	138
Provision of regional programmes and content (including news)	243	123	119	87	77	79	42	45	39	39	22	19	61	89	56	34	150	93	
Programmes that they can watch with and talk about with their family and friends	208	95	112	98	56	53	48	50	28	28	24	17	11	48	65	51	42	113	95
Programmes that help to understand what is going on in the world today	205	115	90	109	58	36	45	64	35	23	14	13	10	33	61	58	43	94	112
A wide range of different types of programmes for them	180	103	75	89	52	39	32	58	38	15	23	11	5	32	58	48	39	90	90
Services which are available to everyone	179	69	108	76	50	54	25	50	28	21	24	24	6	38	57	40	42	96	84
High-quality productions	167	75	90	69	60	38	29	40	32	28	27	6	6	33	62	34	31	95	72
Trusted and accurate UK news	158	77	80	77	50	31	36	40	29	22	10	9	12	28	50	43	32	78	80
None of these	355	145	206	69	146	140	18	50	61	85	55	58	27	98	97	55	100	195	160

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2047	784	293	499	343	166	274	229	1521	526
Weighted Base	2031	830	319	423	346	178	300	241	1458	573
Reflects the diversity of the UK	485	172	75	140	70	37	56	43	372	113
24%	24%	21%	24%	33% <b>abcd</b>	20%	21%	19%	18%	26% <b>cd</b>	20%
A wide range of high-quality programmes for children made in the UK	479	168	72	125	86	24	50	48	375	104
24%	20%	22%	30% <b>cd</b>	25%	13%	17%	20%	26% <b>cd</b>	18%	
Encourages the development of new talent	432	172	66	112	63	43	76	47	306	126
21%	21%	21%	26% <b>cd</b>	18%	24%	25%	19%	21%	22%	
Programmes that bring the nation together for a shared viewing experience	310	125	56	76	43	20	59	43	217	93
15%	15%	18%	18%	12%	11%	20%	18%	15%	16%	
Programmes with new ideas and different approaches	307	114	42	82	53	22	41	26	235	71
15%	14%	13%	19% <b>cd</b>	15%	13%	14%	11%	16%	12%	
Features people like them and the places they know	301	124	46	66	43	33	42	44	211	89
15%	15%	14%	15%	12%	18%	14%	18%	14%	16%	
Programmes that make them stop and think	269	126	39	58	37	30	46	29	189	80
13%	15%	12%	14%	11%	17%	15%	12%	13%	14%	
Programmes which reflect UK life and values	286	127	51	32	40	31	52	40	164	102
13%	15% <b>cd</b>	16% <b>cd</b>	8%	12%	18%	17% <b>cd</b>	20% <b>cd</b>	11%	23% <b>cd</b>	
Provision of regional programmes and content (including news)	243	116	42	45	20	29	29	21	181	62
12%	14% <b>cd</b>	13% <b>cd</b>	11%	6%	16%	10%	9%	12%	11%	
Programmes that they can watch with and talk about with their family and friends	208	120	22	28	31	19	40	34	135	73
10%	16% <b>abcd</b>	7%	7%	9%	11%	13%	14%	9%	13%	
Programmes that help to understand what is going on in the world today	205	97	39	22	35	24	44	35	118	87
10%	12% <b>cd</b>	12% <b>cd</b>	5%	10% <b>cd</b>	13%	15% <b>cd</b>	14% <b>cd</b>	8%	15% <b>cd</b>	
A wide range of different types of programmes for them	180	88	25	13	37	13	49	13	116	64
9%	11% <b>cd</b>	8% <b>cd</b>	3%	11% <b>cd</b>	7%	16% <b>cd</b>	5%	8%	11% <b>cd</b>	
Services which are available to everyone	179	73	30	28	31	12	36	28	117	62
9%	9%	9%	7%	9%	7%	12%	12%	8%	11%	
High-quality productions	167	84	41	9	23	23	24	18	115	52
8%	10% <b>cd</b>	13% <b>cd</b>	2%	7% <b>cd</b>	13%	8%	7%	8%	9%	
Trusted and accurate UK news	158	77	22	20	26	28	28	17	94	64
8%	9% <b>cd</b>	7%	5%	7%	16% <b>cd</b>	9%	7%	6%	11% <b>cd</b>	
None of these	355	141	50	67	84	24	43	38	275	81
18%	17%	16%	16%	24% <b>abcd</b>	13%	14%	16%	19%	14%	

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2047	119	96	102	139	149	89	909	372	382	384
Weighted Base	2031	224	179*	187	267	282	180*	1702	162	104	63
Reflects the diversity of the UK	485	70	40	44	53	73	41	403	38	27	17
	24%	31% <u>nm</u>	23%	24%	20%	26%	23%	24%	23%	26%	27%
A wide range of high-quality programmes for children made in the UK	479	44	45	49	58	71	53	410	35	23	12
	24%	20%	25%	26%	22%	25%	30%	24%	21%	22%	20%
Encourages the development of new talent	432	54	42	54	50	55	40	366	34	19	13
	21%	24%	23%	23% <u>nr</u>	19%	20%	22%	22%	21%	18%	21%
Programmes that bring the nation together for a shared viewing experience	310	15	32	29	53	41	27	258	28	16	8
	15%	7%	18% <u>l</u>	16% <u>l</u>	20% <u>l</u>	14%	15%	15% <u>l</u>	17% <u>l</u>	15% <u>l</u>	14% <u>l</u>
Programmes with new ideas and different approaches	307	29	42	36	38	48	20	259	26	12	10
	15%	13%	23% <u>l</u> <u>op</u>	19%	14%	17%	11%	15%	16%	12%	15%
Features people like them and the places they know	301	27	27	32	42	51	22	250	26	17	8
	15%	12%	15%	17%	16%	18%	12%	15%	16%	17%	13%
Programmes that make them stop and think	269	22	33	23	36	47	17	223	24	13	9
	13%	10%	18%	12%	14%	17%	9%	13%	15%	12%	14%
Programmes which reflect UK life and values	266	39	25	19	41	34	16	220	21	16	9
	13%	18%	14%	10%	15%	12%	9%	13%	13%	15%	14%
Provision of regional programmes and content (including news)	243	23	20	20	32	32	16	209	17	10	7
	12%	10%	11%	11%	12%	11%	9%	12%	10%	10%	12%
Programmes that they can watch with and talk about with their family and friends	208	16	13	23	39	30	24	178	19	8	4
	10%	7%	7%	12%	15% <u>nr</u>	11%	13%	10% <u>nr</u>	11% <u>nr</u>	8%	6%
Programmes that help to understand what is going on in the world today	205	23	14	17	41	35	23	181	13	7	4
	10%	10%	8%	9%	15% <u>nr</u>	13%	13%	11% <u>nr</u>	8%	7%	7%
A wide range of different types of programmes for them	180	20	13	7	35	30	10	153	13	8	6
	9%	9%	8%	4%	13% <u>nr</u>	11%	6%	9%	8%	8%	9% <u>nr</u>
Services which are available to everyone	179	23	11	15	24	21	27	146	17	10	7
	9%	10%	6%	8%	9%	8%	15% <u>nr</u>	9%	10%	9%	11%
High-quality productions	167	24	17	9	15	25	12	141	14	6	6
	8%	11%	10%	5%	6%	9%	7%	8%	8%	6%	9%
Trusted and accurate UK news	158	14	21	13	13	20	18	128	13	10	6
	8%	6%	12%	7%	5%	7%	10%	8%	8%	10%	10% <u>nr</u>
None of these	355	45	28	32	45	39	34	296	22	11	11
	18%	20%	16%	17%	17%	14%	19%	17%	16%	21% <u>nr</u>	18%

C2b. Least 3 valuable benefits for family and friends

Base : All who value any for friends/family

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2047	1886	148	268	247	409	185	289	165	1788	259	129	130	1788
Weighted Base	2031	1789	224	270	280	433	197	287	165*	1867	164	74*	91*	1867
Reflects the diversity of the UK	485	454	31	69	57	87	42	57	46	427	58	27	31	427
A wide range of high-quality programmes for children made in the UK	24%	25% <u>u</u>	14%	26%	20%	20%	21%	20%	28%	23%	35% <u>B</u>	36% <u>F</u>	34% <u>F</u>	23%
Encourages the development of new talent	479	440	34	59	60	92	49	50	34	449	30	13	17	449
Programmes that bring the nation together for a shared viewing experience	24%	25% <u>u</u>	15%	22%	21%	21%	25%	17%	20%	24%	18%	18%	18%	24%
Programmes with new ideas and different approaches	432	402	28	55	54	108	44	57	45	395	37	15	22	395
Features people like them and the places they know	21%	23% <u>u</u>	11%	20%	19%	26%	22%	20%	27%	21%	22%	21%	24%	21%
Programmes that make them stop and think	310	283	23	48	41	65	37	44	32	281	30	12	18	281
Programmes which reflect UK life and values	15%	16%	10%	18%	15%	15%	19%	15%	20%	15%	18%	16%	20%	15%
Provision of regional programmes and content (including news)	307	275	28	43	40	53	30	31	25	261	46	16	29	261
Programmes that help to understand what is going on in the world today	15%	15%	12%	16%	14%	12%	15%	11%	15%	14%	20% <u>B</u>	22%	33% <u>F</u>	14%
A wide range of different types of programmes for them	301	262	32	40	51	66	28	36	42	265	35	14	21	265
Services which are available to everyone	15%	15%	14%	15%	18%	15%	14%	13%	26% <u>wxyz</u>	14%	21% <u>B</u>	19%	23%	14%
High-quality productions	269	233	34	42	40	56	22	32	29	234	35	12	22	234
Trusted and accurate UK news	13%	13%	15%	16%	14%	13%	11%	11%	18%	13%	31% <u>B</u>	17%	25% <u>F</u>	13%
None of these	266	236	28	38	45	60	24	54	20	246	20	9	11	246
	13%	13%	12%	14%	16%	16%	12%	19%	12%	13%	12%	13%	12%	13%
	243	221	21	26	47	61	27	35	21	237	6	4	3	237
	12%	12%	9%	10%	17%	14%	14%	12%	13%	13% <u>C</u>	4%	5%	3%	13% <u>E</u>
	208	176	31	29	35	58	33	33	15	193	15	5	10	193
	10%	10%	14%	11%	13%	13%	17%	11%	9%	10%	9%	7%	11%	10%
	205	171	35	30	37	39	33	35	22	201	4	2	2	201
	10%	10%	15% <u>A</u>	11%	13%	9%	17% <u>A</u>	12%	13%	11% <u>C</u>	2%	2%	2%	11% <u>D</u>
	180	140	37	25	25	36	26	29	10	172	8	4	4	172
	9%	8%	15% <u>A</u>	9%	9%	8%	13%	10%	6%	9%	5%	6%	4%	9%
	179	158	20	26	36	51	12	39	3	173	6	5	2	173
	9%	9%	9%	9% <u>A</u>	13% <u>A</u>	12% <u>A</u>	6%	14% <u>yA</u>	2%	9% <u>C</u>	4%	6%	2%	9% <u>E</u>
	167	142	25	27	31	40	25	31	7	164	3	2	1	164
	8%	8%	11%	10%	11%	9%	13% <u>A</u>	11%	4%	9% <u>C</u>	2%	3%	1%	9% <u>E</u>
	158	134	19	21	23	31	25	24	16	151	6	4	2	151
	8%	7%	9%	8%	8%	7%	13%	8%	10%	8%	4%	5%	3%	8%
	355	296	56	36	36	76	17	63	21	355	-	-	-	355
	18%	17%	25% <u>A</u>	13%	13%	18% <u>xy</u>	9%	22% <u>wxyz</u>	13%	19% <u>C</u>	-	-	-	19% <u>D</u>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	3	-	3	3	3	2	-	-	-	*	-	-	-	2	1
	2%	2%	-	2%	2%	2%	2%	-	-	-	1%	-	-	-	4%	1%
4 - Quite valuable	55	55	*	51	49	50	40	4	-	*	24	2	*	20	19	16
	33%	34%	10%	33%	32%	33%	31%	20%	-	10%	33%	70%	8%	44%	31%	27%
5 - Extremely valuable	106	103	3	102	102	97	89	16	1	2	49	1	2	25	39	42
	64%	64%	90%	65%	66%	64%	67%	80%	100%	90%	66%	30%	92%	55%	65%	71%
Don't know	1	1	-	1	1	1	*	-	-	-	*	-	-	*	*	*
	1%	1%	-	*	*	*	*	-	-	-	*	-	-	1%	*	*

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	1	2	-	3	-	3	-	-	*	3	-	*	3
	2%	1%	4%	-	2%	-	2%	-	-	*	3%	-	*	3%
4 - Quite valuable	55	29	21	5	54	1	49	-	6	14	25	6	30	27
	33%	34%	33%	34%	33%	22%	32%	-	84%	33%	30%	27%	35%	31%
5 - Extremely valuable	106	56	40	10	103	2	102	3	1	28	54	17	57	57
	64%	65%	63%	63%	64%	78%	66%	100%	16%	66%	66%	73%	65%	65%
Don't know	1	*	*	*	1	-	1	-	-	-	1	-	-	1
	1%	*	*	3%	1%	-	1%	-	-	-	1%	-	-	1%

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	1	2	-	-	3	-	-	-	-	-	-	3	-	-	*	2	-	3
4 - Quite valuable	55	25	30	-	4	50	-	2	2	12	17	21	5	14	16	16	19	36	
	33%	35%	32%	-	29%	34%	-	36%	24%	43%	32%	31%	23%	35%	38%	31%	30%	35%	
5 - Extremely valuable	106	45	61	-	10	95	-	4	6	17	36	43	17	27	25	33	44	62	
	64%	64%	65%	-	71%	64%	-	64%	76%	57%	68%	64%	77%	65%	60%	64%	70%	61%	
Don't know	1	1	*	-	-	1	-	-	-	*	-	1	-	-	1	*	-	1	
	1%	1%	*	-	-	1%	-	-	-	*	-	1%	-	-	1%	1%	-	1%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	-	3	-	-	-	-	3	-
4 - Quite valuable	2%	-	-	2%	-	-	-	-	2%	-
5 - Extremely valuable	55	8	4	40	1	-	4	2	51	4
	33%	32%	32%	34%	10%	-	85%	77%	32%	86%
	108	17	9	73	5	-	1	1	105	1
	64%	68%	68%	63%	90%	-	15%	23%	66%	14%
Don't know	1	-	-	1	-	-	-	-	1	-
	1%	-	-	1%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	2	-	-	-	-	2	1	*	*
4 - Quite valuable	2%	-	12%	-	-	-	-	2%	3%	1%	2%
5 - Extremely valuable	55	-	4	11	2	10	4	39	8	5	3
	33%	-	26%	47%	25%	52%	44%	34%	33%	31%	34%
	108	13	9	12	5	9	6	75	14	11	6
	64%	100%	62%	53%	75%	48%	56%	65%	63%	68%	60%
Don't know	1	-	-	-	-	-	-	-	*	-	*
	1%	-	-	-	-	-	-	-	2%	-	5% <sup>†</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.1. How valuable you think each benefit is to society overall - Services which are available to everyone

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	-	-	-	-	-	*	-	3	3	*	-
	2%	-	-	-	-	-	-	*	-	2%	3%	*	-
4 - Quite valuable	55	-	4	2	7	2	4	11	-	55	25	30	-
	33%	-	32%	19%	42%	44%	63%	21%	-	33%	34%	33%	-
5 - Extremely valuable	106	2	8	10	10	2	3	41	-	106	45	61	-
	64%	100%	68%	81%	58%	56%	37%	79%	-	64%	61%	67%	-
Don't know	1	-	-	-	-	-	-	-	-	1	1	-	-
	1%	-	-	-	-	-	-	-	-	1%	1%	-	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	-	2	2	2	2	-	-	-	-	-	2	*	2	-
	1%	1%	-	1%	1%	1%	1%	-	-	-	-	-	83%	*	3%	-
4 - Quite valuable	55	54	1	54	53	54	41	5	-	2	28	1	*	10	21	24
	33%	34%	22%	34%	35%	36%	31%	22%	-	100%	38%	30%	8%	22%	34%	41%
5 - Extremely valuable	103	100	2	96	94	91	86	16	1	-	44	2	*	33	36	34
	63%	62%	78%	61%	61%	60%	65%	78%	100%	-	60%	70%	9%	73%	60%	57%
Don't know	4	4	-	4	4	4	3	-	-	-	2	-	-	2	1	1
	3%	3%	-	3%	3%	3%	3%	-	-	-	2%	-	-	5%	2%	2%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	*	-	2	-	*	2	-	*	2	-	*	2
	1%	2%	1%	-	1%	-	*	65%	-	*	2%	-	*	2%
4 - Quite valuable	55	39	14	2	53	2	50	*	5	14	26	3	28	26
	33%	45%	23%	13%	33%	60%	32%	10%	66%	32%	32%	13%	32%	30%
5 - Extremely valuable	103	44	45	14	101	1	100	1	2	27	54	20	55	58
	63%	51%	72%	87%	63%	40%	65%	24%	34%	62%	66%	85%	63%	67%
Don't know	4	1	3	-	4	-	4	-	-	2	-	1	4	-
	3%	1%	5%	-	3%	-	3%	-	-	5%	-	3%	5%	-

C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	*	-	-	2	-	-	-	-	-	*	2	2	-	-	*	2	*
4 - Quite valuable	55	26	29	-	7	48	-	-	3	4	11	15	21	6	14	14	17	21	34
5 - Extremely valuable	103	36%	32%	-	48%	32%	-	-	46%	49%	38%	29%	32%	28%	35%	33%	33%	33%	34%
Don't know	4	4	*	-	52%	64%	-	-	54%	51%	54%	69%	64%	14	27	24	34	40	63
	3%	6%	*	-	-	3%	-	-	-	-	2	1	1	*	*	3	-	1	4
											8%	2%	1%	1%	1%	8%	-	1%	4%

Jigsaw 2020  
 "Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	-	-	2	-	-	-	-	2	-
4 - Quite valuable	1%	-	-	2%	-	-	-	-	1%	-
5 - Extremely valuable	55	11	6	37	1	-	2	2	53	2
	33%	44%	47%	32%	11%	-	44%	77%	33%	46%
	103	14	5	76	5	-	2	1	101	2
	63%	56%	35%	65%	85%	-	56%	23%	63%	54%
Don't know	4	-	2	2	*	-	-	-	4	-
	3%	-	18%	1%	4%	-	-	-	3%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	-	-	-	-	2	-	2	-	*	*
4 - Quite valuable	1%	-	-	-	-	9%	-	2%	-	1%	2%
5 - Extremely valuable	55	6	2	8	3	7	2	39	9	4	3
	33%	46%	12%	37%	50%	35%	19%	34%	37%	25%	36%
Don't know	4	7	12	14	4	11	6	73	14	10	6
	3%	54%	88%	63%	50%	56%	60%	63%	59%	65%	62%
	4	-	-	-	-	2	2	1	1	1	-
	3%	-	-	-	-	21%	2%	3%	3%	3%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.2. How valuable you think each benefit is to society overall - High-quality productions

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	-	-	-	-	-	2	-	2	*	2	-
	1%	1%	-	-	-	-	-	4%	-	1%	*	2%	-
4 - Quite valuable	55	53	2	6	9	3	5	20	-	55	24	31	-
	33%	33%	15%	51%	51%	86%	66%	37%	-	33%	32%	34%	-
5 - Extremely valuable	103	102	8	4	9	1	2	27	-	103	50	53	-
	63%	63%	66%	32%	49%	14%	34%	52%	-	63%	67%	59%	-
Don't know	4	4	2	2	-	-	-	4	-	4	-	4	-
	3%	3%	19%	17%	-	-	-	7%	-	3%	-	5%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5	5	-	5	5	4	5	-	-	-	3	-	-	1	-	4
	3%	3%	-	3%	3%	3%	3%	-	-	-	3%	-	-	2%	-	7%
4 - Quite valuable	43	43	*	41	41	43	33	2	*	-	21	*	2	11	21	11
	26%	27%	7%	26%	27%	28%	25%	9%	18%	-	29%	7%	91%	24%	35%	19%
5 - Extremely valuable	116	113	3	110	108	103	94	19	1	2	50	3	*	33	39	44
	70%	70%	93%	70%	70%	69%	72%	91%	82%	100%	67%	93%	9%	73%	65%	74%
Don't know	1	1	-	1	1	*	*	-	-	-	1	-	-	*	-	1
	1%	1%	-	*	*	*	*	-	-	-	1%	-	-	1%	-	1%

"Caution should be used when reviewing any base size under 100"  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5	5	-	-	4	-	4	-	*	-	3	-	2	3
	3%	5%	-	-	3%	-	3%	-	5%	-	4%	-	2%	3%
4 - Quite valuable	43	24	17	1	42	1	36	2	6	12	23	4	19	23
	26%	28%	28%	9%	26%	22%	23%	65%	78%	28%	28%	18%	22%	27%
5 - Extremely valuable	116	56	45	14	113	2	113	1	1	31	56	19	66	60
	70%	66%	72%	89%	70%	78%	73%	35%	17%	72%	68%	81%	76%	69%
Don't know	1	1	-	*	1	-	1	-	-	-	*	*	1	*
	1%	1%	-	2%	1%	-	1%	-	-	-	*	1%	1%	*



C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5	-	5	-	-	5	-	-	-	2	1	2	-	2	2	-	2	3	3
	3%	-	5%	-	-	3%	-	-	-	6%	1%	3%	-	4%	5%	-	3%	3%	
4 - Quite valuable	43	20	24	-	4	39	-	2	2	10	10	19	6	11	11	14	17	26	26
	26%	27%	25%	-	29%	26%	-	36%	25%	33%	19%	29%	28%	26%	26%	27%	27%	26%	26%
5 - Extremely valuable	116	51	65	-	10	105	-	4	6	18	42	45	16	29	28	37	45	71	71
	70%	71%	70%	-	71%	70%	-	64%	75%	61%	79%	67%	70%	70%	67%	73%	70%	70%	70%
Don't know	1	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	1
	1%	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	2%	-	-	1%	1%

C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5	-	-	4	-	-	2	-	3	2
4 - Quite valuable	3%	-	-	4%	-	-	42%	-	2%	40%
5 - Extremely valuable	43	6	5	30	*	-	2	2	41	2
	26%	26%	39%	26%	2%	-	44%	70%	26%	42%
Don't know	1	18	8	82	5	-	1	1	115	1
	70%	74%	61%	70%	98%	-	15%	30%	72%	18%
	1	-	-	1	-	-	-	-	1	-
	1%	-	-	1%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5 3%	2 17%	-	-	2 25%	-	-	4 3%	1 3%	-	-
4 - Quite valuable	43 26%	2 16%	3 24%	7 30%	2 26%	7 35%	2 21%	30 26%	6 27%	4 24%	3 30%
5 - Extremely valuable	116 70%	9 67%	11 76%	16 70%	3 49%	13 65%	8 79%	82 70%	16 70%	11 71%	7 70%
Don't know	1 1%	-	-	-	-	-	-	-	-	1 6% <sup>ns</sup>	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.3. How valuable you think each benefit is to society overall - A wide range of different types of programmes for everyone

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	5	5	-	-	-	-	-	-	3	-	5	2	2	-
	3%	3%	-	-	-	-	-	-	5%	-	3%	3%	3%	-
4 - Quite valuable	43	43	-	4	6	2	2	2	14	-	43	18	25	-
	26%	27%	-	33%	50%	14%	44%	34%	26%	-	26%	25%	28%	-
5 - Extremely valuable	116	113	2	8	6	15	2	5	36	-	116	53	63	-
	70%	70%	100%	67%	50%	86%	56%	66%	68%	-	70%	72%	69%	-
Don't know	1	1	-	-	-	-	-	-	*	-	1	*	1	-
	1%	1%	-	-	-	-	-	-	*	-	1%	*	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	3	-	2	2	3	3	-	-	-	2	-	-	2	2	-
	2%	2%	-	1%	1%	2%	3%	-	-	-	2%	-	-	4%	3%	-
3 - Neither valuable nor not valuable	5	5	-	5	5	5	5	*	-	-	4	-	-	1	3	1
	3%	3%	-	3%	3%	3%	4%	1%	-	-	6%	-	-	1%	6%	2%
4 - Quite valuable	62	61	1	61	60	60	51	8	-	2	22	1	*	18	19	25
	38%	38%	28%	39%	39%	40%	39%	41%	-	90%	29%	25%	17%	40%	31%	43%
5 - Extremely valuable	93	91	2	88	87	82	73	12	1	*	46	2	2	24	36	33
	56%	56%	68%	56%	56%	55%	55%	59%	100%	10%	62%	75%	83%	54%	59%	55%
Don't know	1	1	*	1	1	*	*	-	-	-	*	-	-	*	*	*
	1%	*	4%	*	*	*	*	-	-	-	1%	-	-	*	1%	1%

C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	3	-	-	3	-	2	-	2	2	-	2	3	-
	2%	4%	-	-	2%	-	1%	-	23%	4%	-	7%	4%	-
3 - Neither valuable nor not valuable	5	1	4	-	5	-	5	-	*	*	5	*	*	5
	3%	2%	6%	-	3%	-	3%	-	5%	*	6%	1%	*	5%
4 - Quite valuable	62	36	22	4	59	3	58	*	5	16	31	7	30	32
	38%	42%	35%	26%	37%	82%	37%	7%	64%	38%	38%	29%	34%	36%
5 - Extremely valuable	93	44	36	12	92	1	90	3	*	24	46	14	53	50
	56%	52%	58%	74%	57%	18%	58%	93%	6%	57%	56%	63%	61%	58%
Don't know	1	*	*	-	1	-	1	-	*	*	*	-	1	*
	1%	1%	1%	-	1%	-	*	-	2%	*	*	-	1%	*

C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	2	2	-	-	3	-	-	-	-	-	2	2	2	-	-	-	2	2
	2%	3%	2%	-	-	2%	-	-	-	-	-	3%	3%	8%	-	-	-	3%	2%
3 - Neither valuable nor not valuable	5	2	3	-	-	5	-	-	-	2	1	2	2	2	*	-	3	2	3
	3%	3%	3%	-	-	3%	-	-	-	6%	1%	4%	4%	8%	*	-	5%	3%	3%
4 - Quite valuable	62	25	37	-	2	60	-	-	*	2	12	24	25	7	16	19	19	23	39
	38%	35%	40%	-	15%	40%	-	-	3%	22%	41%	45%	37%	33%	39%	46%	38%	37%	39%
5 - Extremely valuable	93	41	52	-	12	80	-	-	5	7	16	27	38	11	25	22	28	36	56
	56%	58%	55%	-	85%	53%	-	-	97%	78%	53%	50%	56%	51%	61%	53%	56%	57%	56%
Don't know	1	1	*	-	-	1	-	-	-	-	*	1	1	-	-	*	*	-	1
	1%	1%	*	-	-	1%	-	-	-	-	1%	1%	1%	-	-	1%	1%	-	1%

C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	-	-	2	-	-	-	-	3	-
	2%	-	-	2%	-	-	-	-	2%	-
3 - Neither valuable nor not valuable	5	-	2	3	-	-	-	-	5	-
	3%	-	13%	2%	-	-	-	-	3%	-
4 - Quite valuable	62	8	5	48	1	-	-	-	62	-
	38%	32%	37%	41%	24%	-	-	-	39%	-
5 - Extremely valuable	93	17	6	64	4	-	4	3	88	4
	56%	68%	46%	55%	76%	-	100%	100%	55%	100%
Don't know	1	-	*	*	-	-	-	-	1	-
	1%	-	3%	*	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	-	2	-	-	-	-	3	-	-	-
	2%	-	12%	-	-	-	-	3%	-	-	-
3 - Neither valuable nor not valuable	5	-	-	2	-	-	-	3	1	-	1
	3%	-	-	8%	-	-	-	3%	3%	-	8% <sup>ur</sup>
4 - Quite valuable	62	9	4	5	3	5	4	42	9	7	5
	38%	70%	26%	23%	50%	26%	39%	36%	38%	47%	48%
5 - Extremely valuable	93	4	9	16	4	15	6	68	13	8	4
	56%	30%	62%	69%	50%	74%	61%	58%	57%	51%	42%
Don't know	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	1%	2% <sup>up</sup>	3% <sup>up</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.4. How valuable you think each benefit is to society overall - A wide range of high-quality programmes for children made in the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	3	-	-	-	-	-	-	2	-	3	2	2	-
	2%	-	-	-	-	-	-	3%	-	2%	2%	2%	-
3 - Neither valuable nor not valuable	5	-	2	2	-	-	-	-	-	5	3	2	-
	3%	-	14%	14%	-	-	-	-	-	3%	4%	2%	-
4 - Quite valuable	62	2	6	4	6	4	5	28	-	62	30	33	-
	38%	37%	49%	33%	32%	95%	69%	53%	-	38%	40%	36%	-
5 - Extremely valuable	93	*	5	7	12	*	2	23	-	93	39	53	-
	56%	15%	37%	52%	68%	5%	31%	43%	-	56%	54%	59%	-
Don't know	1	-	-	-	-	-	-	-	-	1	*	*	-
	1%	-	-	-	-	-	-	-	-	1%	1%	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	-	-
3 - Neither valuable nor not valuable	2	2	-	2	2	2	*	-	-	-	-	-	-	-	-	2
	1%	1%	-	1%	1%	1%	*	-	-	-	-	-	-	-	-	3%
4 - Quite valuable	40	40	*	40	39	38	31	3	*	2	18	*	-	10	16	14
	24%	25%	13%	25%	26%	25%	23%	14%	18%	90%	24%	7%	-	22%	27%	23%
5 - Extremely valuable	122	119	3	115	113	111	101	17	1	*	56	3	2	35	44	43
	74%	74%	87%	73%	73%	74%	77%	86%	82%	10%	76%	93%	92%	78%	73%	73%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	2	-	-	2	-	2	-	-	-	*	-	2	*
4 - Quite valuable	1%	2%	-	-	1%	-	1%	-	-	-	*	-	2%	*
5 - Extremely valuable	40	22	16	2	39	1	35	-	4	13	19	2	19	19
	24%	25%	26%	12%	24%	22%	23%	-	62%	31%	24%	8%	22%	22%
	122	62	46	14	119	2	117	3	3	29	63	21	66	67
	74%	72%	74%	87%	74%	78%	76%	100%	38%	69%	76%	92%	76%	77%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	2	*	-	2
4 - Quite valuable	40	15	25	-	2	38	-	-	*	2	11	16	16	6	10	9	14	16	24
5 - Extremely valuable	122	56	67	-	12	109	-	-	5	7	18	40	51	16	31	30	36	47	75
Don't know	74%	78%	71%	-	85%	73%	-	-	97%	78%	63%	75%	76%	73%	76%	73%	72%	75%	74%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	2	-	-	2	-	-	-	2	-	-
4 - Quite valuable	1%	-	-	2%	-	-	-	-	1%	-
5 - Extremely valuable	40	4	6	29	*	-	2	-	38	2
	24%	17%	47%	25%	7%	-	42%	-	24%	40%
	122	20	7	86	5	-	2	3	120	3
	74%	63%	53%	73%	93%	-	58%	100%	75%	60%
Don't know	-	-	-	-	-	-	-	-	-	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	-	*
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	2% <sup>u</sup>
3 - Neither valuable nor not valuable	2	-	-	-	-	-	2	-	-	-	*
4 - Quite valuable	40	4	2	7	3	3	2	30	5	3	2
	24%	30%	13%	31%	48%	17%	21%	26%	22%	17%	21%
5 - Extremely valuable	122	9	12	15	4	16	8	84	18	13	7
	74%	70%	87%	69%	52%	83%	79%	72%	78%	83%	76%
Don't know	-	-	-	-	-	-	-	-	-	-	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.5. How valuable you think each benefit is to society overall - Trusted and accurate UK news

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	-	-	-	-	-	*	-	-	*	*	-	-
2 - Not very valuable	-	-	-	-	-	-	-	3%	-	-	-	-	-
3 - Neither valuable nor not valuable	2	-	-	-	-	-	-	2	-	2	2	-	-
4 - Quite valuable	40	-	8	6	2	2	2	14	-	40	18	22	-
5 - Extremely valuable	122	100%	40%	54%	88%	56%	70%	69%	-	122	53	69	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	*	*	-	*	-	-	-	-	-	-	-	-	8%	*	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	2	*	2	2	1	1	*	-	-	1	*	-	*	2	*
	2%	1%	11%	2%	2%	*	*	2%	-	-	1%	11%	-	1%	4%	*
4 - Quite valuable	71	70	1	67	67	67	55	8	*	2	34	2	*	15	31	24
	43%	43%	21%	43%	43%	44%	42%	38%	40%	100%	47%	74%	9%	35%	52%	40%
5 - Extremely valuable	89	87	2	84	83	81	75	12	1	-	39	1	2	28	27	33
	54%	54%	68%	54%	54%	54%	57%	60%	60%	-	53%	15%	83%	63%	45%	57%
Don't know	2	2	-	2	2	2	2	-	-	-	-	-	-	*	-	2
	1%	1%	-	1%	1%	1%	1%	-	-	-	-	-	-	1%	-	3%

C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	*	-	-	*	*	-	*	-	-	-	-	-	*	-
2 - Not very valuable	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	1	2	-	3	-	2	-	*	2	1	-	2	1
4 - Quite valuable	2%	1%	3%	-	2%	-	2%	-	5%	4%	1%	-	2%	1%
5 - Extremely valuable	71	38	30	3	70	1	64	1	6	17	34	5	33	34
	43%	44%	47%	21%	43%	22%	41%	20%	89%	41%	41%	21%	38%	40%
	89	46	31	12	86	2	86	2	*	23	46	18	52	50
	54%	53%	49%	77%	54%	71%	56%	80%	6%	54%	56%	79%	60%	58%
Don't know	2	2	-	*	2	*	2	-	-	*	2	-	*	2
	1%	2%	-	1%	1%	8%	1%	-	-	1%	2%	-	*	2%

C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	*	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	1	2	-	-	3	-	-	-	-	-	1	2	-	2	*	1	2	1
4 - Quite valuable	71	32	39	-	5	65	-	-	*	4	15	23	27	11	13	17	27	23	47
5 - Extremely valuable	89	45%	41%	-	33%	44%	-	-	3%	53%	53%	43%	41%	49%	31%	42%	54%	37%	47%
Don't know	2	38	50	-	9	79	-	-	5	4	14	30	35	11	27	24	23	38	51
	1%	54%	54%	-	67%	53%	-	-	97%	47%	47%	56%	53%	51%	65%	57%	45%	60%	50%
	2	-	2	-	-	2	-	-	-	-	-	2	-	-	*	*	*	*	2
	1%	-	2%	-	-	1%	-	-	-	-	-	3%	-	1%	-	*	*	*	2%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	*	-	-	*	-	-	-	-	*	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	-	3	-	-	-	-	3	-
4 - Quite valuable	71	10	8	49	1	-	2	*	68	2
5 - Extremely valuable	89	14	5	63	5	-	2	2	87	2
Don't know	2	-	*	2	-	-	-	-	2	-
	1%	-	2%	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	*	-	-	-	-	-	-	-	-	-	*
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	2% <sup>u</sup>
3 - Neither valuable nor not valuable	3	-	2	-	-	-	-	2	1	-	*
4 - Quite valuable	71	10	7	9	3	7	2	51	9	5	4
5 - Extremely valuable	89	3	6	12	4	13	8	61	13	10	5
Don't know	2	-	-	2	-	-	-	2	-	*	*
	1%	-	-	8%	-	-	-	2%	-	2%	2%

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.6. How valuable you think each benefit is to society overall - Provision of regional programmes and content (including news)

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	*	*	-	-	-	-	-	*	-	*	*	*	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	3	-	2	-	-	-	*	-	-	3	1	2	-
4 - Quite valuable	2%	2%	-	14%	-	-	-	5%	-	-	2%	1%	2%	-
5 - Extremely valuable	71	69	2	6	10	4	3	4	21	-	71	38	33	-
	43%	42%	85%	48%	77%	23%	86%	56%	40%	-	43%	51%	36%	-
Don't know	89	88	*	5	3	13	*	2	32	-	89	33	56	-
	54%	55%	15%	38%	23%	77%	8%	36%	60%	-	54%	45%	61%	-
	2	2	-	-	-	-	*	-	-	-	2	2	*	-
	1%	1%	-	-	-	6%	-	-	-	-	1%	3%	*	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	7%	*	*	*	*	1%	18%	-	-	7%	-	*	-	*
3 - Neither valuable nor not valuable	12	11	*	10	9	8	7	4	-	-	6	2	-	3	5	4
	7%	7%	10%	6%	6%	5%	5%	20%	-	-	8%	70%	-	6%	8%	7%
4 - Quite valuable	92	92	*	91	89	86	76	8	1	*	48	*	*	20	34	38
	56%	57%	11%	58%	58%	57%	58%	38%	51%	10%	65%	15%	8%	45%	56%	64%
5 - Extremely valuable	40	38	2	38	38	34	34	8	*	2	14	*	2	16	14	10
	24%	24%	61%	24%	25%	25%	25%	41%	31%	90%	19%	9%	83%	36%	23%	18%
Don't know	20	20	*	17	17	19	15	*	-	-	6	-	*	6	8	7
	12%	12%	11%	11%	11%	12%	11%	1%	-	-	8%	-	9%	13%	12%	12%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	*	-	*	-	*	*	*	*	*	*
		1%	-	-	*	-	*	-	3%	-	*	1%	*	*
3 - Neither valuable nor not valuable	12	8	2	2	11	*	11	-	*	1	10	*	4	10
	7%	9%	3%	12%	7%	15%	7%	-	5%	3%	12%	1%	5%	11%
4 - Quite valuable	92	51	34	7	91	-	87	*	4	20	46	12	48	48
	56%	60%	54%	43%	57%	-	57%	5%	61%	46%	56%	51%	55%	56%
5 - Extremely valuable	40	16	20	4	38	3	38	2	-	18	14	8	28	16
	24%	19%	31%	27%	23%	85%	24%	88%	-	43% <b>(B)</b>	17%	36%	32% <b>(A)</b>	19%
Don't know	20	10	7	3	20	-	18	*	2	3	12	3	7	12
	12%	12%	11%	19%	12%	-	11%	7%	31%	7%	15%	11%	8%	14%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	*	-	-	*	-	-	-	-	*	*	*	-	*	-	*	*	*
3 - Neither valuable nor not valuable	12	8	4	-	-	12	-	-	-	-	3	4	5	1	1	4	6	2	10
4 - Quite valuable	7%	11%	4%	-	-	8%	-	-	-	-	11%	7%	7%	2%	3%	9%	12%	3%	10%
5 - Extremely valuable	92	39	53	-	10	81	-	-	4	6	17	28	36	12	27	27	23	39	53
Don't know	56%	55%	57%	-	72%	54%	-	-	73%	71%	59%	53%	53%	52%	65%	66%	46%	61%	53%
	40	18	22	-	4	36	-	-	2	2	6	14	16	9	11	9	9	20	20
	24%	25%	24%	-	28%	24%	-	-	27%	29%	21%	26%	23%	43%	27%	22%	18%	32%	20%
	20	6	14	-	-	20	-	-	-	3	7	11	18	1	2	1	12	2	18
	12%	9%	15%	-	-	13%	-	-	-	9%	13%	16%	17%	3%	4%	3%	24% <sup>PS</sup>	4%	17% <sup>SS</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	12	3	*	8	*	-	-	-	12	-
4 - Quite valuable	92	14	9	65	3	-	4	2	88	4
5 - Extremely valuable	40	7	2	30	2	-	1	1	40	1
Don't know	20	*	2	14	1	-	-	-	20	-
	12%	1%	15%	12%	12%	-	-	-	13%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	259	7	8	13	4	11	5	65	64	65	
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	*	*	-
3 - Neither valuable nor not valuable	12	-	-	4	-	-	7	3	1	1	
4 - Quite valuable	92	11	5	14	4	11	4	67	12	7	6
5 - Extremely valuable	56%	86%	39%	61%	51%	56%	40%	58%	51%	45%	61%
Don't know	20	-	5	2	-	3	-	13	3	2	2
	12%	-	35%	8%	-	17%	-	12%	11%	14%	19%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.7. How valuable you think each benefit is to society overall - Reflects the diversity of the UK

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	-	-	-	-	-	*	*	*	*	-
3 - Neither valuable nor not valuable	12	12	-	-	2	-	*	*	1	-	12	8	3	-
	7%	7%	-	-	12%	-	6%	5%	2%	-	7%	11%	4%	-
4 - Quite valuable	92	90	2	8	8	13	4	6	33	-	92	39	53	-
	56%	56%	85%	66%	65%	77%	89%	92%	63%	-	56%	53%	58%	-
5 - Extremely valuable	40	40	*	4	3	4	*	*	14	-	40	11	30	-
	24%	25%	15%	34%	21%	23%	5%	3%	27%	-	24%	14%	33%	-
Don't know	20	20	-	-	*	-	-	-	4	-	20	15	5	-
	12%	12%	-	-	2%	-	-	-	8%	-	12%	21%	5%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	4	-	4	4	4	4	4	-	-	2	-	-	4	4	3
	2%	2%	-	2%	2%	2%	3%	1%	-	-	3%	-	-	1%	4%	5%
3 - Neither valuable nor not valuable	10	9	1	9	9	9	6	3	-	-	4	3	-	1	5	4
	6%	6%	22%	6%	6%	6%	5%	15%	-	-	5%	81%	-	2%	8%	6%
4 - Quite valuable	103	103	*	100	98	97	84	10	1	*	52	*	*	25	38	40
	63%	64%	4%	64%	63%	65%	64%	51%	51%	10%	70%	4%	17%	55%	63%	67%
5 - Extremely valuable	43	41	2	39	39	36	33	7	1	2	16	1	2	15	15	12
	26%	25%	68%	25%	25%	24%	25%	32%	49%	90%	21%	15%	83%	33%	26%	21%
Don't know	5	5	*	5	5	5	4	-	-	-	1	-	-	4	1	*
	3%	3%	6%	3%	3%	3%	3%	-	-	-	1%	-	-	8%	2%	*

C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	1	3	-	4	-	4	-	-	1	3	2	3	3
	2%	1%	4%	-	2%	-	2%	-	-	2%	4%	10%	3%	4%
3 - Neither valuable nor not valuable	10	8	2	-	10	-	9	-	1	2	4	*	5	4
	6%	9%	3%	-	6%	-	6%	-	10%	6%	5%	2%	5%	5%
4 - Quite valuable	103	61	32	10	100	3	96	1	6	22	56	15	51	59
	63%	71% <sup>q</sup>	51%	61%	62%	88%	62%	24%	85%	51%	69%	66%	58%	68%
5 - Extremely valuable	43	15	23	5	42	*	40	2	*	14	17	5	25	19
	26%	17%	36% <sup>p</sup>	32%	26%	12%	26%	76%	3%	34%	21%	20%	28%	23%
Don't know	5	1	3	1	5	-	5	-	*	3	1	*	4	1
	3%	1%	6%	7%	3%	-	3%	-	3%	7%	1%	2%	5%	1%

C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	1	2	-	-	4	-	-	-	-	-	1	2	-	2	1	1	2	2
	2%	2%	2%	-	-	2%	-	-	-	-	-	3%	3%	-	4%	3%	2%	3%	2%
3 - Neither valuable nor not valuable	10	6	4	-	-	10	-	-	-	*	5	4	2	2	1	5	2	3	7
	6%	8%	4%	-	-	7%	-	-	-	1%	10%	6%	10%	1%	11%	5%	4%	7%	7%
4 - Quite valuable	103	43	60	-	8	94	-	-	4	4	19	34	41	11	30	22	35	41	62
	63%	61%	64%	-	58%	63%	-	-	73%	49%	66%	64%	61%	51%	73%	54%	69%	65%	61%
5 - Extremely valuable	43	17	26	-	6	37	-	-	2	4	7	11	18	8	9	11	11	17	26
	26%	23%	28%	-	42%	25%	-	-	27%	51%	24%	21%	28%	37%	22%	25%	22%	27%	25%
Don't know	5	4	1	-	-	5	-	-	-	3	1	1	1	1	-	3	1	1	5
	3%	6%	1%	-	-	3%	-	-	-	9%	2%	2%	2%	3%	-	7%	3%	1%	5%

C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	-	-	3	*	-	-	-	4	-
	2%	-	-	3%	5%	-	-	-	2%	-
3 - Neither valuable nor not valuable	10	*	-	9	*	-	-	-	10	-
	6%	1%	-	8%	4%	-	-	-	6%	-
4 - Quite valuable	103	16	7	76	2	-	4	2	99	4
	63%	65%	53%	65%	40%	-	85%	77%	62%	86%
5 - Extremely valuable	43	8	4	27	2	-	1	1	42	1
	26%	35%	27%	23%	38%	-	15%	23%	26%	14%
Don't know	5	-	3	2	1	-	-	-	5	-
	3%	-	19%	2%	13%	-	-	-	3%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	-	-	2	-	-	-	2	1	1	*
	2%	-	-	8%	-	-	-	2%	3%	5%	5%
3 - Neither valuable nor not valuable	10	-	-	2	-	-	-	6	2	1	1
	6%	-	-	9%	-	-	-	5%	9%	8%	9%
4 - Quite valuable	103	13	7	15	5	11	4	78	12	7	7
	63%	100%	49%	67%	77%	54%	36%	67% <sup>ap</sup>	50%	46%	68% <sup>ap</sup>
5 - Extremely valuable	43	-	7	4	2	9	4	29	7	5	1
	26%	-	51%	16%	23%	46%	43%	25%	33% <sup>as</sup>	32% <sup>as</sup>	15%
Don't know	5	-	-	-	-	-	2	2	1	1	*
	3%	-	-	-	-	-	21%	2%	6%	9% <sup>ap</sup>	3%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.8. How valuable you think each benefit is to society overall - Features people like them and the places they know

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	4	-	-	-	-	-	-	1	-	4	2	2	-
	2%	2%	-	-	-	-	-	-	2%	-	2%	2%	2%	-
3 - Neither valuable nor not valuable	10	10	-	*	-	-	-	*	5	-	10	6	4	-
	6%	6%	-	2%	-	-	-	5%	9%	-	6%	8%	4%	-
4 - Quite valuable	103	101	2	4	8	12	4	5	36	-	103	47	56	-
	63%	62%	85%	31%	62%	66%	100%	68%	68%	-	63%	63%	62%	-
5 - Extremely valuable	43	42	*	0	3	6	-	2	8	-	43	18	25	-
	26%	26%	15%	50%	21%	34%	-	27%	15%	-	26%	24%	28%	-
Don't know	5	5	-	2	2	-	-	-	3	-	5	2	3	-
	3%	3%	-	17%	17%	-	-	-	6%	-	3%	2%	4%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	2	-	2	2	-	-	-	-	-	-	-	-	-	2	-
	1%	1%	-	1%	1%	-	-	-	-	-	-	-	-	-	3%	-
2 - Not very valuable	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*
	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*
3 - Neither valuable nor not valuable	18	18	*	18	18	17	15	5	*	-	7	*	-	7	4	7
	11%	11%	7%	11%	11%	12%	11%	24%	18%	-	10%	7%	-	15%	7%	12%
4 - Quite valuable	85	84	*	80	77	78	69	8	1	2	43	*	*	17	33	35
	51%	52%	11%	51%	50%	52%	53%	38%	51%	100%	59%	15%	17%	38%	55%	59%
5 - Extremely valuable	45	43	2	43	43	42	35	7	*	-	19	2	2	14	19	12
	28%	27%	71%	27%	28%	28%	27%	37%	31%	-	26%	70%	83%	32%	31%	20%
Don't know	15	14	*	14	14	13	12	*	-	-	4	*	-	7	2	5
	9%	9%	11%	9%	9%	9%	9%	1%	-	-	6%	9%	-	16%	4%	9%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62**	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	-	2	-	2	-	2	-	-	2	-	-	2	-
	1%	-	3%	-	1%	-	1%	-	-	4%	-	-	2%	-
2 - Not very valuable	*	*	*	-	*	-	*	-	-	*	*	-	*	*
	*	*	*	-	*	-	*	-	-	*	*	-	*	*
3 - Neither valuable nor not valuable	18	9	6	3	16	2	16	-	2	1	9	4	10	9
	11%	11%	10%	16%	10%	53%	10%	-	26%	2%	11%	19%	12%	11%
4 - Quite valuable	85	44	33	7	84	*	80	*	4	20	43	10	43	45
	51%	51%	54%	43%	52%	15%	52%	12%	60%	46%	52%	45%	49%	52%
5 - Extremely valuable	45	24	17	4	44	1	42	2	1	16	22	7	24	25
	28%	28%	27%	27%	27%	32%	27%	78%	10%	37%	27%	32%	28%	29%
Don't know	15	8	4	2	14	-	14	*	*	5	7	1	8	7
	9%	9%	7%	14%	9%	-	9%	10%	5%	11%	9%	4%	9%	8%

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	-	2	-	-	2	-	-	-	-	-	-	2	-	2	-	-	2	-
	1%	-	2%	-	-	1%	-	-	-	-	-	-	3%	-	4%	-	-	3%	-
2 - Not very valuable	*	*	*	-	-	*	-	-	-	-	*	*	*	-	*	-	*	*	*
	*	*	*	-	-	*	-	-	-	-	*	*	*	-	*	-	1%	*	*
3 - Neither valuable nor not valuable	18	6	12	-	2	15	-	-	2	-	4	5	6	3	8	4	3	11	7
	11%	8%	13%	-	16%	10%	-	-	40%	-	12%	10%	9%	12%	20%	10%	6%	17%	7%
4 - Quite valuable	85	40	45	-	7	77	-	-	2	5	16	28	33	13	20	20	27	33	52
	51%	56%	48%	-	51%	52%	-	-	43%	56%	54%	53%	49%	59%	48%	49%	54%	52%	51%
5 - Extremely valuable	45	18	27	-	3	42	-	-	1	2	6	16	20	6	9	11	16	15	30
	28%	25%	29%	-	20%	28%	-	-	17%	22%	22%	30%	30%	28%	22%	27%	32%	24%	30%
Don't know	16	7	7	-	2	13	-	-	-	2	3	3	6	*	2	6	4	2	12
	9%	10%	8%	-	13%	8%	-	-	-	22%	12%	6%	9%	1%	5%	15%	7%	4%	12%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	-	2	-	-	-	-	2	-
1%				2%					1%	
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
*				*					*	
3 - Neither valuable nor not valuable	18	4	*	13	-	-	2	-	16	2
11%		16%	3%	11%			42%		10%	40%
4 - Quite valuable	85	17	6	55	5	-	2	3	82	3
51%		69%	47%	47%	87%		58%	100%	51%	60%
5 - Extremely valuable	45	3	2	38	-	-	-	-	45	-
28%		14%	15%	32%					28%	
Don't know	15	*	5	9	1	-	-	-	15	-
9%		1%	35%	8%	13%				9%	

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	2	-	2	-	-	-	-	2	-	-	-
1%		-	13%	-	-	-	-	2%	-	-	-
2 - Not very valuable	*	-	-	-	-	-	-	*	-	-	*
*		-	-	-	-	-	-	-	1%	-	1%p
3 - Neither valuable nor not valuable	18	-	-	3	4	2	-	13	4	1	1
11%		-	-	15%	51%	10%	-	11%	16%	5%	8%
4 - Quite valuable	85	13	7	7	2	7	2	56	12	10	7
51%		100%	47%	30%	23%	35%	23%	49%	52%	62%	68%p
5 - Extremely valuable	45	-	4	10	2	11	4	36	5	3	1
26%		-	27%	46%	26%	54%	37%	31%p	23%	19%	13%
Don't know	15	-	2	2	-	-	4	9	2	2	1
9%		-	14%	8%	-	-	40%	8%	8%	14%	10%

C3i.9. How valuable you think each benefit is to society overall - Encourages the development of new talent

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	2	-	-	-	-	-	2	-	2	-	
	1%	1%	-	14%	-	-	-	-	-	1%	-	2%	-	
2 - Not very valuable	*	*	-	-	-	-	-	-	-	*	*	-	-	
	*	*	-	-	-	-	-	-	-	*	1%	-	-	
3 - Neither valuable nor not valuable	18	18	-	2	-	4	*	-	10	-	18	3	15	
	11%	11%	-	15%	-	22%	4%	-	20%	-	11%	4%	16%	
4 - Quite valuable	85	82	2	4	8	8	4	7	26	-	85	44	41	
	51%	51%	100%	31%	64%	47%	96%	98%	50%	-	51%	60%	45%	
5 - Extremely valuable	45	45	-	3	*	4	-	*	12	-	45	21	25	
	28%	28%	-	21%	4%	20%	-	2%	23%	-	28%	28%	27%	
Don't know	15	15	-	2	4	2	-	-	4	-	15	6	9	
	9%	9%	-	19%	32%	11%	-	-	7%	-	9%	8%	10%	

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	4	-	4	4	2	2	-	-	-	2	-	-	-	4	-
	2%	2%	-	2%	2%	1%	1%	-	-	-	2%	-	-	-	6%	-
3 - Neither valuable nor not valuable	16	15	*	15	15	15	15	*	*	-	7	*	-	3	4	9
	10%	10%	7%	10%	10%	10%	12%	2%	18%	-	9%	7%	-	7%	7%	14%
4 - Quite valuable	104	103	1	101	98	97	84	13	1	2	49	1	*	27	40	37
	63%	64%	22%	64%	64%	65%	64%	62%	51%	100%	66%	34%	17%	61%	66%	62%
5 - Extremely valuable	28	26	2	24	24	23	19	7	*	-	11	2	2	9	11	7
	17%	16%	67%	15%	16%	16%	14%	36%	31%	-	14%	60%	83%	21%	19%	12%
Don't know	14	13	*	13	13	13	12	-	-	-	6	-	-	5	2	7
	8%	8%	4%	8%	8%	8%	9%	-	-	-	8%	-	-	11%	3%	11%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	2	2	-	4	-	4	-	-	4	-	-	4	-
	2%	2%	3%	-	2%	-	2%	-	-	8% <b>B</b>	-	-	4%	-
3 - Neither valuable nor not valuable	16	9	4	2	14	2	15	-	1	1	9	2	6	9
	10%	11%	6%	15%	9%	53%	10%	-	8%	2%	11%	10%	7%	11%
4 - Quite valuable	104	52	43	9	102	1	97	1	6	24	54	12	52	56
	63%	60%	69%	55%	63%	35%	63%	22%	84%	57%	66%	54%	60%	65%
5 - Extremely valuable	28	14	10	4	27	*	25	2	*	10	12	8	19	15
	17%	16%	16%	24%	17%	12%	16%	78%	6%	24%	15%	34%	21%	17%
Don't know	14	9	4	1	14	-	13	-	*	4	6	1	6	6
	8%	10%	6%	6%	8%	-	9%	-	2%	9%	7%	3%	7%	7%

C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	2	2	-	-	4	-	-	-	-	-	-	4	2	2	-	-	4	-
	2%	3%	2%	-	-	2%	-	-	-	-	-	-	5%	8%	4%	-	-	8%	-
3 - Neither valuable nor not valuable	16	2	14	-	-	16	-	-	-	-	4	3	9	-	7	3	5	7	8
	10%	2%	15% <b>C</b>	-	-	11%	-	-	-	-	13%	6%	13%	-	18%	8%	9%	12%	8%
4 - Quite valuable	104	45	59	-	10	93	-	5	5	17	40	36	13	23	26	36	36	68	68
	63%	63%	63%	-	71%	62%	-	93%	56%	58%	76% <b>W</b>	54%	60%	55%	63%	71%	56%	67%	67%
5 - Extremely valuable	28	16	12	-	2	25	-	*	2	5	8	12	7	7	6	5	14	14	14
	17%	22%	13%	-	16%	17%	-	7%	22%	16%	16%	18%	31%	18%	15%	11%	22%	13%	13%
Don't know	14	7	6	-	2	12	-	-	2	4	1	6	-	2	6	5	2	11	11
	8%	10%	7%	-	13%	8%	-	-	22%	13%	3%	10%	1%	5%	15%	9%	4%	11%	11%

C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	-	-	4	-	-	-	-	4	-
	2%	-	-	3%	-	-	-	-	2%	-
3 - Neither valuable nor not valuable	16	2	*	13	*	-	2	-	14	2
	10%	7%	4%	11%	4%	-	42%	-	9%	40%
4 - Quite valuable	104	18	7	72	5	-	2	3	101	3
	63%	74%	50%	62%	87%	-	58%	100%	63%	60%
5 - Extremely valuable	28	5	2	21	*	-	-	-	28	-
	17%	20%	14%	18%	6%	-	-	-	17%	-
Don't know	14	-	4	7	*	-	-	-	14	-
	8%	-	33%	6%	4%	-	-	-	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	-	2	-	-	-	-	4	-	-	-
	2%	-	13%	-	-	-	-	3%	-	-	-
3 - Neither valuable nor not valuable	16	-	4	4	4	-	-	12	2	1	1
	10%	-	27%	16%	51%	-	-	11%	7%	6%	7%
4 - Quite valuable	104	11	9	14	3	14	2	71	16	10	7
	63%	83%	61%	60%	49%	73%	23%	61%	70%	63%	72%
5 - Extremely valuable	28	-	-	5	-	4	4	20	3	3	1
	17%	-	-	24%	-	18%	37%	17%	14%	22%	15%
Don't know	14	2	-	-	-	2	4	10	2	1	1
	8%	17%	-	-	-	8%	40%	8%	9%	9%	7%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.10. How valuable you think each benefit is to society overall - Programmes with new ideas and different approaches

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	4	-	2	-	-	-	-	2	-	4	-	4	-
	2%	-	14%	-	-	-	-	3%	-	2%	-	4%	-
3 - Neither valuable nor not valuable	16	-	2	-	2	-	*	4	-	16	5	11	-
	10%	-	15%	-	9%	-	5%	7%	-	10%	7%	12%	-
4 - Quite valuable	104	2	4	8	10	4	6	32	-	104	57	46	-
	63%	100%	31%	65%	59%	95%	90%	61%	-	63%	73%	51%	-
5 - Extremely valuable	28	-	3	*	4	*	*	9	-	28	5	23	-
	17%	-	23%	3%	21%	5%	5%	17%	-	17%	7%	23%	-
Don't know	14	-	2	4	2	-	-	6	-	14	6	7	-
	8%	-	17%	32%	11%	-	-	12%	-	8%	8%	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	+	2	2	2	2	+	+	-	2	+	-	+	2	+
	1%	1%	7%	1%	1%	1%	2%	1%	18%	-	2%	7%	-	*	3%	*
3 - Neither valuable nor not valuable	14	14	-	14	14	13	14	2	-	-	3	-	2	5	6	3
	8%	9%	-	9%	9%	9%	10%	10%	-	-	4%	-	91%	11%	10%	4%
4 - Quite valuable	96	93	3	90	90	87	73	12	1	-	47	1	*	22	37	36
	58%	58%	93%	58%	58%	58%	55%	57%	72%	-	64%	25%	9%	50%	61%	61%
5 - Extremely valuable	45	45	-	43	42	41	38	6	*	2	18	2	-	13	13	20
	28%	28%	-	28%	27%	28%	29%	31%	9%	100%	25%	68%	-	28%	22%	33%
Don't know	7	7	-	7	7	7	5	-	-	-	3	-	-	5	2	*
	4%	4%	-	4%	4%	4%	4%	-	-	-	5%	-	-	10%	3%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	-	-	2	-	2	-	*	2	*	*	2	*
	7%	3%	-	-	7%	-	7%	-	3%	4%	*	1%	2%	*
3 - Neither valuable nor not valuable	14	8	3	3	12	2	12	2	*	3	5	*	7	5
	8%	10%	5%	16%	8%	53%	8%	65%	5%	6%	6%	2%	8%	6%
4 - Quite valuable	96	49	38	9	95	*	90	1	5	25	55	12	47	55
	58%	57%	61%	55%	59%	7%	58%	24%	69%	58%	67%	50%	54%	64%
5 - Extremely valuable	45	25	17	3	44	1	44	*	2	11	19	10	27	23
	28%	30%	28%	17%	28%	32%	28%	10%	23%	25%	23%	44%	31%	27%
Don't know	7	1	4	2	6	*	7	-	-	3	3	1	4	3
	4%	1%	6%	12%	4%	8%	5%	-	-	6%	4%	3%	5%	3%



C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	2	*	-	2	-	-	-	-	-	*	2	2	2	*	-	*	2	*
	1%	3%	*	-	2%	-	-	-	-	-	*	3%	3%	8%	1%	-	1%	3%	*
3 - Neither valuable nor not valuable	14	8	6	-	4	10	-	-	2	2	2	1	7	4	5	1	3	9	4
	8%	11%	7%	-	28%	7%	-	-	37%	22%	6%	3%	10%	19%	13%	2%	6%	15%	4%
4 - Quite valuable	96	41	55	-	7	88	-	-	2	5	17	31	40	11	27	20	37	38	58
	58%	58%	59%	-	47%	59%	-	-	36%	54%	59%	58%	60%	52%	64%	48%	72%	60%	57%
5 - Extremely valuable	45	14	31	-	4	42	-	-	2	2	7	18	16	4	9	17	8	13	32
	28%	20%	33%	-	25%	28%	-	-	27%	24%	26%	35%	24%	20%	21%	42%	15%	21%	32%
Don't know	7	6	1	-	7	-	-	-	-	3	2	2	2	*	1	3	3	1	6
	4%	8%	1%	-	5%	-	-	-	-	9%	5%	3%	3%	1%	1%	7%	6%	1%	6%

C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	-	*	2	-	-	-	-	2	-
1%	-	-	2%	2%	-	-	-	-	1%	-
3 - Neither valuable nor not valuable	14	4	2	7	*	-	-	-	14	-
8%	-	15%	16%	6%	6%	-	-	-	9%	-
4 - Quite valuable	96	14	4	71	4	-	4	2	92	4
58%	-	58%	34%	60%	77%	-	100%	93%	57%	96%
5 - Extremely valuable	45	6	4	33	*	-	-	-	45	-
28%	-	26%	27%	28%	8%	-	-	7%	28%	4%
Don't know	7	-	3	4	1	-	-	-	7	-
4%	-	-	22%	3%	9%	-	-	-	4%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	-	-	-	-	-	2	*	*	*	-
1%	-	-	-	-	-	-	2%	1%	1%	1%	-
3 - Neither valuable nor not valuable	14	-	2	-	2	4	2	11	1	1	1
8%	-	12%	-	26%	20%	19%	9%	6%	4%	4%	9%
4 - Quite valuable	96	7	5	14	4	12	4	63	16	10	7
58%	56%	35%	61%	50%	62%	37%	54%	69%	63%	71%	
5 - Extremely valuable	45	6	7	9	2	4	2	36	4	4	2
28%	44%	53%	39%	23%	18%	23%	31%	16%	23%	18%	
Don't know	7	-	-	-	-	2	4	2	1	*	*
4%	-	-	-	-	-	21%	3%	8%	8%	2%	

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.11. How valuable you think each benefit is to society overall - Programmes that make people stop and think

Table 114

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	2	-	-	-	-	-	-	2	-	2	*	2	-
	1%	-	-	-	-	-	-	3%	-	1%	*	2%	-
3 - Neither valuable nor not valuable	14	-	2	2	6	-	1	8	-	14	3	11	-
	8%	-	15%	15%	32%	-	8%	15%	-	8%	4%	12%	-
4 - Quite valuable	96	2	4	6	7	4	6	24	-	96	48	48	-
	58%	100%	31%	47%	38%	91%	88%	45%	-	58%	65%	53%	-
5 - Extremely valuable	45	-	4	3	5	*	*	14	-	45	19	26	-
	28%	-	35%	21%	31%	3%	4%	26%	-	28%	26%	29%	-
Don't know	7	-	2	2	-	*	-	5	-	7	3	4	-
	4%	-	19%	17%	-	6%	-	10%	-	4%	4%	4%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	6	5	*	5	5	5	5	*	-	-	5	*	-	*	3	2
4 - Quite valuable	88	87	1	84	83	82	67	10	1	-	42	3	*	20	31	37
5 - Extremely valuable	53%	54%	29%	54%	54%	54%	51%	49%	49%	-	56%	90%	17%	44%	51%	63%
Don't know	13	13	-	13	12	12	11	*	*	-	4	-	2	3	5	5
	8%	8%	-	8%	8%	8%	8%	1%	9%	-	5%	-	83%	7%	8%	8%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	6	3	3	-	6	-	5	-	*	*	5	*	1	5
	3%	3%	5%	-	4%	-	3%	-	5%	*	6%	1%	1%	6%
4 - Quite valuable	88	53	26	9	87	1	80	1	7	16	46	11	41	47
	53%	62% <sup>u</sup>	41%	56%	54%	22%	52%	30%	95%	37%	57%	48%	47%	54%
5 - Extremely valuable	58	23	29	6	55	2	58	*	-	22	24	11	39	28
	35%	26%	46% <sup>p</sup>	40%	34%	71%	37%	5%	-	52% <sup>y</sup>	29%	49%	45%	32%
Don't know	13	7	5	1	12	*	11	2	-	4	7	*	6	7
	8%	8%	8%	3%	8%	8%	7%	65%	-	10%	8%	2%	7%	8%

C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	6	1	4	-	-	6	-	-	-	2	1	3	2	*	*	3	2	4	
4 - Quite valuable	88	30	58	-	6	82	-	4	2	14	30	38	10	23	18	33	33	55	
5 - Extremely valuable	53%	42%	62% <b>C</b>	-	42%	55%	-	73%	22%	47%	56%	57%	45%	55%	45%	64%	51%	55%	
Don't know	13	8	5	-	-	12	-	-	-	2	3	7	2	2	3	3	4	9	
	8%	11%	5%	-	-	8%	-	-	-	8%	6%	11%	10%	4%	8%	7%	6%	9%	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	-	*	-	-	-	-	*	-
3 - Neither valuable nor not valuable	6	-	2	3	*	-	-	-	6	-
4 - Quite valuable	3%	-	17%	3%	2%	-	-	-	4%	-
5 - Extremely valuable	88	12	3	68	1	-	4	2	84	4
	53%	49%	20%	58%	20%	-	85%	70%	53%	82%
	58	12	4	37	4	-	1	1	57	1
	35%	51%	33%	32%	69%	-	15%	30%	36%	18%
Don't know	13	-	4	8	1	-	-	-	13	-
	8%	-	30%	7%	9%	-	-	-	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F

\* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	-	-	-	-	-	-	-	*	-	-
3 - Neither valuable nor not valuable	6	-	-	2	-	-	-	4	2	*	*
4 - Quite valuable	3%	-	-	8%	-	-	-	3%	7%	2%	3%
5 - Extremely valuable	88	9	9	16	4	11	-	62	13	8	5
	53%	70%	63%	70%	51%	54%	-	53%	55%	52%	56%
	58	4	4	3	3	7	8	42	7	6	3
	35%	30%	26%	14%	49%	37%	79%	36%	32%	37%	28%
Don't know	13	-	2	2	-	2	2	9	1	1	1
	8%	-	11%	8%	-	9%	21%	8%	5%	8%	13%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.12. How valuable you think each benefit is to society overall - Programmes which reflect UK life and values

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	256	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	-	-	-	-	-	*	*	*	-	-
3 - Neither valuable nor not valuable	6	6	-	2	2	-	-	-	1	-	6	3	3	-
	3%	4%	-	16%	14%	-	-	-	2%	-	3%	4%	3%	-
4 - Quite valuable	88	86	2	4	2	9	4	7	27	-	88	49	39	-
	53%	53%	85%	32%	16%	54%	89%	95%	52%	-	53%	37%	43%	-
5 - Extremely valuable	88	57	*	4	7	8	*	*	19	-	58	16	41	-
	35%	35%	15%	36%	53%	46%	5%	5%	36%	-	35%	22%	43%	-
Don't know	13	13	-	2	2	-	*	-	6	-	13	5	7	-
	8%	8%	-	17%	17%	-	6%	-	11%	-	8%	7%	8%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	8	8	-	6	6	6	5	*	-	-	3	-	*	2	5	1
4 - Quite valuable	5%	5%	-	4%	4%	4%	4%	2%	-	-	4%	-	9%	5%	8%	1%
5 - Extremely valuable	84	82	3	79	78	77	64	8	-	-	39	2	2	22	34	29
	51%	51%	82%	50%	51%	51%	49%	41%	-	-	53%	74%	91%	48%	56%	49%
Don't know	63	63	1	62	61	59	54	12	1	2	29	1	-	18	19	26
	39%	39%	18%	40%	39%	39%	41%	57%	91%	100%	39%	26%	-	41%	32%	43%
	9	9	-	9	9	9	8	*	*	-	3	-	-	3	3	3
	5%	6%	-	6%	6%	6%	6%	1%	9%	-	4%	-	-	6%	5%	6%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	*	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	8	3	4	*	8	-	6	*	2	2	3	2	4	4
4 - Quite valuable	84	44	29	11	81	3	77	2	5	21	43	8	43	43
5 - Extremely valuable	63	35	24	4	63	*	62	1	1	15	31	13	36	35
Don't know	9	4	5	1	9	-	9	-	-	4	5	-	4	5
	5%	4%	8%	3%	6%	-	6%	-	-	10%	6%	-	5%	5%

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Table 116

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*
3 - Neither valuable nor not valuable	8	1	6	-	-	8	-	-	-	2	2	3	2	2	1	2	4	4	4
4 - Quite valuable	5%	2%	7%	-	-	5%	-	-	-	8%	3%	5%	8%	5%	1%	3%	6%	6%	4%
5 - Extremely valuable	63	39%	38%	-	34%	39%	-	10%	49%	29%	45%	39%	9	15	19	19	24	39	
Don't know	9	4	5	-	-	9	-	-	-	2	2	4	1	2	2	3	2	7	
	5%	6%	5%	-	-	6%	-	-	-	7%	5%	6%	2%	4%	5%	6%	3%	7%	

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	8	*	2	3	*	-	-	-	8	-
4 - Quite valuable	84	16	3	59	5	-	4	2	80	4
5 - Extremely valuable	51%	67%	23%	51%	86%	-	93%	82%	50%	89%
Don't know	9	-	4	5	-	-	-	-	9	-
	5%	-	30%	4%	-	-	-	-	6%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	*	-	-
3 - Neither valuable nor not valuable	8	-	3	-	-	-	-	5	1	1	*
4 - Quite valuable	84	7	6	16	4	9	2	60	10	9	5
5 - Extremely valuable	51%	57%	40%	69%	51%	46%	19%	52%	43%	59%	55%
Don't know	9	-	2	2	-	-	2	7	1	-	*
	5%	-	11%	8%	-	-	21%	6%	6%	-	4%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.13. How valuable you think each benefit is to society overall - Programmes that everyone can watch with and talk about with their family and friends

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	-**	164	74*	91*	-**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	*	*	-	-	-	-	-	-	-	*	*	-	-
3 - Neither valuable nor not valuable	8	7	4	2	-	-	-	1	-	8	3	4	-
	5%	5%	30%	16%	-	-	-	1%	-	5%	4%	5%	-
4 - Quite valuable	84	84	4	4	10	2	4	24	-	84	36	48	-
	51%	52%	35%	36%	55%	53%	56%	47%	-	51%	48%	53%	-
5 - Extremely valuable	63	62	2	4	8	2	3	24	-	63	30	34	-
	39%	38%	16%	32%	45%	47%	42%	46%	-	39%	40%	37%	-
Don't know	9	9	2	2	-	-	-	3	-	9	5	4	-
	5%	6%	17%	17%	-	-	-	6%	-	5%	6%	5%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	2	2	-	-	-	2	2	-	-	-	-	-	-	2	-	-
1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	4%	-	-
2 - Not very valuable	2	2	-	2	2	2	2	-	-	-	2	-	-	-	2	-
1%	1%	-	1%	1%	1%	1%	1%	-	-	-	2%	-	-	-	3%	-
3 - Neither valuable nor not valuable	8	7	*	7	7	5	5	2	-	-	4	*	*	3	4	1
5%	4%	10%	5%	5%	4%	4%	9%	-	-	-	6%	10%	9%	6%	7%	1%
4 - Quite valuable	95	94	1	92	91	89	79	11	*	2	45	3	2	26	31	38
58%	59%	18%	59%	59%	59%	60%	56%	39%	100%	61%	90%	91%	59%	51%	64%	
5 - Extremely valuable	52	51	2	50	49	47	40	7	1	-	21	-	-	13	22	18
32%	31%	61%	32%	32%	31%	31%	34%	61%	-	28%	-	-	29%	36%	30%	
Don't know	6	6	*	5	5	5	4	*	-	-	2	-	-	1	2	3
4%	4%	11%	4%	4%	3%	3%	1%	-	-	3%	-	-	3%	3%	5%	

C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Total	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	2	2%	-	-	2	-	-	-	2	-	-	2	2	-
	1%	2%	-	-	1%	-	-	-	23%	-	-	7%	2%	-
2 - Not very valuable	2	2	-	-	2	-	2	-	-	2	-	-	2	-
	1%	2%	-	-	1%	-	1%	-	-	4%	-	-	2%	-
3 - Neither valuable nor not valuable	8	3	4	-	8	-	7	*	*	2	4	*	5	4
	5%	4%	7%	-	5%	-	5%	7%	5%	6%	5%	1%	5%	5%
4 - Quite valuable	95	52	34	9	92	3	88	2	5	21	51	8	43	51
	58%	60%	54%	59%	57%	82%	57%	80%	67%	48%	62%	36%	50%	59%
5 - Extremely valuable	52	24	22	6	52	1	52	*	-	17	25	12	33	29
	32%	28%	35%	38%	32%	18%	34%	13%	-	41%	31%	54%	38%	34%
Don't know	6	3	2	1	6	-	6	-	*	1	2	1	2	2
	4%	4%	3%	3%	4%	-	4%	-	5%	1%	2%	2%	3%	2%

C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Table 117

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2
	1%	-	2%	-	-	1%	-	-	-	-	-	3%	-	-	-	-	-	-	2%
2 - Not very valuable	2	2	-	-	2	-	-	-	-	-	-	2	-	2	-	-	-	2	-
	1%	3%	-	-	1%	-	-	-	-	-	-	3%	-	8%	-	-	-	3%	-
3 - Neither valuable nor not valuable	8	3	5	-	-	8	-	-	-	-	4	3	1	2	1	2	3	2	5
	5%	4%	5%	-	-	5%	-	-	-	-	13%	6%	1%	8%	2%	6%	5%	4%	5%
4 - Quite valuable	95	41	54	-	10	84	-	-	4	6	16	31	38	11	25	26	27	36	59
	58%	57%	58%	-	74%	56%	-	-	73%	75%	53%	59%	56%	49%	61%	64%	53%	57%	58%
5 - Extremely valuable	52	23	29	-	4	48	-	-	2	2	8	16	24	7	15	11	18	23	30
	32%	33%	31%	-	26%	32%	-	-	27%	25%	26%	31%	36%	34%	36%	27%	35%	36%	30%
Don't know	6	3	3	-	-	6	-	-	-	-	2	1	2	-	-	1	4	1	5
	4%	4%	4%	-	-	4%	-	-	-	-	8%	2%	4%	1%	1%	3%	7%	1%	5%

C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	2	-	-	-	-	-	-	-	2	-
1%	-	-	-	-	-	-	-	-	1%	-
2 - Not very valuable	2	-	-	2	-	-	-	-	2	-
1%	-	-	-	2%	-	-	-	-	1%	-
3 - Neither valuable nor not valuable	8	2	2	3	-	-	-	-	8	-
5%	-	7%	18%	3%	-	-	-	-	5%	-
4 - Quite valuable	95	18	10	64	3	-	2	2	93	2
58%	-	73%	75%	55%	49%	-	51%	89%	58%	53%
5 - Extremely valuable	52	5	-	45	2	-	2	-	50	2
32%	-	20%	4%	38%	42%	-	49%	11%	32%	47%
6	-	-	-	3	1	-	-	-	6	-
4%	-	-	3%	3%	9%	-	-	-	4%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*
1 - Not at all valuable	2	-	2	-	-	-	-	2	-	-
1%	-	-	12%	-	-	-	-	1%	-	-
2 - Not very valuable	2	-	-	-	-	-	-	2	-	-
1%	-	-	-	-	-	-	-	2%	-	-
3 - Neither valuable nor not valuable	8	-	2	-	-	-	-	5	1	*
5%	-	-	14%	-	-	-	-	5%	4%	5%
4 - Quite valuable	95	10	9	16	3	9	6	70	12	8
58%	73%	62%	70%	50%	46%	63%	60%	54%	48%	52%
5 - Extremely valuable	52	4	2	7	4	9	4	36	8	6
32%	27%	12%	30%	50%	46%	37%	31%	34%	37%	35%
Don't know	6	-	-	-	-	2	-	2	2	1
4%	-	-	-	-	8%	-	1%	8% <sup>ap</sup>	10% <sup>ap</sup>	9% <sup>ap</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.14. How valuable you think each benefit is to society overall - Programmes that bring the nation together for a shared viewing experience

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-	
Weighted Base	164	162	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	2	2	-	-	-	-	-	-	-	2	2	-	-	
	1%	-	-	-	-	-	-	-	-	1%	2%	-	-	
2 - Not very valuable	2	2	-	-	-	-	-	2	-	2	-	2	-	
	1%	-	-	-	-	-	-	3%	-	1%	-	2%	-	
3 - Neither valuable nor not valuable	8	7	-	2	3	-	-	1	-	8	4	3	-	
	5%	-	18%	28%	-	-	-	3%	-	5%	6%	4%	-	
4 - Quite valuable	95	93	2	7	8	13	4	7	33	-	95	42	53	-
	58%	57%	100%	60%	64%	76%	95%	97%	63%	-	58%	57%	58%	-
5 - Extremely valuable	52	52	-	3	1	4	+	+	15	-	52	23	30	-
	32%	-	-	23%	8%	24%	5%	3%	29%	-	32%	31%	33%	-
Don't know	6	6	-	-	-	-	-	1	-	6	3	3	-	
	4%	4%	-	-	-	-	-	2%	-	4%	4%	4%	-	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	259	253	6	244	239	231	198	37	5	2	119	6	3	69	103	87
Weighted Base	164	161	3**	157	154	151	132*	20**	1**	2**	74*	3**	2**	45*	60*	59*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	2	*	2	2	2	*	*	-	-	2	*	-	*	2	-
	2%	1%	11%	2%	2%	2%	*	2%	-	-	3%	11%	-	1%	4%	-
4 - Quite valuable	62	62	1	58	57	57	49	5	*	-	33	*	*	20	16	26
	38%	38%	17%	37%	37%	38%	37%	27%	9%	-	44%	10%	8%	45%	26%	45%
5 - Extremely valuable	99	96	2	95	93	91	82	14	1	2	38	3	2	24	42	33
	60%	60%	72%	61%	61%	60%	62%	71%	91%	100%	52%	79%	92%	54%	69%	55%
Don't know	1	1	-	1	1	1	1	*	-	-	1	-	-	-	1	*
	1%	1%	-	1%	1%	*	*	1%	-	-	1%	-	-	-	1%	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	259	130	102	27	250	6	244	5	10	67	150	43	125	155
Weighted Base	164	86*	62*	16**	160	3**	154	3**	7**	43*	82*	23**	87*	87*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	2	1	-	3	-	2	-	*	2	*	*	2	*
	2%	2%	1%	-	2%	-	2%	-	5%	4%	*	1%	2%	*
4 - Quite valuable	62	36	16	10	59	3	56	-	6	11	30	4	29	30
	38%	42%	26%	60%	37%	82%	36%	-	87%	25%	36%	16%	33%	34%
5 - Extremely valuable	99	47	45	6	97	1	95	3	1	30	52	19	55	56
	60%	55%	72%	40%	61%	18%	62%	100%	8%	70%	63%	82%	64%	65%
Don't know	1	1	*	-	1	-	1	-	-	*	*	*	1	*
	1%	1%	1%	-	1%	-	1%	-	-	*	*	1%	1%	*



C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	259	118	141	-	13	242	-	-	6	7	44	89	109	32	60	62	91	92	167
Weighted Base	164	71*	93*	-**	14**	149	-**	-**	6**	8**	29**	53*	67*	22**	41*	41**	51*	63*	101*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	*	2	-	-	3	-	-	-	2	1	*	*	-	-	-	3	-	3
4 - Quite valuable	62	26	36	-	6	56	-	-	4	2	18	17	21	10	16	15	18	26	36
	38%	36%	39%	-	44%	37%	-	-	73%	26%	62%	32%	31%	48%	38%	37%	35%	41%	36%
5 - Extremely valuable	99	45	54	-	8	90	-	-	2	6	9	35	46	11	26	26	30	37	62
	60%	63%	58%	-	56%	60%	-	-	27%	74%	31%	66%	68%	51%	62%	62%	59%	58%	61%
Don't know	1	*	1	-	-	1	-	-	-	*	*	*	*	-	-	-	*	*	*
	1%	*	1%	-	-	1%	-	-	-	1%	1%	*	*	2%	-	1%	*	1%	*

C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Table 118

Base : All non-internet / light internet respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	259	30	18	192	13	-	4	4	254	5
Weighted Base	164	24**	13**	117*	6**	-**	4**	3**	160	4**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	*	2	*	-	-	-	3	-
4 - Quite valuable	2%	-	1%	2%	6%	-	-	-	2%	-
5 - Extremely valuable	62	17	5	38	1	-	4	2	58	4
	38%	69%	37%	32%	11%	-	93%	81%	36%	89%
	99	7	8	77	5	-	*	-	98	-
	60%	31%	60%	66%	64%	-	7%	19%	61%	11%
Don't know	1	-	*	1	-	-	-	-	1	-
	1%	-	2%	*	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	259	7	8	13	4	11	5	65	64	65	65
Weighted Base	164	13**	14**	22**	7**	20**	10**	116*	23*	16*	10*
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3 2%	-	-	-	-	2 8%	-	2 1%	1 3%	* 3%	-
4 - Quite valuable	62 38%	7 57%	5 38%	7 31%	4 51%	6 28%	2 21%	46 40%	7 32%	5 33%	4 37%
5 - Extremely valuable	99 60%	6 43%	9 62%	15 69%	3 49%	13 64%	8 79%	68 59%	15 65%	9 60%	6 62%
Don't know	1 1%	-	-	-	-	-	-	-	-	1 4% <sup>up</sup>	* 1% <sup>up</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3i.15. How valuable you think each benefit is to society overall - Programmes that help to understand what is going on in the world today

Base : All non-internet / light internet respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	259	2	11	11	16	6	10	72	-	259	129	130	-
Weighted Base	164	2**	12**	12**	18**	4**	7**	52*	**	164	74*	91*	**
1 - Not at all valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
2 - Not very valuable	-	-	-	-	-	-	-	-	-	-	-	-	-
3 - Neither valuable nor not valuable	3	-	*	-	-	-	*	*	-	3	2	1	-
	2%	-	2%	-	-	-	5%	1%	-	2%	3%	1%	-
4 - Quite valuable	62	2	8	6	10	4	6	23	-	62	28	34	-
	38%	37%	61%	45%	56%	92%	86%	45%	-	38%	38%	37%	-
5 - Extremely valuable	99	*	4	7	8	*	1	28	-	99	43	55	-
	60%	15%	35%	55%	44%	8%	9%	53%	-	60%	59%	61%	-
Don't know	1	-	*	-	-	-	-	1	-	1	-	1	-
	1%	-	2%	-	-	-	-	1%	-	1%	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C3a. Top 3 most valuable benefits for UK society

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (e)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Trusted and accurate UK news	625	585	41	537	462	397	358	271	164	151	203	75	46	331	166	129
A wide range of different types of programmes for everyone	493	448	45	413	377	328	299	218	107	118	127	66	33	254	132	107
Programmes which reflect UK life and values	481	434	47	397	313	289	261	242	147	126	109	94	29	306	110	65
High-quality productions	479	446	33	412	361	313	288	217	161	141	135	62	24	271	126	82
Reflects the diversity of the UK	470	431	39	394	336	283	260	272	142	150	115	106	38	290	120	59
Programmes that help to understand what is going on in the world today	444	415	29	359	301	279	246	208	109	116	113	58	19	266	90	88
Services which are available to everyone	437	401	36	369	319	277	250	212	125	119	125	75	28	256	103	77
Programmes that bring the nation together for a shared viewing experience	399	371	28	335	295	270	239	227	135	134	90	71	22	247	96	56
Programmes that everyone can watch with and talk about with their family and friends	395	356	39	308	257	232	203	177	100	116	95	67	20	218	103	75
Programmes that make people stop and think	346	316	29	269	221	184	178	159	80	104	91	58	28	207	93	46
A wide range of high-quality programmes for children made in the UK	290	250	39	222	191	167	148	139	84	84	65	52	11	188	66	36
Provision of regional programmes and content (including news)	280	255	24	239	212	183	156	129	83	80	80	42	18	158	60	61
Programmes with new ideas and different approaches	249	216	33	195	147	114	115	130	73	108	44	50	26	164	64	22
Features people like them and the places they know	236	200	36	176	135	116	94	105	55	78	54	42	28	133	73	30
Encourages the development of new talent	191	170	21	152	119	117	102	105	54	59	32	35	17	125	51	15
None of these	153	101	52	86	65	56	50	53	30	19	21	20	15	82	42	29

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

C3a. Top 3 most valuable benefits for UK society

Base : All respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Trusted and accurate UK news	625	477	104	44	574	37	432	93	100	255	265	327	480	337
	28%	27%	30%	36%	28%	24%	29%	23%	26%	25%	29%	28%	29%	28%
A wide range of different types of programmes for everyone	493	373	89	31	447	35	355	70	68	216	235	264	378	291
	22%	21%	25%	26%	22%	23%	24%	17%	18%	22%	25%	23%	22%	24%
Programmes which reflect UK life and values	481	389	62	30	438	35	286	106	90	213	201	266	379	266
	21%	22%	18%	24%	21%	23%	19%	26%	24%	21%	22%	23%	22%	22%
High-quality productions	479	359	90	30	437	32	327	77	74	221	213	260	399	267
	21%	20%	26%	24%	21%	21%	22%	19%	20%	22%	23%	22%	23%	22%
Reflects the diversity of the UK	470	388	66	16	438	18	277	87	105	200	204	285	375	271
	21%	22%	19%	13%	21%	12%	19%	22%	23%	20%	22%	25%	22%	23%
Programmes that help to understand what is going on in the world today	444	344	74	25	399	33	307	75	61	188	182	229	334	239
	20%	19%	21%	21%	19%	22%	21%	19%	16%	19%	20%	20%	19%	20%
Services which are available to everyone	437	345	71	21	399	21	278	76	83	180	203	241	332	264
	19%	19%	20%	17%	19%	14%	19%	19%	22%	18%	22%	21%	19%	22%
Programmes that bring the nation together for a shared viewing experience	399	338	41	21	369	26	249	87	63	181	152	230	324	217
	18%	19%	12%	17%	18%	17%	17%	22%	17%	18%	16%	20%	19%	18%
Programmes that everyone can watch with and talk about with their family and friends	395	305	73	17	365	26	269	76	49	182	171	191	302	214
	17%	17%	21%	14%	18%	17%	18%	19%	13%	18%	18%	16%	17%	18%
Programmes that make people stop and think	346	282	50	13	311	29	215	66	65	157	131	184	271	178
	15%	16%	14%	11%	15%	19%	15%	16%	17%	16%	14%	16%	16%	15%
A wide range of high-quality programmes for children made in the UK	290	225	52	12	259	27	186	59	45	139	104	131	235	131
	13%	13%	15%	10%	13%	18%	13%	15%	12%	14%	11%	11%	14%	11%
Provision of regional programmes and content (including news)	280	226	40	13	246	27	198	40	41	123	126	158	206	171
	12%	13%	12%	11%	12%	18%	13%	10%	11%	12%	14%	14%	12%	14%
Programmes with new ideas and different approaches	249	203	30	16	227	20	143	58	48	135	95	141	200	127
	11%	11%	9%	13%	11%	13%	10%	16%	12%	13%	10%	12%	12%	11%
Features people like them and the places they know	236	198	35	3	216	18	141	47	48	124	89	111	171	115
	10%	11%	10%	2%	10%	12%	10%	12%	13%	12%	10%	10%	10%	10%
Encourages the development of new talent	191	153	30	8	171	17	131	28	32	92	67	102	152	100
	8%	9%	9%	6%	8%	11%	9%	7%	8%	9%	7%	9%	9%	8%
None of these	153	131	12	9	144	7	94	23	36	53	55	58	100	62
	7%	7%	4%	7%	7%	4%	6%	6%	9%	5%	6%	5%	6%	5%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C3a. Top 3 most valuable benefits for UK society

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Trusted and accurate UK news	625	317	306	140	193	287	56	85	79	115	111	100	76	166	179	131	137	345	280
	28%	29%	27%	21%	27% <b>E</b>	35% <b>EFHJ</b>	19%	22%	22%	31% <b>EHJL</b>	36% <b>EFHJ</b>	34% <b>EHJL</b>	35% <b>EHJL</b>	33% <b>A</b>	26%	26%	27%	29%	26%
A wide range of different types of programmes for everyone	493	199	293	108	165	216	44	64	77	87	85	76	55	113	145	117	110	258	235
	22%	18%	26% <b>CD</b>	16%	23% <b>EH</b>	26% <b>EH</b>	15%	16%	22%	24% <b>EH</b>	27% <b>EHJ</b>	26% <b>EH</b>	25% <b>EH</b>	23%	21%	23%	21%	22%	22%
Programmes which reflect UK life and values	481	248	231	133	178	169	50	82	82	95	70	50	49	104	160	102	105	264	217
	21%	23%	20%	19%	25% <b>LM</b>	20%	17%	21%	23%	23% <b>LMH</b>	22%	17%	22%	21%	24%	20%	20%	22%	20%
High-quality productions	479	268	209	112	150	217	42	69	82	68	88	85	44	128	146	104	88	274	205
	21%	24% <b>CD</b>	18%	16%	21%	26% <b>EFHJ</b>	14%	18%	23% <b>EH</b>	18%	28% <b>EFHJ</b>	29% <b>EFHJ</b>	20%	25% <b>RT</b>	22%	21%	17%	23% <b>R</b>	19%
Reflects the diversity of the UK	470	194	272	134	176	153	57	76	82	94	68	52	32	120	143	91	104	263	207
	21%	18%	24% <b>CD</b>	20%	24% <b>GN</b>	18%	20%	20%	23%	25% <b>GN</b>	22%	18%	15%	24%	21%	18%	20%	22%	19%
Programmes that help to understand what is going on in the world today	444	199	241	105	145	189	39	66	64	81	62	81	47	109	134	87	106	243	201
	20%	18%	21%	15%	20%	23% <b>EH</b>	13%	17%	16%	22% <b>EH</b>	20%	27% <b>EFHJ</b>	21%	22%	20%	17%	21%	21%	19%
Services which are available to everyone	437	225	209	122	123	183	40	82	52	71	72	59	53	84	137	114	91	221	216
	19%	21%	18%	18%	17%	22% <b>EFHJ</b>	14%	21%	15%	19%	23% <b>HL</b>	20%	24% <b>HL</b>	17%	20%	23%	18%	19%	20%
Programmes that bring the nation together for a shared viewing experience	399	168	230	127	127	144	49	77	52	75	46	54	43	104	120	86	82	224	175
	18%	15%	20% <b>CD</b>	19%	18%	17%	17%	20%	15%	20%	15%	18%	19%	21%	18%	17%	16%	19%	16%
Programmes that everyone can watch with and talk about with their family and friends	395	193	201	132	115	146	49	83	53	61	43	52	51	73	130	87	96	203	192
	17%	18%	18%	19%	16%	18%	17%	21% <b>L</b>	15%	17%	14%	16%	23% <b>LL</b>	15%	19%	17%	19%	17%	18%
Programmes that make people stop and think	346	156	189	108	99	138	41	67	47	52	60	48	30	86	92	74	85	178	168
	15%	14%	17%	16%	14%	17%	14%	17%	13%	14%	19%	16%	14%	17%	14%	15%	17%	15%	16%
A wide range of high-quality programmes for children made in the UK	290	137	150	105	98	85	44	61	66	32	26	35	23	55	80	77	73	135	155
	13%	13%	13%	13% <b>GK</b>	14%	10%	15% <b>K</b>	13% <b>GK</b>	13% <b>GK</b>	9%	9%	12%	10%	11%	12%	15%	14%	11%	14%
Provision of regional programmes and content (including news)	280	139	136	94	71	113	48	46	27	44	36	48	29	60	96	63	59	155	124
	12%	13%	12%	14% <b>L</b>	10%	14% <b>L</b>	16% <b>F</b>	12%	8%	12%	12%	16% <b>F</b>	13%	12%	14%	13%	11%	13%	12%
Programmes with new ideas and different approaches	249	129	118	104	87	57	32	71	57	30	28	18	11	61	92	50	45	153	96
	11%	12%	10%	13% <b>GKLM</b>	12% <b>GMM</b>	7%	11%	10% <b>GK</b>	16% <b>GKLMN</b>	8%	9%	6%	5%	12%	14% <b>RT</b>	10%	9%	13% <b>RT</b>	9%
Features people like them and the places they know	236	101	132	106	60	68	50	56	28	32	26	20	23	50	62	57	62	112	124
	10%	9%	12%	16% <b>F</b>	8%	8%	17% <b>F</b>	14% <b>F</b>	8%	9%	8%	7%	10%	10%	9%	11%	12%	9%	12%
Encourages the development of new talent	191	99	88	79	71	39	39	40	37	34	9	16	13	37	67	39	44	104	87
	8%	9%	8%	12% <b>G</b>	10% <b>G</b>	5%	13% <b>GLMN</b>	10% <b>G</b>	10% <b>G</b>	3%	5%	6%	6%	7%	10%	8%	9%	9%	8%
None of these	153	71	76	49	56	42	31	18	33	23	19	10	12	24	25	37	53	49	104
	7%	7%	7%	7%	8% <b>M</b>	5%	11% <b>G</b>	5%	9% <b>G</b>	6%	6%	3%	6%	5%	4%	7% <b>PS</b>	10% <b>OPS</b>	4%	10% <b>OPS</b>

Jigsaw 2020

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C3a. Top 3 most valuable benefits for UK society

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Trusted and accurate UK news	625	225	115	157	95	32	64	73	500	125
	28%	25%	34% <sup>ad</sup>	33% <sup>ad</sup>	24%	17%	20%	28% <sup>ae</sup>	30% <sup>ae</sup>	21%
A wide range of different types of programmes for everyone	493	171	79	132	95	25	55	49	392	102
	22%	19%	24%	28% <sup>ad</sup>	24%	13%	17%	19%	24% <sup>ae</sup>	17%
Programmes which reflect UK life and values	481	192	77	88	91	37	73	55	354	127
	21%	22%	23%	18%	23%	20%	23%	21%	21%	21%
High-quality productions	479	191	71	120	81	28	66	51	360	119
	21%	21%	21%	25%	20%	15%	21%	20%	22%	20%
Reflects the diversity of the UK	470	200	87	81	78	48	54	51	357	113
	21%	22%	26% <sup>ac</sup>	17%	20%	26%	17%	20%	22%	19%
Programmes that help to understand what is going on in the world today	444	158	75	112	75	37	63	40	323	121
	20%	18%	22%	24% <sup>ad</sup>	19%	20%	20%	15%	20%	20%
Services which are available to everyone	437	173	68	105	66	32	60	41	330	107
	19%	19%	20%	22%	16%	17%	19%	16%	20%	18%
Programmes that bring the nation together for a shared viewing experience	399	163	63	85	65	31	75	52	277	122
	18%	18%	19%	18%	16%	17%	24% <sup>ah</sup>	20%	17%	20%
Programmes that everyone can watch with and talk about with their family and friends	395	155	44	78	86	40	51	42	284	111
	17%	17%	13%	16%	22% <sup>ab</sup>	22%	16%	16%	17%	18%
Programmes that make people stop and think	346	156	41	78	48	29	58	38	245	101
	15%	18%	12%	16%	12%	16%	19%	15%	15%	17%
A wide range of high-quality programmes for children made in the UK	290	134	47	54	45	24	57	31	194	96
	13%	15%	14%	11%	11%	13%	18% <sup>ah</sup>	12%	12%	16%
Provision of regional programmes and content (including news)	280	128	32	69	37	21	41	42	202	78
	12%	14%	10%	15%	9%	11%	13%	16%	12%	13%
Programmes with new ideas and different approaches	249	124	39	29	43	35	46	19	167	83
	11%	14% <sup>ac</sup>	12% <sup>ac</sup>	6%	11%	19% <sup>gh</sup>	15% <sup>gh</sup>	7%	10%	14% <sup>gh</sup>
Features people like them and the places they know	236	104	34	45	32	26	39	24	162	74
	10%	12%	10%	9%	8%	14%	12%	9%	10%	12%
Encourages the development of new talent	191	87	35	26	33	27	39	31	118	73
	8%	10% <sup>ac</sup>	10% <sup>ac</sup>	6%	8%	15% <sup>ah</sup>	13% <sup>ah</sup>	12% <sup>ah</sup>	7%	12% <sup>ah</sup>
None of these	153	41	12	19	41	12	13	21	115	38
	7%	5%	3%	4%	10% <sup>ab</sup>	6%	4%	8%	7%	8%

Jigsaw 2020

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 \* small base



C3a. Top 3 most valuable benefits for UK society

Base : All respondents

	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113
Trusted and accurate UK news	625	76	51	52	66	82	72	510	60	35
	28%	31%	25%	26%	23%	26%	36% <sup>nm</sup>	27%	33% <sup>mp</sup>	31% <sup>kn</sup>
A wide range of different types of programmes for everyone	493	56	37	51	70	58	52	414	37	27
	22%	22%	18%	25%	24%	18%	26%	22%	21%	24%
Programmes which reflect UK life and values	481	52	35	28	62	81	41	401	41	22
	21%	21%	17%	14%	21%	26% <sup>nl</sup>	20%	21%	23% <sup>ln</sup>	20%
High-quality productions	479	53	38	52	52	67	29	412	31	20
	21%	22%	19%	33% <sup>kos</sup>	18%	21%	14%	32% <sup>km</sup>	17%	23% <sup>kn</sup>
Reflects the diversity of the UK	470	45	41	34	59	69	45	388	41	27
	21%	18%	20%	17%	20%	22%	22%	20%	22%	24%
Programmes that help to understand what is going on in the world today	444	66	48	37	64	52	49	375	34	23
	20%	27% <sup>kn</sup>	24%	18%	22%	16%	24%	20%	19%	20%
Services which are available to everyone	437	38	42	49	53	65	46	369	30	23
	19%	15%	21%	24%	18%	20%	23%	19%	17%	20%
Programmes that bring the nation together for a shared viewing experience	399	53	37	47	57	54	31	337	32	19
	18%	21%	18%	23%	19%	17%	15%	18%	18%	17%
Programmes that everyone can watch with and talk about with their family and friends	395	32	28	48	59	70	23	327	39	18
	17%	13%	14%	23% <sup>lc</sup>	20%	22% <sup>lc</sup>	12%	17%	22% <sup>kos</sup>	16%
Programmes that make people stop and think	346	52	33	23	43	39	26	286	28	20
	15%	21%	16%	11%	15%	12%	13%	15%	15%	17%
A wide range of high-quality programmes for children made in the UK	290	26	21	23	51	54	24	248	22	12
	13%	10%	10%	11%	17%	17%	12%	13%	12%	11%
Provision of regional programmes and content (including news)	280	30	25	18	29	44	41	233	21	14
	12%	12%	12%	9%	10%	14%	20% <sup>lmpu</sup>	12%	12%	16% <sup>lmpu</sup>
Programmes with new ideas and different approaches	249	25	17	27	52	35	30	221	13	9
	11%	10%	8%	13%	18% <sup>mpu</sup>	11%	15% <sup>kd</sup>	12% <sup>kd</sup>	7%	8%
Features people like them and the places they know	236	23	21	26	24	37	15	191	20	15
	10%	9%	11%	13%	8%	12%	7%	10%	11%	13%
Encourages the development of new talent	191	34	23	13	21	24	9	162	16	8
	8%	14% <sup>kor</sup>	11%	7%	7%	8%	4%	9%	9%	7%
None of these	153	16	24	11	20	17	8	132	11	7
	7%	7%	12% <sup>kos</sup>	5%	7%	5%	4%	7% <sup>kd</sup>	8%	6%

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Jigsaw 2020

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C3a. Top 3 most valuable benefits for UK society

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Trusted and accurate UK news	625	560	62	94	72	145	42	89	58	555	70	21	49	555
	28%	28%	25%	32% <sup>u</sup>	25%	32% <sup>u</sup>	20%	29%	33% <sup>w</sup>	27%	43% <sup>B</sup>	29%	54% <sup>D</sup>	27%
A wide range of different types of programmes for everyone	493	447	41	55	53	108	42	62	59	430	63	31	32	430
	22%	23%	17%	19%	18%	24%	20%	20%	34% <sup>wxyz</sup>	21%	38% <sup>B</sup>	42% <sup>F</sup>	35% <sup>F</sup>	21%
Programmes which reflect UK life and values	481	424	55	61	64	111	46	71	30	461	20	3	17	461
	21%	21%	23%	20%	22%	24%	22%	23%	17%	42% <sup>C</sup>	12%	4%	19% <sup>D</sup>	23% <sup>D</sup>
High-quality productions	479	441	39	54	57	91	40	75	27	450	29	17	12	450
	21%	22%	16%	18%	20%	20%	19%	25%	16%	22%	18%	22%	14%	22%
Reflects the diversity of the UK	470	404	65	73	73	113	54	70	22	458	12	4	8	458
	21%	20%	27%	25% <sup>A</sup>	25% <sup>A</sup>	25% <sup>A</sup>	25% <sup>A</sup>	23% <sup>A</sup>	13%	22% <sup>C</sup>	7%	5%	9%	22% <sup>D</sup>
Programmes that help to understand what is going on in the world today	444	396	43	57	66	87	47	64	35	404	39	20	19	404
	20%	20%	18%	19%	23%	19%	23%	21%	20%	19%	24%	27%	21%	19%
Services which are available to everyone	437	402	31	63	61	88	36	55	43	393	44	15	29	393
	19%	19%	13%	21%	21%	19%	17%	18%	25%	19%	33% <sup>D</sup>	20%	32% <sup>F</sup>	19%
Programmes that bring the nation together for a shared viewing experience	399	354	41	49	43	97	43	62	26	388	11	5	7	388
	18%	18%	17%	16%	15%	21%	21%	20%	16%	18% <sup>C</sup>	7%	6%	7%	19% <sup>D</sup>
Programmes that everyone can watch with and talk about with their family and friends	395	350	39	52	56	71	29	55	42	362	33	20	13	362
	17%	18%	16%	17%	19%	16%	14%	18%	24%	17%	20%	27%	14%	17%
Programmes that make people stop and think	346	321	23	52	52	66	33	50	21	331	15	12	3	331
	15%	16% <sup>u</sup>	10%	18%	18%	14%	16%	16%	12%	16% <sup>C</sup>	9%	16% <sup>E</sup>	3%	16% <sup>E</sup>
A wide range of high-quality programmes for children made in the UK	290	250	39	26	39	62	36	43	27	254	36	15	21	254
	13%	13%	16%	9%	14%	13%	17% <sup>w</sup>	14%	15%	12%	22% <sup>B</sup>	20%	23% <sup>F</sup>	12%
Provision of regional programmes and content (including news)	280	250	28	44	40	72	24	37	38	248	31	11	21	248
	12%	13%	11%	15%	14%	16%	12%	12%	22% <sup>w</sup>	12%	19% <sup>B</sup>	14%	23% <sup>F</sup>	12%
Programmes with new ideas and different approaches	249	209	35	22	33	61	42	30	11	245	4	1	4	245
	11%	11%	14%	8%	11%	13%	20% <sup>wxyzA</sup>	10%	7%	12% <sup>C</sup>	3%	1%	4%	12% <sup>D</sup>
Features people like them and the places they know	236	202	31	42	44	49	22	31	16	226	10	5	5	226
	10%	10%	13%	14%	15%	11%	11%	10%	9%	11%	6%	7%	5%	11%
Encourages the development of new talent	191	169	19	26	29	56	22	27	14	182	10	6	3	182
	8%	9%	8%	9%	10%	12%	10%	9%	8%	9%	6%	8%	4%	9%
None of these	153	119	19	19	8	6	4	21	6	153	-	-	-	153
	7%	6%	8%	6% <sup>u</sup>	3%	1%	2%	7% <sup>u</sup>	3%	7% <sup>C</sup>	-	-	-	7% <sup>D</sup>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societaly

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2120	1914	206	1734	1479	1324	1151	1006	556	595	563	352	141	1209	564	347
Weighted Base	2104	1898	207	1700	1424	1250	1118	989	567	607	530	344	138*	1237	531	337
Trusted and accurate UK news	625	585	41	537	462	397	358	271	164	151	203	75	46	331	166	129
	30%	31% <sup>ab</sup>	20%	32% <sup>ab</sup>	32% <sup>abg</sup>	32% <sup>ab</sup>	32% <sup>ab</sup>	27%	29% <sup>ab</sup>	25%	39% <sup>ab</sup>	22%	34% <sup>ab</sup>	27%	31%	29% <sup>ab</sup>
A wide range of different types of programmes for everyone	493	448	45	413	377	328	299	218	107	118	127	66	33	254	132	107
	23%	24%	22%	24% <sup>ab</sup>	23% <sup>ab</sup>	20% <sup>ab</sup>	27% <sup>abgh</sup>	22%	19%	19%	24%	19%	24%	21%	25%	32% <sup>ab</sup>
Programmes which reflect UK life and values	481	434	47	397	313	289	261	242	147	126	109	94	29	306	110	65
	23%	23%	23%	23%	22%	23%	23%	24%	26%	21%	20%	27%	21%	25%	21%	19%
High-quality productions	479	446	33	412	361	313	288	217	161	141	135	62	24	271	126	82
	23%	23%	16%	24% <sup>ab</sup>	25% <sup>ab</sup>	25% <sup>ab</sup>	26% <sup>ab</sup>	22%	26% <sup>ab</sup>	23%	25% <sup>ab</sup>	18%	17%	22%	24%	24%
Reflects the diversity of the UK	470	431	39	394	336	283	260	272	142	150	115	106	38	290	120	59
	22%	23%	19%	23%	24%	23%	23%	27% <sup>abde</sup>	25%	25%	22%	31% <sup>ab</sup>	28%	23%	23%	18%
Programmes that help to understand what is going on in the world today	444	415	29	359	301	270	246	208	109	116	113	58	19	266	90	88
	21%	22% <sup>ab</sup>	14%	21%	22% <sup>ab</sup>	22% <sup>ab</sup>	25% <sup>ab</sup>	21%	19%	19%	21%	17%	14%	21%	17%	23% <sup>ab</sup>
Services which are available to everyone	437	401	36	369	319	277	250	212	125	119	125	75	28	256	103	77
	21%	21%	17%	22%	22%	22%	22%	21%	22%	20%	24%	22%	20%	21%	19%	23%
Programmes that bring the nation together for a shared viewing experience	399	371	28	335	295	270	239	227	135	134	90	71	22	247	96	56
	19%	20%	14%	20%	21%	22% <sup>ab</sup>	21% <sup>ab</sup>	23% <sup>ab</sup>	24% <sup>ab</sup>	22% <sup>ab</sup>	17%	21%	16%	20%	18%	17%
Programmes that everyone can watch with and talk about with their family and friends	395	356	39	308	257	232	203	177	100	116	95	67	20	218	103	75
	19%	19%	19%	18%	18%	19%	18%	18%	18%	19%	18%	19%	14%	18%	19%	22%
Programmes that make people stop and think	346	318	29	269	221	184	178	159	80	104	91	58	28	207	93	46
	16%	17%	14%	16%	16%	15%	16%	16%	16%	17%	17%	17%	20%	17%	17%	14%
A wide range of high-quality programmes for children made in the UK	290	250	39	222	191	167	148	139	84	84	65	52	11	188	66	36
	14%	13%	19%	13%	13%	13%	13%	14%	15%	14%	12%	15%	8%	15%	12%	11%
Provision of regional programmes and content (including news)	280	255	24	239	212	183	156	129	83	80	80	42	18	158	60	61
	13%	13%	12%	14%	15%	15%	14%	13%	15%	13%	15%	12%	13%	13%	11%	18% <sup>ab</sup>
Programmes with new ideas and different approaches	249	216	33	195	147	114	115	130	73	108	44	50	26	164	64	22
	12%	11%	16% <sup>ab</sup>	11%	10%	9%	10%	15% <sup>ab</sup>	13%	12% <sup>ab</sup>	8%	14% <sup>ab</sup>	19% <sup>ab</sup>	15% <sup>ab</sup>	12% <sup>ab</sup>	6%
Features people like them and the places they know	236	200	36	176	135	116	94	105	55	78	54	42	28	133	73	30
	11%	11%	17% <sup>ab</sup>	10%	10%	9%	8%	11%	10%	13% <sup>ab</sup>	10%	12%	20% <sup>ab</sup>	11%	14%	9%
Encourages the development of new talent	191	170	21	152	119	117	102	105	54	59	32	35	17	125	51	15
	9%	9%	10%	9%	8%	9%	9%	11%	9%	10%	6%	10%	13% <sup>ab</sup>	10% <sup>ab</sup>	10% <sup>ab</sup>	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societaly

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2120	1631	375	114	1942	139	1384	380	356	949	913	1078	1593	1183
Weighted Base	2104	1652	338	114*	1917	146*	1381	378	345	949	873	1102	1628	1137
Trusted and accurate UK news	625	477	104	44	574	37	432	93	100	255	265	327	480	337
30%	29%	31%	38%	30%	25%	31%	25%	29%	27%	30%	30%	30%	30%	30%
A wide range of different types of programmes for everyone	493	373	85	31	447	35	355	70	68	216	235	264	376	281
23%	23%	28%	28%	23%	24%	24%	20%	20%	23%	27%	24%	23%	26%	26%
Programmes which reflect UK life and values	481	389	62	30	438	35	286	106	90	213	201	266	379	266
23%	24%	18%	26%	23%	24%	21%	28%	26%	22%	23%	24%	23%	23%	23%
High-quality productions	479	359	90	30	437	32	327	77	74	221	213	260	399	267
23%	22%	27%	26%	23%	22%	24%	20%	22%	23%	24%	24%	25%	24%	24%
Reflects the diversity of the UK	470	388	66	16	438	18	277	87	105	200	204	285	375	271
22%	23%	20%	14%	23%	12%	20%	23%	30%	21%	23%	23%	23%	24%	24%
Programmes that help to understand what is going on in the world today	444	344	74	25	399	33	307	75	61	188	182	229	334	239
21%	21%	22%	22%	21%	23%	22%	20%	18%	20%	21%	21%	21%	21%	21%
Services which are available to everyone	437	345	71	21	399	21	278	76	83	180	203	241	332	264
21%	21%	21%	19%	21%	14%	20%	20%	24%	19%	23%	22%	20%	20%	23%
Programmes that bring the nation together for a shared viewing experience	399	338	41	21	369	26	249	87	63	181	152	230	324	217
19%	20%	12%	19%	19%	18%	18%	23%	18%	19%	17%	21%	20%	19%	19%
Programmes that everyone can watch with and talk about with their family and friends	395	305	73	17	365	26	269	76	49	182	171	191	302	214
19%	18%	22%	15%	19%	17%	19%	20%	14%	19%	20%	17%	19%	19%	19%
Programmes that make people stop and think	346	282	50	13	311	29	215	66	65	157	131	184	271	178
16%	17%	15%	12%	16%	20%	16%	17%	19%	16%	15%	17%	17%	17%	16%
A wide range of high-quality programmes for children made in the UK	290	225	52	12	259	27	186	59	45	139	104	131	235	131
14%	14%	15%	11%	13%	18%	13%	16%	13%	15%	12%	12%	14%	14%	11%
Provision of regional programmes and content (including news)	280	226	40	13	246	27	198	40	41	123	126	158	206	171
13%	14%	12%	12%	13%	19%	14%	11%	12%	13%	14%	14%	13%	13%	15%
Programmes with new ideas and different approaches	249	203	30	16	227	20	143	58	48	135	95	141	200	127
12%	12%	9%	14%	12%	14%	10%	10%	14%	14%	11%	13%	12%	12%	11%
Features people like them and the places they know	236	198	35	3	216	18	141	47	48	124	89	111	171	115
11%	12%	10%	3%	11%	13%	10%	12%	14%	13%	10%	10%	10%	10%	10%
Encourages the development of new talent	191	153	30	8	171	17	131	28	32	92	67	102	152	100
9%	9%	9%	7%	9%	11%	10%	7%	9%	10%	8%	9%	9%	9%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societaly

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2120	1016	1088	573	625	904	245	328	303	322	352	320	232	455	666	414	525	1121	999
Weighted Base	2104	1026	1066	633	669	785	260	373	321	348	292	285	208	478	653	464	461	1131	973
Trusted and accurate UK news	625	317	306	140	193	287	56	85	79	115	111	100	76	166	179	131	137	345	280
	30%	31%	29%	22%	29% <b>E</b>	37% <b>EFHJ</b>	22%	23%	24%	33% <b>EH</b>	36% <b>EFH</b>	35% <b>EHJ</b>	37% <b>EHJ</b>	35% <b>F</b>	27%	28%	30%	31%	29%
A wide range of different types of programmes for everyone	493	199	293	108	165	216	44	64	77	87	85	76	55	113	145	117	110	258	235
	23%	19%	27% <b>C</b>	17%	25% <b>EH</b>	27% <b>EH</b>	17%	17%	24% <b>E</b>	25% <b>EI</b>	29% <b>EH</b>	27% <b>EH</b>	26% <b>EH</b>	24%	22%	25%	24%	23%	24%
Programmes which reflect UK life and values	481	248	231	133	178	169	50	82	82	95	70	50	49	104	160	102	105	264	217
	23%	24%	22%	21%	23% <b>LM</b>	21%	19%	22%	26%	23% <b>LM</b>	24%	17%	24%	22%	24%	22%	23%	23%	22%
High-quality productions	479	268	209	112	150	217	42	69	82	68	88	85	44	128	146	104	88	274	205
	23%	26% <b>D</b>	20%	18%	22%	28% <b>EHJK</b>	16%	19%	26% <b>EH</b>	20%	30% <b>EFH</b>	30% <b>EHJK</b>	21%	27% <b>K</b>	22%	22%	19%	24%	21%
Reflects the diversity of the UK	470	194	272	134	176	153	57	76	82	94	68	52	32	120	143	91	104	263	207
	22%	19%	26% <b>C</b>	21%	26% <b>GMMN</b>	19%	22%	20%	25% <b>N</b>	27% <b>GMMN</b>	23%	18%	15%	25%	22%	20%	23%	23%	21%
Programmes that help to understand what is going on in the world today	444	199	241	105	145	189	39	66	64	81	62	81	47	109	134	87	106	243	201
	21%	19%	23%	17%	22%	24% <b>EH</b>	15%	18%	20%	23% <b>EH</b>	21%	26% <b>EH</b>	22%	23%	21%	19%	23%	21%	21%
Services which are available to everyone	437	225	209	122	123	183	40	82	52	71	72	59	53	84	137	114	91	221	216
	21%	22%	20%	19%	18%	23% <b>HL</b>	16%	22%	16%	20%	24% <b>HL</b>	21%	25% <b>HL</b>	18%	21%	25% <b>O</b>	20%	19%	22%
Programmes that bring the nation together for a shared viewing experience	399	168	230	127	127	144	49	77	52	75	46	54	43	104	120	86	82	224	175
	19%	16%	22% <b>C</b>	20%	19%	18%	19%	21%	16%	22%	16%	19%	21%	22%	18%	19%	18%	20%	18%
Programmes that everyone can watch with and talk about with their family and friends	395	193	201	132	115	146	49	83	53	61	43	52	51	73	130	87	96	203	192
	19%	19%	19%	21%	17%	19%	19%	22%	17%	18%	15%	18%	24% <b>L</b>	15%	20%	19%	21%	18%	20%
Programmes that make people stop and think	346	156	189	108	99	138	41	67	47	52	60	48	30	86	92	74	85	178	168
	16%	15%	18%	17%	15%	18%	16%	18%	15%	15%	20%	17%	14%	18%	14%	16%	18%	16%	17%
A wide range of high-quality programmes for children made in the UK	290	137	150	105	98	85	44	61	66	32	28	35	23	55	80	77	73	135	155
	14%	13%	14%	17% <b>GK</b>	15%	11%	17% <b>GK</b>	15% <b>GK</b>	20% <b>GKLMN</b>	9%	10%	12%	11%	12%	12%	17%	16%	12%	15% <b>S</b>
Provision of regional programmes and content (including news)	280	139	136	94	71	113	48	46	27	44	36	48	29	60	96	63	59	155	124
	13%	14%	13%	15% <b>J</b>	11%	14% <b>J</b>	18% <b>F</b>	12%	9%	13%	12%	17% <b>F</b>	14%	13%	15%	14%	13%	14%	13%
Programmes with new ideas and different approaches	249	129	118	104	87	57	32	71	57	30	28	18	11	61	92	50	45	153	96
	12%	13%	11%	15% <b>GKLM</b>	15% <b>GMMN</b>	7%	12% <b>GN</b>	15% <b>GKLM</b>	15% <b>GKLMN</b>	9%	10%	6%	5%	13%	14% <b>N</b>	11%	10%	14% <b>ST</b>	10%
Features people like them and the places they know	236	101	132	106	60	68	50	56	28	32	26	20	23	50	62	57	62	112	124
	11%	10%	12%	17% <b>FGJKL</b>	9%	9%	19% <b>FGJK</b>	15% <b>FGM</b>	9%	9%	9%	7%	11%	10%	9%	12%	13%	10%	13%
Encourages the development of new talent	191	99	88	79	71	39	39	40	37	34	9	16	13	37	67	39	44	104	87
	9%	10%	8%	12% <b>GMLM</b>	11% <b>GL</b>	5%	15% <b>GLMN</b>	11% <b>GL</b>	12% <b>GMLM</b>	10% <b>GL</b>	3%	6%	6%	8%	10%	8%	10%	9%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societaly

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2120	808	299	529	354	160	275	230	1596	524
Weighted Base	2104	850	325	458	358	174*	302	238	1537	567
Trusted and accurate UK news	626	225	115	157	95	32	64	73	500	125
30%		27%	35% <b>a</b>	34% <b>a</b>	27%	18%	21%	30% <b>a</b>	33% <b>a</b>	22%
A wide range of different types of programmes for everyone	493	171	79	132	95	25	55	49	392	102
23%		20%	24%	29% <b>a</b>	27%	14%	18%	21%	25% <b>a</b>	18%
Programmes which reflect UK life and values	481	192	77	88	91	37	73	55	354	127
23%		23%	24%	19%	25%	21%	24%	23%	23%	22%
High-quality productions	479	191	71	120	81	28	66	51	360	119
23%		22%	22%	26%	23%	16%	22%	21%	23%	21%
Reflects the diversity of the UK	470	200	87	81	78	48	54	51	357	113
22%		24%	27% <b>a</b>	18%	22%	28%	18%	21%	23%	20%
Programmes that help to understand what is going on in the world today	444	158	75	112	75	37	63	40	323	121
21%		19%	23%	24% <b>a</b>	21%	22%	21%	17%	21%	21%
Services which are available to everyone	437	173	68	105	66	32	60	41	330	107
21%		20%	21%	23%	18%	19%	20%	17%	21%	19%
Programmes that bring the nation together for a shared viewing experience	399	163	63	85	65	31	75	52	277	122
19%		19%	19%	18%	18%	18%	25% <b>a</b>	22%	18%	22%
Programmes that everyone can watch with and talk about with their family and friends	395	155	44	78	86	40	51	42	284	111
19%		18%	13%	17%	24% <b>a</b>	23%	17%	18%	18%	20%
Programmes that make people stop and think	346	156	41	78	48	29	58	38	245	101
16%		18%	12%	17%	13%	17%	19%	16%	16%	18%
A wide range of high-quality programmes for children made in the UK	290	134	47	54	45	24	57	31	194	96
14%		16%	15%	12%	12%	14%	19% <b>a</b>	13%	13%	17%
Provision of regional programmes and content (including news)	280	128	32	69	37	21	41	42	202	78
13%		15%	10%	15%	10%	12%	14%	16%	13%	14%
Programmes with new ideas and different approaches	249	124	39	29	43	35	46	19	167	83
12%		18% <b>a</b>	12% <b>a</b>	6%	12% <b>a</b>	20% <b>a</b>	15% <b>a</b>	8%	11%	15% <b>a</b>
Features people like them and the places they know	238	104	34	45	32	26	39	24	162	74
11%		12%	10%	10%	9%	15%	13%	10%	11%	13%
Encourages the development of new talent	191	87	35	26	33	27	39	31	118	73
9%		10% <b>a</b>	11% <b>a</b>	6%	9%	16% <b>a</b>	12% <b>a</b>	13% <b>a</b>	8%	13% <b>a</b>
None of these	-	-	-	-	-	-	-	-	-	-

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societaly

	Regions and Nations										
	Total	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2120	123	97	105	143	159	96	943	388	390	399
Weighted Base	2104	232	179*	192	274	299	195*	1784	169	106	65
Trusted and accurate UK news	625	76	51	52	66	82	72	510	60	35	20
	30%	33%	29%	27%	24%	27%	37% <b>m</b>	29%	35% <b>mp</b>	33% <b>m</b>	31%
A wide range of different types of programmes for everyone	493	56	37	51	70	58	52	414	37	27	16
	23%	24%	21%	27%	26%	19%	27%	23%	22%	25%	25%
Programmes which reflect UK life and values	481	52	35	28	62	81	41	401	41	22	16
	23%	22%	20%	15%	23%	27% <b>n</b>	21%	23%	24% <b>n</b>	21%	25% <b>n</b>
High-quality productions	479	53	38	52	52	67	29	412	31	20	11
	23%	23%	21%	27% <b>l</b>	19%	22%	15%	33% <b>m</b>	18%	24% <b>mp</b>	17%
Reflects the diversity of the UK	470	45	41	34	59	69	45	388	41	27	14
	22%	20%	23%	18%	22%	23%	23%	22%	24%	25%	22%
Programmes that help to understand what is going on in the world today	444	66	48	37	64	52	49	375	34	23	11
	21%	29% <b>ms</b>	27% <b>ks</b>	19%	24%	17%	25%	21%	20%	22%	17%
Services which are available to everyone	437	38	42	49	53	65	46	369	30	23	14
	21%	16%	23%	25%	19%	22%	24%	21%	18%	21%	22%
Programmes that bring the nation together for a shared viewing experience	399	53	37	47	57	54	31	337	32	19	12
	19%	23%	20%	25%	21%	18%	16%	19%	19%	18%	18%
Programmes that everyone can watch with and talk about with their family and friends	395	32	28	48	59	70	23	327	39	18	10
	19%	14%	15%	25% <b>lc</b>	21%	23% <b>lc</b>	12%	19%	23% <b>l</b>	17%	16%
Programmes that make people stop and think	346	52	33	23	43	39	26	286	28	20	12
	16%	22% <b>ln</b>	19%	12%	16%	13%	13%	16%	16%	19%	18%
A wide range of high-quality programmes for children made in the UK	290	26	21	23	51	54	24	248	22	12	8
	14%	11%	11%	12%	19%	18%	13%	14%	13%	12%	12%
Provision of regional programmes and content (including news)	280	30	25	18	29	44	41	233	21	14	11
	13%	13%	14%	9%	11%	15%	24% <b>mp</b>	13%	12%	13%	17% <b>ln</b>
Programmes with new ideas and different approaches	249	25	17	27	52	35	30	221	13	9	6
	12%	11%	10%	14%	19% <b>mp</b>	12%	15% <b>nd</b>	13% <b>or</b>	7%	9%	9%
Features people like them and the places they know	238	23	21	26	24	37	15	191	20	15	9
	11%	10%	12%	14%	9%	12%	8%	11%	12%	14%	14% <b>lc</b>
Encourages the development of new talent	191	34	23	13	21	24	9	162	16	8	6
	9%	15% <b>or</b>	13% <b>lc</b>	7%	8%	8%	4%	9%	10%	7%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-

C3a. Top 3 most valuable benefits for UK society

Base : All who value any societally

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2120	1954	152	275	250	424	188	285	166	1861	259	129	130	1861
Weighted Base	2104	1864	224	278	281	450	204	285	168	1940	164	74*	91*	1940
Trusted and accurate UK news	625	560	62	94	72	145	42	89	58	555	70	21	49	555
	30%	30%	28%	34%y	26%	32%y	21%	31%y	34%y	29%	43%B	29%	54%DF	29%
A wide range of different types of programmes for everyone	493	447	41	55	53	108	42	62	59	430	63	31	32	430
	23%	24%	18%	20%	19%	24%	21%	22%	35%wxyz	22%	38%B	42%F	35%F	22%
Programmes which reflect UK life and values	481	424	55	61	64	111	46	71	30	461	20	3	17	461
	23%	23%	25%	22%	23%	25%	23%	25%	18%	23%G	12%	4%	19%DE	23%DE
High-quality productions	479	441	39	54	57	91	40	75	27	450	29	17	12	450
	23%	24%	17%	19%	20%	20%	20%	26%	16%	23%	18%	22%	14%	23%
Reflects the diversity of the UK	470	404	65	73	73	113	54	70	22	458	12	4	8	458
	22%	22%	29%	26%A	26%A	28%A	27%A	25%A	13%	24%G	7%	5%	9%	24%DE
Programmes that help to understand what is going on in the world today	444	396	43	57	66	87	47	64	35	404	39	20	19	404
	21%	21%	19%	21%	23%	19%	23%	22%	21%	21%	24%	27%	21%	21%
Services which are available to everyone	437	402	31	63	61	88	36	55	43	393	44	15	29	393
	21%	22%	14%	23%	22%	20%	18%	19%	26%	20%	27%	20%	32%F	20%
Programmes that bring the nation together for a shared viewing experience	399	354	41	49	43	97	43	62	26	388	11	5	7	388
	19%	19%	18%	18%	15%	21%	21%	22%	16%	20%G	7%	6%	7%	20%DE
Programmes that everyone can watch with and talk about with their family and friends	395	350	39	52	56	71	29	55	42	362	33	20	13	362
	19%	19%	17%	19%	20%	18%	14%	19%	25%xy	19%	20%	27%	14%	19%
Programmes that make people stop and think	346	321	23	52	52	66	33	50	21	331	15	12	3	331
	16%	17%	10%	19%	19%	15%	16%	18%	12%	17%G	9%	16%E	3%	17%E
A wide range of high-quality programmes for children made in the UK	290	250	39	26	39	62	36	43	27	254	36	15	21	254
	14%	13%	17%	9%	14%	14%	17%w	15%	16%	13%	22%B	20%	23%F	13%
Provision of regional programmes and content (including news)	280	250	28	44	40	72	24	37	38	248	31	11	21	248
	13%	13%	12%	16%	14%	16%	12%	13%	23%wz	13%	19%	14%	23%F	13%
Programmes with new ideas and different approaches	249	209	35	22	33	61	42	30	11	245	4	1	4	245
	12%	11%	16%	8%	12%	14%	21%wxyzA	10%	7%	13%G	3%	1%	4%	13%DE
Features people like them and the places they know	236	202	31	42	44	49	22	31	16	226	10	5	5	226
	11%	11%	14%	15%	15%	11%	11%	11%	10%	12%	6%	7%	5%	12%
Encourages the development of new talent	191	169	19	26	29	56	22	27	14	182	10	6	3	182
	9%	9%	8%	9%	10%	13%	11%	9%	8%	9%	6%	8%	4%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-



C3a. Top 3 most valuable benefits for UK society

Base : All respondents

C3b. Least 3 valuable benefits for UK society																
	Encourages the development of new talent	Reflects the diversity of the UK	Features people like them and the places they know	Programmes with new ideas and different approaches	Programmes that bring the nation together for a shared viewing experience	A wide range of high-quality programmes for children made in the UK	Provision of regional programmes and content (including news)	Programmes that make people stop and think	Programmes that everyone can watch with and talk about with their family and friends	Programmes which reflect UK life and values	High-quality productions	Services which are available to everyone	A wide range of different types of programmes for everyone	Programmes that help to understand what is going on in the world today	Trusted and accurate UK news	None of these
Unweighted Base	2257	459	420	384	344	328	311	271	269	260	198	182	170	162	137	551
Weighted Base	2257	451	415	398	322	324	314	306	277	281	252	206	194	186	183	531
Trusted and accurate UK news	625	152	136	115	95	87	102	59	82	83	57	41	49	44	36	182
	28%	34%	33%	29%	29%	27%	32%	19%	29%	30%	23%	20%	25%	24%	20%	34%
A wide range of different types of programmes for everyone	493	114	100	92	79	85	57	68	60	55	59	40	35	-	21	134
	22%	25%	24%	23%	25%	26%	18%	22%	21%	20%	23%	20%	18%	-	12%	25%
Programmes which reflect UK life and values	481	89	78	78	69	62	70	71	73	57	-	51	32	47	41	160
	21%	20%	19%	20%	21%	19%	22%	23%	26%	20%	-	25%	17%	23%	31%	30%
Reflects the diversity of the UK	470	105	-	79	80	63	52	70	53	61	51	62	41	33	31	158
	21%	23%	-	20%	25%	19%	17%	23%	19%	22%	20%	30%	21%	17%	22%	30%
High-quality productions	479	93	130	74	62	78	77	55	55	54	-	44	45	41	26	135
	21%	21%	31%	19%	19%	24%	24%	18%	20%	19%	-	23%	24%	23%	19%	25%
Services which are available to everyone	437	110	88	104	82	50	73	76	53	46	47	48	-	30	36	102
	19%	24%	21%	26%	25%	15%	23%	25%	19%	16%	19%	24%	-	16%	20%	19%
Programmes that help to understand what is going on in the world today	444	111	94	101	78	73	72	64	50	40	41	37	37	-	26	105
	20%	25%	23%	25%	24%	23%	23%	21%	18%	18%	16%	20%	20%	-	20%	20%
Programmes that everyone can watch with and talk about with their family and friends	395	96	99	69	67	67	53	64	46	-	47	35	51	42	36	95
	17%	21%	24%	17%	21%	21%	17%	21%	17%	-	19%	17%	26%	22%	20%	18%
Programmes that bring the nation together for a shared viewing experience	399	80	67	114	65	-	65	75	46	59	44	42	26	35	36	104
	18%	18%	16%	29%	20%	-	21%	25%	17%	21%	17%	21%	13%	19%	20%	20%
Programmes that make people stop and think	346	60	74	56	44	62	48	50	-	44	49	38	31	45	26	101
	15%	13%	18%	14%	14%	19%	15%	16%	-	16%	20%	18%	16%	24%	14%	19%
Provision of regional programmes and content (including news)	280	61	57	59	49	53	48	-	49	46	46	12	23	29	28	60
	12%	13%	14%	15%	15%	16%	15%	-	18%	17%	18%	6%	12%	16%	10%	11%
A wide range of high-quality programmes for children made in the UK	290	71	55	60	58	46	-	52	57	39	48	33	44	33	35	51
	13%	16%	13%	15%	18%	14%	-	17%	21%	14%	19%	16%	23%	18%	19%	10%
Features people like them and the places they know	236	43	38	-	40	44	51	50	42	43	29	23	18	29	37	46
	10%	10%	9%	-	12%	13%	16%	16%	15%	15%	12%	11%	9%	16%	12%	9%
Programmes with new ideas and different approaches	249	40	54	31	-	51	39	38	33	50	39	32	30	34	42	55
	11%	9%	13%	8%	-	16%	13%	13%	12%	18%	15%	16%	16%	18%	13%	10%
Encourages the development of new talent	191	-	29	37	36	32	24	28	35	40	37	30	17	18	37	39
	8%	-	7%	9%	11%	10%	8%	9%	13%	14%	15%	15%	9%	10%	9%	7%
None of these	153	21	29	23	7	21	21	18	23	22	25	20	23	10	13	-
	7%	5%	7%	6%	2%	6%	7%	6%	8%	8%	10%	10%	12%	5%	7%	-

"Caution should be used when reviewing any base size under 100"

C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Total	PSB/Non-PSB Users										Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2287	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2287	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366	
Encourages the development of new talent	451	425	26	382	312	285	257	187	102	112	133	67	29	245	115	90	
	20%	21%ab	10%	21%ab	21%ab	22%ab	22%ab	18%ab	17%ab	18%ab	24%	18%	19%	19%	20%	25%am	
Reflects the diversity of the UK	415	384	31	344	295	271	237	170	115	111	90	54	15	224	99	92	
	18%	19%ab	12%	19%ab	20%ab	21%abhj	20%ab	16%	19%ab	18%	16%	15%	10%	17%	17%	25%am	
Features people like them and the places they know	388	356	41	324	272	250	230	195	114	113	100	69	15	238	82	78	
	18%	18%	16%	18%	18%	19%	20%	19%	19%	18%	18%kl	19%kl	9%	18%	14%	21%an	
Programmes that bring the nation together for a shared viewing experience	324	287	37	237	180	169	151	146	100	100	82	61	20	201	76	48	
	14%	14%	14%	13%	12%	13%	13%	14%	17%cd	16%	15%	17%	13%	15%	13%	13%	
Programmes with new ideas and different approaches	322	301	21	276	224	199	174	130	76	74	77	42	18	184	77	60	
	14%	15%ab	8%	15%ab	15%ab	15%ab	15%ab	12%	13%	12%	14%	11%	12%	14%	13%	16%	
A wide range of high-quality programmes for children made in the UK	314	284	30	253	210	183	172	144	101	96	81	55	23	199	55	61	
	14%	14%	12%	14%	14%	14%	15%	14%	17%	15%	15%	15%	15%	15%an	10%	17%an	
Provision of regional programmes and content (including news)	306	266	40	238	200	171	152	169	92	91	54	63	25	197	79	30	
	14%	13%	15%	13%	13%	13%	13%	16%	15%	15%	10%	17%kl	16%	15%an	14%cd	8%	
Programmes that everyone can watch with and talk about with their family and friends	281	228	52	200	172	147	138	123	74	108	62	46	21	193	65	23	
	12%	11%	20%abcd	11%	12%	11%	12%	12%	12%	17%abcd	11%	13%	13%	15%cd	11%cd	6%	
Programmes that make people stop and think	277	239	38	216	165	149	134	136	78	92	55	52	20	183	61	33	
	12%	12%	15%	12%	11%	11%	11%	13%	13%	15%	10%	14%	13%	14%	11%	9%	
Programmes which reflect UK life and values	252	213	39	183	146	118	116	114	51	80	57	31	28	164	49	39	
	11%	11%	15%cdm	10%	9%	10%	11%	11%	9%	13%cd	10%	9%	12%kl	12%	9%	11%	
High-quality productions	206	176	30	152	116	99	89	121	57	69	29	54	14	136	51	20	
	9%	9%	12%	8%	8%	8%	8%	12%cdel	10%	11%cd	5%	15%kl	9%	10%cd	9%	5%	
Services which are available to everyone	194	171	24	152	124	119	93	96	46	67	48	40	15	135	38	21	
	9%	9%	9%	8%	8%	9%	8%	9%	8%	11%	9%	11%	10%	10%cd	7%	6%	
A wide range of different types of programmes for everyone	186	160	26	136	106	86	73	95	55	56	32	41	15	143	32	11	
	8%	8%	10%	8%	7%	7%	6%	9%kl	9%	9%	6%	11%kl	10%	11%an	6%	3%	
Programmes that help to understand what is going on in the world today	183	153	30	134	106	83	79	101	48	65	36	39	19	115	50	18	
	8%	8%	12%an	7%	7%	6%	7%	10%cd	8%	10%cd	6%	11%	13%	9%	9%	5%	
Trusted and accurate UK news	133	114	20	100	83	69	63	76	46	51	8	40	7	90	35	8	
	6%	6%	8%	6%	6%	5%	5%	7%	8%	8%	1%	11%kl	4%	7%cd	6%cd	2%	
None of these	531	494	37	453	402	349	316	265	156	127	168	71	36	268	158	104	
	24%	25%ab	14%	25%abi	27%ah	27%abi	27%abi	25%ab	26%ab	20%	30%kl	20%	24%	20%	28%am	28%am	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - /j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Encourages the development of new talent	451 20%	344 19%	81 23%	26 21%	401 19%	37 24%	302 20%	80 20%	69 18%	202 20%	191 21%	231 20%	343 20%	255 21%
Reflects the diversity of the UK	415 18%	308 17%	72 20%	35 29% <b>q</b>	391 19%	21 14%	293 20% <b>uv</b>	70 17%	52 14%	170 17%	182 20%	202 17%	322 19%	232 19%
Features people like them and the places they know	398 18%	329 18%	46 13%	23 18%	358 17%	30 20%	266 18%	61 15%	71 19%	180 18%	160 17%	206 18%	305 18%	205 17%
Programmes that bring the nation together for a shared viewing experience	324 14%	270 15%	40 11%	15 12%	287 14%	29 19%	204 14%	64 16%	56 15%	137 14%	135 15%	172 15%	242 14%	173 14%
Programmes with new ideas and different approaches	322 14%	225 13%	67 19% <b>q</b>	29 24% <b>q</b>	300 15%	19 12%	233 16% <b>uv</b>	50 12%	39 10%	140 14%	138 15%	143 12%	239 14%	163 14%
A wide range of high-quality programmes for children made in the UK	314 14%	256 14%	40 12%	18 15%	300 15%	11 7%	206 14%	54 14%	54 14%	140 14%	108 12%	164 14%	243 14%	153 13%
Provision of regional programmes and content (including news)	306 14%	252 14%	44 13%	10 8%	283 14%	20 13%	170 12%	69 17% <b>uv</b>	67 18% <b>uv</b>	142 14%	116 13%	176 15%	249 14%	151 13%
Programmes that everyone can watch with and talk about with their family and friends	281 12%	219 12%	41 12%	21 17%	252 12%	28 18%	177 12%	57 14%	46 12%	136 14%	109 12%	154 13%	216 12%	148 12%
Programmes that make people stop and think	277 12%	222 12%	39 11%	17 14%	243 12%	29 19% <b>uv</b>	170 12%	45 11%	62 16%	129 13%	86 9%	129 11%	209 12%	128 11%
Programmes which reflect UK life and values	252 11%	200 11%	41 12%	11 9%	218 11%	31 20% <b>uv</b>	153 10%	66 15% <b>uv</b>	33 9%	102 10%	86 9%	136 12%	204 12%	126 11%
High-quality productions	206 9%	174 10%	26 7%	6 5%	188 9%	12 8%	119 8%	42 10%	46 12%	92 9%	84 9%	126 11%	170 10%	104 9%
Services which are available to everyone	194 9%	135 8%	53 15% <b>q</b>	6 5%	177 9%	14 9%	125 8%	31 8%	38 10%	94 9%	66 7%	101 9%	157 9%	93 8%
A wide range of different types of programmes for everyone	186 8%	147 8%	29 8%	10 8%	178 9%	8 5%	104 7%	57 14% <b>uv</b>	25 7%	103 7%	62 7%	105 9%	161 9%	83 7%
Programmes that help to understand what is going on in the world today	183 8%	155 9%	23 6%	5 4%	170 8%	9 6%	112 8%	40 10%	31 8%	93 9% <b>q</b>	56 6%	96 8%	158 9% <b>q</b>	79 7%
Trusted and accurate UK news	133 6%	112 6%	17 5%	5 4%	124 6%	7 5%	70 5%	35 9% <b>uv</b>	28 7%	66 7%	59 6%	59 5%	98 6%	75 6%
None of these	531 24%	437 24%	70 20%	24 20%	482 23%	34 22%	355 24%	85 21%	91 24%	217 22%	262 28% <b>uvA</b>	308 27% <b>uv</b>	401 23%	336 28% <b>uvA</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Encourages the development of new talent	451	211	239	115	145	188	47	67	56	90	63	65	58	100	152	94	101	252	199
	20%	19%	21%	17%	20%	22%E	16%	17%	16%	24%E	20%	22%	25%EHL	20%	22%	19%	20%	21%	16%
Reflects the diversity of the UK	415	238	176	88	118	207	36	51	65	53	75	84	48	77	127	99	101	205	210
	18%	22%D	15%	13%	16%	25%EFHI	13%	13%	18%	14%	24%EFHI	28%EFHI	22%EH	15%	19%	20%	20%	17%	20%
Features people like them and the places they know	398	191	207	122	108	165	52	70	46	62	56	72	35	80	134	90	87	215	183
	18%	17%	18%	16%	15%	20%FJ	18%	18%	13%	17%	19%	24%FJK	16%	16%	20%	18%	17%	19%	17%
Programmes that bring the nation together for a shared viewing experience	324	157	161	116	109	100	53	63	54	55	40	36	24	75	99	75	64	173	151
	14%	14%	14%	17%G	15%	12%	18%G	16%	15%	15%	13%	12%	11%	15%	15%	15%	12%	15%	14%
Programmes with new ideas and different approaches	322	159	163	86	90	143	30	56	30	61	43	51	49	65	108	61	86	173	148
	14%	14%	14%	13%	12%	17%EFHL	10%	14%	8%	16%L	14%	17%J	22%EFHL	13%	16%	12%	17%	15%	14%
A wide range of high-quality programmes for children made in the UK	314	163	149	108	81	123	56	50	36	45	49	43	31	69	91	90	52	160	154
	14%	15%	13%	16%F	11%	15%	20%FJK	13%	10%	12%	16%	15%	14%	14%	13%	16%R	10%	14%	14%
Provision of regional programmes and content (including news)	306	152	153	106	107	91	48	58	56	51	42	28	21	60	94	86	55	154	152
	14%	14%	13%	15%GM	15%	11%	17%MM	15%	16%	14%	10%	9%	9%	12%	14%	11%R	11%	13%	14%
Programmes that everyone can watch with and talk about with their family and friends	281	154	123	117	84	76	53	64	42	43	26	28	22	66	85	68	52	151	129
	12%	14%	11%	17%FGJL	12%	9%	18%FGJL	16%GLM	12%	12%	8%	9%	10%	13%	13%	13%	10%	13%	12%
Programmes that make people stop and think	277	126	148	98	89	87	45	53	49	41	30	24	33	48	88	65	68	136	142
	12%	11%	13%	14%M	12%	11%	16%MM	14%	14%	11%	10%	8%	15%MM	10%	13%	13%	13%	11%	13%
Programmes which reflect UK life and values	252	121	124	113	72	62	53	61	28	44	24	21	17	42	85	56	64	128	125
	11%	11%	11%	17%FGJL	10%	8%	18%FGJL	18%FGJLM	8%	12%G	8%	7%	8%	8%	13%	11%	13%	11%	12%
High-quality productions	206	80	126	95	72	32	34	61	49	22	18	4	11	48	69	42	42	117	89
	9%	7%	11%G	14%GKLM	10%GM	4%	12%GKLM	16%FGKL	14%GKLMN	6%GM	6%GM	1%	6%GM	10%	10%	8%	8%	10%	8%
Services which are available to everyone	194	99	92	79	55	56	40	39	36	20	17	20	19	30	62	40	58	92	102
	9%	9%	8%	12%GKL	8%	7%	14%FGJL	10%	10%	5%	6%	7%	8%	6%	9%	8%	11%G	8%	9%
A wide range of different types of programmes for everyone	186	105	81	83	54	49	51	32	30	24	18	20	10	47	48	49	36	95	91
	8%	10%	7%	12%FGKLM	7%	6%	18%FGJL	8%	8%	7%	6%	7%	5%	9%	7%	10%	7%	8%	8%
Programmes that help to understand what is going on in the world today	183	121	60	91	54	37	38	53	29	25	13	8	16	41	53	53	33	94	88
	8%	11%D	5%	13%FGKLM	7%MM	5%	13%FGKL	14%FGKLM	6%GM	7%	4%	3%	7%MM	8%	8%	11%	6%	8%	8%
Trusted and accurate UK news	133	69	64	60	54	19	32	28	34	21	10	8	1	14	39	42	35	54	80
	6%	6%	6%	9%GLMN	7%GLMN	2%	11%GKLMN	7%GN	10%GLMN	6%GN	3%	3%	*	3%	6%	8%OS	7%G	5%	7%OS
None of these	531	215	311	98	198	231	26	72	84	113	97	83	51	152	142	91	132	293	237
	24%	20%	27%G	14%	27%EH	28%EH	9%	18%H	24%EH	31%EH	31%EH	28%EH	23%EH	30%PQT	21%	18%	26%Q	25%Q	22%

Jigsaw 2020

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C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Encourages the development of new talent	451 20%	174 20%	62 18%	123 26% <sup>abd</sup>	69 17%	46 25%	57 18%	51 20%	339 21%	112 19%
Reflects the diversity of the UK	415 18%	163 18%	53 16%	127 27% <sup>abd</sup>	54 13%	24 13%	48 15%	41 16%	321 19%	94 16%
Features people like them and the places they know	398 18%	148 17%	63 19%	105 22% <sup>cd</sup>	57 14%	32 17%	60 19%	50 19%	284 17%	113 19%
Programmes that bring the nation together for a shared viewing experience	324 14%	141 16%	52 15%	59 12%	55 14%	27 15%	58 19%	42 16%	217 13%	108 18% <sup>h</sup>
Programmes with new ideas and different approaches	322 14%	125 14%	35 10%	100 21% <sup>abcd</sup>	47 12%	18 10%	35 11%	29 11%	257 15%	64 11%
A wide range of high-quality programmes for children made in the UK	314 14%	119 13%	39 12%	66 14%	58 14%	22 12%	42 13%	29 11%	242 15%	73 12%
Provision of regional programmes and content (including news)	306 14%	136 15% <sup>cd</sup>	48 14%	44 9%	52 13%	22 12%	55 17%	31 12%	219 13%	87 14%
Programmes that everyone can watch with and talk about with their family and friends	281 12%	131 15% <sup>abc</sup>	28 8%	47 10%	49 12%	25 14%	47 15%	37 14%	193 12%	88 14%
Programmes that make people stop and think	277 12%	92 10%	61 18% <sup>acd</sup>	55 12%	53 13%	26 14%	36 11%	31 12%	201 12%	76 13%
Programmes which reflect UK life and values	252 11%	115 13% <sup>cd</sup>	27 8%	33 7%	53 13% <sup>cd</sup>	23 12%	40 13%	38 15%	165 10%	87 14% <sup>h</sup>
High-quality productions	206 9%	94 11% <sup>cd</sup>	37 11% <sup>cd</sup>	15 3%	36 9% <sup>cd</sup>	26 14% <sup>h</sup>	43 14% <sup>h</sup>	27 11%	127 8%	79 13% <sup>h</sup>
Services which are available to everyone	194 9%	89 10%	24 7%	31 7%	30 8%	22 12%	34 11%	29 11%	124 7%	71 12% <sup>h</sup>
A wide range of different types of programmes for everyone	186 8%	92 10% <sup>cd</sup>	26 8%	18 4%	32 8% <sup>cd</sup>	13 13% <sup>gh</sup>	25 16% <sup>gh</sup>	50 6%	110 7%	76 13% <sup>gh</sup>
Programmes that help to understand what is going on in the world today	183 8%	97 11% <sup>cd</sup>	35 10% <sup>cd</sup>	21 4%	21 5%	22 12% <sup>h</sup>	44 14% <sup>h</sup>	28 11% <sup>h</sup>	106 6%	77 13% <sup>h</sup>
Trusted and accurate UK news	133 6%	65 7% <sup>cd</sup>	18 5%	11 2%	25 6% <sup>cd</sup>	19 10% <sup>h</sup>	12 4%	22 8%	86 5%	48 8%
None of these	531 24%	186 21%	91 27%	119 25%	110 28% <sup>ha</sup>	32 18%	55 18%	55 21%	421 25% <sup>h</sup>	110 18%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Encourages the development of new talent	451 20%	38 15%	42 21%	51 25% <b>lo</b>	63 22%	73 23%	27 13%	376 20%	42 23% <b>nor</b>	20 17%	13 20%
Reflects the diversity of the UK	415 18%	66 28% <b>kmpop</b>	32 16%	37 18%	46 16%	53 17%	38 19%	353 19%	28 15%	21 18%	13 20%
Features people like them and the places they know	398 18%	47 19%	29 14%	52 25% <b>lart</b>	49 17%	61 19%	32 16%	339 18%	30 17%	18 16%	10 15%
Programmes that bring the nation together for a shared viewing experience	324 14%	33 13%	22 11%	29 14%	40 14%	48 15%	20 10%	270 14%	27 15%	17 15%	10 15%
Programmes with new ideas and different approaches	322 14%	27 11%	43 21% <b>pop</b>	30 15%	48 16%	38 12%	21 10%	264 14%	31 17%	16 14%	12 17%
A wide range of high-quality programmes for children made in the UK	314 14%	34 14%	43 21% <b>mp</b>	19 9%	36 12%	32 10%	35 17%	263 14%	26 14%	16 14%	9 14%
Provision of regional programmes and content (including news)	306 14%	29 12%	45 22% <b>mpop</b>	31 15%	44 15%	41 13%	20 10%	265 14%	22 12%	12 10%	7 10%
Programmes that everyone can watch with and talk about with their family and friends	281 12%	36 14%	32 16%	36 18%	38 13%	42 13%	25 12%	241 13%	19 11%	14 12%	7 10%
Programmes that make people stop and think	277 12%	26 11%	35 16%	26 13%	41 14%	39 12%	23 11%	235 12%	24 13%	11 10%	8 11%
Programmes which reflect UK life and values	252 11%	22 9%	21 11%	32 16%	38 13%	35 11%	27 13%	208 11%	21 12%	14 12%	9 13%
High-quality productions	206 9%	29 12%	13 6%	15 8%	26 9%	41 13%	17 8%	175 9%	13 7%	10 9%	7 11%
Services which are available to everyone	194 9%	19 8%	15 7%	14 7%	28 10%	27 8%	18 9%	164 9%	18 10% <b>w</b>	6 6%	5 8%
A wide range of different types of programmes for everyone	186 8%	21 8%	20 10%	17 8%	28 10%	20 6%	15 7%	162 9%	10 6%	10 8%	5 7%
Programmes that help to understand what is going on in the world today	183 8%	23 9%	15 7%	15 8%	24 8%	24 8%	17 9%	158 8%	14 8%	6 6%	5 8%
Trusted and accurate UK news	133 6%	26 10% <b>mpop</b>	15 7% <b>m</b>	9 4%	6 2%	22 7% <b>m</b>	4 2%	107 6%	12 7% <b>mo</b>	10 9% <b>mpop</b>	4 6% <b>mpo</b>
None of these	531 24%	60 24%	31 15%	42 21%	72 25%	71 22%	63 31% <b>nor</b>	443 23%	40 22%	32 26% <b>nor</b>	16 24% <b>nor</b>

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\* small base

C3b. Least 3 valuable benefits for UK society

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Encourages the development of new talent	451	416	26	49	60	93	46	68	50	405	46	13	33	405
	20%	21% <u>u</u>	11%	17%	21%	20%	22%	22%	29% <u>w</u>	19%	28% <u>B</u>	17%	37% <u>D</u> <u>F</u>	19%
Reflects the diversity of the UK	415	381	28	54	45	66	35	52	37	375	40	24	16	375
	18%	19% <u>u</u>	11%	18%	16%	14%	17%	17%	21%	18%	24%	33% <u>E</u> <u>F</u>	17%	16%
Features people like them and the places they know	398	353	42	50	62	89	30	64	44	350	48	25	23	350
	18%	18%	17%	17%	22%	19%	14%	21%	23% <u>w</u>	17%	29% <u>B</u>	34% <u>F</u>	25%	17%
Programmes that bring the nation together for a shared viewing experience	324	288	31	57	57	78	30	39	20	301	24	12	11	301
	14%	15%	13%	19%	20%	17%	15%	13%	12%	14%	14%	17%	12%	14%
Programmes with new ideas and different approaches	322	291	27	45	42	50	32	37	25	265	56	23	34	265
	14%	15%	11%	15%	15%	11%	12%	14%	14%	13%	34% <u>B</u>	11% <u>F</u>	37% <u>F</u>	13%
A wide range of high-quality programmes for children made in the UK	314	278	34	39	40	61	20	34	21	304	11	5	6	304
	14%	14%	14%	13%	14%	13%	10%	11%	12%	15% <u>C</u>	6%	6%	7%	15%
Provision of regional programmes and content (including news)	306	277	28	50	42	72	34	42	22	299	7	3	4	299
	14%	14%	12%	17%	15%	16%	17%	14%	12%	14% <u>C</u>	4%	4%	5%	14% <u>C</u>
Programmes that everyone can watch with and talk about with their family and friends	281	255	24	42	28	59	39	32	17	265	16	9	7	265
	12%	13%	10%	14%	10%	13%	19% <u>w</u>	10%	10%	13%	10%	12%	8%	13%
Programmes that make people stop and think	277	223	46	36	38	57	38	37	31	232	46	17	29	232
	12%	11%	19% <u>u</u>	12%	13%	13%	19%	12%	18%	11%	28% <u>B</u>	23% <u>F</u>	32% <u>F</u>	11%
Programmes which reflect UK life and values	252	213	33	39	48	58	24	40	20	239	13	7	6	239
	11%	11%	14%	13%	17%	13%	12%	13%	12%	11%	8%	9%	7%	11%
High-quality productions	206	165	37	24	32	65	21	35	9	201	5	3	3	201
	9%	8%	15% <u>u</u>	8%	11%	14% <u>w</u>	10%	12%	5%	10% <u>C</u>	3%	4%	3%	10%
Services which are available to everyone	194	159	32	29	19	43	27	25	10	185	9	6	3	185
	9%	8%	13%	10%	7%	9%	13%	8%	6%	9%	6%	9%	3%	9%
A wide range of different types of programmes for everyone	186	165	20	26	19	40	22	33	9	182	4	*	4	182
	8%	8%	8%	9%	7%	9%	11%	11%	5%	7% <u>C</u>	3%	*	5%	7% <u>C</u>
Programmes that help to understand what is going on in the world today	183	155	27	24	27	45	20	39	19	178	5	3	2	178
	8%	8%	11%	8%	9%	10%	10%	13%	11%	9% <u>C</u>	3%	4%	2%	9%
Trusted and accurate UK news	133	110	21	14	25	27	22	17	8	132	2	2	-	132
	6%	6%	9%	5%	9%	6%	10%	6%	5%	6% <u>C</u>	1%	2%	-	6% <u>C</u>
None of these	531	476	51	62	52	100	37	79	28	531	-	-	-	531
	24%	24%	21%	21%	18%	22%	18%	28%	16%	25% <u>C</u>	-	-	-	23% <u>C</u>

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 \* small base

C3b. Least 3 valuable benefits for UK society

Base : All respondents

C3a. Top 3 most valuable benefits for UK society																	
	Trusted and accurate UK news	A wide range of different types of programmes for everyone	Programmes which reflect UK life and values	Reflects the diversity of the UK	High-quality productions	Services which are available to everyone	Programmes that help to understand what is going on in the world today	Programmes that everyone can watch with and talk about with their family and friends	Programmes that bring the nation together for a shared viewing experience	Programmes that make people stop and think	Provision of regional programmes and content (including news)	A wide range of high-quality programmes for children made in the UK	Features people like them and the places they know	Programmes with new ideas and different approaches	Encourages the development of new talent	None of these	
Unweighted Base	2257	676	512	489	479	461	441	434	392	388	356	298	273	253	211	183	137
Weighted Base	2257	625	493	481	470	479	437	444	395	399	346	280	290	236	249	191	153
Encourages the development of new talent	451	152	114	89	105	93	110	111	96	80	60	61	71	43	40	-	21
Reflects the diversity of the UK	415	136	100	78	-	130	88	94	99	67	74	57	55	38	54	29	29
Features people like them and the places they know	398	115	92	78	79	74	104	101	69	114	56	59	60	-	31	37	23
Programmes with new ideas and different approaches	322	95	79	69	80	82	82	78	67	65	44	49	58	40	-	36	7
Programmes that bring the nation together for a shared viewing experience	324	87	85	62	63	78	50	73	67	-	62	53	46	44	51	32	21
A wide range of high-quality programmes for children made in the UK	314	102	57	70	52	77	73	72	53	65	48	48	-	51	39	24	21
Provision of regional programmes and content (including news)	306	59	68	71	70	55	76	64	64	75	50	-	52	50	38	28	18
Programmes that make people stop and think	277	82	60	73	53	55	53	50	46	46	-	49	57	42	33	35	23
Programmes that everyone can watch with and talk about with their family and friends	281	83	55	57	61	54	46	50	-	59	44	46	39	43	50	40	22
Programmes which reflect UK life and values	252	57	59	-	51	54	47	40	47	44	49	46	48	29	39	37	25
High-quality productions	206	41	40	51	62	-	48	41	35	42	38	12	33	23	32	30	20
Services which are available to everyone	194	49	35	32	41	44	-	37	51	26	31	23	44	18	30	17	23
A wide range of different types of programmes for everyone	186	44	-	47	33	45	30	37	42	35	45	29	33	29	34	18	10
Programmes that help to understand what is going on in the world today	183	36	21	41	31	41	36	-	36	36	26	28	35	37	42	37	12
Trusted and accurate UK news	133	-	30	31	30	26	24	26	30	22	19	13	26	16	18	12	13
None of these	531	182	134	160	158	135	102	105	95	104	101	60	51	46	55	39	-
	24%	29%	27%	33%	34%	28%	23%	24%	24%	28%	29%	21%	17%	19%	22%	20%	-

"Caution should be used when reviewing any base size under 100"



C3b. Least 3 valuable benefits for UK society

Base : All who value any societally

C3a. Top 3 most valuable benefits for UK society																	
	Trusted and accurate UK news	A wide range of different types of programmes for everyone	Programmes which reflect UK life and values	Reflects the diversity of the UK	High-quality productions	Services which are available to everyone	Programmes that help to understand what is going on in the world today	Programmes that everyone can watch with and talk about with their family and friends	Programmes that bring the nation together for a shared viewing experience	Programmes that make people stop and think	Provision of regional programmes and content (including news)	A wide range of high-quality programmes for children made in the UK	Features people like them and the places they know	Programmes with new ideas and different approaches	Encourages the development of new talent	None of these	
Unweighted Base	2120	676	512	489	479	461	441	434	392	388	356	298	273	253	211	183	-
Weighted Base	2104	625	493	481	470	479	437	444	395	399	346	280	290	236	249	191	-
Encourages the development of new talent	430	152	114	89	105	93	110	111	96	80	60	61	71	43	40	-	-
Reflects the diversity of the UK	386	136	100	78	-	130	88	94	99	67	74	57	55	38	54	29	-
Features people like them and the places they know	375	115	92	78	79	74	104	101	69	114	56	59	60	-	31	37	-
Programmes with new ideas and different approaches	315	95	79	69	80	62	82	78	67	65	44	49	58	40	-	36	-
Programmes that bring the nation together for a shared viewing experience	303	87	85	62	63	78	50	73	67	-	62	53	46	44	51	32	-
A wide range of high-quality programmes for children made in the UK	293	102	57	70	52	77	73	72	53	65	48	48	-	51	39	24	-
Provision of regional programmes and content (including news)	288	59	68	71	70	55	76	64	64	75	50	-	52	50	38	28	-
Programmes that make people stop and think	255	82	60	73	53	55	53	50	46	46	-	49	57	42	33	35	-
Programmes that everyone can watch with and talk about with their family and friends	259	83	55	57	61	54	46	50	-	59	44	46	39	43	50	40	-
Programmes which reflect UK life and values	227	57	59	-	51	54	47	40	47	44	49	46	48	29	39	37	-
High-quality productions	186	41	40	51	62	-	48	41	35	42	38	12	33	23	32	30	-
Services which are available to everyone	172	49	35	32	41	44	-	37	51	26	31	23	44	18	30	17	-
A wide range of different types of programmes for everyone	177	44	-	47	33	45	30	37	42	35	45	29	33	29	34	18	-
Programmes that help to understand what is going on in the world today	171	36	21	41	31	41	36	-	36	36	26	28	35	37	42	37	-
Trusted and accurate UK news	121	-	30	31	30	26	24	26	30	22	19	13	26	16	18	12	-
None of these	531	182	134	160	158	135	102	105	95	104	101	60	51	46	55	39	-
	25%	29%	27%	33%	34%	28%	23%	24%	24%	28%	29%	21%	17%	19%	22%	20%	-

"Caution should be used when reviewing any base size under 100"

C3b. Least 3 valuable benefits for UK society

Base : All who value any societally

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2120	1914	206	1734	1479	1324	1151	1006	556	595	563	352	141	1209	564	347
Weighted Base	2104	1898	207	1700	1424	1250	1118	989	567	607	530	344	138*	1237	531	337
Encourages the development of new talent	430	407	23	364	296	269	245	179	94	106	129	66	23	236	109	85
	20%	21% <sup>ab</sup>	11%	21% <sup>ab</sup>	21% <sup>ab</sup>	22% <sup>ab</sup>	22% <sup>ab</sup>	17%	8%	18%	24%	19%	17%	19%	21%	25% <sup>am</sup>
Reflects the diversity of the UK	386	356	30	317	278	255	225	161	107	104	87	50	15	211	88	86
	18%	19%	14%	19%	20%	20%	20%	16%	19%	17%	16%	14%	11%	17%	17%	26% <sup>am</sup>
Features people like them and the places they know	375	338	37	307	259	240	220	184	110	107	98	67	15	225	73	76
	18%	18%	18%	18%	18%	19%	20%	19%	19%	18%	18%	19%	11%	18%	14%	23% <sup>am</sup>
Programmes with new ideas and different approaches	315	295	20	272	221	195	174	127	76	73	77	39	18	179	77	59
	15%	16%	10%	16%	16%	16%	16%	13%	13%	12%	14%	11%	13%	14%	15%	17%
Programmes that bring the nation together for a shared viewing experience	303	272	32	228	174	164	143	135	98	97	78	54	18	188	72	44
	14%	14%	15%	13%	12%	13%	13%	14%	17% <sup>cd</sup>	16%	15%	16%	13%	15%	14%	13%
A wide range of high-quality programmes for children made in the UK	293	267	26	238	200	172	163	139	97	92	75	50	23	189	50	53
	14%	14%	13%	14%	14%	14%	15%	14%	17%	15%	14%	15%	17%	15% <sup>cd</sup>	9%	15% <sup>cd</sup>
Provision of regional programmes and content (including news)	288	252	36	227	191	162	146	161	86	91	50	60	25	187	73	28
	14%	13%	17%	13%	13%	13%	13%	16%	15%	15%	9%	17% <sup>cd</sup>	18% <sup>cd</sup>	15% <sup>cd</sup>	14%	8%
Programmes that everyone can watch with and talk about with their family and friends	259	223	35	199	171	146	134	117	73	105	61	43	19	177	63	18
	12%	12%	17%	12%	12%	12%	12%	12%	13%	17% <sup>cd</sup>	12%	12%	14%	14% <sup>cd</sup>	12% <sup>cd</sup>	5%
Programmes that make people stop and think	255	227	28	208	157	143	129	129	73	87	53	48	20	166	59	30
	12%	12%	13%	12%	11%	11%	12%	13%	13%	14%	10%	14%	14%	13%	11%	9%
Programmes which reflect UK life and values	227	196	31	170	135	111	106	110	48	80	53	29	26	151	43	33
	11%	10%	15% <sup>ab</sup>	10%	9%	9%	9%	11%	9%	13% <sup>ab</sup>	10%	9%	12% <sup>cd</sup>	12% <sup>cd</sup>	8%	10%
High-quality productions	186	165	21	141	107	96	80	115	53	67	29	54	14	126	44	15
	9%	9%	10%	8%	8%	8%	7%	15% <sup>cd</sup>	9%	13% <sup>cd</sup>	8%	15% <sup>cd</sup>	10%	10% <sup>cd</sup>	8%	5%
A wide range of different types of programmes for everyone	177	156	21	133	105	85	72	91	55	56	31	40	15	136	30	11
	8%	8%	10%	8%	7%	7%	6%	9%	10%	9%	6%	12% <sup>cd</sup>	11%	11% <sup>cd</sup>	6%	3%
Services which are available to everyone	172	156	16	138	114	108	86	84	41	67	42	36	12	122	36	14
	8%	8%	8%	8%	8%	9%	8%	8%	7%	11%	8%	11%	9%	10% <sup>cd</sup>	7%	4%
Programmes that help to understand what is going on in the world today	171	144	27	128	102	78	72	94	44	64	32	37	17	106	48	17
	8%	8%	13% <sup>cd</sup>	8%	7%	6%	6%	10% <sup>cd</sup>	8%	11% <sup>cd</sup>	8%	11%	12%	9%	9%	5%
Trusted and accurate UK news	121	105	16	92	77	63	60	72	44	50	7	37	7	83	30	8
	6%	6%	8%	5%	5%	5%	5%	7%	8%	8% <sup>cd</sup>	1%	11% <sup>cd</sup>	5%	7% <sup>cd</sup>	6%	2%
None of these	531	494	37	453	402	349	316	265	156	127	168	71	36	268	158	104
	25%	26% <sup>ab</sup>	18%	27% <sup>ab</sup>	28% <sup>ab</sup>	28% <sup>ab</sup>	28% <sup>ab</sup>	27% <sup>ab</sup>	28% <sup>ab</sup>	21%	32% <sup>ab</sup>	21%	26%	22%	30% <sup>ab</sup>	31% <sup>ab</sup>

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C3b. Least 3 valuable benefits for UK society

Base : All who value any societally

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2120	1631	375	114	1942	139	1384	380	356	949	913	1078	1593	1183
Weighted Base	2104	1652	338	114*	1917	146*	1381	378	345	949	873	1102	1628	1137
Encourages the development of new talent	430 20%	328 20%	77 23%	26 22%	380 20%	37 25%	287 21%	80 21%	63 18%	190 20%	181 21%	221 20%	325 20%	245 22%
Reflects the diversity of the UK	386 18%	281 17%	71 21%	33 29% <b>up</b>	362 19%	21 14%	275 14%	64 20% <b>up</b>	47 17%	155 16%	167 19%	187 17%	298 18%	215 19%
Features people like them and the places they know	375 18%	313 19%	45 13%	17 15%	335 17%	30 20%	247 18%	59 16%	69 20%	167 18%	149 17%	195 18%	285 18%	194 17%
Programmes with new ideas and different approaches	315 15%	222 13%	65 19% <b>up</b>	28 24% <b>up</b>	293 15%	19 13%	229 17%	48 13%	38 11%	136 14%	137 16%	141 13%	233 14%	163 14%
Programmes that bring the nation together for a shared viewing experience	303 14%	250 15%	39 12%	15 13%	273 14%	24 17%	194 14%	58 15%	52 15%	134 14%	129 15%	164 15%	230 14%	165 14%
A wide range of high-quality programmes for children made in the UK	293 14%	238 14%	38 11%	17 15%	279 15%	11 8%	190 14%	50 13%	53 15%	133 14%	102 12%	158 14%	229 14%	145 13%
Provision of regional programmes and content (including news)	288 14%	239 14%	39 12%	9 8%	265 14%	19 13%	157 11%	66 18% <b>up</b>	64 19% <b>up</b>	134 14%	109 12%	172 16%	237 15%	143 13%
Programmes that everyone can watch with and talk about with their family and friends	289 12%	199 12%	40 12%	19 17%	234 12%	24 16%	166 12%	53 14%	40 12%	126 13%	105 12%	149 14%	204 13%	143 13%
Programmes that make people stop and think	255 12%	201 12%	37 11%	16 14%	222 12%	28 19% <b>up</b>	182 12%	42 11%	51 15%	116 12%	80 9%	120 11%	189 12%	118 10%
Programmes which reflect UK life and values	227 11%	180 11%	38 11%	9 8%	197 10%	27 19% <b>up</b>	139 10%	60 18% <b>up</b>	28 8%	94 10%	76 9%	129 12%	188 12%	116 10%
High-quality productions	186 9%	155 9%	25 8%	5 4%	168 9%	12 8%	103 7%	38 10%	45 13% <b>up</b>	92 10%	76 9%	116 11%	159 10%	93 8%
A wide range of different types of programmes for everyone	177 8%	140 8%	27 8%	10 9%	168 9%	8 6%	100 7%	56 16% <b>up</b>	21 6%	99 10% <b>up</b>	59 7%	102 9%	155 10%	79 7%
Services which are available to everyone	172 8%	114 7%	53 16% <b>up</b>	5 4%	156 8%	12 8%	110 8%	29 8%	33 10%	91 10%	60 7%	89 8%	145 9%	84 7%
Programmes that help to understand what is going on in the world today	171 8%	145 9%	23 7%	4 3%	162 8%	7 5%	105 8%	38 10%	29 8%	92 10% <b>up</b>	53 6%	90 8%	149 10% <b>up</b>	76 7%
Trusted and accurate UK news	121 6%	99 6%	17 5%	5 4%	113 6%	7 5%	64 5%	33 9% <b>up</b>	24 7%	63 7%	53 6%	53 5%	89 5%	69 6%
None of these	531 25%	437 26%	70 21%	24 21%	482 25%	34 23%	355 26%	85 22%	91 26%	217 23%	262 30% <b>up</b>	308 28% <b>up</b>	401 25%	336 30% <b>up</b>

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C3b. Least 3 valuable benefits for UK society

Base : All who value any societaly

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2120	1016	1088	573	625	904	245	328	303	322	352	320	232	455	666	414	525	1121	999
Weighted Base	2104	1026	1066	633	669	785	260	373	321	348	292	285	208	478	653	464	461	1131	973
Encourages the development of new talent	430	203	227	110	136	180	45	65	54	82	63	54	94	148	92	92	242	188	199
Reflects the diversity of the UK	386	223	163	82	105	195	34	49	59	47	71	78	46	72	122	94	88	193	192
Features people like them and the places they know	375	177	197	117	104	151	49	67	46	58	53	67	31	74	128	85	81	202	173
Programmes with new ideas and different approaches	315	157	158	83	90	139	29	54	30	61	41	49	49	63	105	61	83	169	146
Programmes that bring the nation together for a shared viewing experience	303	148	150	103	102	98	42	61	52	50	38	36	24	73	94	70	57	167	136
A wide range of high-quality programmes for children made in the UK	293	150	140	103	76	113	53	50	34	43	43	41	29	68	87	86	43	155	138
Provision of regional programmes and content (including news)	288	144	143	97	101	89	43	54	54	46	42	28	19	57	90	82	50	147	141
Programmes that everyone can watch with and talk about with their family and friends	259	144	112	109	74	74	47	62	36	38	25	26	22	64	81	61	45	145	114
Programmes that make people stop and think	255	111	142	87	82	84	41	47	42	40	28	24	31	46	81	57	64	127	127
Programmes which reflect UK life and values	227	112	110	108	61	56	49	59	21	40	22	19	15	40	82	48	56	122	106
High-quality productions	186	77	109	89	62	30	32	57	40	22	16	3	11	44	62	40	37	106	80
A wide range of different types of programmes for everyone	177	100	76	81	50	46	49	32	28	22	16	20	10	46	48	47	31	94	82
Services which are available to everyone	172	86	85	68	50	52	34	34	33	17	16	19	17	26	62	34	49	88	84
Programmes that help to understand what is going on in the world today	171	110	58	85	52	34	32	53	29	23	12	6	16	39	52	49	31	91	80
Trusted and accurate UK news	121	63	58	56	49	16	29	27	29	20	7	8	1	12	39	38	32	51	70
None of these	531	215	311	98	198	231	26	72	84	113	97	83	51	152	142	91	132	293	237

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C3b. Least 3 valuable benefits for UK society

Base : All who value any societally

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2120	808	299	529	354	160	275	230	1596	524
Weighted Base	2104	850	325	458	358	174*	302	238	1537	567
Encourages the development of new talent	430	170	61	117	63	43	53	49	325	105
	20%	20%	19%	26% <b>cd</b>	18%	25%	18%	21%	21%	18%
Reflects the diversity of the UK	386	152	53	120	47	24	47	33	300	85
	18%	18%	16%	26% <b>abcd</b>	13%	14%	16%	14%	20%	15%
Features people like them and the places they know	375	143	63	95	52	30	60	46	267	107
	18%	17%	19%	21%	15%	17%	20%	19%	17%	19%
Programmes with new ideas and different approaches	315	122	35	98	46	18	35	29	250	64
	15%	14%	11%	21% <b>abcd</b>	13%	10%	12%	12%	16% <b>h</b>	11%
Programmes that bring the nation together for a shared viewing experience	303	135	48	59	47	24	58	37	203	101
	14%	16%	15%	13%	13%	14%	19% <b>gh</b>	16%	13%	18% <b>gh</b>
A wide range of high-quality programmes for children made in the UK	293	115	37	63	52	21	41	26	223	69
	14%	13%	11%	14%	14%	12%	13%	11%	15%	12%
Provision of regional programmes and content (including news)	288	127	48	42	49	20	55	31	203	85
	14%	15% <b>bc</b>	15%	9%	14%	12%	18%	13%	13%	15%
Programmes that everyone can watch with and talk about with their family and friends	259	128	28	45	41	23	47	31	177	82
	12%	15% <b>abc</b>	9%	10%	11%	13%	16%	13%	12%	14%
Programmes that make people stop and think	255	86	55	55	45	25	35	25	185	70
	12%	10%	17% <b>cd</b>	12%	13%	14%	12%	10%	12%	12%
Programmes which reflect UK life and values	227	110	23	29	46	19	38	34	149	78
	11%	13% <b>abc</b>	7%	6%	13% <b>bc</b>	11%	13%	14%	10%	14% <b>gh</b>
High-quality productions	186	86	35	15	33	24	41	27	111	75
	9%	10% <b>bc</b>	11% <b>cd</b>	3%	9% <b>c</b>	14% <b>gh</b>	14% <b>gh</b>	11%	7%	13% <b>gh</b>
A wide range of different types of programmes for everyone	177	91	26	18	26	24	47	13	103	73
	8%	11% <b>bc</b>	8%	4%	7%	14% <b>gh</b>	16% <b>gh</b>	5%	7%	13% <b>gh</b>
Services which are available to everyone	172	87	23	29	22	17	32	25	109	62
	8%	10%	7%	6%	6%	10%	11%	10%	7%	11% <b>gh</b>
Programmes that help to understand what is going on in the world today	171	95	34	18	18	21	44	28	96	75
	8%	11% <b>cd</b>	11% <b>cd</b>	4%	5%	11% <b>gh</b>	15% <b>gh</b>	12% <b>gh</b>	6%	13% <b>gh</b>
Trusted and accurate UK news	121	62	16	11	20	17	11	20	77	44
	6%	7% <b>c</b>	5%	2%	6% <b>cd</b>	10% <b>d</b>	4%	8%	5%	8%
None of these	531	186	91	119	110	32	55	55	421	110
	25%	22%	28%	26%	31% <b>de</b>	19%	18%	23%	27% <b>gh</b>	19%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

C3b. Least 3 valuable benefits for UK society

Base : All who value any societaly

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2120	123	97	105	143	159	96	943	388	390	399
Weighted Base	2104	232	179*	192	274	299	195*	1784	169	106	65
Encourages the development of new talent	430 20%	38 17%	38 21%	47 25%	63 23%	69 23%	27 14%	358 20%	40 24% <b>o</b>	19 18%	13 20%
Reflects the diversity of the UK	386 18%	58 25% <b>o</b>	30 17%	32 16%	40 15%	50 17%	38 20%	327 19%	27 16%	19 18%	12 19%
Features people like them and the places they know	375 18%	44 19%	27 15%	48 25% <b>o</b>	47 17%	53 18%	30 16%	319 18%	29 17%	16 15%	10 15%
Programmes with new ideas and different approaches	315 15%	27 12%	41 23% <b>o</b>	30 16%	48 18%	38 13%	21 11%	258 15%	30 18%	15 18%	11 18%
Programmes that bring the nation together for a shared viewing experience	303 14%	31 14%	20 11%	29 15%	36 13%	48 16%	20 10%	252 14%	26 15%	16 15%	9 14%
A wide range of high-quality programmes for children made in the UK	293 14%	32 14%	38 21% <b>o</b>	17 9%	34 12%	32 11%	32 16%	245 14%	23 14%	15 14%	9 14%
Provision of regional programmes and content (including news)	288 14%	29 12%	43 24% <b>o</b>	29 15%	39 14%	40 13%	18 9%	250 14% <b>o</b>	20 12%	11 10%	6 10%
Programmes that everyone can watch with and talk about with their family and friends	259 12%	31 13%	30 17%	34 18% <b>o</b>	35 13%	38 13%	23 12%	222 13%	18 11%	13 12%	6 10%
Programmes that make people stop and think	255 12%	25 11%	28 15%	24 13%	33 12%	39 13%	23 12%	214 12%	23 13%	10 10%	8 12%
Programmes which reflect UK life and values	227 11%	17 7%	21 12%	30 15%	36 13%	33 11%	27 14%	186 11%	20 12%	12 12%	9 13% <b>o</b>
High-quality productions	186 9%	25 11%	11 6%	15 8%	26 9%	35 12%	15 8%	157 9%	12 7%	9 8%	7 11%
A wide range of different types of programmes for everyone	177 8%	19 8%	19 10%	17 9%	28 10%	20 7%	15 8%	155 9%	9 5%	8 8%	5 7%
Services which are available to everyone	172 8%	19 8%	13 7%	14 7%	22 8%	27 9%	14 7%	144 8%	17 10% <b>o</b>	6 6%	5 8%
Programmes that help to understand what is going on in the world today	171 8%	21 9%	15 8%	14 7%	24 9%	22 7%	15 8%	147 8%	13 8%	6 6%	5 8%
Trusted and accurate UK news	121 6%	26 11% <b>o</b>	11 6%	9 5%	6 2%	20 7%	4 2%	99 6%	10 6% <b>o</b>	8 6% <b>o</b>	3 5%
None of these	531 25%	60 26%	31 17%	42 22%	72 26%	71 24%	63 32% <b>o</b>	443 25%	40 24%	32 30% <b>o</b>	16 25%

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\* small base

C3b. Least 3 valuable benefits for UK society

Base : All who value any societally

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2120	1954	152	275	250	424	188	285	166	1861	259	129	130	1861
Weighted Base	2104	1864	224	278	281	450	204	285	168	1940	164	74*	91*	1940
Encourages the development of new talent	430	399	24	49	60	91	46	62	48	384	46	13	33	384
	20%	21% <u>u</u>	11%	18%	22%	20%	23%	22%	29% <u>w</u>	20%	28% <u>B</u>	17%	37% <u>D</u> <u>F</u>	20%
Reflects the diversity of the UK	386	354	28	52	44	66	34	44	35	346	40	24	16	346
	18%	19%	12%	19%	16%	15%	17%	16%	21%	18%	24%	33% <u>E</u> <u>F</u>	17%	16%
Features people like them and the places they know	375	335	40	47	62	86	30	56	42	327	48	25	23	327
	18%	18%	18%	17%	22%	19%	19%	20%	26%	17%	29% <u>B</u>	34% <u>F</u>	25%	17%
Programmes with new ideas and different approaches	315	285	27	45	42	50	30	37	25	259	56	23	34	259
	15%	15%	12%	16%	15%	11%	15%	13%	15%	13%	34% <u>B</u>	31% <u>F</u>	37% <u>F</u>	13%
Programmes that bring the nation together for a shared viewing experience	303	272	27	51	54	78	29	35	19	280	24	12	11	280
	14%	15%	12%	19%	19%	17%	14%	12%	11%	14%	14%	17%	12%	14%
A wide range of high-quality programmes for children made in the UK	293	260	31	39	39	61	20	31	21	282	11	5	6	282
	14%	14%	14%	14%	14%	14%	10%	11%	13%	15% <u>C</u>	6%	6%	7%	15%
Provision of regional programmes and content (including news)	288	263	24	46	42	70	32	40	22	281	7	3	4	281
	14%	14%	11%	17%	15%	16%	16%	14%	13%	14% <u>C</u>	4%	4%	5%	14% <u>D</u>
Programmes that everyone can watch with and talk about with their family and friends	259	239	20	39	27	59	38	27	17	243	16	9	7	243
	12%	13%	9%	14%	10%	13%	19% <u>w</u> <u>z</u>	10%	10%	13%	10%	12%	8%	13%
Programmes that make people stop and think	255	206	42	33	34	57	36	35	31	209	46	17	29	209
	12%	11%	19% <u>u</u>	12%	12%	15%	18%	12%	18%	11%	28% <u>B</u>	23% <u>F</u>	32% <u>F</u>	11%
Programmes which reflect UK life and values	227	193	33	33	45	58	24	37	17	214	13	7	6	214
	11%	10%	15%	12%	16%	13%	12%	13%	10%	11%	8%	9%	7%	11%
High-quality productions	186	149	37	20	30	65	21	35	9	181	5	3	3	181
	9%	8%	16% <u>u</u>	7%	11%	14% <u>w</u> <u>A</u>	10%	12%	5%	8% <u>C</u>	3%	4%	3%	9%
A wide range of different types of programmes for everyone	177	157	19	26	19	39	22	32	9	172	4	*	4	172
	8%	8%	9%	9%	7%	9%	11%	11%	6%	8% <u>C</u>	3%	*	5%	9% <u>D</u>
Services which are available to everyone	172	146	25	24	19	40	27	21	10	163	9	6	3	163
	8%	8%	11%	9%	7%	9%	13%	7%	6%	8%	6%	9%	3%	8%
Programmes that help to understand what is going on in the world today	171	147	22	22	26	45	20	38	19	166	5	3	2	166
	8%	8%	10%	8%	9%	10%	10%	13%	11%	9% <u>C</u>	3%	4%	2%	9%
Trusted and accurate UK news	121	100	19	14	23	27	22	17	8	119	2	2	-	119
	6%	5%	9%	5%	8%	6%	11%	6%	5%	6% <u>C</u>	1%	2%	-	6% <u>E</u>
None of these	531	476	51	62	52	100	37	79	28	531	-	-	-	531
	25%	26%	23%	22%	18%	22%	18%	20% <u>w</u> <u>A</u>	16%	27% <u>C</u>	-	-	-	27% <u>D</u>

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 \* small base

C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2287	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2287	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Trusted and accurate UK news	1179	1092	87	996	852	746	682	524	305	297	351	163	65	638	317	224
High-quality productions	1120	1022	98	932	817	704	656	519	322	311	318	157	63	621	324	174
A wide range of different types of programmes for me	1063	981	82	897	785	691	628	498	284	276	264	176	62	592	278	193
Programmes that I can watch with and talk about with my family and friends	1016	928	88	827	709	662	565	533	307	332	230	187	59	603	243	170
Programmes that help to understand what is going on in the world today	936	861	75	766	654	574	523	443	237	255	256	128	65	546	215	176
Programmes which reflect UK life and values	852	777	75	716	583	523	473	400	240	238	208	134	50	506	226	120
Programmes that make me stop and think	808	740	68	645	528	459	430	391	211	240	212	138	76	482	218	107
Services which are available to everyone	790	720	70	661	559	487	440	391	231	227	212	136	52	482	195	123
Programmes that bring the nation together for a shared viewing experience	748	685	63	611	518	467	422	396	245	247	166	141	42	469	178	100
Reflects the diversity of the UK	672	614	59	564	467	398	363	384	207	217	196	150	60	418	169	85
Provision of regional programmes and content (including news)	616	573	43	535	465	412	364	247	151	151	188	69	38	317	157	142
A wide range of high-quality programmes for children made in the UK	615	539	75	471	399	349	310	312	187	193	142	128	33	394	139	81
Programmes with new ideas and different approaches	608	543	65	480	389	321	293	339	192	231	122	122	57	405	142	61
Features people like me and the places I know	540	480	60	427	335	294	263	264	136	186	131	83	48	314	147	79
Encourages the development of new talent	420	357	63	312	232	214	204	229	116	142	70	79	38	290	100	30
None of these	312	230	82	192	145	127	110	114	65	47	50	54	28	167	76	69



C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123	2061	153*	1475	401	381	1002	928	1160	1728	1198
Trusted and accurate UK news	1179	906	200	72	1076	76	825	172	182	503	523	618	901	660
52%	52%	51%	57%	59%	52%	51%	53% <b>low</b>	43%	46%	50%	53% <b>low</b>	53%	53%	55%
High-quality productions	1120	852	207	60	1084	66	762	170	168	525	478	586	900	611
50%	50%	46%	50% <b>low</b>	49%	50%	43%	52% <b>low</b>	42%	49%	52%	52%	51%	52%	51%
A wide range of different types of programmes for me	1063	822	179	62	961	76	716	172	175	434	489	580	817	615
47%	47%	46%	51%	50%	47%	50%	49%	43%	46%	43%	53% <b>low</b> A	60% <b>low</b>	47%	51% <b>low</b>
Programmes that I can watch with and talk about with my family and friends	1016	813	166	38	944	55	626	212	178	459	420	556	805	561
45%	45%	46% <b>low</b>	47% <b>low</b>	31%	46%	36%	42%	53% <b>low</b>	47%	46%	45%	48%	47%	47%
Programmes that help to understand what is going on in the world today	936	746	146	45	853	63	621	170	145	414	398	493	706	514
41%	41%	42%	42%	36%	41%	41%	42%	43%	38%	41%	43%	43%	41%	43%
Programmes which reflect UK life and values	852	681	124	48	767	68	548	169	135	398	358	447	672	449
38%	38%	38%	35%	39%	37%	44%	37%	42%	36%	40%	39%	39%	39%	37%
Programmes that make me stop and think	808	659	118	31	735	50	504	167	137	360	323	447	639	431
36%	36%	33% <b>low</b>	34%	25%	36%	33%	34%	42% <b>low</b>	36%	36%	35%	39%	37%	36%
Services which are available to everyone	790	630	118	42	725	44	502	141	147	339	353	427	607	463
35%	35%	35%	34%	34%	35%	29%	34%	35%	39%	34%	38%	37%	35%	39%
Programmes that bring the nation together for a shared viewing experience	748	605	104	38	687	51	456	179	113	365	310	432	598	423
33%	33%	34%	30%	31%	33%	33%	31%	46% <b>low</b>	30%	36%	33%	37%	35%	35%
Reflects the diversity of the UK	672	557	93	22	621	31	401	137	135	306	292	407	540	392
30%	30%	31% <b>low</b>	26%	18%	30% <b>low</b>	20%	27%	34% <b>low</b>	35% <b>low</b>	30%	31%	35%	31%	33%
Provision of regional programmes and content (including news)	616	470	108	39	546	56	461	87	68	260	278	308	435	364
27%	27%	26%	31%	32%	26%	37% <b>low</b>	31% <b>low</b>	22%	18%	26%	30% <b>low</b> A	27%	25%	30% <b>low</b> A
A wide range of high-quality programmes for children made in the UK	615	480	112	23	557	50	376	119	120	278	232	315	501	305
27%	27%	27%	32% <b>low</b>	19%	27%	32%	25%	30%	31%	28%	25%	27%	29%	25%
Programmes with new ideas and different approaches	608	508	78	21	541	60	341	150	118	297	233	339	490	309
27%	27%	29% <b>low</b>	22%	17%	26%	39% <b>low</b>	23%	37% <b>low</b>	31% <b>low</b>	30%	25%	29%	28%	26%
Features people like me and the places I know	540	453	72	16	485	45	333	101	106	261	205	291	406	281
24%	24%	25% <b>low</b>	20%	13%	24%	29%	23%	25%	28%	26%	22%	25%	23%	23%
Encourages the development of new talent	420	350	54	16	377	32	259	74	87	209	149	229	342	211
19%	19%	20%	15%	13%	18%	21%	18%	19%	23%	21% <b>low</b>	16%	20%	20%	18%
None of these	312	260	25	28	291	14	199	48	65	114	122	131	212	152
14%	14%	15% <b>low</b>	7%	23% <b>low</b>	14%	9%	14%	12%	17%	11%	13%	11%	12%	13%

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C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	Gender		Age										Social Grade						
	Total	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Trusted and accurate UK news	1179	586	587	270	374	528	107	162	160	215	175	194	157	316	351	232	260	667	512
	52%	53%	51%	40%	42% <b>MEH</b>	44% <b>EFHJ</b>	37%	42%	45%	48% <b>EHJL</b>	46% <b>MEHJ</b>	46% <b>EFHJ</b>	41% <b>MEFHJ</b>	43% <b>QRT</b>	52%	46%	51%	67% <b>OT</b>	46%
High-quality productions	1120	569	546	263	349	496	99	164	159	190	184	197	115	280	336	247	230	617	503
	50%	52%	48%	39%	48% <b>EH</b>	60% <b>EFHJ</b>	34%	42%	45% <b>MH</b>	51% <b>EH</b>	59% <b>EFHJ</b>	67% <b>EFHJ</b>	52% <b>EH</b>	56% <b>RT</b>	50%	49%	45%	52% <b>RT</b>	47%
A wide range of different types of programmes for me	1063	444	614	266	333	455	109	158	163	170	167	165	122	248	317	241	234	565	497
	47%	40%	54% <b>GC</b>	39%	46% <b>LE</b>	53% <b>EFHJ</b>	37%	40%	46%	46%	54% <b>MEHJ</b>	53% <b>EFHJ</b>	55% <b>MEHJ</b>	49%	47%	48%	46%	48%	46%
Programmes that I can watch with and talk about with my family and friends	1016	455	556	315	313	382	113	202	162	152	140	135	107	211	319	219	247	530	486
	45%	41%	49% <b>GC</b>	46%	43%	46%	39%	52% <b>MFHK</b>	46%	41%	45%	46%	49%	42%	47%	44%	48%	45%	45%
Programmes that help to understand what is going on in the world today	936	435	496	267	276	388	113	154	130	146	132	140	114	230	275	211	198	505	432
	41%	40%	43%	39%	38%	47% <b>EF</b>	39%	40%	37%	39%	42%	47% <b>FJ</b>	62% <b>EFHJ</b>	46%	41%	42%	38%	43%	40%
Programmes which reflect UK life and values	852	410	434	260	274	313	112	149	133	142	112	111	90	188	268	196	184	456	396
	38%	37%	38%	38%	38%	38%	38%	38%	37%	38%	36%	38%	41%	37%	40%	39%	36%	39%	37%
Programmes that make me stop and think	808	381	419	270	242	290	99	171	116	126	126	104	60	175	266	178	166	442	366
	36%	35%	37%	40% <b>KN</b>	33%	35%	34%	44% <b>FGJKR</b>	33%	34%	40% <b>KN</b>	35%	27%	35%	39% <b>KR</b>	35%	32%	37%	34%
Services which are available to everyone	790	408	379	231	247	303	103	128	106	141	110	116	76	166	242	188	175	409	381
	35%	37%	33%	34%	34%	37%	35%	33%	30%	38%	35%	39% <b>L</b>	35%	33%	36%	38%	34%	35%	35%
Programmes that bring the nation together for a shared viewing experience	748	330	412	252	248	242	96	155	130	118	91	86	65	191	226	162	159	417	331
	33%	30%	36% <b>GC</b>	37% <b>GC</b>	34%	29%	33%	40% <b>GMLMN</b>	37% <b>GC</b>	32%	29%	29%	29%	38% <b>L</b>	33%	32%	31%	35%	31%
Reflects the diversity of the UK	672	299	367	218	249	198	92	126	115	134	80	74	44	169	208	134	146	377	296
	30%	27%	32% <b>GC</b>	32% <b>GN</b>	34% <b>GMLMN</b>	24%	31% <b>GN</b>	35% <b>GN</b>	32% <b>GN</b>	35% <b>GMLMN</b>	26%	25%	20%	34%	31%	27%	28%	32%	27%
Provision of regional programmes and content (including news)	616	313	299	170	164	277	91	79	63	101	95	93	89	130	179	147	151	309	307
	27%	29%	26%	25% <b>L</b>	23%	34% <b>EFJL</b>	31% <b>FJL</b>	20%	18%	27% <b>J</b>	31% <b>FJL</b>	32% <b>FJL</b>	40% <b>EFJL</b>	26%	26%	29%	29%	26%	29%
A wide range of high-quality programmes for children made in the UK	615	283	329	202	216	191	79	123	123	94	75	73	43	113	185	156	143	297	317
	27%	26%	29%	30% <b>GN</b>	30% <b>GN</b>	23%	27%	31% <b>GN</b>	35% <b>GKLM</b>	26%	24%	25%	19%	22%	27%	31% <b>GC</b>	28%	25%	29% <b>GC</b>
Programmes with new ideas and different approaches	608	292	309	261	192	150	95	168	98	95	68	53	28	151	215	119	111	368	242
	27%	27%	27%	38% <b>FGJK</b>	27% <b>GMLN</b>	18%	33% <b>GMLN</b>	45% <b>FGJK</b>	28% <b>GMLN</b>	25% <b>GN</b>	22% <b>KN</b>	18%	13%	30% <b>RT</b>	32% <b>QRT</b>	24%	22%	31% <b>QRT</b>	23%
Features people like me and the places I know	540	260	276	204	159	174	88	116	81	78	69	57	47	108	170	119	133	278	262
	24%	24%	24%	30% <b>FGML</b>	22%	21%	30% <b>FGKM</b>	30% <b>FGKM</b>	23%	21%	22%	19%	21%	22%	25%	24%	26%	24%	24%
Encourages the development of new talent	420	214	198	179	143	91	82	98	75	67	28	37	26	69	147	85	107	216	204
	19%	20%	17%	25% <b>FGKL</b>	20% <b>GMLN</b>	11%	28% <b>FGKL</b>	25% <b>GMLN</b>	21% <b>GMLN</b>	14% <b>GL</b>	9%	13%	12%	14%	22% <b>GC</b>	17%	21% <b>GC</b>	18%	19%
None of these	312	156	147	82	108	113	44	38	60	48	41	40	33	59	78	67	91	138	174
	14%	14%	13%	12%	15%	14%	15%	10%	17% <b>L</b>	13%	13%	13%	15%	12%	12%	13%	18% <b>OPS</b>	12%	16% <b>PS</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Trusted and accurate UK news	1179	432	198	309	182	77	137	112	932	247
	52%	49%	69% <sup>abd</sup>	65% <sup>acd</sup>	46%	42%	44%	43%	56% <sup>efgh</sup>	41%
High-quality productions	1120	448	154	291	172	75	154	128	841	279
	50%	50%	46%	61% <sup>abcd</sup>	43%	40%	49%	49%	51% <sup>ef</sup>	46%
A wide range of different types of programmes for me	1063	374	189	268	171	82	131	108	812	250
	47%	42%	56% <sup>acd</sup>	56% <sup>acd</sup>	43%	44%	42%	42%	49% <sup>gh</sup>	41%
Programmes that I can watch with and talk about with my family and friends	1016	407	148	213	194	98	156	103	734	282
	45%	46%	44%	45%	49%	53% <sup>gh</sup>	50%	40%	44%	47%
Programmes that help to understand what is going on in the world today	936	357	153	218	156	66	132	87	698	239
	41%	40%	45%	46%	39%	36%	42%	33%	42% <sup>gh</sup>	39%
Programmes which reflect UK life and values	852	344	125	174	152	72	115	100	620	232
	38%	39%	37%	36%	38%	39%	37%	38%	38%	38%
Programmes that make me stop and think	808	347	133	147	127	61	115	96	581	227
	36%	39% <sup>bc</sup>	39% <sup>bc</sup>	31%	32%	33%	37%	37%	35%	37%
Services which are available to everyone	790	312	122	180	128	61	116	82	579	211
	35%	35%	36%	38%	32%	33%	37%	32%	35%	35%
Programmes that bring the nation together for a shared viewing experience	748	320	108	134	143	71	135	79	512	235
	33%	36% <sup>bc</sup>	32%	28%	36% <sup>bc</sup>	38%	42% <sup>efgh</sup>	31%	31%	39% <sup>gh</sup>
Reflects the diversity of the UK	672	304	109	113	109	65	84	75	501	172
	30%	34% <sup>bc</sup>	32% <sup>cd</sup>	24%	27%	35%	27%	29%	30%	28%
Provision of regional programmes and content (including news)	616	237	85	168	95	39	78	69	466	150
	27%	27%	25%	35% <sup>abcd</sup>	24%	21%	25%	27%	28%	25%
A wide range of high-quality programmes for children made in the UK	615	270	107	102	109	68	135	81	391	223
	27%	33% <sup>bc</sup>	32% <sup>cd</sup>	21%	27%	37% <sup>gh</sup>	43% <sup>efgh</sup>	31% <sup>gh</sup>	24%	37% <sup>gh</sup>
Programmes with new ideas and different approaches	608	293	88	70	109	76	94	65	421	187
	27%	33% <sup>bc</sup>	26% <sup>cd</sup>	15%	27% <sup>bc</sup>	41% <sup>efgh</sup>	30%	25%	26%	31%
Features people like me and the places I know	540	226	89	99	91	50	93	71	369	172
	24%	25%	27%	21%	23%	33% <sup>gh</sup>	29% <sup>gh</sup>	27%	22%	29% <sup>gh</sup>
Encourages the development of new talent	420	185	77	58	78	61	83	61	258	161
	19%	21% <sup>bc</sup>	23% <sup>cd</sup>	12%	18% <sup>bc</sup>	33% <sup>gh</sup>	26% <sup>gh</sup>	24% <sup>gh</sup>	16%	27% <sup>gh</sup>
None of these	312	90	25	71	73	17	23	30	254	58
	14%	10%	8%	16% <sup>abcd</sup>	16% <sup>abcd</sup>	9%	7%	12%	15% <sup>gh</sup>	10%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Trusted and accurate UK news	1179	134	109	99	147	157	110	978	103	61	36
52%		54%	54%	49%	50%	50%	54%	52%	57%	54%	54%
High-quality productions	1120	124	110	105	129	158	91	944	84	61	30
50%		50%	54%	52%	44%	50%	45%	50%	47%	54%mp	45%
A wide range of different types of programmes for me	1063	138	89	112	134	134	92	893	85	53	32
47%		55%mp	44%	55%mp	46%	42%	45%	47%	47%	47%	47%
Programmes that I can watch with and talk about with my family and friends	1016	106	86	99	127	135	97	846	90	50	30
45%		43%	42%	49%	43%	43%	48%	45%	50%	44%	45%
Programmes that help to understand what is going on in the world today	936	108	81	78	138	128	97	787	74	49	26
41%		43%	40%	38%	47%	41%	48%	42%	41%	44%	38%
Programmes which reflect UK life and values	852	106	73	64	106	137	70	717	68	42	25
38%		43%	36%	32%	36%	43%	35%	38%	37%	36%	37%
Programmes that make me stop and think	808	100	67	61	122	112	65	686	58	40	23
36%		40%	33%	30%	42%mp	35%	32%	36%	32%	35%	34%
Services which are available to everyone	790	80	74	74	105	113	72	659	59	45	26
35%		32%	36%	36%	36%	36%	36%	35%	33%	40%mp	39%
Programmes that bring the nation together for a shared viewing experience	748	99	69	80	125	108	52	642	53	31	22
33%		40%mp	34%	39%mp	43%mp	34%	26%	34%mp	29%	28%	32%
Reflects the diversity of the UK	672	69	57	56	93	98	64	557	56	39	19
30%		28%	28%	27%	32%	31%	32%	29%	31%	35%mp	29%
Provision of regional programmes and content (including news)	616	63	54	58	65	96	74	502	52	38	25
27%		25%	27%	29%	22%	30%	36%mp	26%	29%	33%mp	37%mp
A wide range of high-quality programmes for children made in the UK	615	59	59	58	89	86	59	518	47	31	18
27%		24%	29%	28%	30%	27%	29%	27%	26%	27%	26%
Programmes with new ideas and different approaches	608	69	57	49	115	92	56	524	38	28	18
27%		28%	28%	24%	39%mp	29%mp	28%	28%mp	21%	25%	26%
Features people like me and the places I know	540	56	51	55	69	84	43	452	41	28	19
24%		23%	25%	27%	24%	26%	21%	24%	23%	25%	29%
Encourages the development of new talent	420	60	44	27	59	58	26	352	36	18	15
19%		24%mp	21%	13%	20%	18%	13%	16%	20%	16%	21%mp
None of these	312	35	38	18	34	44	29	266	24	14	8
14%		14%	19%mp	9%	11%	14%	14%	14%	13%	12%	11%

Jigsaw 2020

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C1a/C2a/C3a. Top 3 most valuable benefits for you personally/family and friends/society

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Trusted and accurate UK news	1179	1063	106	150	146	241	93	156	101	1059	119	49	70	1059
	52%	54% <u>tu</u>	44%	51%	51%	53%	45%	51%	58% <u>w</u>	51%	73% <u>MB</u>	67% <u>MF</u>	77% <u>MF</u>	51%
High-quality productions	1120	1009	101	137	137	236	87	162	86	1028	92	49	43	1028
	50%	51% <u>tu</u>	42%	46%	47%	52%	42%	53%	50%	49%	56%	67% <u>EF</u>	47%	49%
A wide range of different types of programmes for me	1063	960	92	121	131	225	89	149	99	958	105	53	51	958
	47%	48% <u>tu</u>	38%	41%	45%	49%	43%	49%	57% <u>w</u>	46%	64% <u>MB</u>	73% <u>MF</u>	57%	46%
Programmes that I can watch with and talk about with my family and friends	1016	909	100	127	142	204	101	158	86	946	70	32	38	946
	45%	46%	41%	43%	49%	45%	49%	52%	49%	45%	43%	44%	42%	45%
Programmes that help to understand what is going on in the world today	936	824	102	112	142	201	86	130	75	858	78	33	45	858
	41%	42%	42%	38%	49% <u>w</u>	44%	41%	43%	43%	41%	47%	45%	50%	41%
Programmes which reflect UK life and values	852	782	86	125	104	173	99	119	66	809	43	13	29	809
	38%	38%	36%	42%	36%	38%	48% <u>w</u>	39%	38%	39% <u>C</u>	43	18%	32%	39% <u>D</u>
Programmes that make me stop and think	808	715	90	118	124	191	80	110	49	771	37	17	20	771
	36%	36%	37%	40% <u>A</u>	43% <u>A</u>	42% <u>A</u>	38%	36%	28%	37% <u>C</u>	23%	23%	22%	37% <u>DE</u>
Services which are available to everyone	790	716	65	106	101	161	79	106	75	726	64	22	42	726
	35%	36% <u>tu</u>	27%	36%	35%	35%	38%	35%	43%	39%	39%	29%	47% <u>MF</u>	35%
Programmes that bring the nation together for a shared viewing experience	748	645	94	94	103	177	78	120	49	722	26	13	13	722
	33%	33%	39%	32%	36%	39%	38%	39%	28%	34% <u>C</u>	16%	16%	14%	34% <u>DE</u>
Reflects the diversity of the UK	672	568	101	101	98	164	79	99	33	653	19	6	13	653
	30%	29%	42% <u>tu</u>	34% <u>A</u>	34% <u>A</u>	36% <u>A</u>	35% <u>A</u>	33% <u>A</u>	19%	31% <u>C</u>	12%	8%	14%	31% <u>DE</u>
Provision of regional programmes and content (including news)	616	562	48	79	80	125	46	63	69	533	83	39	45	533
	27%	28% <u>tu</u>	20%	26%	28%	27%	22%	21%	38% <u>w</u>	28%	51% <u>MB</u>	53% <u>MF</u>	49% <u>MF</u>	25%
A wide range of high-quality programmes for children made in the UK	615	533	77	77	80	137	64	123	56	564	50	22	28	564
	27%	27%	32%	26%	28%	30%	31%	40% <u>w</u>	32%	27%	31%	30%	31%	27%
Programmes with new ideas and different approaches	608	521	78	84	101	152	75	89	30	594	14	5	9	594
	27%	26%	32%	28% <u>A</u>	35% <u>A</u>	33% <u>A</u>	36% <u>A</u>	29% <u>A</u>	17%	28% <u>C</u>	8%	7%	9%	28% <u>DE</u>
Features people like me and the places I know	540	471	62	90	81	103	59	74	35	520	20	8	11	520
	24%	24%	26%	30%	28%	23%	28%	24%	20%	45% <u>C</u>	12%	12%	13%	45% <u>DE</u>
Encourages the development of new talent	420	344	68	45	70	109	50	70	30	404	16	8	7	404
	19%	17%	28% <u>tu</u>	15%	24% <u>w</u>	24% <u>w</u>	24%	23%	17%	19% <u>C</u>	10%	11%	8%	19% <u>DE</u>
None of these	312	266	27	36	14	29	17	26	11	312	-	-	-	312
	14%	13%	11%	12% <u>w</u>	5%	6%	8%	9%	6%	15% <u>C</u>	-	-	-	15% <u>DE</u>

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
A wide range of high-quality programmes for children made in the UK	1025	937	88	858	745	650	595	444	287	267	275	150	64	566	260	199
Reflects the diversity of the UK	936	856	80	780	648	570	514	431	249	243	224	152	49	541	220	175
Encourages the development of new talent	911	852	59	774	650	568	518	385	235	233	259	135	52	507	238	166
Features people like me and the places I know	822	734	88	652	549	468	429	428	256	246	176	155	54	526	174	122
Programmes that bring the nation together for a shared viewing experience	752	654	88	582	480	411	378	355	208	239	195	128	53	456	188	107
Programmes with new ideas and different approaches	675	602	73	546	457	393	344	291	174	161	162	97	44	381	168	126
Provision of regional programmes and content (including news)	658	581	77	512	424	359	309	204	225	124	124	139	58	440	146	72
Programmes which reflect UK life and values	650	573	77	500	403	327	302	338	183	206	133	114	55	425	132	93
Programmes that I can watch with and talk about with my family and friends	642	558	84	492	408	369	345	263	141	189	170	96	43	402	154	87
Programmes that make me stop and think	627	536	90	476	389	344	299	313	180	202	125	126	48	413	145	69
Services which are available to everyone	513	462	51	403	326	294	253	267	156	202	120	103	42	337	115	61
Programmes that help to understand what is going on in the world today	460	391	69	334	272	220	204	243	131	156	89	95	46	320	97	43
A wide range of different types of programmes for me	459	386	73	337	269	225	200	223	134	148	77	92	40	322	90	47
High-quality productions	439	370	69	319	243	220	186	226	115	153	74	96	31	284	108	48
Trusted and accurate UK news	394	334	60	293	237	202	169	210	122	145	38	102	34	281	85	29
None of these	654	592	62	540	473	406	368	318	180	153	192	104	43	341	191	121

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions: Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base

C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
A wide range of high-quality programmes for children made in the UK	1025 45%	787 44%	177 51%	60 49%	939 46%	62 40%	720 49% <b>uv</b>	157 39%	148 39%	464 46%	448 46%	536 46%	775 49%	565 47%
Reflects the diversity of the UK	936 41%	709 40%	157 45%	70 57% <b>uv</b>	864 42%	55 36%	621 42%	173 43%	142 37%	419 42%	375 40%	476 41%	730 42%	494 41%
Encourages the development of new talent	911 40%	704 39%	152 43%	54 44%	825 40%	65 43%	607 41%	168 42%	135 35%	416 42%	382 41%	472 41%	702 41%	514 43%
Features people like me and the places I know	822 36%	655 37%	124 35%	43 35%	751 36%	57 37%	517 35%	142 36%	162 41% <b>uv</b>	360 36%	325 35%	459 40%	651 38%	434 36%
Programmes that bring the nation together for a shared viewing experience	752 33%	602 34%	119 34%	31 25%	676 33%	57 37%	490 33%	130 33%	132 35%	341 34%	298 32%	397 34%	578 33%	408 34%
Programmes with new ideas and different approaches	675 30%	507 28%	116 33%	52 42% <b>uv</b>	627 30%	39 29%	457 31%	118 30%	100 26%	297 30%	277 30%	331 29%	515 30%	358 30%
Provision of regional programmes and content (including news)	658 29%	549 31% <b>uv</b>	87 25%	22 18%	607 29%	40 26%	359 24%	155 39% <b>uv</b>	144 36% <b>uv</b>	303 30%	236 25%	378 33% <b>uv</b>	541 31% <b>uv</b>	336 28%
Programmes which reflect UK life and values	650 29%	529 30%	96 27%	26 21%	586 28%	53 35%	392 27%	134 33% <b>uv</b>	124 33%	268 27%	244 26%	376 32% <b>uv</b>	527 30%	347 29%
Programmes that I can watch with and talk about with my family and friends	642 28%	496 28%	112 32%	35 28%	575 28%	58 30% <b>uv</b>	429 29%	124 31%	89 29%	308 31%	260 28%	327 28%	489 28%	326 27%
Programmes that make me stop and think	627 28%	496 28%	94 27%	37 30%	568 28%	51 34%	376 26%	121 30%	129 34% <b>uv</b>	294 29%	230 25%	307 26%	482 28%	312 26%
Services which are available to everyone	513 23%	412 23% <b>uv</b>	88 23% <b>uv</b>	14 11%	465 23%	37 24%	314 21%	110 27% <b>uv</b>	89 23%	243 24%	185 20%	261 22%	403 23%	254 21%
Programmes that help to understand what is going on in the world today	460 20%	378 31% <b>uv</b>	68 19%	14 11%	425 21%	29 19%	259 18%	107 27% <b>uv</b>	94 25% <b>uv</b>	224 22% <b>uv</b>	159 17%	237 20%	380 22% <b>uv</b>	212 18%
A wide range of different types of programmes for me	459 20%	368 21%	70 20%	21 17%	427 21%	28 18%	276 19%	118 30% <b>uv</b>	64 17%	260 26% <b>uv</b>	160 17%	248 21%	380 22% <b>uv</b>	223 19%
High-quality productions	439 19%	365 20%	56 16%	18 15%	400 19%	32 21%	254 17%	97 24% <b>uv</b>	87 23% <b>uv</b>	210 21%	157 17%	233 20%	347 20%	208 17%
Trusted and accurate UK news	394 17%	322 18%	58 16%	14 12%	366 18%	22 14%	211 14%	87 22% <b>uv</b>	97 25% <b>uv</b>	193 19%	145 16%	197 17%	316 18%	198 17%
None of these	654 29%	535 30%	86 25%	33 26%	598 29%	41 27%	425 29%	106 27%	122 32%	269 27%	313 34% <b>uv</b>	366 32%	490 28%	398 33% <b>uv</b>

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T \* small base

C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	Total	Gender		Age											Social Grade					
		Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091	
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076	
A wide range of high-quality programmes for children made in the UK	1025	477	543	256	290	472	118	138	124	166	165	173	135	264	306	221	210	570	455	
Reflects the diversity of the UK	936	486	446	248	281	397	109	139	136	145	147	105	105	193	295	203	221	488	448	
Encourages the development of new talent	911	448	458	242	281	378	96	145	128	153	127	133	117	208	282	200	206	490	420	
Features people like me and the places I know	822	393	426	272	260	277	123	149	117	143	109	105	64	187	238	205	177	425	397	
Programmes that bring the nation together for a shared viewing experience	752	350	393	262	240	244	112	150	116	124	98	63	63	166	236	169	157	402	350	
Programmes with new ideas and different approaches	675	338	334	182	217	269	74	108	95	122	90	92	86	137	218	133	180	355	320	
Provision of regional programmes and content (including news)	658	309	346	242	216	194	119	123	115	101	85	64	44	129	225	156	130	354	305	
Programmes which reflect UK life and values	650	319	323	258	203	179	110	148	100	103	78	58	43	122	215	159	140	337	313	
Programmes that I can watch with and talk about with my family and friends	642	316	320	236	181	218	108	128	70	111	93	73	52	142	202	157	119	344	298	
Programmes that make me stop and think	627	326	297	229	207	183	90	139	106	101	58	61	64	131	179	147	158	310	316	
Services which are available to everyone	513	230	277	200	141	165	84	116	81	60	64	61	39	111	144	115	128	254	259	
Programmes that help to understand what is going on in the world today	460	261	193	205	154	96	87	118	87	67	42	28	26	87	131	124	100	219	241	
A wide range of different types of programmes for me	459	237	217	198	127	131	90	108	79	48	57	44	30	104	144	108	92	248	211	
High-quality productions	439	199	238	200	134	97	75	125	77	56	56	18	24	81	138	95	107	219	220	
Trusted and accurate UK news	394	190	200	175	130	86	87	89	80	50	40	28	18	70	122	94	100	193	202	
None of these	654	266	380	136	237	277	37	98	103	134	120	95	62	173	185	109	171	359	295	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - abc/d/ef/ghi - jkl - m/n - o - p/q - r - s/t - u/vw - xy/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base



C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
A wide range of high-quality programmes for children made in the UK	1025	366	152	275	164	48	94	90	835	190
	45%	41%	45%	58% <b>abcd</b>	41%	26%	30%	35%	51% <b>efgh</b>	31%
Reflects the diversity of the UK	936	349	144	246	132	83	114	93	697	239
	41%	39%	43% <b>d</b>	52% <b>abd</b>	33%	45%	36%	36%	42%	40%
Encourages the development of new talent	911	363	138	228	135	79	131	103	669	242
	40%	41%	41%	46% <b>acd</b>	34%	42%	42%	40%	40%	40%
Features people like me and the places I know	822	339	120	166	131	89	127	116	558	263
	36%	38%	36%	35%	33%	48% <b>gh</b>	40%	45% <b>gh</b>	34%	44% <b>gh</b>
Programmes that bring the nation together for a shared viewing experience	752	306	129	139	132	50	136	100	525	227
	33%	34%	38% <b>cd</b>	29%	33%	27%	43% <b>efh</b>	39% <b>ef</b>	32%	37% <b>ef</b>
Programmes with new ideas and different approaches	675	271	93	170	104	52	90	71	501	174
	30%	30%	27%	35% <b>d</b>	26%	26%	29%	27%	30%	29%
Provision of regional programmes and content (including news)	658	298	102	102	97	61	102	74	470	188
	29%	33% <b>cd</b>	30% <b>cd</b>	21%	24%	33%	32%	28%	28%	31%
Programmes which reflect UK life and values	650	289	100	91	108	78	106	98	427	223
	29%	33% <b>cd</b>	31% <b>cd</b>	19%	22% <b>cd</b>	45% <b>gh</b>	34% <b>gh</b>	38% <b>gh</b>	26%	33% <b>gh</b>
Programmes that I can watch with and talk about with my family and friends	642	285	90	120	115	53	107	84	453	189
	28%	32% <b>cd</b>	24%	25%	29%	29%	34%	32%	27%	31%
Programmes that make me stop and think	627	261	102	108	122	77	92	78	432	195
	28%	29% <b>cd</b>	30%	23%	30% <b>cd</b>	41% <b>gh</b>	29%	30%	26%	32% <b>gh</b>
Services which are available to everyone	513	211	87	83	81	41	85	65	349	165
	23%	24% <b>cd</b>	26% <b>cd</b>	17%	20%	22%	30% <b>gh</b>	25%	21%	27% <b>gh</b>
Programmes that help to understand what is going on in the world today	460	228	75	56	74	51	97	70	281	179
	20%	26% <b>cd</b>	22% <b>cd</b>	12%	18% <b>cd</b>	28% <b>gh</b>	31% <b>gh</b>	27% <b>gh</b>	17%	30% <b>gh</b>
A wide range of different types of programmes for me	459	209	68	61	80	49	102	35	302	156
	20%	23% <b>cd</b>	20% <b>cd</b>	13%	20% <b>cd</b>	26% <b>gh</b>	33% <b>gh</b>	14%	18%	26% <b>gh</b>
High-quality productions	439	209	77	33	83	53	88	42	288	151
	19%	23% <b>cd</b>	23% <b>cd</b>	7%	21% <b>cd</b>	28% <b>gh</b>	28% <b>gh</b>	16%	17%	25% <b>gh</b>
Trusted and accurate UK news	394	174	59	51	71	54	62	51	250	144
	17%	19% <b>cd</b>	17% <b>cd</b>	11%	18% <b>cd</b>	29% <b>gh</b>	20%	20%	15%	24% <b>gh</b>
None of these	654	241	102	138	138	39	70	69	518	136
	29%	27%	30%	29%	34% <b>abcd</b>	21%	22%	26%	31% <b>efgh</b>	22%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
A wide range of high-quality programmes for children made in the UK	1025 45%	94 38%	100 49%	109 54%	128 44%	134 42%	92 45%	854 45%	98 49%	53 47%	30 44%
Reflects the diversity of the UK	936 41%	126 51%	78 39%	78 39%	120 41%	144 46%	82 40%	791 42%	69 38%	47 41%	29 43%
Encourages the development of new talent	911 40%	103 41%	93 46%	92 45%	121 41%	130 41%	63 31%	765 40%	76 42%	42 37%	28 41%
Features people like me and the places I know	822 36%	85 34%	77 38%	87 43%	100 34%	126 40%	71 35%	700 37%	64 36%	39 34%	19 28%
Programmes that bring the nation together for a shared viewing experience	752 33%	58 23%	60 30%	58 28%	120 41%	107 34%	67 33%	619 33%	70 39%	40 35%	23 34%
Programmes with new ideas and different approaches	675 30%	64 26%	81 40%	68 33%	99 34%	92 29%	48 23%	557 29%	62 35%	33 30%	22 32%
Provision of regional programmes and content (including news)	658 29%	74 30%	73 36%	56 28%	100 34%	85 27%	42 21%	567 30%	48 26%	26 23%	17 26%
Programmes which reflect UK life and values	650 29%	77 31%	54 26%	53 26%	97 33%	94 30%	66 33%	545 29%	53 29%	33 29%	19 29%
Programmes that I can watch with and talk about with my family and friends	642 28%	70 28%	70 34%	64 32%	95 32%	90 29%	62 30%	543 29%	51 28%	31 27%	17 25%
Programmes that make me stop and think	627 28%	60 24%	63 31%	59 29%	89 30%	95 30%	48 24%	527 28%	53 30%	26 25%	19 28%
Services which are available to everyone	513 23%	60 24%	47 23%	47 23%	67 23%	64 20%	59 29%	432 23%	44 24%	23 20%	15 22%
Programmes that help to understand what is going on in the world today	460 20%	60 24%	42 21%	37 18%	70 24%	64 20%	46 23%	395 21%	34 19%	18 16%	13 19%
A wide range of different types of programmes for me	459 20%	54 22%	43 21%	32 16%	73 25%	58 18%	31 15%	392 21%	33 18%	21 18%	13 19%
High-quality productions	439 19%	46 19%	49 24%	30 15%	51 17%	71 23%	29 14%	372 20%	31 17%	19 17%	17 25%
Trusted and accurate UK news	394 17%	63 26%	40 19%	26 13%	39 13%	56 18%	32 16%	329 17%	30 16%	22 20%	13 20%
None of these	654 29%	82 33%	40 20%	56 28%	80 27%	82 26%	72 36%	545 29%	51 28%	38 34%	20 30%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

C1b/C2b/C3b. Least 3 most valuable benefits personally/family and friends/society

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
A wide range of high-quality programmes for children made in the UK	1025	939	78	134	128	200	87	108	77	938	87	39	48	938
	45%	47% <b>W</b>	32%	45%	44%	44%	42%	36%	44%	45%	53%	52%	52%	45%
Reflects the diversity of the UK	936	851	70	118	110	167	97	123	81	841	95	44	51	841
	41%	43% <b>W</b>	29%	40%	38%	37%	47%	40%	47%	40%	58% <b>B</b>	60% <b>F</b>	57% <b>F</b>	40%
Encourages the development of new talent	911	835	63	126	116	194	91	126	93	820	91	33	57	820
	40%	42% <b>W</b>	26%	42%	40%	43%	44%	41%	34% <b>W</b>	39%	55% <b>B</b>	45%	53% <b>F</b>	39%
Features people like me and the places I know	822	720	87	121	117	186	83	134	77	749	73	34	39	749
	36%	36%	36%	41%	41%	41%	40%	44%	44%	36%	44%	46%	43%	36%
Programmes that bring the nation together for a shared viewing experience	752	659	82	115	112	164	77	106	62	700	52	20	32	700
	33%	33%	34%	39%	39%	36%	37%	35%	35%	33%	32%	27%	36%	33%
Programmes with new ideas and different approaches	675	605	62	107	84	106	74	86	59	590	85	35	50	590
	30%	31%	26%	36% <b>W</b>	29%	23%	36% <b>W</b>	28%	34% <b>W</b>	28%	62% <b>B</b>	47% <b>F</b>	55% <b>F</b>	28%
Provision of regional programmes and content (including news)	658	577	74	90	97	164	67	95	40	643	16	6	10	643
	29%	29%	31%	30%	34%	36% <b>A</b>	32%	31%	23%	31% <b>C</b>	9%	8%	11%	31% <b>D</b>
Programmes which reflect UK life and values	650	551	89	93	102	147	80	119	42	615	35	17	18	615
	29%	28%	37% <b>W</b>	31%	35%	32%	39% <b>A</b>	39% <b>A</b>	24%	29%	21%	24%	20%	29%
Programmes that I can watch with and talk about with my family and friends	642	566	72	87	86	135	79	81	52	580	62	26	37	580
	28%	29%	30%	29%	30%	30%	35% <b>W</b>	27%	30%	28%	38% <b>B</b>	35%	40% <b>F</b>	28%
Programmes that make me stop and think	627	533	82	89	84	136	71	92	58	559	68	26	42	559
	28%	27%	34%	30%	29%	30%	34%	30%	34%	27%	41% <b>B</b>	36%	46% <b>F</b>	27%
Services which are available to everyone	513	438	68	66	77	130	54	69	20	493	20	13	7	493
	23%	22%	28%	22% <b>A</b>	27% <b>A</b>	29% <b>A</b>	26% <b>A</b>	22% <b>A</b>	11%	24% <b>C</b>	12%	18%	8%	24% <b>E</b>
Programmes that help to understand what is going on in the world today	460	392	66	57	73	98	61	78	30	449	11	7	4	449
	20%	20%	27% <b>W</b>	19%	25%	21%	30% <b>W</b>	26%	17%	21% <b>C</b>	7%	9%	4%	21% <b>D</b>
A wide range of different types of programmes for me	459	385	66	54	54	106	52	60	29	436	23	7	16	436
	20%	19%	27% <b>W</b>	18%	19%	23%	25%	20%	16%	21%	14%	10%	18%	21% <b>D</b>
High-quality productions	439	369	65	65	71	108	51	65	17	428	10	5	5	428
	19%	19%	27% <b>W</b>	22% <b>A</b>	25% <b>A</b>	24% <b>A</b>	25% <b>A</b>	21% <b>A</b>	10%	20% <b>C</b>	6%	7%	6%	20% <b>D</b>
Trusted and accurate UK news	394	337	49	63	63	76	51	48	31	385	10	6	4	385
	17%	17%	20%	21%	22%	17%	25%	16%	18%	18% <b>C</b>	6%	8%	4%	18% <b>D</b>
None of these	654	579	67	73	58	131	45	95	40	654	-	-	-	654
	29%	29%	28%	25%	20%	28% <b>W</b>	22%	31% <b>W</b>	23%	31% <b>C</b>	-	-	-	31% <b>D</b>

Jigsaw 2020

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 \* small base

C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	634	634	-	599	564	479	447	423	258	216	170	119	30	369	204	61
	55%	55%	-	58% <sup>sig</sup>	59% <sup>sig</sup>	58% <sup>sig</sup>	60% <sup>sig</sup>	50%	50%	49%	70% <sup>sig</sup>	45%	43%	47%	71% <sup>sig</sup>	77% <sup>sig</sup>
Streaming platforms	522	522	-	432	388	333	296	419	256	224	71	147	40	420	84	18
	45%	45%	-	42%	41%	41%	40%	50% <sup>del</sup>	50% <sup>del</sup>	51% <sup>del</sup>	29%	53%	57% <sup>sig</sup>	53% <sup>sig</sup>	29%	23%
Don't know/neither	1	1	-	1	1	1	1	1	-	-	1	-	-	-	1	-

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	634	544	70	20	576	39	420	147	67	308	288	438	559	389
	55%	54%	58%	62%	55%	46%	67%	49%	30%	56%	58%	53%	54%	54%
Streaming platforms	522	461	49	12	472	45	209	155	155	241	207	391	472	329
	45%	46%	41%	38%	45%	54%	33%	51%	70%	44%	42%	47%	46%	46%
Don't know/neither	1	1	*	-	1	-	1	-	-	-	1	1	1	1
	*	*	*	-	*	-	*	-	-	*	*	*	*	*

C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	634	316	162	243	223	65	97	110	133	92	89	43	188	211	114	111	398	236	
	55%	57%	42%	56% <sup>JEI</sup>	70% <sup>EFHJ</sup>	46%	39%	52% <sup>J</sup>	60% <sup>EHI</sup>	64% <sup>EHI</sup>	74% <sup>EFHJ</sup>	75% <sup>EFHI</sup>	64% <sup>QRT</sup>	55%	47%	52%	69% <sup>OT</sup>	49%	
Streaming platforms	522	281	228	191	96	78	151	103	88	52	30	13	107	170	131	104	276	246	
	45%	43%	58% <sup>FGKL</sup>	44% <sup>GMMN</sup>	30%	54% <sup>GKLM</sup>	61% <sup>FGJK</sup>	48% <sup>GMMN</sup>	40% <sup>M</sup>	36%	26%	23%	36%	45%	53% <sup>OS</sup>	48% <sup>O</sup>	41%	51% <sup>OS</sup>	
Don't know/Neither	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	1	
	*	*	-	-	*	-	-	-	-	-	-	1%	*	-	-	-	*	*	

C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	634	293	104	109	94	58	85	74	464	170
	55%	52%	58%	72% <sup>a/b/d</sup>	50%	48%	45%	46%	59% <sup>d/f/i</sup>	46%
Streaming platforms	522	268	76	43	93	63	105	88	321	202
	45%	48% <sup>c</sup>	42% <sup>e</sup>	28%	50% <sup>c</sup>	52%	55% <sup>h</sup>	54% <sup>h</sup>	41%	54% <sup>h</sup>
Don't know/neither	1	-	-	1	-	-	-	-	1	-
	*	-	-	7%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107**	166*	153*	105*	967	96	59	35
PSB Services	634	64	36	72	99	82	67	536	54	27	16
	55%	44%	50%	67% <i>lrs</i>	60% <i>lrs</i>	53%	64% <i>lrs</i>	55% <i>lrs</i>	57% <i>lrs</i>	46%	46%
Streaming platforms	522	82	36	35	67	71	38	431	41	31	19
	45%	58% <i>lmsn</i>	50%	33%	40%	47%	36%	45%	43%	53% <i>lo</i>	64% <i>lmspn</i>
Don't know/neither	1	-	-	-	-	-	-	-	*	1	-
	*	-	-	-	-	-	-	-	*p	1% <i>p</i>	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.1. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing services which are available to everyone

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	634	59	94	98	182	53	108	45	618	16	4	12	618
	58%	56%	57%	58%	58%	45%	53%	64% <sup>W</sup>	55%	64%	82%	60%	55%
Streaming platforms	522	63	72	72	134	66	95	25	514	8	1	7	514
	45%	44%	43%	42%	42%	65% <sup>A</sup>	47%	36%	45%	32%	14%	37%	45%
Don't know/neither	1	-	-	-	-	-	-	*	-	1	*	1	-
	*	-	-	-	-	-	-	*	-	4%	5%	4%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	416	416	-	389	365	320	290	254	144	130	126	58	21	221	145	51
	36%	36%	-	38%	38%	39%	39%	30%	28%	29%	52%	22%	30%	28%	50%	64%
Streaming platforms	740	740	-	640	587	492	453	588	370	310	115	208	49	568	143	29
	64%	64%	-	62%	62%	60%	61%	70%	72%	71%	48%	73%	72%	72%	50%	36%
Don't know/neither	2	2	-	2	2	2	1	1	*	-	1	*	-	1	1	-
	*	*	-	*	*	*	*	*	*	-	*	*	-	*	*	-

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	416	349	51	376	30	302	84	30	195	184	264	361	241
	36%	35%	43%	36%	36%	48% <b>vw</b>	28% <b>uv</b>	13%	35%	37%	32%	35%	33%
Streaming platforms	740	657	67	671	54	327	219	184	355	311	565	669	476
	64%	65%	56%	64%	64%	52%	72% <b>uv</b>	81% <b>uv</b>	65%	63%	68%	65%	66%
Don't know/neither	2	*	1	2	-	1	*	-	-	1	1	1	1
	*	*	1%	-	-	*	*	-	-	*	*	*	*

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	416	209	205	100	147	165	42	58	66	81	68	59	38	108	150	87	66	258	158
	36%	38%	34%	26%	34% <sup>ME</sup>	51% <sup>EFHI</sup>	30%	23%	31%	37% <sup>EI</sup>	47% <sup>EFHI</sup>	49% <sup>EFHI</sup>	67% <sup>EFHI</sup>	37%	39%	35%	31%	38%	33%
Streaming platforms	740	341	392	291	287	154	101	190	147	140	75	60	18	186	231	159	148	417	323
	64%	62%	66%	74% <sup>FGKL</sup>	66% <sup>GMLMN</sup>	48%	70% <sup>GMLMN</sup>	77% <sup>FGKL</sup>	69% <sup>GMLMN</sup>	63% <sup>GN</sup>	52% <sup>GN</sup>	51%	32%	63%	61%	65%	69%	62%	67%
Don't know/Neither	2	-	1	-	-	1	-	-	-	-	*	*	1	-	*	-	1	*	1
	*	*	*	-	-	*	-	-	-	-	*	*	1%	*	*	-	*	*	*

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	416	186	60	81	63	39	51	55	305	111
	36%	33%	33%	53% <sup>abcd</sup>	34%	32%	27%	34%	39% <sup>kl</sup>	30%
Streaming platforms	740	374	120	70	124	82	140	106	479	261
	64%	67% <sup>c</sup>	67% <sup>cd</sup>	46%	66% <sup>c</sup>	68%	73% <sup>kl</sup>	66%	61%	70% <sup>kl</sup>
Don't know/neither	2	*	-	1	-	-	-	-	2	-
	*	*	-	7%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	416	58	25	31	53	65	37	354	31	20	11
	36%	39%	35%	29%	32%	42%	36%	37%	32%	34%	31%
Streaming platforms	740	89	47	76	113	88	68	613	64	38	23
	64%	61%	65%	71%	68%	58%	64%	63%	67%	65%	67%
Don't know/neither	2	-	-	-	-	-	-	-	1	*	1
	*	-	-	-	-	-	-	-	1%p	1%p	2%immo

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.2. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing high-quality productions

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more hours (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	416	42	62	65	113	38	58	41	406	10	2	8	406
	36%	37%	38%	38%	36%	32%	28%	55%wxyz	36%	39%	41%	38%	36%
Streaming platforms	740	80	104	105	203	80	146	29	726	13	2	11	726
	64%	63%	62%A	62%A	64%A	68%A	72%A	41%	64%	54%	45%	56%	64%
Don't know/neither	2	-	-	-	-	-	-	1	-	2	1	1	-
	*	-	-	-	-	-	-	1%	-	7%	14%	5%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - vw/xy/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	422	422	-	400	377	312	298	253	155	133	126	55	29	240	130	52
	36%	36%	-	39%	39%	38%	40%	30%	30%	30%	52%	21%	41%	30%	46%	66%
Streaming platforms	731	731	-	627	572	497	442	586	359	307	115	210	41	548	156	27
	63%	63%	-	61%	60%	61%	59%	70%	70%	70%	48%	73%	59%	71%	54%	34%
Don't know/neither	5	5	-	5	5	5	5	5	-	-	1	2	-	2	3	-
	*	*	-	*	*	1%	1%	1%	-	-	*	1%	-	*	1%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	422	354	57	10	372	39	307	75	39	197	185	286	368	260
	36%	35%	43%	32%	35%	47%	49%	25%	17%	36%	37%	34%	36%	36%
Streaming platforms	731	649	62	20	672	45	318	227	185	353	308	544	661	456
	63%	65%	46%	61%	64%	53%	50%	73%	83%	64%	62%	66%	64%	63%
Don't know/neither	5	2	*	2	5	-	5	-	-	-	2	*	2	2
	*	*	*	6%	*	-	1%	-	-	-	1%	*	*	*

C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	422	200	112	158	148	51	61	80	78	60	50	39	128	138	92	57	267	155
	36%	40%	29%	36% <sup>UJ</sup>	46% <sup>EFHJ</sup>	36%	25%	38% <sup>UJ</sup>	35%	41% <sup>JEI</sup>	42% <sup>EJ</sup>	69% <sup>EFQH</sup>	44% <sup>RT</sup>	46% <sup>UR</sup>	38%	26%	39% <sup>RT</sup>	32%
Streaming platforms	731	327	278	274	169	92	187	131	143	84	68	17	164	242	152	158	406	324
	63%	59%	71% <sup>GLMN</sup>	63% <sup>GN</sup>	53% <sup>N</sup>	64% <sup>N</sup>	75% <sup>FGJL</sup>	61% <sup>N</sup>	65% <sup>GN</sup>	59% <sup>N</sup>	57% <sup>N</sup>	30%	56%	64%	62%	74% <sup>OPQS</sup>	60%	67% <sup>Q</sup>
Don't know/Neither	5	4	-	2	3	-	2	-	-	2	1	2	1	*	2	-	2	2
	*	1%	-	*	1%	-	1%	-	-	1%	1%	1%	1%	*	1%	-	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	422	209	63	73	54	41	67	55	286	136
	36%	37%	35%	48%	29%	33%	35%	34%	36%	37%
Streaming platforms	731	349	117	77	133	80	123	107	495	235
	63%	62%	65%	51%	71%	67%	65%	66%	63%	63%
Don't know/neither	5	2	-	3	-	-	-	-	5	-
	*	*	-	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	422	47	44	48	53	50	43	359	35	19	9
	36%	32%	61% <sup>d</sup> <sub>qrs</sub>	45% <sup>e</sup>	32%	33%	40%	37% <sup>h</sup>	37% <sup>h</sup>	32%	27%
Streaming platforms	731	99	28	57	113	101	63	605	60	40	26
	63%	68% <sup>h</sup>	39%	53%	65% <sup>h</sup>	66% <sup>h</sup>	60%	63% <sup>h</sup>	63% <sup>h</sup>	65% <sup>h</sup>	73% <sup>h</sup> <sub>klpqr</sub>
Don't know/neither	5	-	-	2	-	2	-	4	*	*	-
	*	-	-	2%	-	1%	-	*	*	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.3. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of different types of programmes for everyone

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	1055 78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	1023 122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	422	377 43	65	59	132	47	73	32	416	5	-	5	416
	36%	37% 35%	39%	35%	42%	40%	36%	45%	37%	21%	-	26%	37%
Streaming platforms	731	641 79	102	110	182	71	130	36	716	15	3	12	716
	63%	63% 65%	61%	65%	58%	60%	64%	51%	63%	60%	54%	61%	63%
Don't know/neither	5	5 -	-	-	2	-	-	3	-	5	2	3	-
	*	* -	-	-	7%	-	-	4%	-	19%	46%	13%	-

C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	606	606	-	562	531	456	415	411	265	204	160	91	37	367	181	57
	52%	52%	-	54%	53%	49%	49%	49%	52%	46%	63%	34%	5%	47%	63%	72%
Streaming platforms	542	542	-	461	413	349	321	428	249	236	80	173	31	418	103	22
	47%	47%	-	45%	43%	43%	43%	51%	48%	54%	33%	63%	44%	53%	36%	27%
Don't know/neither	9	9	-	9	9	9	9	5	*	-	1	2	2	4	4	*
	1%	1%	-	1%	1%	1%	1%	1%	*	-	1%	1%	3%	1%	2%	*

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	606	508	75	23	551	42	369	152	86	287	265	438	552	377
	52%	50%	53%	72%	52%	50%	61%	50%	38%	52%	53%	53%	53%	52%
Streaming platforms	542	492	41	9	489	42	254	149	139	259	226	390	476	337
	47%	49%	35%	28%	47%	50%	40%	53%	52%	47%	46%	47%	46%	47%
Don't know/neither	9	6	3	-	9	-	7	2	-	4	5	3	5	5
	1%	1%	2%	-	1%	-	1%	1%	-	1%	1%	*	*	1%

C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	606	286	168	213	218	63	105	97	116	90	91	37	181	202	119	93	383	223	
	52%	57% <sup>D</sup>	48%	43%	49%	68% <sup>EFHJ</sup>	44%	42%	45%	53%	62% <sup>EFHI</sup>	74% <sup>EFHI</sup>	66% <sup>EHJ</sup>	61% <sup>QRT</sup>	53%	49%	43%	57% <sup>AT</sup>	46%
Streaming platforms	542	311	223	219	95	80	143	116	103	54	24	17	111	175	124	122	286	256	
	47%	41%	52% <sup>C</sup>	57% <sup>GLMN</sup>	50% <sup>GLMN</sup>	30%	56% <sup>GLMN</sup>	58% <sup>GLMN</sup>	55% <sup>GLMN</sup>	47% <sup>GM</sup>	37% <sup>M</sup>	20%	30%	38%	46%	51% <sup>O</sup>	57% <sup>OPS</sup>	42%	53% <sup>OS</sup>
Don't know/neither	9	1	-	2	7	-	-	-	2	*	4	3	2	4	2	1	6	3	
	1%	1%	*	*	2% <sup>E</sup>	-	-	-	1%	*	3% <sup>EFJ</sup>	4% <sup>EFJ</sup>	1%	1%	1%	*	1%	1%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	606	292	95	101	83	45	87	86	430	176
	52%	52%	52%	66% <sup>ad</sup>	44%	37%	46%	53%	55% <sup>de</sup>	47%
Streaming platforms	542	268	84	45	104	76	103	76	347	196
	47%	48% <sup>c</sup>	47% <sup>d</sup>	30%	56% <sup>bc</sup>	63% <sup>af</sup>	54%	47%	44%	53% <sup>gh</sup>
Don't know/neither	9	*	2	7	*	-	-	-	9	-
	1%	*	1%	4% <sup>ad</sup>	*	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	606	68	46	65	83	66	61	515	44	31	16
	52%	46%	63% <sup>u</sup>	61% <sup>u</sup>	50%	43%	58%	53%	46%	52%	46%
Streaming platforms	542	78	27	40	83	85	41	445	51	27	18
	47%	54%	37%	38%	50%	55% <sup>u</sup>	39%	46%	54% <sup>u</sup>	46%	53% <sup>u</sup>
Don't know/neither	9	-	-	2	-	2	4	7	*	1	*
	1%	-	-	2%	-	1%	3%	1%	*	2%	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.4. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a wide range of high-quality programmes for children made in the UK

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	606	60	69	94	180	64	99	38	599	7	2	6	599
	52%	53%	41%	55%	57%w	54%	49%	54%	53%	30%	33%	30%	53%
Streaming platforms	542	62	97	74	133	55	104	28	534	8	*	8	534
	47%	46%	59%wxxA	44%	42%	46%	51%	40%	47%	33%	11%	39%	47%
Don't know/neither	9	-	-	2	2	-	-	4	-	9	3	6	-
	1%	-	-	1%	1%	-	-	6%wxyz	36%	57%	32%	-	

C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	734	734	-	675	635	546	511	525	331	264	175	152	39	467	205	62
	63%	63%	-	65%	67%	67%	69% <sup>h</sup>	62%	64%	60%	72% <sup>h</sup>	57%	56%	59%	74% <sup>h</sup>	79% <sup>h</sup>
Streaming platforms	416	416	-	350	311	261	227	316	183	176	65	114	29	320	80	17
	36%	36%	-	34%	33%	32%	30%	37% <sup>h</sup>	36%	40% <sup>h</sup>	27%	43% <sup>h</sup>	42%	40% <sup>h</sup>	29%	22%
Don't know/neither	7	7	-	7	7	7	6	3	*	-	2	*	2	3	4	*
	1%	1%	-	1%	1%	1%	1%	*	*	-	1%	*	3%	*	1%	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	734	624	86	671	49	433	175	126	343	328	530	661	456
	63%	62%	73%	64%	58%	68%	58%	56%	62%	66%	64%	64%	63%
Streaming platforms	416	376	32	371	35	192	125	99	204	164	297	366	259
	36%	37%	27%	35%	42%	30%	41%	44%	37%	33%	36%	35%	36%
Don't know/neither	7	6	1	7	*	5	2	-	3	4	3	5	4
	1%	1%	1%	1%	*	1%	1%	-	1%	1%	*	*	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	734	369	201	289	237	71	129	136	153	102	94	41	210	245	138	126	455	279	
	63%	66%	62%	51%	67% <sup>MEH</sup>	74% <sup>EHJ</sup>	50%	52%	64% <sup>MEH</sup>	69% <sup>EHJ</sup>	71% <sup>MEH</sup>	78% <sup>EFHJ</sup>	72% <sup>MEH</sup>	71% <sup>QRT</sup>	64%	56%	58%	67% <sup>OT</sup>	58%
Streaming platforms	416	227	190	142	78	72	118	77	66	41	25	13	81	134	107	88	215	201	
	36%	34%	38%	49% <sup>FGJK</sup>	33% <sup>GM</sup>	25%	50% <sup>FGJK</sup>	48% <sup>FGKL</sup>	36% <sup>GM</sup>	30%	28%	23%	28%	35%	44% <sup>OS</sup>	41% <sup>OS</sup>	32%	42% <sup>OS</sup>	
Don't know/Neither	7	5	2	-	2	5	-	-	*	2	1	1	3	3	2	1	1	5	2
	1%	1%	*	-	1%	1%	-	-	*	1%	*	1%	6% <sup>EFHJ</sup>	1%	1%	*	*	1%	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	734	344	124	111	111	58	106	97	530	204
	63%	61%	69%	72% <sup>ad</sup>	59%	48%	56%	60%	67% <sup>ad</sup>	55%
Streaming platforms	416	215	55	38	76	63	84	65	249	168
	36%	38% <sup>c</sup>	30%	25%	41% <sup>c</sup>	52% <sup>h</sup>	44% <sup>h</sup>	40%	32%	45% <sup>h</sup>
Don't know/neither	7	1	2	4	-	-	-	-	7	-
	1%	*	1%	3% <sup>d</sup>	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	734	90	54	76	103	85	68	616	60	36	21
	63%	61%	74%	71%	62%	55%	65%	64%	62%	61%	61%
Streaming platforms	416	57	19	31	63	67	35	347	35	21	13
	36%	39%	26%	29%	38%	43%	33%	36%	37%	36%	37%
Don't know/neither	7	-	-	-	-	2	2	4	1	2	1
	1%	-	-	-	-	1%	2%	*	1%	3%mp	2%lmp

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.5. In your opinion, are the PSB services or Streaming platforms better at/for? - Reflecting the diversity of the UK

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	1142	1055	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	1023	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	734	662	67	119	115	208	64	120	48	721	13	2	11	721
	63%	65%	55%	71%w	68%	66%	54%	59%	67%	64%	53%	41%	55%	64%
Streaming platforms	416	354	55	47	53	106	55	83	21	412	4	2	3	412
	36%	35%	45%	28%	31%	34%	46%wv	41%	29%	36%	18%	36%	14%	36%
Don't know/neither	7	7	-	-	2	2	-	-	2	-	7	1	6	-
	1%	1%	-	-	1%	1%	-	-	3%w	-	29%	22%	31%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	676	-	620	583	490	461	472	284	229	179	125	28	405	205	66
	58%	58%	60%	61%	60%	62%	56%	55%	52%	71%	47%	40%	51%	71%	83%
Streaming platforms	471	-	402	360	315	277	363	230	211	61	138	42	378	79	14
	41%	41%	39%	38%	39%	37%	43%	45%	47%	25%	53%	60%	48%	27%	17%
Don't know/neither	10	-	10	10	9	7	8	*	-	2	2	-	6	4	-
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	-	1%	1%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/vw - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	676	578	85	621	39	405	157	114	308	308	494	612	431
	58%	57%	33%	59%	47%	64%	52%	51%	56%	62%	60%	59%	60%
Streaming platforms	471	422	32	417	45	215	145	111	237	184	333	412	281
	41%	42%	27%	40%	53%	34%	48%	49%	43%	37%	40%	40%	39%
Don't know/neither	10	6	2	10	-	10	*	-	4	5	3	8	6
	1%	1%	2%	1%	-	2%	*	-	1%	1%	*	1%	1%

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	676	313	359	179	264	227	63	116	121	144	97	89	40	201	222	116	119	423	252
	58%	57%	60%	46%	61% <b>MEI</b>	71% <b>EFHJ</b>	44%	47%	67% <b>KE</b>	65% <b>EHI</b>	66% <b>MEI</b>	75% <b>EFHJ</b>	71% <b>MEI</b>	68% <b>PORT</b>	68% <b>Q</b>	47%	55%	63% <b>OT</b>	52%
Streaming platforms	471	228	238	212	163	89	80	132	90	74	44	28	16	90	156	127	94	246	225
	41%	41%	40%	64% <b>FGJK</b>	38% <b>GM</b>	28%	56% <b>FGJK</b>	53% <b>FGKL</b>	42% <b>GM</b>	33%	31%	24%	28%	30%	41% <b>O</b>	52% <b>OS</b>	44% <b>O</b>	36%	47% <b>OS</b>
Don't know/Neither	10	10	1	-	6	5	-	-	2	4	2	2	1	4	2	2	2	6	4
	1%	1%	*	-	1%	1%	-	-	1%	2% <b>R</b>	1%	2% <b>R</b>	1%	1%	*	1%	1%	1%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	676	324	110	106	105	67	89	88	476	200
	58%	58%	61%	69% <b>c</b>	56%	55%	47%	54%	61% <b>f</b>	54%
Streaming platforms	471	231	68	44	82	54	101	74	299	172
	41%	41% <b>c</b>	38%	29%	44% <b>c</b>	45%	53% <b>f</b>	46%	38%	46% <b>h</b>
Don't know/neither	10	6	2	3	-	-	-	-	10	-
	1%	1%	1%	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	676	72	54	72	96	75	66	556	60	38	21
	58%	49%	74% <i>klno</i>	67% <i>lm</i>	58%	49%	63%	57%	63% <i>lm</i>	64% <i>lm</i>	61%
Streaming platforms	471	74	19	33	70	74	37	402	35	21	13
	41%	61% <i>klqr</i>	26%	31%	42%	48% <i>kl</i>	35%	42%	36%	35%	38%
Don't know/neither	10	-	-	2	-	4	2	9	1	*	*
	1%	-	-	2%	-	3%	2%	1%	1%	*	1%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.6. In your opinion, are the PSB services or Streaming platforms better at/for? - Featuring people like you and the places you know

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	676	60	107	103	181	66	133	43	666	10	1	9	666
	58%	60%	64%	61%	57%	56%	65%	61%	59%	39%	12%	46%	59%
Streaming platforms	471	63	58	64	129	52	71	26	467	4	*	4	467
	41%	39%	35%	37%	41%	44%	35%	36%	41%	18%	3%	21%	41%
Don't know/neither	10	-	2	3	6	-	-	2	-	10	4	7	-
	1%	-	1%	2%	2%	-	-	3%	-	43%	85%	33%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	540	540	-	493	453	402	370	371	198	171	131	100	37	328	154	58
	47%	47%	-	48% <sup>ch</sup>	43% <sup>ch</sup>	49% <sup>ch</sup>	50% <sup>ch</sup>	44%	39%	39%	53%	38%	53%	42%	54% <sup>ch</sup>	74% <sup>ch</sup>
Streaming platforms	608	608	-	529	491	403	366	465	315	269	109	164	31	459	128	21
	53%	53%	-	51%	52%	49%	49%	55%	61% <sup>ch</sup>	63% <sup>ch</sup>	45%	61% <sup>ch</sup>	44%	58% <sup>inc</sup>	44% <sup>ch</sup>	26%
Don't know/neither	9	9	-	9	9	9	8	7	*	-	2	2	2	3	6	*
	1%	1%	-	1%	1%	1%	1%	1%	*	-	1%	1%	3%	*	2% <sup>inc</sup>	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	540	460	67	13	495	34	330	133	77	236	234	366	471	317
	47%	46%	57%	39%	47%	41%	52%	44%	35%	43%	47%	44%	46%	44%
Streaming platforms	608	540	51	17	545	50	293	167	147	313	257	462	556	395
	53%	54%	43%	54%	52%	59%	47%	55%	63%	57%	82%	56%	54%	55%
Don't know/neither	9	6	1	2	9	*	7	2	-	1	6	3	5	6
	1%	1%	1%	7%	1%	*	1%	1%	-	*	1%	*	*	1%

C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	540	245	295	150	202	185	68	82	89	113	78	68	39	141	168	112	105	309	231
	47%	45%	49%	38%	47% <sup>JK</sup>	58% <sup>EFJ</sup>	48% <sup>KL</sup>	33%	42%	51% <sup>EJ</sup>	54% <sup>KJ</sup>	57% <sup>EJ</sup>	68% <sup>EFJK</sup>	48%	44%	46%	49%	46%	48%
Streaming platforms	608	298	301	241	229	129	75	166	121	108	66	48	15	148	212	131	109	360	247
	53%	54%	50%	62% <sup>GKLM</sup>	53% <sup>GMM</sup>	40%	52% <sup>LN</sup>	67% <sup>FGHK</sup>	57% <sup>GMM</sup>	49% <sup>N</sup>	46%	40%	27%	50%	56%	53%	51%	53%	51%
Don't know/Neither	9	7	2	-	2	6	-	2	-	*	3	3	5	*	2	1	5	4	4
	1%	1%	*	-	1%	4% <sup>KL</sup>	-	1%	-	*	3% <sup>EJ</sup>	5% <sup>EFJK</sup>	2%	*	1%	*	1%	1%	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	540	257	82	81	81	51	70	66	387	154
	47%	46%	45%	53%	43%	42%	37%	41%	49% <sup>h</sup>	41%
Streaming platforms	608	301	99	65	106	70	120	96	390	218
	53%	54%	55%	43%	57% <sup>h</sup>	58%	63% <sup>h</sup>	59%	50%	59% <sup>h</sup>
Don't know/neither	9	3	-	6	-	-	-	-	9	-
	1%	-	-	4% <sup>h</sup>	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	540	70	37	57	80	62	41	453	43	29	15
	47%	48%	51%	53%	48%	41%	39%	47%	45%	50%	43%
Streaming platforms	608	77	36	48	86	87	64	509	51	28	19
	53%	52%	49%	45%	52%	57%	61%	53%	53%	48%	56%
Don't know/neither	9	-	-	2	-	4	-	6	1	1	1
	1%	-	-	2%	-	3%	-	1%	1%	2%mp	2%im

"Caution should be used when reviewing any base size under 100"

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.7. In your opinion, are the PSB services or Streaming platforms better at/for? - Encouraging the development of new talent

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	540	50	80	87	138	56	82	39	531	9	2	8	531
	47%	48%	48%	51%	44%	48%	40%	55%	47%	38%	33%	39%	47%
Streaming platforms	608	72	86	83	176	62	121	27	601	6	1	6	601
	53%	51%	52%	49%	56%A	52%	60%A	38%	53%	26%	11%	29%	53%
Don't know/neither	9	-	-	-	2	-	-	5	-	9	3	6	-
	1%	-	-	-	1%	-	-	7%wvxz	-	37%	56%	32%	-

"Caution should be used when reviewing any base size under 100"

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	420	420	-	392	358	312	297	277	169	149	102	69	29	248	123	48
	36%	36%	-	38%	38%	38%	40% <sup>nm</sup>	33%	33%	34%	42% <sup>nm</sup>	26%	41%	31%	43% <sup>nm</sup>	61% <sup>nm</sup>
Streaming platforms	738	735	-	637	592	500	447	563	345	291	137	197	42	542	163	30
	63%	63%	-	62%	62%	61%	60%	63% <sup>nm</sup>	63% <sup>nm</sup>	66%	57%	74% <sup>nm</sup>	59%	69% <sup>nm</sup>	59% <sup>nm</sup>	38%
Don't know/neither	3	3	-	3	3	1	1	3	*	-	3	-	-	-	2	1
	*	*	-	*	*	*	*	*	*	-	1%	-	-	-	1% <sup>nm</sup>	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	420	358	52	9	376	37	267	110	43	198	188	295	374	256
	36%	36%	44%	29%	36%	44%	42% <sup>Low</sup>	33% <sup>Low</sup>	19%	36%	38%	36%	36%	36%
Streaming platforms	735	645	67	23	670	47	300	193	182	351	306	534	655	460
	63%	64%	56%	71%	64%	56%	57%	64%	31% <sup>Low</sup>	64%	62%	64%	63%	64%
Don't know/neither	3	3	-	-	3	-	3	-	-	1	2	1	3	2
	*	*	-	-	*	-	*	-	-	*	*	*	*	*

C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	420	207	213	124	143	146	54	70	73	70	66	50	30	105	126	97	82	230	189
	36%	38%	36%	32%	33%	46%EFJ K	36%	28%	34%	32%	46%EFIK 42% 42%EFIK	36%	33%	40%	36%	34%	39%		
Streaming platforms	735	341	385	266	290	171	89	178	140	151	76	68	27	190	254	149	131	444	291
	63%	62%	64%	68%GLN 67%GLN	53%	62%	72%GLMN 66%G 68%GLN	53%	57%	47%	64%	67%	60%	61%	66%	60%			
Don't know/neither	3	3	*	-	-	3	-	-	-	2	1	*	*	*	*	2	1	2	*
	*	*	*	-	-	1%	-	-	-	1%	1%	*	*	*	-	1%	*	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	420	203	61	71	64	53	60	64	284	136
	36%	36%	34%	47%	34%	44%	32%	40%	36%	37%
Streaming platforms	735	356	119	80	124	68	130	97	499	235
	63%	63%	66%	52%	66%	56%	68%	60%	64%	63%
Don't know/neither	3	2	-	1	-	-	-	-	3	-
	*	*	-	7%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	420	48	20	52	64	39	44	354	36	19	10
	36%	33%	27%	49% <sup>klmns</sup>	38%	26%	42%	37%	35% <sup>un</sup>	32%	29%
Streaming platforms	735	99	53	55	102	114	61	612	59	40	25
	63%	67%	73% <sup>kl</sup>	51%	62%	74% <sup>klc</sup>	58%	63%	61%	69% <sup>kl</sup>	70% <sup>kl</sup>
Don't know/neither	3	-	-	-	-	-	-	2	1	-	*
	*	-	-	-	-	-	-	*	1% <sup>p</sup>	-	1% <sup>p</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.8. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes with new ideas and different approaches

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	1055 78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	1023 122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	420	363 35% 54 44%	60	54 36%	125 32%	42 39%	82 36%	31 40%	413 37%	6 25%	-	6 31%	413 37%
Streaming platforms	735	657 64% 68 56%	106 64%	114 67%	191 61%	76 64%	121 60%	38 55%	719 63%	16 63%	3 63%	13 63%	719 63%
Don't know/neither	3	3	-	2	-	-	-	1	-	3	2	1	-
	*	*	-	7%	-	-	-	7%	-	12%	37%	6%	-

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	580	580	-	536	497	429	391	376	242	201	144	108	34	355	168	57
	50%	50%	-	52% <sup>sig</sup>	53% <sup>sig</sup>	52% <sup>sig</sup>	53% <sup>sig</sup>	45%	47%	46%	59% <sup>sig</sup>	41%	48%	45%	59% <sup>sig</sup>	72% <sup>sig</sup>
Streaming platforms	572	572	-	490	450	379	349	463	272	230	97	156	37	432	117	23
	49%	49%	-	48%	47%	47%	47%	55% <sup>sig</sup>	53%	54% <sup>sig</sup>	40%	53% <sup>sig</sup>	52%	55% <sup>sig</sup>	41%	28%
Don't know/neither	6	6	-	6	6	6	5	3	-	-	1	2	-	2	3	-
	*	*	-	1%	1%	1%	1%	*	-	-	*	1%	-	*	1%	-

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	580	494	75	11	523	45	377	135	67	275	274	408	499	369
	50%	49%	53%	33%	50%	53%	39%	43%	30%	50%	53%	49%	48%	51%
Streaming platforms	572	507	44	21	521	39	248	167	157	272	218	421	529	346
	49%	50%	36%	66%	50%	47%	39%	53%	70%	50%	44%	51%	51%	48%
Don't know/neither	6	5	*	*	5	*	6	-	-	3	4	2	3	4
	*	1%	*	*	1%	*	1%	-	-	*	1%	*	*	1%

C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	580	307	167	213	194	69	97	108	105	80	74	39	154	188	120	107	342	237	
	50%	49%	43%	49%	61%EFW	49%	39%	51%	48%	66%EI	62%EFW	68%EFW	52%	50%	49%	50%	51%	49%	
Streaming platforms	572	291	224	218	123	73	151	104	114	63	43	16	140	190	124	108	330	242	
	49%	50%	57%GLMN	50%GMN	38%	51%GN	61%FGLM	49%N	52%GMN	44%	36%	29%	48%	50%	50%	49%	49%	50%	
Don't know/Neither	6	5	1	-	2	3	-	-	2	-	2	1	1	2	2	-	3	3	
	*	1%	*	-	1%	1%	-	-	1%	-	1%	1%	*	1%	1%	*	*	1%	

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	580	264	92	92	90	56	96	75	397	183
	50%	47%	51%	60%	48%	46%	50%	46%	51%	49%
Streaming platforms	572	296	86	57	98	65	94	87	383	188
	49%	53%	48%	37%	52%	54%	50%	54%	49%	51%
Don't know/neither	6	1	2	3	-	-	-	-	6	-
	*	*	1%	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	580	69	40	58	78	78	55	484	49	30	16
	50%	47%	55%	54%	47%	51%	53%	50%	51%	50%	47%
Streaming platforms	572	78	32	47	88	75	48	479	46	29	18
	49%	53%	45%	44%	53%	49%	46%	50%	48%	49%	52%
Don't know/neither	6	-	-	2	-	-	2	4	1	1	*
	*	-	-	2%	-	-	2%	*	1%	1%	1%

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Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.9. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that make people stop and think

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	580	70	80	86	162	57	100	45	572	7	*	7	572
	50%	57%	48%	50%	51%	48%	49%	63%	51%	30%	9%	35%	51%
Streaming platforms	572	53	85	82	152	62	103	26	560	11	2	10	560
	49%	43%	51%	48%	48%	52%	51%	36%	49%	47%	40%	48%	49%
Don't know/neither	6	-	*	2	2	-	-	*	-	6	2	3	-
	*	-	*	7%	7%	-	-	*	-	23%	52%	16%	-

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	756	756	-	693	644	550	519	529	334	280	185	144	41	454	232	70
	65%	65%	-	67%	68%	68%	70% <sup>ab</sup>	63%	65%	64%	77% <sup>ab</sup>	54%	58%	57%	80% <sup>ab</sup>	87% <sup>ab</sup>
Streaming platforms	397	397	-	334	304	261	223	312	180	190	54	123	28	335	53	9
	34%	34%	-	32%	32%	32%	30%	37% <sup>cd</sup>	35%	36%	22%	43% <sup>cd</sup>	33% <sup>cd</sup>	42% <sup>cd</sup>	19%	11%
Don't know/neither	4	4	-	4	4	3	3	2	-	-	2	-	2	*	4	*
	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	1%	-	3% <sup>de</sup>	*	1% <sup>de</sup>	*

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	756	644	94	18	688	53	449	179	127	359	342	549	682	468
	65%	64%	69%	55%	66%	63%	67%	59%	57%	65%	69%	66%	66%	65%
Streaming platforms	397	357	25	14	357	31	178	121	97	190	150	280	347	246
	34%	34%	21%	44%	34%	37%	28%	40%	43%	35%	30%	34%	34%	34%
Don't know/neither	4	4	-	-	4	-	3	2	-	-	4	1	3	4
	*	*	-	1%	*	-	*	1%	-	*	1%	*	*	1%

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	758	368	383	198	303	244	72	126	148	155	104	97	42	212	251	157	122	462	294
	65%	67%	64%	51%	70% <b>MEH</b>	76% <b>EHI</b>	50%	51%	70% <b>MEH</b>	70% <b>EHI</b>	73% <b>MEH</b>	82% <b>EFHI</b>	74% <b>MEH</b>	72% <b>MT</b>	66%	64%	57%	68% <b>MT</b>	61%
Streaming platforms	397	179	214	192	130	72	71	122	64	66	38	22	12	81	130	89	92	210	186
	34%	32%	36%	49% <b>FGJK</b>	30% <b>MM</b>	23%	60% <b>FGJK</b>	49% <b>FGJK</b>	30%	30%	26%	18%	22%	27%	34%	36%	43% <b>MOS</b>	31%	39% <b>MOS</b>
Don't know/neither	4	4	1	-	-	4	-	-	-	-	2	-	3	2	-	-	2	2	2
	*	1%	*	-	-	1%	-	-	-	-	1%	-	4% <b>WEFLJK</b>	1%	-	-	1%	*	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	756	370	113	115	110	61	101	108	540	216
	65%	66%	63%	75% <sup>ab</sup>	59%	50%	53%	67% <sup>ef</sup>	69% <sup>ef</sup>	58%
Streaming platforms	397	189	67	35	77	60	90	54	242	155
	34%	34% <sup>bc</sup>	37% <sup>cd</sup>	23%	41% <sup>cd</sup>	50% <sup>gh</sup>	47% <sup>gh</sup>	33%	31%	42% <sup>hi</sup>
Don't know/neither	4	2	-	3	-	-	-	-	4	-
	*	*	-	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	756	90	52	85	101	83	71	627	67	39	23
	65%	62%	72%	79% <sup>mm</sup>	61%	54%	68%	65%	70% <sup>nn</sup>	66%	65%
Streaming platforms	397	56	20	22	65	69	34	337	29	19	12
	34%	38% <sup>ll</sup>	28%	21%	39% <sup>ll</sup>	45% <sup>ll</sup>	32%	35% <sup>ll</sup>	30%	33%	34% <sup>ll</sup>
Don't know/neither	4	-	-	-	-	2	-	3	*	*	*
	*	-	-	-	-	1%	-	*	*	1%	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.10. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes which reflect UK life and values

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	756	66	115	108	224	74	135	47	738	18	3	15	738
	65%	67% <b>u</b>	69%	64%	71%	62%	66%	66%	65%	72%	57%	76%	65%
Streaming platforms	397	56	51	60	92	45	68	22	394	2	*	2	394
	34%	32%	31%	36%	29%	38%	34%	31%	35%	9%	3%	11%	35%
Don't know/neither	4	-	-	2	-	-	-	2	-	4	2	3	-
	*	-	-	7%	-	-	-	7% <b>u</b>	-	18%	40%	13%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	505	-	468	435	376	347	310	184	143	143	74	25	267	181	57
	44%	-	45% <sup>q</sup>	45% <sup>q</sup>	45% <sup>q</sup>	47% <sup>q</sup>	37%	36%	32%	58% <sup>q</sup>	28%	36%	34%	63% <sup>q</sup>	72% <sup>q</sup>
Streaming platforms	651	-	562	516	436	396	532	330	297	97	192	45	522	107	22
	56%	-	55%	54%	54%	53%	62% <sup>q</sup>	64% <sup>q</sup>	69% <sup>q</sup>	40%	72% <sup>q</sup>	84% <sup>q</sup>	66% <sup>q</sup>	37%	28%
Don't know/neither	1	-	1	1	1	1	1	-	-	1	-	-	1	1	-

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	505	433	55	16	454	42	364	98	44	229	237	337	437	311
	44%	43%	46%	51%	43%	50%	59%	33%	33%	42%	48%	41%	42%	43%
Streaming platforms	651	572	63	15	593	42	265	205	181	321	258	482	594	407
	56%	57%	53%	48%	57%	50%	42%	63%	31%	58%	52%	55%	58%	57%
Don't know/neither	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*

C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	505	273	232	131	169	204	50	80	82	87	90	76	38	147	154	106	87	301	204
	44%	59% <sup>D</sup>	39%	33%	39%	64% <sup>EFHJ</sup>	35%	32%	39%	39%	62% <sup>EFHJ</sup>	64% <sup>EFHJ</sup>	67% <sup>EFHJ</sup>	50%	40%	43%	40%	45%	42%
Streaming platforms	651	277	365	260	265	115	93	168	130	134	54	43	18	147	226	140	128	374	277
	56%	50%	61% <sup>C</sup>	67% <sup>GLMN</sup>	61% <sup>GLMN</sup>	36%	65% <sup>GLMN</sup>	68% <sup>GLMN</sup>	61% <sup>GLMN</sup>	61% <sup>GLMN</sup>	38%	36%	31%	50%	59%	57%	59%	55%	58%
Don't know/neither	1	*	1	-	-	1	-	-	-	-	*	*	1	1	*	-	*	1	1
	*	*	*	-	-	*	-	-	-	-	*	*	23 <sup>F</sup>	*	*	-	*	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	605	226	81	94	77	47	71	63	366	139
	44%	40%	45%	62% <sup>abcd</sup>	41%	39%	37%	39%	47% <sup>de</sup>	38%
Streaming platforms	651	335	100	57	110	74	120	99	419	232
	56%	60% <sup>bc</sup>	65% <sup>de</sup>	38%	69% <sup>bc</sup>	61%	63%	61%	53%	62% <sup>gh</sup>
Don't know/neither	1	*	-	1	-	-	-	-	1	-
	*	*	-	7%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	605	64	38	59	71	65	54	433	40	19	12
	44%	44%	52% <sup>nr</sup>	55% <sup>nr</sup>	43%	42%	51% <sup>nr</sup>	45% <sup>nr</sup>	42%	33%	35%
Streaming platforms	651	82	35	48	94	88	51	534	55	39	22
	56%	56%	48%	45%	57%	58%	49%	55%	58%	60% <sup>top</sup>	64% <sup>top</sup>
Don't know/neither	1	-	-	-	-	-	-	-	1	*	*
	*	-	-	-	-	-	-	-	1% <sup>p</sup>	1% <sup>p</sup>	1% <sup>p</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.11. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that everyone can watch with and talk about with their family and friends

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	505	58	61	81	137	48	72	41	490	15	4	11	490
	44%	47%	37%	48%	43%	41%	35%	55%wz	43%	60%	86%	54%	43%
Streaming platforms	651	64	105	89	179	70	131	30	642	9	*	8	642
	56%	53%	63%A	52%	57%	59%	65%A	42%	57%	35%	3%	42%	57%
Don't know/neither	1	-	-	-	-	-	-	*	-	1	*	1	-
	*	-	-	-	-	-	-	*	-	6%	11%	4%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	682	682	-	635	592	509	469	475	295	246	180	116	49	393	223	65
	59%	59%	-	62%	62%	61%	63%	56%	57%	56%	71%	43%	65%	50%	77%	82%
Streaming platforms	470	470	-	392	359	302	272	364	218	193	59	148	22	396	61	14
	41%	41%	-	38%	37%	37%	37%	43%	44%	44%	24%	53%	31%	50%	21%	17%
Don't know/neither	5	5	-	5	5	3	3	5	*	-	2	2	-	*	4	*
	*	*	-	*	1%	*	*	1%	*	-	1%	1%	-	*	2%	*

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	682	589	73	19	614	55	426	167	89	312	310	498	611	443
	59%	59%	61%	60%	59%	66%	67%	53%	40%	57%	62%	60%	59%	62%
Streaming platforms	470	412	46	12	430	29	199	130	135	238	182	330	417	271
	41%	41%	38%	39%	41%	34%	32%	43%	50%	43%	37%	40%	40%	38%
Don't know/neither	5	4	*	*	5	-	5	*	-	*	5	2	3	5
	*	*	*	1%	*	-	1%	*	-	*	1%	*	*	1%

C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	682	352	189	251	236	75	114	122	128	100	93	44	208	218	141	101	426	255	
	59%	54%	48%	58% <sup>JE</sup>	74% <sup>EFHJ</sup>	62%	46%	56%	58% <sup>JK</sup>	69% <sup>MEHJ</sup>	73% <sup>EFHJ</sup>	77% <sup>EFHJ</sup>	71% <sup>PORT</sup>	57% <sup>OR</sup>	47%	63% <sup>AT</sup>	53%		
Streaming platforms	470	195	271	202	183	79	68	134	90	42	24	12	86	162	103	112	248	222	
	41%	35%	45% <sup>C</sup>	52% <sup>FGLMN</sup>	42% <sup>GMLN</sup>	25%	48% <sup>GMLN</sup>	54% <sup>FGKL</sup>	42% <sup>GMLN</sup>	42% <sup>GMM</sup>	29%	20%	21%	29%	43% <sup>O</sup>	42% <sup>O</sup>	52% <sup>OS</sup>	37%	46% <sup>OS</sup>
Don't know/Neither	5	4	1	-	-	5	-	-	-	2	2	1	1	-	2	2	1	4	
	*	1%	*	-	-	3% <sup>F</sup>	-	-	-	1%	2% <sup>EF</sup>	2% <sup>F</sup>	*	-	1%	1%	*	1%	

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	682	326	95	116	99	66	93	93	486	195
	59%	58%	53%	76% <sup>abcd</sup>	53%	55%	49%	57%	62% <sup>kl</sup>	53%
Streaming platforms	470	233	85	34	88	55	98	69	295	176
	41%	42% <sup>c</sup>	47% <sup>cd</sup>	22%	47% <sup>c</sup>	45%	51% <sup>kl</sup>	43%	37%	47% <sup>kl</sup>
Don't know/neither	5	2	-	3	-	-	-	-	5	-
	*	*	-	2%	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	682	68	51	73	94	94	63	574	57	30	20
	59%	47%	70% <sup>kl</sup>	68% <sup>kl</sup>	57%	61%	60%	59% <sup>kl</sup>	60%	52%	57%
Streaming platforms	470	78	22	32	72	60	42	390	38	28	15
	41%	53% <sup>kl</sup>	30%	30%	43%	39%	40%	40%	40%	47% <sup>kl</sup>	42%
Don't know/neither	5	-	-	2	-	-	-	3	*	1	*
	*	-	-	2%	-	-	-	*	*	1%	1% <sup>kl</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.12. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that bring the nation together for a shared viewing experience

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	682	62	105	110	210	58	128	49	670	12	1	12	670
	59%	60%	63%	65% <sup>y</sup>	67% <sup>y</sup>	49%	63%	69% <sup>y</sup>	59%	49%	11%	58%	59%
Streaming platforms	470	60	61	58	106	61	75	21	463	7	*	7	463
	41%	39%	37%	34%	33%	61% <sup>wvzA</sup>	37%	30%	41%	30%	3%	36%	41%
Don't know/neither	5	-	-	2	*	-	-	*	-	5	4	1	-
	*	-	-	7%	*	-	-	*	-	21%	86%	8%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	696	696	-	643	600	528	481	495	302	237	180	134	35	431	198	66
	60%	60%	-	62% <sup>d</sup>	63% <sup>d</sup>	63% <sup>em</sup>	65% <sup>e</sup>	59%	59%	54%	71% <sup>jk</sup>	50%	50%	55%	69% <sup>ln</sup>	82% <sup>op</sup>
Streaming platforms	460	460	-	388	352	284	263	347	212	203	61	132	35	358	90	13
	40%	40%	-	38%	37%	35%	35%	41% <sup>o</sup>	41%	47% <sup>cdm</sup>	25%	43% <sup>k</sup>	50%	45% <sup>no</sup>	31% <sup>os</sup>	17%
Don't know/neither	1	1	-	1	1	1	1	1	-	-	*	*	-	*	*	-

C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	696	603	71	22	637	42	419	175	103	329	312	497	623	426
	60%	50%	60%	69%	61%	50%	33%	58%	46%	60%	53%	60%	60%	59%
Streaming platforms	460	402	48	10	411	42	211	128	122	221	183	333	408	292
	40%	40%	30%	39%	50%	33%	33%	42%	34%	40%	37%	40%	40%	41%
Don't know/neither	1	1	-	-	1	-	1	-	-	-	1	1	1	1
	*	*	-	-	*	-	*	-	-	-	*	*	*	*

C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470	
Weighted Base	1157	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482	
PSB Services	696	328	364	181	274	233	60	121	135	140	108	84	201	234	134	113	434	261	
	60%	60%	61%	46%	63% <b>MEH</b>	73% <b>EFH</b>	42%	49%	63% <b>MEH</b>	63% <b>EHI</b>	73% <b>MEPHI</b>	70% <b>EHI</b>	71% <b>MEH</b>	68% <b>QRT</b>	61%	54%	53%	64% <b>QRT</b>	54%
Streaming platforms	460	222	233	210	159	86	83	127	78	81	35	35	94	147	112	102	240	220	
	40%	40%	39%	54% <b>FGJK</b>	37% <b>GL</b>	27%	68% <b>FGJK</b>	51% <b>FGJK</b>	37%	37% <b>KL</b>	25%	30%	32%	39%	46% <b>QOS</b>	47% <b>QOS</b>	36%	46% <b>QOS</b>	
Don't know/neither	1	*	1	-	-	1	-	-	-	-	*	-	*	-	*	*	*	*	
	*	*	*	-	-	*	-	-	-	-	*	-	15%	*	-	*	*	*	

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	696	324	118	113	105	63	96	97	496	200
	60%	58%	65%	74% <sup>ad</sup>	56%	52%	50%	60%	63% <sup>fi</sup>	54%
Streaming platforms	460	236	63	39	82	58	95	65	289	171
	40%	42% <sup>c</sup>	35%	26%	44% <sup>bc</sup>	48%	50% <sup>fh</sup>	40%	37%	46% <sup>hi</sup>
Don't know/neither	1	*	-	1	-	-	-	-	1	-
	*	*	-	*	-	-	-	*	*	-

"Caution should be used when reviewing any base size under 100"

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	696	71	40	76	105	88	64	576	65	36	19
	60%	49%	56%	71% <sup>le</sup>	64%	58%	60%	60%	67% <sup>le</sup>	62%	53%
Streaming platforms	460	75	32	31	60	65	42	391	31	22	16
	40%	51% <sup>ld</sup>	44%	29%	36%	42%	40%	40% <sup>ld</sup>	32%	38%	47% <sup>ld</sup>
Don't know/neither	1	-	-	-	-	-	-	-	*	*	*
	*	-	-	-	-	-	-	-	*p	*p	*p

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.13. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing programmes that help to understand what is going on in the world today

Table 141

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	1055 78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	1023 122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	696	633 60	110	108	185	74	131	47	677	19	4	14	677
		62% <b>u</b>	67%	64%	59%	63%	64%	67%	60%	76%	89%	73%	60%
Streaming platforms	460	390 62	56	61	131	44	72	23	455	5	*	5	455
	40%	38% <b>u</b> 51% <b>u</b>	33%	36%	41%	37%	36%	33%	40%	21%	8%	24%	40%
Don't know/neither	1	1 -	-	-	-	-	-	-	-	1	*	1	-
	*	* -	-	-	-	-	-	-	-	3%	3%	3%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Table 142

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	423	423	-	400	379	324	304	255	151	142	136	56	17	228	138	58
	37%	37%		39%	40%	40%	41%	30%	29%	32%	55%	21%	24%	29%	49%	74%
Streaming platforms	733	733	-	631	573	489	440	588	363	298	105	210	53	562	150	21
	63%	63%	-	61%	60%	60%	59%	70%	71%	68%	43%	73%	72%	74%	53%	27%
Don't know/neither	1	1	-	1	1	1	1	*	-	-	1	-	-	-	1	-
	*	*	-	*	*	*	*	*	-	-	*	-	-	-	*	-

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Table 142

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	423	371	43	9	377	31	293	98	33	198	200	300	372	262
	37%	37%	36%	29%	36%	37%	48% <sup>u/v/w</sup>	33% <sup>v</sup>	15%	36%	40%	36%	36%	36%
Streaming platforms	733	634	77	23	671	53	337	205	192	351	296	530	659	456
	63%	63%	64%	71%	64%	63%	33%	63% <sup>u</sup>	65% <sup>u/v</sup>	64%	60%	64%	64%	63%
Don't know/neither	1	*	*	-	1	-	1	-	-	-	*	1	1	*
	*	*	*	-	*	-	*	-	-	-	*	*	*	*

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	423	226	196	99	154	163	36	63	68	85	58	38	102	154	80	81	256	168	35%
	37%	41% <sup>D</sup>	33%	25%	35% <sup>DE</sup>	51% <sup>EFHI</sup>	25%	25%	32%	39% <sup>EHI</sup>	47% <sup>EFHI</sup>	49% <sup>EFHI</sup>	67% <sup>EFHI</sup>	34%	40%	33%	38%	38%	35%
Streaming platforms	733	325	401	292	280	156	107	185	144	136	76	61	18	193	226	166	134	419	314
	63%	59%	67% <sup>C</sup>	78% <sup>FGKL</sup>	65% <sup>GLMN</sup>	49%	75% <sup>GKLM</sup>	75% <sup>FGKL</sup>	68% <sup>GLMN</sup>	61% <sup>GN</sup>	53% <sup>N</sup>	51%	32%	65%	60%	67%	62%	62%	65%
Don't know/neither	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	1%	*	-	-	-	*	*

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Table 142

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	423	190	78	73	59	41	52	50	307	116
	37%	34%	43%	48% <sup>ad</sup>	32%	34%	27%	31%	39% <sup>h</sup>	31%
Streaming platforms	733	370	103	79	128	80	138	112	478	255
	63%	68% <sup>c</sup>	57%	52%	68% <sup>bc</sup>	66%	73% <sup>h</sup>	69%	61%	69% <sup>h</sup>
Don't know/neither	1	-	-	1	-	-	-	-	1	-
	*	-	-	*	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Table 142

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	423	61	31	44	59	52	32	358	34	19	11
	37%	42%	43%	41%	36%	34%	30%	37%	35%	33%	33%
Streaming platforms	733	85	42	63	106	101	73	609	62	39	23
	63%	58%	57%	59%	64%	66%	70%	63%	64%	67%	67%
Don't know/neither	1	-	-	-	-	-	-	-	*	*	-
	*	-	-	-	-	-	-	-	*p	*p	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.14. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing more programmes that feel relevant to you

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more hours (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	423	35	59	68	96	53	66	35	415	8	2	6	415
	37%	38%	35%	40%	30%	45%	33%	49%	37%	32%	51%	28%	37%
Streaming platforms	733	87	107	102	220	66	137	36	717	16	2	14	717
	63%	62%	65%	60%	70% <sup>WA</sup>	55%	67%	50%	63%	66%	45%	70%	63%
Don't know/neither	1	-	-	-	-	-	-	*	-	1	*	*	-
	*	-	-	-	-	-	-	*	-	2%	5%	2%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	334	334	-	319	301	251	246	192	113	102	103	44	21	176	112	46
	29%	29%	-	31% <sup>qph</sup>	32% <sup>qph</sup>	31% <sup>qph</sup>	33% <sup>qph</sup>	23%	22%	23%	43% <sup>qk</sup>	17%	30%	22%	39% <sup>qnn</sup>	59% <sup>qno</sup>
Streaming platforms	819	819	-	709	649	559	496	650	400	338	137	222	50	611	175	33
	71%	71%	-	69%	68%	69%	67%	77% <sup>acde</sup>	73% <sup>acde</sup>	77% <sup>acdm</sup>	57%	83% <sup>qk</sup>	70%	77% <sup>inc</sup>	61% <sup>qo</sup>	42%
Don't know/neither	4	4	-	4	4	4	3	1	*	-	1	-	-	3	1	*
	*	*	-	*	*	*	*	*	*	-	*	-	-	*	*	*

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	334	280	41	14	296	32	261	53	20	162	165	215	297	216
	29%	28%	34%	44%	26%	37%	41% <b>Low</b>	18% <b>Med</b>	9%	29%	33% <b>Med</b>	26%	29%	30%
Streaming platforms	819	724	77	18	750	53	366	249	204	386	330	614	732	501
	71%	72%	65%	56%	71%	63%	58%	62% <b>Low</b>	31% <b>Med</b>	70%	67%	74% <b>Med</b>	71%	70%
Don't know/neither	4	2	1	*	4	-	3	*	-	2	1	1	3	2
	*	*	1%	*	*	-	1%	*	-	*	*	*	*	*

C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	334	175	156	87	110	133	34	53	52	58	54	47	33	85	103	77	66	188	146
	29%	32%	26%	22%	25%	43%EFHJ	24%	21%	24%	26%	47%EFUJ	33%EFHJ	68%EFHJ	29%	27%	31%	31%	28%	30%
Streaming platforms	819	373	441	304	321	185	109	195	161	161	90	72	23	210	275	168	148	484	335
	71%	68%	74%	78%GMLN	74%GMLN	58%	76%GMLN	79%GMLN	76%GMLN	73%GN	62%N	60%	41%	71%	72%	69%	69%	72%	69%
Don't know/neither	4	3	1	-	2	2	-	-	-	2	*	*	1	*	2	-	1	3	1
	*	*	*	-	1%	*	-	-	-	1%	*	*	1%	*	1%	-	*	*	*

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	334	146	50	63	49	29	45	44	244	91
	29%	26%	28%	41% <sup>abcd</sup>	26%	24%	23%	27%	31%	24%
Streaming platforms	819	414	129	89	138	92	145	118	539	280
	71%	74% <sup>c</sup>	71% <sup>cd</sup>	58%	74% <sup>cd</sup>	76%	76%	73%	69%	75%
Don't know/neither	4	*	2	1	-	-	*	*	3	*
	*	*	1%	1%	-	-	*	*	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Table 143

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	513	207	209	213	
Weighted Base	1157	146*	73*	107*	166*	153*	967	96	59	35	
PSB Services	334	34	23	25	50	52	286	26	13	9	
	29%	23%	32%	23%	30%	34%	35%	30%	28%	23%	24%
Streaming platforms	819	113	49	82	116	101	66	680	68	45	26
	71%	77%	68%	77%	70%	66%	63%	70%	71%	76%	75%
Don't know/neither	4	-	-	-	-	-	2	2	1	1	*
	*	-	-	-	-	-	2%	*	1%	1%	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.15. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing the 'must watch' shows

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	334	34	47	55	83	32	38	32	326	9	2	7	326
	29%	28%	28%	33%w	26%	27%	19%	45%wA	29%	35%	37%	35%	29%
Streaming platforms	819	88	120	112	230	86	165	38	807	12	2	10	807
	71%	72%	72%A	66%	73%A	73%A	81%wA	54%	71%	50%	53%	49%	71%
Don't know/neither	4	*	-	2	2	-	-	1	-	4	*	3	-
	*	*	-	7%	7%	-	-	7%	-	15%	10%	16%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	390	-	365	338	288	263	249	149	120	123	68	20	232	117	41
	34%	34%	35% <sup>q/r</sup>	35% <sup>q/r</sup>	35% <sup>q/r</sup>	35% <sup>q/r</sup>	30%	29%	27%	51% <sup>q/r</sup>	26%	28%	29%	41% <sup>q/r</sup>	52% <sup>q/r</sup>
Streaming platforms	765	-	665	614	524	480	593	365	320	118	198	51	557	170	38
	66%	66%	64%	64%	64%	65%	69% <sup>q/r</sup>	71% <sup>q/r</sup>	73% <sup>q/r</sup>	49%	74% <sup>q/r</sup>	72% <sup>q/r</sup>	71% <sup>q/r</sup>	59%	48%
Don't know/neither	2	-	2	2	2	1	1	-	-	1	-	-	1	1	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	390	345	41	3	341	42	265	93	32	169	173	263	338	233
	34%	34%	35%	10%	32%	50%	43%	31%	14%	31%	35%	32%	33%	32%
Streaming platforms	765	660	77	29	707	42	363	209	193	380	322	565	692	484
	66%	66%	65%	90%	67%	50%	58%	63%	65%	69%	65%	68%	67%	67%
Don't know/neither	2	1	1	-	1	*	2	-	-	1	1	1	1	1
	*	*	1%	-	*	*	*	-	-	*	*	*	*	*

C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	390	207	182	107	133	146	46	60	61	72	64	50	32	111	125	78	67	237	153
	34%	38% <sup>D</sup>	30%	27%	31%	46% <sup>EFHJ</sup>	32%	24%	29%	33%	48% <sup>EFUJ</sup>	42% <sup>EJ</sup>	67% <sup>EFHJ</sup>	38%	33%	32%	31%	35%	32%
Streaming platforms	765	343	415	284	300	172	97	187	152	149	80	70	23	183	255	168	148	438	328
	66%	62%	69% <sup>C</sup>	73% <sup>GLMN</sup>	69% <sup>GLN</sup>	54%	68% <sup>GN</sup>	76% <sup>GLMN</sup>	71% <sup>GLN</sup>	67% <sup>GN</sup>	55%	58%	41%	62%	67%	68%	69%	65%	68%
Don't know/neither	2	1	1	-	*	1	-	-	*	-	*	*	1	1	-	*	*	1	1
	*	*	*	-	*	*	-	-	*	-	*	*	2% <sup>E</sup>	*	-	*	*	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Table 144

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	390	180	63	67	55	34	50	50	283	107
	34%	32%	35%	44% <b>ad</b>	29%	28%	26%	31%	36%	29%
Streaming platforms	765	380	117	84	132	87	140	112	501	265
	66%	68% <b>c</b>	65%	55%	71% <b>c</b>	72%	74% <b>h</b>	69%	64%	71%
Don't know/neither	2	*	-	1	-	-	-	-	2	-
	*	*	-	7%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Table 144

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	390	44	31	42	68	60	24	333	28	19	10
	34%	30%	42% <sup>ko</sup>	39%	41% <sup>los</sup>	39% <sup>oo</sup>	23%	34%	30%	32%	28%
Streaming platforms	765	103	42	65	98	93	82	634	67	39	25
	66%	70%	58%	61%	59%	61%	77% <sup>kmm</sup>	66%	70%	66%	72% <sup>km</sup>
Don't know/neither	2	-	-	-	-	-	-	-	1	1	*
	*	-	-	-	-	-	-	-	1% <sup>p</sup>	2% <sup>mp</sup>	* <sup>p</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.16. In your opinion, are the PSB services or Streaming platforms better at/for? - Providing a better variety of programmes to suit every occasion

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	390	44	56	53	110	37	56	28	383	7	4	3	383
	34%	36%	34%	31%	35%	31%	28%	40%	34%	27%	81%	74%	34%
Streaming platforms	765	78	110	117	206	82	147	42	749	16	*	16	749
	66%	64%	66%	69%	65%	69%	72%	59%	66%	66%	7%	79%	66%
Don't know/neither	2	-	-	-	-	-	-	*	-	2	1	1	-
	*	-	*	-	-	-	-	*	-	7%	11%	6%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	262	262	-	241	226	191	181	168	110	99	71	41	15	167	71	24
	23%	23%	-	23%	24%	24%	24%	20%	21%	23%	30.9%	16%	21%	21%	24%	31%
Streaming platforms	895	895	-	790	726	622	563	674	404	341	170	225	55	622	217	55
	77%	77%	-	77%	76%	76%	76%	60%	79%	77%	70%	81%	79%	79%	75%	69%
Don't know/neither	1	1	-	1	1	1	*	*	-	-	*	-	-	*	*	-

C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	262	226	28	226	27	181	64	16	132	121	177	228	162
	23%	22%	23%	26%	22%	29%	21%	7%	24%	24%	21%	22%	23%
Streaming platforms	895	780	91	822	57	448	239	205	417	374	653	804	556
	77%	76%	77%	78%	66%	71%	78%	89%	76%	75%	79%	78%	77%
Don't know/neither	1	*	*	1	-	1	-	-	-	1	1	1	1
	*	*	1%	*	-	*	-	-	-	*	*	*	*

C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	262	140	122	81	96	79	28	54	50	46	36	19	24	59	83	71	45	143	119
	23%	25%	20%	21%	22%	25%	19%	22%	23%	21%	25%	16%	43%	20%	22%	29%	21%	21%	25%
Streaming platforms	895	411	476	309	338	240	115	194	163	175	108	100	32	235	297	175	169	532	363
	77%	75%	80%	79%N	78%N	75%N	81%N	78%N	77%N	79%N	75%N	84%N	57%	80%	78%	71%	79%	79%	75%
Don't know/neither	1	-	1	-	-	1	-	-	-	-	-	-	*	*	-	-	*	*	1
	*	-	*	-	-	*	-	-	-	-	-	-	*	*	-	-	*	*	*

C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Table 145

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	262	135	43	31	35	39	52	38	162	100
	23%	24%	24%	21%	19%	32%	27%	23%	21%	27%
Streaming platforms	895	426	137	121	152	82	138	124	623	272
	77%	76%	76%	79%	81%	68%	73%	77%	79%	73%
Don't know/neither	1	-	-	1	-	-	-	-	1	-
*	-	-	-	*	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Table 145

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	262	23	20	25	45	38	25	225	19	12	6
	23%	16%	28%	23%	27%	25%	24%	23%	20%	20%	16%
Streaming platforms	895	124	52	82	121	115	80	742	77	47	29
	77%	84%	72%	77%	73%	75%	76%	77%	80%	79%	83%
Don't know/neither	1	-	-	-	-	-	-	-	-	*	*
	*	-	-	-	-	-	-	-	-	1%p	1%p

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.17. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find something new to watch

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	1055 78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	1023 122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	262	234 28	40	41	76	40	49	18	260	1	*	1	260
	23%	23% 23%	24%	24%	24%	34%	24%	25%	23%	6%	7%	6%	23%
Streaming platforms	895	788 95	126	129	240	78	154	53	872	22	4	18	872
	77%	77% 77%	76%	76%	76%	66%	76%	75%	77%	91%	86%	92%	77%
Don't know/neither	1	1 -	-	-	-	-	-	*	-	1	*	*	-
	*	* -	-	-	-	-	-	*	-	3%	7%	2%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Base : All watch both PBS and SVOD services

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	335	335	-	317	299	256	233	209	127	115	106	51	15	190	105	40
	29%	29%	-	31% <sup>q</sup>	31% <sup>q</sup>	31% <sup>q</sup>	31% <sup>q</sup>	25%	25%	26%	44% <sup>kl</sup>	19%	21%	24%	37% <sup>mn</sup>	50% <sup>op</sup>
Streaming platforms	821	821	-	713	653	557	510	632	386	325	135	215	56	599	183	39
	71%	71%	-	69%	69%	68%	69%	73% <sup>def</sup>	73% <sup>def</sup>	74%	56%	81%	73% <sup>g</sup>	73% <sup>h</sup>	63%	50%
Don't know/neither	1	1	-	1	1	1	1	1	*	-	*	-	-	1	1	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	335	285	45	5	295	32	239	69	27	159	154	227	305	209
	29%	28%	37%	16%	28%	36%	38%	23%	12%	29%	31%	27%	30%	29%
Streaming platforms	821	720	74	27	753	52	390	233	185	390	341	602	726	506
	71%	72%	62%	84%	72%	62%	62%	72%	35%	71%	69%	72%	70%	71%
Don't know/neither	1	1	1	-	1	-	1	*	-	*	1	1	1	1
	*	*	1%	-	*	-	*	*	-	*	*	*	*	*

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	335 29%	174 32%	158 26%	74 19%	121 28% <sup>JEI</sup>	136 45% <sup>EFHI</sup>	37 26% <sup>JK</sup>	37 15%	60 28% <sup>JK</sup>	62 28% <sup>EI</sup>	59 41% <sup>EFHI</sup>	47 40% <sup>EI</sup>	29 61% <sup>EFHI</sup>	86 29%	103 27%	86 35%	55 25%	189 28%	145 30%
Streaming platforms	821 71%	376 68%	439 73%	317 81% <sup>FGKL</sup>	312 72% <sup>GILN</sup>	183 57%	106 74% <sup>GILN</sup>	211 85% <sup>FGHJ</sup>	153 72% <sup>GILN</sup>	159 72% <sup>GILN</sup>	84 59%	72 60%	27 47%	208 71%	277 73%	160 65%	160 74%	485 72%	336 70%
Don't know/Neither	1 *	-	1 *	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Table 146

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	335	171	50	58	40	37	55	41	232	103
	29%	30%	28%	38%	21%	30%	29%	25%	29%	28%
Streaming platforms	821	390	131	93	147	84	136	121	553	268
	71%	70%	72%	61%	79%	70%	71%	75%	70%	72%
Don't know/neither	1	-	-	1	-	-	-	-	1	-
	*	-	-	1%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Table 146

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	335	39	16	35	54	41	36	289	25	12	8
	29%	27%	22%	32%	33% <sup>u</sup>	27%	34%	30% <sup>u</sup>	26%	20%	23%
Streaming platforms	821	107	56	72	112	69	678	70	47	27	
	71%	73%	78%	68%	67%	73%	66%	70%	73%	79% <sup>u</sup>	77%
Don't know/neither	1	-	-	-	-	-	-	-	1	*	-
	*	-	-	-	-	-	-	-	1% <sup>p</sup>	*p	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.18. In your opinion, are the PSB services or Streaming platforms better at/for? - Easier to find what you want to watch

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	335	33	47	57	86	33	55	25	326	9	1	8	326
	29%	27%	28%	34%	27%	27%	27%	35%	29%	37%	18%	41%	29%
Streaming platforms	821	89	119	113	230	86	148	45	807	14	4	10	807
	71%	73%	72%	66%	73%	73%	73%	64%	71%	58%	82%	52%	71%
Don't know/neither	1	-	-	-	-	-	-	*	-	1	-	1	-
	*	-	-	-	-	-	-	1%	-	5%	-	7%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	-**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	586	-	545	510	453	425	399	243	201	137	115	24	370	163	53
	51%	51%	53%	53% <sup>ab</sup>	55% <sup>cd</sup>	57% <sup>def</sup>	47%	47%	46%	53% <sup>gh</sup>	43%	35%	47%	58% <sup>ij</sup>	67% <sup>kl</sup>
Streaming platforms	565	-	481	437	356	315	440	270	230	102	151	44	419	120	25
	49%	49%	47%	46%	44%	42%	52% <sup>def</sup>	53% <sup>ef</sup>	51% <sup>cd</sup>	42%	57% <sup>gh</sup>	63% <sup>ij</sup>	53% <sup>kl</sup>	42%	32%
Don't know/neither	6	0	6	6	5	5	4	1	-	3	-	2	*	6	*
	1%	1%	1%	1%	1%	1%	*	*	-	1%	-	3% <sup>kl</sup>	*	2% <sup>lm</sup>	*

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	586	508	68	530	40	370	129	88	276	253	409	517	356
	51%	50%	57%	51%	47%	58%	42%	39%	50%	51%	49%	50%	50%
Streaming platforms	565	483	51	512	44	256	172	137	273	238	420	511	357
	49%	49%	43%	49%	53%	41%	53%	61%	50%	48%	51%	50%	50%
Don't know/neither	6	5	1	6	-	4	2	-	1	5	2	4	6
	1%	1%	1%	1%	-	1%	1%	-	*	1%	*	*	1%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Table 147

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	586	269	316	162	226	196	69	93	111	115	85	78	33	143	198	129	105	342	245
	51%	49%	53%	41%	52% <sup>NEI</sup>	61% <sup>EFHI</sup>	48%	38%	52% <sup>NI</sup>	52% <sup>NI</sup>	69% <sup>NEI</sup>	65% <sup>EFHI</sup>	68% <sup>NI</sup>	49%	52%	52%	49%	51%	51%
Streaming platforms	565	277	281	229	208	117	74	155	102	106	56	41	20	149	182	117	108	331	234
	49%	50%	47%	59% <sup>FGLM</sup>	48% <sup>GM</sup>	37%	52% <sup>GM</sup>	62% <sup>FGJK</sup>	48% <sup>GS</sup>	48% <sup>GS</sup>	39%	34%	36%	51%	48%	48%	50%	49%	49%
Don't know/neither	6	5	2	-	-	6	-	-	-	-	2	1	4	3	*	*	3	3	3
	1%	1%	*	-	-	2% <sup>EF</sup>	-	-	-	-	2% <sup>F</sup>	*	6% <sup>NERLU</sup>	1%	*	*	1%	*	1%

"Caution should be used when reviewing any base size under 100"  
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	586	275	96	97	89	47	79	80	424	162
	51%	49%	53%	63% <sup>ad</sup>	48%	39%	42%	50%	54% <sup>ae</sup>	44%
Streaming platforms	565	284	84	52	98	74	111	81	355	209
	49%	51% <sup>c</sup>	47%	34%	52% <sup>ac</sup>	61% <sup>af</sup>	58% <sup>af</sup>	50%	45%	56% <sup>af</sup>
Don't know/neither	6	2	-	5	-	-	-	-	6	-
	1%	-	-	3% <sup>ad</sup>	-	-	-	-	1%	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	586	77	42	60	75	67	59	494	46	28	18
	51%	52%	56%	56%	45%	44%	56%	51%	48%	46%	52%
Streaming platforms	565	70	30	47	91	85	47	470	48	30	16
	49%	48%	42%	44%	55%	55%	44%	49%	50%	51%	47%
Don't know/neither	6	-	-	-	-	2	-	3	2	1	*
	1%	-	-	-	-	1%	-	*	2% <sup>p</sup>	2% <sup>p</sup>	1%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.19. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching in the background

Table 147

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	586	53	91	92	145	57	93	42	574	13	2	10	574
	51%	43%	55%	54%	46%	48%	46%	59%	51%	52%	49%	53%	51%
Streaming platforms	565	70	75	77	171	61	110	26	559	6	*	5	559
	49%	57%	45%	45%	54%	52%	54%	36%	49%	22%	8%	26%	49%
Don't know/neither	6	-	-	2	-	-	-	3	-	6	2	4	-
	7%	-	-	7%	-	-	-	4%	-	26%	43%	22%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	465	465	-	428	410	354	335	299	178	148	136	64	30	248	164	53
	40%	40%	-	41% <sup>g</sup> hi	43% <sup>g</sup> hi	44% <sup>g</sup> hi	45% <sup>g</sup> hi	35%	35%	34%	55% <sup>kl</sup>	24%	42% <sup>kl</sup>	31%	57% <sup>mn</sup>	67% <sup>no</sup>
Streaming platforms	689	689	-	600	540	456	406	543	336	282	104	202	41	539	123	26
	60%	60%	-	58%	57%	56%	55%	64% <sup>def</sup>	65% <sup>def</sup>	66% <sup>def</sup>	43%	73% <sup>kl</sup>	58%	65% <sup>lmn</sup>	43%	33%
Don't know/neither	3	3	-	3	3	3	3	1	-	-	1	-	-	2	1	-

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	465	408	46	415	40	308	108	49	214	211	311	407	300
	40%	41%	38%	34%	40%	49%	35%	22%	39%	42%	37%	39%	42%
Streaming platforms	689	595	73	631	44	319	194	176	334	284	519	622	417
	60%	59%	62%	60%	52%	51%	64%	78%	61%	57%	63%	60%	58%
Don't know/neither	3	3	*	3	-	3	-	-	2	1	1	3	1
	*	*	1%	*	-	*	-	-	*	*	*	*	*

C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	465	236	226	128	161	169	57	71	79	83	68	65	36	138	137	104	81	275	190
	40%	43%	38%	33%	37%	53%EFH JK	40%	29%	37%	37%	47%EI K	55%EFJ JK	63%ERH JK	47%	36%	42%	38%	41%	39%
Streaming platforms	689	313	371	263	270	150	86	177	134	136	76	54	20	156	241	142	134	397	292
	60%	57%	62%	67%GLMN 62%GMN	62%GMN	47%	60%GN	71%GLMN 63%GMN	62%GMN	53%	45%	36%	53%	63%O	58%	62%	59%	61%	61%
Don't know/neither	3	2	1	-	2	1	-	-	-	2	-	*	1	1	2	-	*	3	*
	*	*	*	-	*	*	-	-	-	1%	-	*	2%	*	1%	-	*	*	*

"Caution should be used when reviewing any base size under 100"  
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	465	220	69	83	59	35	50	49	357	108
	40%	39%	38%	54% <sup>abcd</sup>	32%	29%	26%	30%	45% <sup>efgh</sup>	29%
Streaming platforms	689	340	110	69	128	86	141	113	426	264
	60%	61% <sup>c</sup>	61% <sup>d</sup>	45%	68% <sup>c</sup>	71% <sup>h</sup>	74% <sup>h</sup>	70% <sup>h</sup>	54%	71% <sup>h</sup>
Don't know/neither	3	-	2	1	-	-	-	-	3	-
	*	-	1%	1%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	465	62	36	50	64	59	40	395	37	20	12
	40%	43%	50%	46%	39%	39%	38%	41%	38%	34%	35%
Streaming platforms	689	84	36	57	101	94	64	570	59	38	22
	60%	57%	50%	54%	61%	61%	59%	61%	65%	64%	
Don't know/neither	3	-	-	-	-	-	2	2	1	*	*
	*	-	-	-	-	-	2%	*	1%	1%	1%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.20. In your opinion, are the PSB services or Streaming platforms better at/for? - Watching as a family

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	465	43	60	67	127	42	54	38	453	12	4	8	453
	40%	41%	36%	39%	40%	36%	27%	54%	40%	49%	88%	40%	40%
Streaming platforms	689	79	106	101	187	76	149	32	680	9	*	9	680
	60%	59%	64%	60%	59%	64%	73%	46%	60%	38%	8%	45%	60%
Don't know/neither	3	-	-	2	2	-	-	1	-	3	*	3	-
	*	-	-	7%	7%	-	-	7%	-	13%	4%	15%	-

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Table 149

Base : All watch both PBS and SVOD services

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Total	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	1142	1142	-	1028	945	829	730	866	496	429	258	281	73	783	280	79
Weighted Base	1157	1157	..**	1032	953	814	745	843	514	440	241	266	70*	789	288	79*
PSB Services	303	303	-	284	268	231	201	203	114	93	90	51	15	179	88	36
	26%	26%	-	28%	28%	28%	27%	24%	22%	21%	37%	19%	22%	23%	31%	45%
Streaming platforms	853	853	-	746	683	581	542	639	399	347	150	215	55	610	199	43
	74%	74%	-	72%	72%	71%	73%	76%	77%	83%	62%	81%	78%	77%	69%	55%
Don't know/neither	2	2	-	2	2	2	2	1	1	-	1	-	-	1	1	-
	0.2%	0.2%	-	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0%	0.4%	0%	0%	0.1%	0.1%	0%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Base : All watch both PBS and SVOD services

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	1142	981	134	27	1046	77	606	302	234	562	489	820	1011	718
Weighted Base	1157	1006	119*	32**	1049	84*	630	303	225	550	496	830	1032	719
PSB Services	303	257	36	10	258	36	202	72	29	136	128	211	266	194
	26%	26%	30%	32%	25%	43%	32% <sup>low</sup>	24%	13%	25%	26%	25%	26%	27%
Streaming platforms	853	749	82	22	790	48	427	230	195	414	367	618	765	524
	74%	74%	69%	68%	73%	57%	68%	73%	73%	75%	74%	74%	74%	73%
Don't know/neither	2	1	1	-	2	-	1	*	-	-	1	1	1	1
	*	*	1%	-	*	-	*	*	-	-	*	*	*	*

C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Base : All watch both PBS and SVOD services

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	1142	519	614	359	420	353	142	217	206	214	171	128	54	293	379	210	235	672	470
Weighted Base	1157	551	598	391	434	320	143*	248	213	221	144*	119*	57*	295	380	246	215	675	482
PSB Services	303	144	158	79	100	118	35	44	48	51	55	39	24	72	95	72	59	167	136
	26%	26%	26%	20%	23%	37%EFHJ	25%	18%	23%	23%	48%EFUJ	33%EI	43%EFUJ	24%	25%	29%	27%	25%	28%
Streaming platforms	853	406	439	312	334	200	107	204	165	170	88	80	32	223	285	174	155	508	345
	74%	74%	73%	80%GLMN	77%GLN	62%	75%GLN	82%GLMN	77%GLN	77%GLN	61%	67%	56%	75%	75%	71%	72%	75%	72%
Don't know/neither	2	-	2	-	-	2	-	-	-	-	*	*	1	*	-	-	1	*	1
	*	-	*	-	-	*	-	-	-	-	*	*	2	*	-	-	*	*	*

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Table 149

Base : All watch both PBS and SVOD services

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	1142	541	168	168	184	113	180	161	789	353
Weighted Base	1157	561	180	153*	187	121*	190	162*	786	371
PSB Services	303	127	54	57	45	27	34	36	223	80
	26%	23%	30%	37% <sup>ad</sup>	24%	23%	18%	22%	28% <sup>f</sup>	21%
Streaming platforms	853	434	127	94	142	94	157	125	561	292
	74%	77% <sup>c</sup>	70%	62%	76% <sup>bc</sup>	77%	82% <sup>fh</sup>	78%	71%	79% <sup>hi</sup>
Don't know/neither	2	-	-	2	-	-	-	-	2	-
	*	-	-	1%	-	-	-	-	*	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Table 149

Base : All watch both PBS and SVOD services

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	1142	77	39	58	86	81	51	513	207	209	213
Weighted Base	1157	146*	73*	107*	166*	153*	105*	967	96	59	35
PSB Services	303	30	16	35	43	38	34	252	29	14	8
	26%	21%	22%	32%	26%	25%	32%	26%	30%	23%	23%
Streaming platforms	853	116	56	72	122	115	71	715	66	45	27
	74%	79%	78%	68%	74%	75%	68%	74%	69%	76%	77%
Don't know/neither	2	-	-	-	-	-	-	-	1	*	-
	*	-	-	-	-	-	-	-	1%	p	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



C4.21. In your opinion, are the PSB services or Streaming platforms better at/for? - Accessing programmes in a way that suits you

Base : All watch both PBS and SVOD services

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	1142	78	174	152	302	113	200	63	1100	42	8	34	1100
Weighted Base	1157	122*	166	170*	316	119*	203	71*	1133	25**	5**	20**	1133
PSB Services	303	33	35	36	76	29	39	26	298	5	2	3	298
	26%	27%	21%	21%	24%	24%	19%	30% <b>A</b>	26%	19%	40%	14%	26%
Streaming platforms	853	89	131	134	240	90	164	44	834	18	2	16	834
	74%	73%	79% <b>A</b>	79%	76%	76%	81% <b>A</b>	63%	74%	75%	49%	81%	74%
Don't know/neither	2	-	-	-	-	-	-	1	-	2	1	1	-
	*	-	-	-	-	-	-	1%	-	6%	11%	5%	-

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

C4. In your opinion, are the PSB services or Streaming platforms better at/for?

Base : All watch both PBS and SVOD services

	PSB Services	Streaming platforms	Don't know/ neither
Unweighted Base	1142	1142	1142
Weighted Base	1157	1157	1157
Providing services which are available to everyone	634 55%	522 45%	1 *
Providing high-quality productions	416 36%	740 64%	2 *
Providing a wide range of different types of programmes for everyone	422 36%	731 63%	5 *
Providing a wide range of high-quality programmes for children made in the UK	606 52%	542 47%	9 1%
Reflecting the diversity of the UK	734 63%	416 36%	7 1%
Featuring people like you and the places you know	676 58%	471 41%	10 1%
Encouraging the development of new talent	540 47%	608 53%	9 1%
Providing programmes with new ideas and different approaches	420 36%	735 63%	3 *
Providing programmes that make people stop and think	580 50%	572 49%	6 *
Providing programmes which reflect UK life and values	756 65%	397 34%	4 *
Providing programmes that everyone can watch with and talk about with their family and friends	505 44%	651 56%	1 *
Providing programmes that bring the nation together for a shared viewing experience	682 59%	470 41%	5 *
Providing programmes that helps to understand what is going on in the world today	696 60%	460 40%	1 *
Providing more programmes that feel relevant to you	423 37%	733 63%	1 *
Providing the 'must watch' shows	334 29%	819 71%	4 *
Providing a better variety of programmes to suit every occasion	390 34%	765 66%	2 *
Easier to find something new to watch	282 23%	895 77%	1 *
Easier to find what you want to watch	335 29%	821 71%	1 *
Watching in the background	586 51%	565 49%	6 1%
Watching as a family	465 40%	689 60%	3 *
Accessing programmes in a way that suits you	303 26%	853 74%	2 *

D1a. Do you have any children under 16 living in the household?

Base : All respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Yes	605	519	86	456	341	276	251	368	199	236	104	141	46	452	123	30
	27%	26% <sup>af</sup>	33% <sup>icdef</sup>	28% <sup>ah</sup>	23%	21%	21%	35% <sup>acde</sup>	33% <sup>accd</sup>	38% <sup>aredu</sup>	19%	39% <sup>g</sup>	30% <sup>h</sup>	34% <sup>ino</sup>	21% <sup>o</sup>	8%
No	1652	1479	173	1330	1148	1030	917	674	398	389	447	223	107	866	450	336
	73%	74% <sup>gjh</sup>	67%	74% <sup>bgih</sup>	77% <sup>bgih</sup>	79% <sup>abcg</sup>	79% <sup>abcc</sup>	65%	67%	62%	81% <sup>kl</sup>	61%	70%	66%	79% <sup>un</sup>	92% <sup>un</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

D1a. Do you have any children under 16 living in the household?

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Yes	605	498	85	22	549	51	333	149	123	312	184	360	519	285
	27%	28%	24%	18%	27%	33%	23%	37%	32%	31%	20%	31%	30%	24%
No	1652	1296	265	101	1512	102	1143	251	258	690	744	800	1208	914
	73%	72%	76%	82%	73%	67%	77%	63%	69%	69%	80%	69%	70%	75%

D1a. Do you have any children under 16 living in the household?

Base : All respondents

	Gender		Age										Social Grade										
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)					
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091				
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076				
Yes	605	280	320	258	306	35	88	169	184	122	26	7	2	132	185	166	110	317	288				
	27%	26%	28%	30%GLMN 42%GHKLM		4%	30%GLMN 41%GHKL		52%EFGH 33%GLMN		4%GMM		2%	26%	27%	33%R		21%	27%				
No	1652	817	822	424	418	792	203	221	170	248	285	288	219	370	494	336	404	864	788				
	73%	74%	72%	62%J		55%J		96%EFHI 70%FI		57%	48%	67%FIJ		52%EFHI		98%EFHI 99%EFHI		74%	73%	67%	79%Q	73%	73%

D1a. Do you have any children under 16 living in the household?

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Yes	605	332	106	14	119	185	314	259	-	605
	27%	37% <sup>ad</sup>	31% <sup>bc</sup>	3%	30% <sup>cd</sup>	100% <sup>eh</sup>	100% <sup>fh</sup>	100% <sup>gh</sup>	-	100% <sup>ih</sup>
No	1652	559	232	463	281	-	-	-	1652	-
	73%	63%	69%	97% <sup>abd</sup>	70% <sup>ad</sup>	-	-	-	100% <sup>efg</sup>	-

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D1a. Do you have any children under 16 living in the household?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Yes	605	72	41	38	114	92	59	510	46	29	20
	27%	29%	20%	19%	39% <sup>ms</sup>	29%	29%	27%	25%	26%	23% <sup>kl</sup>
No	1652	176	162	165	180	224	144	1386	135	84	48
	73%	71%	80% <sup>ms</sup>	81% <sup>ms</sup>	61%	71%	71%	73% <sup>um</sup>	75% <sup>un</sup>	74% <sup>um</sup>	71% <sup>um</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D1a. Do you have any children under 16 living in the household?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Yes	605	89	91	94	156	86	244	37	601	4	-	4	601
	27%	26%	31%	33%A	34%A	42%A	80%wxyzA	21%	29%C	3%	-	5%	29%D
No	1652	154	206	194	300	121	62	137	1492	160	74	86	1492
	73%	74%u	69%yz	67%z	66%z	68%w	20%	79%wxyz	71%	97%B	100%F	95%F	77%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	559	474	85	415	320	280	242	361	199	226	90	143	48	423	110	26
Weighted Base	605	519	86*	456	341	276	251	368	199	236	104**	141*	46**	452	123*	30**
0-4 (pre-school)	185	155	30	132	92	83	77	131	68	72	25	59	13	150	30	5
	37%	30%	35%	29%	27%	30%	31%	36%	34%	30%	25%	42%	29%	33%	25%	16%
5-11 (junior school)	314	271	43	237	193	141	126	200	117	131	45	70	29	253	46	15
	52%	52%	50%	52%	57%	51%	50%	54%	58%	55%	43%	50%	64%	55%	38%	60%
12-15 (secondary school)	259	226	33	207	151	133	124	152	83	105	51	59	15	175	66	18
	43%	44%	38%	45%	44%	48%	50%	41%	42%	45%	49%	42%	32%	39%	53%**	61%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base 559	459	78	22	516	37	283	143	133	302	178	346	485	276
Weighted Base 605	498	85*	22**	549	51**	333	149*	123*	312	184	360	519	285
0-4 (pre-school) 185 31%	156	22	7	166	16	80	48	57	78	71	123	145	111
	31%	26%	33%	30%	32%	24%	32%	47%	25%	33%	34%	28%	33%
5-11 (junior school) 314 52%	262	45	6	284	27	178	77	60	176	88	201	283	133
	53%	53%	35%	52%	54%	53%	51%	49%	56%	47%	56%	55%	49%
12-15 (secondary school) 259 43%	202	48	9	238	19	163	54	42	139	65	149	232	111
	41%	56%	39%	43%	37%	49%	36%	34%	45%	35%	42%	45%	39%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/A/B - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	559	261	293	227	288	39	75	152	171	117	32	5	2	117	174	131	119	291	268
Weighted Base	605	280	320	258	306	35**	88*	169*	184	122*	26**	7**	2**	132*	185	166*	110*	317	288
0-4 (pre-school)	185	80	103	126	55	2	40	86	42	12	1	-	2	34	63	42	42	96	89
	37%	29%	32%	49% <sup>FJK</sup>	16%	6%	46% <sup>FJK</sup>	51% <sup>FJK</sup>	23% <sup>MK</sup>	10%	2%	-	86%	25%	34%	25%	39%	30%	31%
5-11 (junior school)	314	136	176	127	172	10	27	100	122	50	8	2	-	83	91	71	59	174	140
	52%	48%	55%	49% <sup>MI</sup>	56% <sup>MIH</sup>	28%	30%	59% <sup>MJK</sup>	66% <sup>MIHK</sup>	41%	30%	27%	-	63% <sup>QIT</sup>	49%	43%	54%	55%	49%
12-15 (secondary school)	259	122	134	58	170	25	28	31	84	86	20	5	*	49	72	86	48	122	137
	43%	43%	42%	23%	55% <sup>IEH</sup>	72%	31%	18%	45% <sup>IEI</sup>	70% <sup>IEFH</sup>	76%	75%	14%	38%	39%	52% <sup>NS</sup>	44%	38%	48%

D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	559	319	89	10	104	172	291	247	-	559
Weighted Base	605	332	106*	14**	119*	185	314	259	-**	605
0-4 (pre-school)	185	89	39	-	52	185	56	28	-	185
	31%	27%	37%	-	44% <sup>ae</sup>	100% <sup>af</sup>	18%	11%	-	31% <sup>af</sup>
5-11 (junior school)	314	179	55	8	55	56	314	84	-	314
	52%	54%	52%	55%	46%	30%	100% <sup>ag</sup>	32%	-	52% <sup>ag</sup>
12-15 (secondary school)	259	150	38	6	49	28	84	259	-	259
	43%	45%	36%	45%	41%	15%	27% <sup>ah</sup>	100% <sup>ah</sup>	-	43% <sup>ah</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	559	37	21	19	58	46	28	260	94	94	111
Weighted Base	605	72*	41**	38**	114*	92*	59**	510	46*	29*	20
0-4 (pre-school)	185	21	12	7	34	26	20	153	19	8	5
	31%	29%	28%	17%	29%	28%	34%	30%	42% <sup>prj</sup>	27%	24%
5-11 (junior school)	314	37	20	18	57	54	29	266	21	16	11
	52%	52%	48%	47%	50%	59%	49%	52%	46%	56%	56%
12-15 (secondary school)	259	38	19	18	49	25	31	217	21	12	9
	43%	52% <sup>prj</sup>	47%	47%	43%	28%	52%	42%	45% <sup>prj</sup>	41%	40% <sup>prj</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

D1b. Which of the following age groups do they fall into?

Base : All respondents with children under 16 living in the household

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	559	492	62	92	86	153	78	241	24	554	5	-	5	554
Weighted Base	605	508	89*	91*	94*	156*	86*	244	37**	601	4**	-**	4**	601
0-4 (pre-school)	185	154	29	33	23	43	29	79	19	185	-	-	-	185
	31%	30%	33%	36%	24%	27%	34%	33%	53%	31%	-	-	-	31%
5-11 (junior school)	314	271	42	38	57	90	43	137	12	310	4	-	4	310
	52%	53%	47%	42%	61%	58%	50%	56%	33%	52%	96%	-	96%	52%
12-15 (secondary school)	259	221	34	39	40	73	30	112	12	256	3	-	3	256
	43%	44%	38%	42%	42%	47%	34%	46%	34%	43%	60%	-	60%	43%

D1c. Which of the following best describes who else you live with?

Base : All respondents

	Total	PSB/Non-PSB Users								Most valued service			PSB usage			
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Partner / Husband/ Wife	1277	1148	128	1039	891	799	715	630	383	345	324	210	60	737	340	200
	57%	57%	50%	58% <sup>ab</sup>	60% <sup>ab</sup>	61% <sup>ab</sup>	61% <sup>ab</sup>	60% <sup>ab</sup>	64% <sup>abc</sup>	55%	63% <sup>d</sup>	59% <sup>d</sup>	39%	56%	59%	55%
No other adults in your household	486	452	34	413	340	304	261	168	98	98	142	54	31	241	128	116
	22%	23% <sup>bcghi</sup>	13%	23% <sup>bcghi</sup>	21% <sup>bcghi</sup>	23% <sup>bcghi</sup>	22% <sup>bcghi</sup>	16%	16%	16%	33% <sup>kl</sup>	15%	20%	18%	22%	32% <sup>lmn</sup>
Parents	316	259	57	216	170	125	122	180	79	139	46	65	50	231	57	28
	14%	13% <sup>e</sup>	22% <sup>acde</sup>	12%	11%	10%	10%	17% <sup>acde</sup>	13%	22% <sup>acde</sup>	8%	18% <sup>d</sup>	33% <sup>kl</sup>	18% <sup>no</sup>	70%	8%
Sibling(s)	228	196	32	162	124	87	82	126	62	104	45	39	34	163	46	19
	10%	10% <sup>ef</sup>	12% <sup>ef</sup>	9%	8%	7%	7%	12% <sup>bcdef</sup>	10% <sup>e</sup>	17% <sup>acde</sup>	8%	11%	22% <sup>kl</sup>	12% <sup>no</sup>	8%	5%
Wider family	145	135	10	121	105	104	98	58	39	41	42	18	8	74	45	27
	6%	7%	4%	7%	7%	8%	8% <sup>bc</sup>	6%	7%	7%	6%	5%	6%	6%	8%	7%
Prefer not to say	53	35	19	29	16	13	10	16	8	11	4	11	1	37	12	4
	2%	2%	7% <sup>acde</sup>	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	3%	2%	1%

D1c. Which of the following best describes who else you live with?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Partner / Husband/ Wife	1277	987	215	75	1170	85	867	224	186	615	513	666	1042	649
	57%	55%	61%	61%	57%	56%	53% <sup>low</sup>	56%	49%	51% <sup>low</sup>	55%	57%	59% <sup>low</sup>	54%
No other adults in your household	486	367	79	39	443	28	359	64	63	165	252	207	308	284
	22%	21%	23%	32% <sup>low</sup>	22%	19%	24% <sup>low</sup>	16%	17%	17%	27% <sup>low</sup>	16%	18%	24% <sup>low</sup>
Parents	316	285	25	7	288	23	145	75	96	169	112	184	268	168
	14%	18% <sup>low</sup>	7%	5%	14%	15%	10%	19% <sup>low</sup>	25% <sup>low</sup>	17% <sup>low</sup>	12%	16%	16%	14%
Sibling(s)	228	185	38	5	204	20	120	55	53	116	67	134	188	104
	10%	10%	11%	4%	10%	13%	8%	14% <sup>low</sup>	14% <sup>low</sup>	12% <sup>low</sup>	7%	12% <sup>low</sup>	11% <sup>low</sup>	9%
Wider family	145	111	27	8	136	8	100	32	14	58	58	89	118	85
	6%	6%	8%	7%	7%	5%	7%	8% <sup>low</sup>	4%	6%	6%	8%	7%	7%
Prefer not to say	53	48	2	3	53	1	25	12	16	18	18	20	21	25
	2%	3%	1%	2%	3%	1%	2%	3%	4% <sup>low</sup>	2%	2%	2%	1%	2%

Jigsaw 2020

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base



D1c. Which of the following best describes who else you live with?

Base : All respondents

Total	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Partner / Husband/ Wife	1277	610	661	292	445	534	63	230	210	235	203	209	122	324	357	314	251	681	595
	57%	56%	58%	43% <b>JN</b>	61% <b>EH</b>	65% <b>EH</b>	22%	39% <b>EH</b>	39% <b>EH</b>	63% <b>EH</b>	65% <b>EH</b>	71% <b>EFHI</b>	66% <b>EH</b>	65% <b>PRST</b>	53%	63% <b>PRT</b>	49%	58% <b>R</b>	55%
No other adults in your household	486	228	257	89	158	235	38	51	74	83	78	76	81	106	171	58	145	277	209
	22%	21%	22%	13%	22% <b>EH</b>	28% <b>EFHI</b>	13%	13%	21% <b>EH</b>	22% <b>EH</b>	25% <b>EH</b>	26% <b>EH</b>	37% <b>EFHI</b>	21% <b>Q</b>	25% <b>QT</b>	11%	28% <b>QOT</b>	23% <b>Q</b>	19% <b>Q</b>
Parents	316	184	128	232	68	12	145	88	43	25	10	2	-	47	100	91	72	148	169
	14%	17% <b>D</b>	11%	24% <b>FGLJK</b>	8% <b>GMLN</b>	1%	30% <b>EFGI</b>	22% <b>FGLJK</b>	11% <b>GMLN</b>	7% <b>GMLN</b>	3% <b>N</b>	1%	-	9%	15% <b>Q</b>	18% <b>ORS</b>	14%	12%	18% <b>Q</b>
Sibling(s)	228	124	101	133	57	34	89	44	27	30	20	6	8	33	75	71	39	108	120
	10%	11%	9%	19% <b>FGLJK</b>	8% <b>GMI</b>	4%	31% <b>EFGI</b>	11% <b>GMLN</b>	8% <b>M</b>	8% <b>GMI</b>	6% <b>M</b>	2%	4%	7%	11% <b>Q</b>	14% <b>ORS</b>	8%	9%	11% <b>Q</b>
Wider family	145	68	76	36	48	59	21	15	13	36	30	20	9	37	43	29	28	80	65
	6%	6%	7%	5%	7%	7%	7%	4%	4%	10% <b>EU</b>	10% <b>EU</b>	7%	4%	7%	6%	6%	5%	7%	6%
Prefer not to say	53	22	26	26	17	4	16	10	8	9	2	-	2	2	10	7	24	12	42
	2%	2%	2%	4% <b>GMLN</b>	2% <b>GMI</b>	1%	5% <b>GMLN</b>	3% <b>GMI</b>	2% <b>GMI</b>	2% <b>GMI</b>	1%	-	1%	*	1%	1%	5% <b>OPOS</b>	1%	4% <b>ORS</b>

Jigsaw 2020

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 \* small base

D1c. Which of the following best describes who else you live with?

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Partner / Husband/ Wife	1277	549	198	296	207	140	228	179	849	428
	57%	62% <sup>a</sup>	59%	62% <sup>a</sup>	52%	76% <sup>ah</sup>	73% <sup>ah</sup>	69% <sup>ah</sup>	51%	74% <sup>ah</sup>
No other adults in your household	486	172	61	147	83	16	24	24	433	52
	22%	19%	18%	31% <sup>abbd</sup>	21%	8%	8%	9%	26% <sup>afai</sup>	9%
Parents	316	128	60	5	54	22	49	35	227	90
	14%	14% <sup>bc</sup>	18% <sup>bc</sup>	1%	14% <sup>bc</sup>	12%	16%	14%	14%	15%
Sibling(s)	228	73	33	17	59	18	43	40	141	87
	10%	8% <sup>bc</sup>	10% <sup>bc</sup>	4%	15% <sup>acd</sup>	10%	14% <sup>ah</sup>	15% <sup>ah</sup>	9%	14% <sup>ah</sup>
Wider family	145	56	26	24	31	11	15	10	119	26
	6%	6%	8%	5%	8%	6%	5%	4%	7%	4%
Prefer not to say	53	13	3	4	11	1	2	2	48	5
	2%	1%	1%	1%	3%	*	1%	1%	3%	1%

Jigsaw 2020

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D1c. Which of the following best describes who else you live with?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Partner / Husband/ Wife	1277	135	102	118	163	195	122	1077	98	68	34
	57%	55%	50%	58%	56%	62% <i>ab</i>	60%	57% <i>ab</i>	55%	60% <i>ab</i>	50%
No other adults in your household	486	64	47	39	61	59	29	397	50	20	19
	22%	28% <i>nor</i>	23%	19%	21%	19%	14%	21%	28% <i>lnop</i>	17%	28% <i>lnop</i>
Parents	316	37	28	24	53	37	33	265	24	18	11
	14%	15%	14%	12%	18%	12%	16%	14%	13%	16%	16%
Sibling(s)	228	23	22	25	37	29	23	202	12	8	6
	10%	9%	11%	12%	13% <i>ad</i>	9%	12%	11% <i>ad</i>	7%	7%	9%
Wider family	145	16	20	18	15	19	4	120	15	7	4
	6%	6%	18% <i>ad</i>	13% <i>ad</i>	5%	6%	2%	6%	3% <i>ad</i>	6% <i>ad</i>	5%
Prefer not to say	53	-	7	4	8	9	7	45	3	4	2
	2%	-	3% <i>q</i>	2%	3%	3%	3% <i>q</i>	2%	1%	3% <i>q</i>	3% <i>q</i>

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D1c. Which of the following best describes who else you live with?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	2093	164	74*	91*	2093
Partner / Husband/ Wife	1277	1165	107	173	173	264	128	216	1178	99	39	60	1178
	57%	59% <u>u</u>	44%	58%	60%	58%	62%	71% <u>w</u> xA	56%	60%	53%	66%	56%
No other adults in your household	486	444	38	59	51	88	39	43	429	56	32	25	429
	22%	22%	16%	20%	18%	19%	19%	14%	21%	34% <u>B</u>	43% <u>F</u>	27%	21%
Parents	316	240	66	56	59	78	24	24	314	2	*	2	314
	14%	12%	27% <u>z</u>	19% <u>z</u> A	20% <u>z</u> A	17% <u>z</u> A	12%	8%	15% <u>C</u>	1%	*	2%	15% <u>D</u> E
Sibling(s)	228	171	49	23	23	46	16	35	224	4	*	4	224
	10%	9%	29% <u>z</u>	8%	8%	10%	8%	11%	11% <u>C</u>	3%	*	4%	11% <u>C</u>
Wider family	148	132	13	20	22	25	15	22	129	17	6	11	129
	6%	7%	5%	7%	7%	5%	7%	3%	6%	10%	8%	12%	5%
Prefer not to say	53	29	11	7	2	5	*	5	53	1	1	-	53
	2%	1%	5% <u>A</u>	2%	1%	1%	*	2%	3%	*	1%	-	3%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D2. Which of these best describes your ethnicity?

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
English / Welsh / Scottish / Northern Irish / British Irish	1872	1699	173	1525	1307	1155	1042	825	503	469	488	265	103	1022	507	343
Irish	23	22	1	19	15	16	12	10	7	7	2	3	3	16	7	1
Gypsy or Irish traveller	8	4	4	2	4	2	4	-	-	-	-	4	-	6	2	*
Any other White background	80	54	26	47	33	21	22	46	21	36	5	30	8	61	14	5
White and Black Caribbean	18	17	1	15	10	9	4	15	9	5	*	13	*	18	*	-
White and Black African	5	4	1	2	2	-	-	2	*	2	-	*	4	5	-	-
White and Asian	18	12	6	10	5	5	6	7	5	6	2	1	6	17	1	-
Any other Mixed background	15	15	*	15	11	11	7	15	9	11	2	7	2	13	2	-
Caribbean	11	9	2	7	5	5	5	5	4	4	-	4	2	9	2	-
African	23	20	2	14	10	6	8	11	2	4	6	4	7	19	2	2
Any other Black background	19	15	4	12	6	4	4	7	-	4	8	5	2	13	6	-
Indian	48	33	16	28	19	13	12	32	20	25	8	8	4	36	9	4
Pakistani	29	26	4	24	15	8	12	19	6	14	2	4	2	23	6	1
Bangladeshi	20	18	2	18	12	8	8	12	2	12	4	2	4	14	5	-
Chinese	10	10	*	10	8	4	4	4	2	4	8	-	1	6	2	2
Any other Asian background	20	14	6	14	12	11	8	10	2	8	8	8	-	13	2	5
Middle Eastern, including Arabic origins	6	5	*	5	5	5	2	-	-	-	5	-	-	2	2	2
Other ethnicity Please type in	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	32	21	10	18	10	8	6	16	4	15	2	6	6	25	5	2
(NET) White	1982	1778	204	1595	1357	1206	1078	885	531	512	496	303	113	1105	529	349
(NET) Minority Ethnic	243	199	45	174	121	93	83	141	62	99	54	55	34	189	38	16
(NET) Black	53	44	9	33	21	15	17	24	6	11	14	13	10	42	9	2
(NET) Asian	128	100	28	93	67	48	44	76	32	63	30	22	11	92	25	12

D2. Which of these best describes your ethnicity?

Base : All respondents

	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2287	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2287	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
English / Welsh / Scottish / Northern Irish / British Irish	1872	1452	307	113	1708	125	1303	300	289	827	801	936	1435	1025
Irish	23	19	4	-	20	3	13	7	3	15	12	15	18	13
Gypsy or Irish traveller	8	4	4	-	6	2	4	4	-	2	2	6	4	6
Any other White background	80	71	7	2	76	4	36	13	30	27	18	51	59	25
White and Black Caribbean	18	18	-	-	13	4	5	7	6	13	11	11	16	13
White and Black African	5	3	2	-	5	-	2	1	2	2	2	4	5	2
White and Asian	18	17	1	*	16	2	6	5	7	7	2	15	18	5
Any other Mixed background	15	13	2	-	13	2	4	7	4	5	6	11	15	11
Caribbean	11	8	2	2	9	2	7	2	2	-	4	9	7	7
African	23	22	*	-	23	-	4	12	6	8	4	10	16	8
Any other Black background	19	13	6	-	17	2	8	4	7	11	10	6	13	10
Indian	48	39	10	*	48	-	19	20	10	26	18	24	34	21
Pakistani	29	27	2	2	25	2	17	6	6	14	10	19	22	14
Bangladeshi	20	18	-	2	16	4	7	6	7	17	12	14	18	14
Chinese	10	10	*	-	10	-	4	2	4	2	6	8	8	8
Any other Asian background	20	16	4	-	20	*	16	*	4	8	2	6	13	4
Middle Eastern, including Arabic origins	6	4	2	-	6	-	5	-	-	4	2	2	5	2
Other ethnicity Please type in	*	*	-	-	*	-	-	-	-	-	*	*	*	*
Prefer not to say	32	30	*	2	30	*	14	5	13	14	6	12	22	10
(NET) White	1982	1546	322	115	1810	134	1356	324	302	870	834	1009	1516	1069
(NET) Minority Ethnic	243	209	29	6	221	19	105	72	66	119	88	139	190	120
(NET) Black	53	43	8	2	49	4	20	18	15	19	18	26	37	25
(NET) Asian	128	110	14	4	119	6	64	34	30	69	47	70	94	61

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D2. Which of these best describes your ethnicity?

Base : All respondents

	Gender		Age											Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	592	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
English / Welsh / Scottish / Northern Irish / British Irish	1872	926	939	476	594	787	187	289	273	320	289	286	212	420	553	399	451	973	899
	83%	84%	82%	70%	82% <sup>MEH</sup>	85% <sup>EFHI</sup>	64%	74% <sup>H</sup>	77% <sup>H</sup>	86% <sup>EHU</sup>	83% <sup>EFHI</sup>	87% <sup>EFHI</sup>	86% <sup>EFHI</sup>	84%	81%	80%	88% <sup>POS</sup>	82%	84%
Irish	23	12	11	9	7	7	5	4	2	5	3	3	*	5	10	4	1	16	7
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	*	1%	1%
Gypsy or Irish traveller	8	6	-	6	2	-	6	*	2	-	-	-	-	-	2	6	-	2	6
	0%	1%	-	1%	0%	-	2%	0%	0%	-	-	-	-	-	1%	1%	-	0%	1%
Any other White background	80	27	52	38	27	17	10	26	17	10	10	2	5	20	28	21	9	49	31
	4%	2%	5%	5%	4%	2%	3%	7%	5%	3%	3%	1%	2%	4%	4%	4%	2%	4%	3%
White and Black Caribbean	18	9	9	12	6	-	7	5	4	2	-	-	-	3	5	7	4	8	11
	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%
White and Black African	5	4	1	5	-	-	5	-	-	-	-	-	-	2	1	2	*	2	2
	*	*	*	1%	-	-	2%	-	-	-	-	-	-	*	*	*	*	*	*
White and Asian	18	12	5	12	4	*	7	5	4	-	*	-	-	6	6	4	4	6	11
	1%	1%	*	2%	1%	*	2%	1%	1%	1%	*	-	-	1%	1%	1%	1%	1%	1%
Any other Mixed background	15	4	11	9	6	-	2	7	6	-	-	-	-	7	6	2	-	13	7
	1%	*	1%	1%	1%	-	1%	2%	2%	-	-	-	-	1%	1%	*	-	1%	2%
Caribbean	11	5	6	6	2	3	4	2	*	2	3	-	-	4	4	-	4	7	4
	*	*	1%	1%	*	*	1%	*	*	1%	-	-	-	1%	1%	-	1%	1%	*
African	23	8	14	15	4	-	6	9	4	-	-	-	-	12	7	4	12	11	11
	1%	1%	1%	2%	1%	-	2%	2%	1%	-	-	-	-	2%	1%	1%	1%	1%	1%
Any other Black background	19	7	11	13	6	-	2	11	4	2	-	-	-	4	2	9	4	6	13
	1%	1%	1%	2%	1%	-	1%	3%	1%	1%	-	-	-	1%	*	2%	1%	1%	1%
Indian	48	26	22	23	24	2	9	13	15	9	2	-	-	14	19	9	6	33	15
	2%	2%	2%	3%	3%	0%	3%	3%	4%	2%	0%	-	-	3%	3%	2%	1%	3%	1%
Pakistani	29	15	13	22	7	-	17	5	4	3	-	-	-	4	6	9	8	10	19
	1%	1%	1%	3%	1%	-	6%	1%	1%	1%	-	-	-	1%	1%	2%	2%	1%	2%
Bangladeshi	20	11	8	14	6	-	8	6	4	2	-	-	-	6	10	2	2	15	4
	1%	1%	1%	2%	1%	-	3%	2%	1%	1%	-	-	-	1%	1%	*	*	1%	*
Chinese	10	5	6	3	7	-	3	*	2	6	-	-	-	4	2	1	4	6	4
	*	*	*	1%	1%	-	1%	*	1%	1%	-	-	-	1%	*	*	1%	*	*
Any other Asian background	20	4	16	4	14	2	2	2	9	5	-	-	2	4	6	7	3	10	11
	1%	*	1%	1%	2%	0%	1%	*	2%	1%	-	-	2%	1%	1%	1%	1%	1%	1%
Middle Eastern, including Arabic origins	6	4	2	*	-	5	-	*	-	2	3	-	-	3	2	*	*	5	1
	*	*	*	*	-	1%	-	*	-	1%	1%	-	-	1%	*	*	*	*	*
Other ethnicity Please type in	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	32	11	16	16	9	4	10	7	4	5	2	-	2	2	5	11	10	7	24
	1%	1%	1%	2%	1%	1%	3%	2%	1%	1%	-	-	1%	*	1%	2%	2%	1%	2%
(NET) White	1982	972	1002	528	629	810	209	319	294	335	302	292	217	445	594	430	461	1039	944
	88%	89%	89%	77%	87% <sup>MEH</sup>	90% <sup>EFHI</sup>	72%	82% <sup>H</sup>	83% <sup>H</sup>	90% <sup>EHU</sup>	87% <sup>EFHI</sup>	89% <sup>EFHI</sup>	90% <sup>EFHI</sup>	89%	87%	86%	90%	88%	88%
(NET) Minority Ethnic	243	115	123	138	86	13	73	65	56	30	7	3	2	54	80	61	44	135	108
	11%	10%	11%	20% <sup>FGKL</sup>	12% <sup>GLMN</sup>	2%	25% <sup>FGU</sup>	17% <sup>FGRLM</sup>	16% <sup>GKLMN</sup>	8% <sup>GKLMN</sup>	2%	1%	1%	11%	12%	12%	9%	11%	10%
(NET) Black	53	20	31	34	12	3	12	21	8	4	3	-	-	8	18	15	12	25	27
	2%	2%	3%	5% <sup>FGKLM</sup>	2%	*	4% <sup>GKMN</sup>	5% <sup>FGKLM</sup>	2% <sup>GLM</sup>	1%	-	-	-	2%	3%	3%	2%	2%	3%
(NET) Asian	128	61	65	66	58	4	39	27	33	24	2	-	2	32	43	28	23	75	53
	6%	6%	6%	10% <sup>GLMN</sup>	8% <sup>GLMN</sup>	*	14% <sup>FGIKL</sup>	7% <sup>GLMN</sup>	9% <sup>GLMN</sup>	7% <sup>GLMN</sup>	1%	-	1%	6%	6%	6%	5%	6%	5%

D2. Which of these best describes your ethnicity?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
English / Welsh / Scottish / Northern Irish / British Irish	1872	714	269	466	324	134	264	210	1395	476
	83%	80%	80%	98% <sup>a,b,d</sup>	81%	72%	84% <sup>e</sup>	81%	84% <sup>e</sup>	79%
Irish	23	9	1	4	6	1	3	3	17	6
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Gypsy or Irish traveller	8	2	-	-	6	6	*	4	-	8
	*	-	-	1% <sup>b,c</sup>	3% <sup>h</sup>	1% <sup>b</sup>	1% <sup>b</sup>	-	1% <sup>b</sup>	1% <sup>b</sup>
Any other White background	80	41	13	3	15	13	3	4	62	18
	4%	3% <sup>c</sup>	4% <sup>c</sup>	1%	4% <sup>c</sup>	3% <sup>h</sup>	1%	2%	4%	3%
White and Black Caribbean	18	7	5	-	*	2	2	2	12	6
	1%	1%	2% <sup>c</sup>	-	*	1%	1%	1%	1%	1%
White and Black African	5	4	-	-	*	-	1	-	4	1
	*	-	-	-	-	-	*	-	*	*
White and Asian	18	3	2	-	8	4	3	7	10	8
	1%	*	1%	-	2% <sup>a,c</sup>	2%	1%	3% <sup>h</sup>	1%	1%
Any other Mixed background	15	7	4	-	2	6	3	-	7	8
	1%	1%	1%	-	1%	3% <sup>h</sup>	1%	-	*	1% <sup>h</sup>
Caribbean	11	4	4	-	4	-	-	2	9	2
	*	*	1%	-	1%	-	-	1%	1%	*
African	23	12	3	2	4	*	6	*	16	7
	1%	1%	1%	*	1%	*	2%	*	1%	1%
Any other Black background	19	17	-	-	2	2	2	2	13	6
	1%	2% <sup>c</sup>	-	-	1%	1%	1%	1%	1%	1%
Indian	48	22	16	-	10	9	13	10	25	23
	2%	3% <sup>c</sup>	5% <sup>d</sup>	-	3% <sup>c</sup>	6% <sup>h</sup>	4% <sup>h</sup>	4%	2%	4% <sup>h</sup>
Pakistani	29	15	2	-	10	3	1	5	21	8
	1%	2% <sup>c</sup>	1%	-	3% <sup>c</sup>	2%	*	2%	1%	1%
Bangladeshi	20	10	6	-	-	2	6	2	9	10
	1%	1%	2% <sup>c,d</sup>	-	-	1%	2%	1%	1%	2%
Chinese	10	4	4	-	4	-	-	2	8	2
	*	*	1%	-	*	-	-	1%	1%	*
Any other Asian background	20	11	4	2	2	-	5	2	13	7
	1%	1%	1%	*	*	-	2%	1%	1%	1%
Middle Eastern, including Arabic origins	6	5	-	*	*	-	-	-	6	-
	*	1%	-	*	*	-	-	-	*	-
Other ethnicity Please type in	*	-	-	-	*	*	*	*	*	*
	*	-	-	-	*	*	*	*	*	*
Prefer not to say	32	4	5	-	6	2	2	4	24	8
	1%	*	1% <sup>c</sup>	-	1% <sup>c</sup>	1%	1%	1%	1%	1%
(NET) White	1982	766	283	473	350	154	271	221	1474	508
	88%	86%	84%	99% <sup>a,b,d</sup>	88%	83%	86%	85%	83% <sup>h</sup>	84%
(NET) Minority Ethnic	243	120	49	4	44	20	42	34	154	89
	11%	13% <sup>c</sup>	14% <sup>c</sup>	1%	11% <sup>c</sup>	13% <sup>c</sup>	15%	13%	9%	13% <sup>h</sup>
(NET) Black	53	33	6	2	10	3	8	4	38	15
	2%	4% <sup>c</sup>	2%	*	2% <sup>c</sup>	1%	3%	2%	2%	3%
(NET) Asian	128	62	31	2	22	14	25	21	78	50
	6%	7% <sup>c</sup>	9% <sup>c</sup>	*	6% <sup>c</sup>	8%	8%	8%	5%	8% <sup>h</sup>

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



D2. Which of these best describes your ethnicity?

Base : All respondents

Total	Regions and Nations									
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113
English / Welsh / Scottish / Northern Irish / British Irish	1872	212	163	175	157	279	182	1544	167	106
Irish	23	2	3	-	6	-	-	14	1	7
Gypsy or Irish traveller	8	4	-	2	2	-	-	8	-	-
Any other White background	80	2	3	10	34	6	6	73	5	2
White and Black Caribbean	18	4	-	2	2	4	2	16	1	1
White and Black African	5	-	-	-	4	-	-	4	1	-
White and Asian	18	4	2	-	4	-	6	15	2	1
Any other Mixed background	15	2	-	-	4	4	2	14	-	-
Caribbean	11	2	4	-	5	-	-	11	-	-
African	23	-	2	-	12	2	-	22	1	-
Any other Black background	19	-	2	-	11	4	-	19	-	-
Indian	48	3	8	4	19	6	2	47	1	1
Pakistani	29	4	4	-	13	2	-	27	2	-
Bangladeshi	20	4	4	4	8	-	-	19	-	-
Chinese	10	4	-	-	2	4	-	9	-	1
Any other Asian background	20	-	3	2	6	4	-	20	-	1
Middle Eastern, including Arabic origins	6	-	2	2	2	-	-	5	-	-
Other ethnicity Please type in	-	-	-	-	-	-	-	-	-	-
Prefer not to say	32	2	3	2	6	1	3	30	1	1
(NET) White	1982	220	170	187	198	285	188	1630	173	107
(NET) Minority Ethnic	243	27	30	14	89	30	12	228	7	3
(NET) Black	53	2	7	-	28	6	-	51	1	1
(NET) Asian	128	15	19	10	46	16	2	122	3	1

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

D2. Which of these best describes your ethnicity?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	Total	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
English / Welsh / Scottish / Northern Irish / British Irish	1872	1872	-	244	221	359	152	247	161	1710	161	72	90	1710
	83%	94% <u>t</u>	-	82%	77%	79%	73%	81%	93% <u>w/w/z</u>	82%	88% <u>B</u>	97% <u>F</u>	99% <u>F</u>	82%
Irish	23	23	-	1	4	2	5	7	2	23	*	*	-	23
	1%	1%	-	*	1%	-	2%	2%	1%	1%	*	*	-	1%
Gypsy or Irish traveller	8	8	-	-	-	-	6	2	-	8	-	-	-	8
	*	*	-	-	-	-	3% <u>w/z</u>	1%	-	*	-	-	-	*
Any other White background	80	80	-	20	11	17	3	4	4	79	1	-	1	79
	4%	4% <u>t</u>	-	7% <u>v/z</u>	4%	4%	2%	1%	2%	4%	*	-	1%	4%
White and Black Caribbean	18	-	18	3	4	11	3	2	2	18	-	-	-	18
	1%	-	8% <u>t</u>	1%	1%	2%	1%	1%	1%	1%	-	-	-	1%
White and Black African	5	-	5	2	*	3	-	-	-	5	-	-	-	5
	*	-	2% <u>t</u>	1%	*	1%	-	-	-	*	-	-	-	*
White and Asian	18	-	18	2	6	1	3	2	2	18	-	-	-	18
	1%	-	7% <u>t</u>	1%	2%	2%	1%	2%	1%	1%	-	-	-	1%
Any other Mixed background	15	-	15	3	2	7	4	4	-	15	-	-	-	15
	1%	-	6% <u>t</u>	1%	1%	2%	2%	1%	-	1%	-	-	-	1%
Caribbean	11	-	11	5	4	2	2	2	-	11	-	-	-	11
	*	-	5% <u>t</u>	2%	1%	*	1%	1%	-	1%	-	-	-	1%
African	23	-	23	4	5	2	6	4	-	23	-	-	-	23
	1%	-	9% <u>t</u>	1%	2%	*	3%	1%	-	1%	-	-	-	1%
Any other Black background	19	-	19	-	4	5	2	2	-	19	-	-	-	19
	1%	-	8% <u>t</u>	-	1%	1%	1%	1%	-	1%	-	-	-	1%
Indian	48	-	48	5	11	20	9	12	-	48	*	*	*	48
	2%	-	20% <u>t</u>	2%	4% <u>A</u>	4% <u>A</u>	4% <u>A</u>	4% <u>A</u>	-	2%	*	*	*	2%
Pakistani	29	-	29	2	1	6	7	-	2	29	-	-	-	29
	1%	-	12% <u>t</u>	1%	*	1%	3% <u>w/z</u>	-	1%	1%	-	-	-	1%
Bangladeshi	20	-	20	-	2	6	4	4	-	20	-	-	-	20
	1%	-	9% <u>t</u>	-	1%	1%	2%	1%	-	1%	-	-	-	1%
Chinese	10	-	10	-	4	4	-	-	-	10	-	-	-	10
	*	-	4% <u>t</u>	-	1%	1%	-	-	-	*	-	-	-	*
Any other Asian background	20	-	20	2	6	4	-	4	-	20	-	-	-	20
	1%	-	9% <u>t</u>	1%	2%	1%	-	1%	-	1%	-	-	-	1%
Middle Eastern, including Arabic origins	6	-	6	*	2	5	2	3	-	4	2	2	-	4
	*	-	2% <u>t</u>	*	1%	1%	1%	1%	-	*	1%	2% <u>F</u>	-	*
Other ethnicity Please type in	*	-	*	-	-	-	-	-	-	*	-	-	-	*
	*	-	*	-	-	-	-	-	-	*	-	-	-	*
Prefer not to say	32	-	-	2	2	2	*	5	*	31	*	*	*	31
	1%	-	-	1%	1%	*	*	1%	*	1%	*	*	*	1%
(NET) White	1982	1982	-	265	237	377	166	261	167	1820	162	72	90	1820
	86%	100% <u>t</u>	-	85% <u>v</u>	82%	83%	80%	85%	93% <u>w/w/z</u>	87%	89% <u>B</u>	97% <u>F</u>	100% <u>F</u>	87%
(NET) Minority Ethnic	243	-	243	29	50	77	41	40	7	241	2	2	*	241
	11%	-	100% <u>t</u>	10%	17% <u>wA</u>	17% <u>wA</u>	20% <u>wA</u>	13% <u>A</u>	4%	12% <u>C</u>	1%	2%	*	12% <u>D</u>
(NET) Black	53	-	53	9	12	8	10	8	-	53	-	-	-	53
	2%	-	22% <u>t</u>	3%	4% <u>A</u>	2%	5% <u>A</u>	3%	-	3%	-	-	-	3%
(NET) Asian	128	-	128	9	24	41	19	20	2	128	*	-	*	128
	6%	-	53% <u>t</u>	3%	9% <u>wA</u>	9% <u>wA</u>	9% <u>wA</u>	7% <u>A</u>	1%	6% <u>C</u>	*	-	*	6%

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Jigsaw 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F \* small base

D3c. During the pandemic have you...

Base : All respondents

	PSB/Non-PSB Users										Most valued service			PSB usage		
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	1998	250	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Had to self-isolate (because you or someone in your household had suspected to have Covid-19)	305	256	49	226	157	128	109	162	89	123	51	76	30	228	56	21
	14%	13% <sup>def</sup>	19% <sup>abcd</sup>	13% <sup>cd</sup>	11%	10%	9%	16% <sup>def</sup>	15% <sup>def</sup>	20% <sup>abcd</sup>	9%	21%	20%	17% <sup>def</sup>	10%	6%
Been advised to shield yourself	472	421	52	369	318	311	264	177	92	102	126	56	30	244	136	93
	21%	21% <sup>gh</sup>	20%	21% <sup>gh</sup>	24% <sup>gh</sup>	24% <sup>gh</sup>	22% <sup>gh</sup>	17%	15%	16%	23% <sup>gh</sup>	15%	20%	18%	24% <sup>gh</sup>	25% <sup>gh</sup>
None of the above	1480	1322	158	1191	1013	867	795	704	416	401	375	231	92	847	381	252
	66%	66%	61%	67%	68%	66%	66%	68%	70%	64%	68%	64%	60%	64%	66%	69%

"Caution should be used when reviewing any base size under 100"

Jigsaw 2020

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - xy/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

D3c. During the pandemic have you...

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Had to self-isolate (because you or someone in your household had suspected to have Covid-19)	305	264	34	8	262	38	165	71	69	151	124	184	242	175
	14%	15%	10%	6%	13%	25%	11%	16%	19%	15%	13%	16%	14%	15%
Been advised to shield yourself	472	360	82	31	444	19	351	61	61	204	196	222	352	254
	21%	20%	23%	25%	22%	12%	24%	15%	16%	20%	21%	19%	20%	21%
None of the above	1480	1160	235	85	1355	96	960	269	250	648	608	754	1135	770
	66%	65%	67%	69%	66%	63%	65%	67%	66%	65%	66%	65%	66%	64%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

D3c. During the pandemic have you...

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	592	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Had to self-isolate (because you or someone in your household had/ suspected to have Covid-19)	305	168	135	172	85	42	73	99	55	30	22	17	4	59	97	78	62	156	149
	14%	15%	12%	25% <b>F</b> GJK 12% <b>G</b> MN <b>LMN</b>	12% <b>G</b> MN	5%	25% <b>F</b> GJK <b>LMN</b>	25% <b>F</b> GJK <b>LMN</b>	15% <b>G</b> KLMN 8% <b>N</b> <b>LMN</b>	7% <b>N</b>	6%	2%	12%	14%	16%	12%	13%	14%	
Been advised to shield yourself	472	227	242	119	111	237	68	51	44	67	45	81	111	75	137	122	127	212	260
	21%	21%	21%	17%	15%	29% <b>E</b> FJL 23% <b>F</b> IL <b>KL</b>	13%	12%	16%	14%	27% <b>E</b> FJL 69% <b>E</b> FGH <b>KL</b>	15%	20%	24% <b>O</b> S 25% <b>O</b> S	16%	24% <b>O</b> S			
None of the above	1480	703	764	390	529	548	150	240	255	273	245	198	105	368	445	302	325	812	667
	66%	64%	67%	57%	73% <b>E</b> GHI 66% <b>E</b> HN <b>N</b>	51%	62% <b>H</b> N 72% <b>E</b> HN <b>N</b>	74% <b>E</b> GHI 79% <b>E</b> GHI 67% <b>E</b> HN <b>N</b>	48%	73% <b>P</b> QRT 65%	60%	63%	65%	60%	63%	65% <b>Q</b> T	62%		

D3c. During the pandemic have you...

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Had to self-isolate (because you or someone in your household had/ suspected to have Covid-19)	305	165	47	22	54	60	79	47	156	149
	14%	19% <sup>a</sup>	14% <sup>c</sup>	5%	13% <sup>c</sup>	32% <sup>gh</sup>	25% <sup>h</sup>	18% <sup>h</sup>	9%	25% <sup>h</sup>
Been advised to shield yourself	472	105	71	173	91	26	43	46	377	95
	21%	12%	21% <sup>a</sup>	36% <sup>abcd</sup>	23% <sup>ab</sup>	14%	14%	18%	23% <sup>aei</sup>	16%
None of the above	1480	621	218	282	254	100	192	166	1119	361
	66%	70% <sup>a</sup>	65%	59%	64%	54%	67%	64%	65% <sup>ae</sup>	60%

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 \* small base

D3c. During the pandemic have you...

Base : All respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Had to self-isolate (because you or someone in your household had/ suspected to have Covid-19)	305	33	35	29	55	47	31	266	19	12	8
	14%	13%	17%	14%	19% <sup>km</sup>	15%	15%	14%	11%	11%	11%
Been advised to shield yourself	472	72	48	38	69	61	28	400	31	27	15
	21%	29% <sup>kmpp</sup>	24%	19%	24%	19%	14%	21%	17%	24% <sup>kmpp</sup>	22%
None of the above	1480	143	120	136	169	208	144	1230	130	74	46
	66%	58%	59%	67%	57%	66%	71% <sup>km</sup>	65%	72% <sup>kmpp</sup>	65%	67% <sup>km</sup>

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 \* small base

D3c. During the pandemic have you...

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Had to self-isolate (because you or someone in your household had/suspected to have Covid-19)	305	55	44	63	79	54	66	15	302	3	*	3	302
	14%	23% <u>U</u>	15%	22% <u>A</u>	17% <u>A</u>	26% <u>A</u>	22% <u>A</u>	9%	14% <u>C</u>	2%	*	3%	14% <u>D</u>
Been advised to shield yourself	472	51	51	43	77	37	53	62	400	72	47	25	400
	21%	21%	17%	15%	17%	18%	17%	36% <u>wxyz</u>	19%	44% <u>B</u>	64% <u>DEF</u>	28%	19%
None of the above	1480	137	201	182	300	117	187	96	1391	89	26	63	1391
	66%	66% <u>U</u>	68% <u>A</u>	63%	66%	56%	61%	55%	66% <u>C</u>	54%	35%	70% <u>D</u>	66% <u>D</u>

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base



D4a. What is your current working status?

Base : All respondents

	PSB/Non-PSB Users									Most valued service			PSB usage			
	Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)	
Unweighted Base	2257	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373	
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Working full time (30hrs+ per week)	891	806	85	727	600	493	446	524	297	328	191	196	611	201	78	
39%	40%	33%	41%	40%	38%	38%	50% <sup>a</sup> bcd	50% <sup>a</sup> bcd	50% <sup>a</sup> bcd	35%	54% <sup>j</sup>	36%	46% <sup>k</sup> no	35% <sup>o</sup>	21%	
Working part time (8-29hrs per week)	337	302	35	285	206	184	174	182	99	109	85	62	27	201	85	51
15%	15%	14%	15%	14%	14%	15%	17%	17%	17%	17%	15%	17%	17%	15%	15%	14%
Not working (or working less than 8 hrs per week) - Retired	477	455	23	431	394	372	326	90	66	33	193	17	7	142	172	164
21%	23% <sup>b</sup> ghi	9%	24% <sup>b</sup> ghi	26% <sup>a</sup> bghi	28% <sup>a</sup> bcdg	28% <sup>a</sup> bghi	9%	11% <sup>h</sup>	5%	35% <sup>k</sup>	5%	5%	11%	30% <sup>m</sup>	45% <sup>n</sup> no	
Not working (or working less than 8 hrs per week) - Unemployed/ looking for work	165	73	32	57	40	40	29	34	21	28	14	17	10	74	19	11
5%	4%	12% <sup>a</sup> cd	3%	3%	3%	2%	3%	4%	5%	5%	3%	5%	6%	3%	3%	
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	53	38	15	31	20	17	16	20	11	9	9	7	5	38	7	8
2%	2%	6% <sup>a</sup> cd	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	3%	3%	1%	2%
Not working (or working less than 8 hrs per week) - Student	75	59	16	48	39	23	20	48	21	43	6	15	23	60	11	4
3%	3%	6% <sup>a</sup> cd	3%	3%	2%	2%	5% <sup>a</sup> cd	3%	7% <sup>a</sup> cd	3%	1%	4% <sup>j</sup>	15% <sup>k</sup>	5% <sup>no</sup>	2%	1%
Not working (or working less than 8 hrs per week) - Housemaker	99	95	4	83	74	72	56	56	32	31	22	20	5	55	25	19
4%	5%	2%	5%	5%	6% <sup>a</sup> d	5%	5% <sup>a</sup> d	5%	5%	5%	4%	5%	3%	4%	4%	5%
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	121	21	102	81	79	76	59	35	27	26	23	13	87	36	18
6%	6%	8%	6%	6%	6%	7%	6%	6%	6%	4%	5%	6%	9%	7%	6%	5%
I prefer not to answer	78	49	28	43	35	26	24	30	16	18	5	8	9	51	16	12
3%	2%	11% <sup>a</sup> cd	2%	2%	2%	2%	3%	3%	3%	3%	1%	2%	6% <sup>j</sup>	4%	3%	3%

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 \* small base

D4a. What is your current working status?

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IPTV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	128	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Working full time (30hrs+ per week)	891	714	147	29	826	53	514	211	166	464	340	531	775	451
39%		40% <b>q</b>	42% <b>r</b>	23%	40%	34%	35%	53% <b>u</b>	44% <b>w</b>	43% <b>x</b>	37%	43% <b>y</b>	43% <b>z</b>	38%
Working part time (8-29hrs per week)	337	283	41	13	298	30	217	52	68	140	112	173	262	158
15%		16%	12%	10%	14%	19%	15%	13%	18%	14%	12%	15%	15%	13%
Not working (or working less than 8 hrs per week) - Retired	477	328	100	49	441	22	437	21	19	187	253	171	310	285
21%		18%	29% <b>p</b>	40% <b>d</b>	21%	14%	30% <b>u</b>	5%	5%	19%	27% <b>x</b>	15%	18%	24% <b>z</b>
Not working (or working less than 8 hrs per week) - Unemployed/ looking for work	105	80	19	6	93	10	66	16	23	35	54	46	58	64
5%		5%	5%	5%	5%	7%	4%	4%	6%	4%	6% <b>A</b>	4%	3%	5% <b>A</b>
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	63	45	3	5	47	5	33	13	7	21	21	31	33	31
2%		3%	1%	4% <b>d</b>	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%
Not working (or working less than 8 hrs per week) - Student	75	71	3	*	69	5	21	27	27	34	24	51	62	42
3%		4% <b>d</b>	1%	*	3%	3%	1%	7% <b>u</b>	7% <b>w</b>	3%	3%	4%	4%	3%
Not working (or working less than 8 hrs per week) - Housemaker	99	81	15	3	87	11	62	20	18	49	41	54	79	58
4%		5%	4%	3%	4%	7%	4%	5%	5%	5%	4%	5%	5%	5%
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	111	20	11	126	15	85	25	32	50	65	75	101	85
6%		6%	6%	9%	6%	10%	6%	6%	6%	5%	7%	6%	6%	7%
I prefer not to answer	78	69	3	6	74	3	40	16	21	23	18	30	47	26
3%		4% <b>d</b>	1%	5% <b>d</b>	4%	2%	3%	4%	6% <b>w</b>	2%	2%	3%	3%	2%

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\* small base

D4a. What is your current working status?

Base : All respondents

	Gender		Age													Social Grade					
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)			
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1168	1091		
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076		
Working full time (30hrs+ per week)	891	523	363	324	410	152	84	240	213	197	124	22	6	259	325	205	96	584	306		
	39%	48% <b>D</b>	32%	47% <b>GHMN</b>	57% <b>EGHL</b>	16% <b>MN</b>	29% <b>GMN</b>	81% <b>EGHL</b>	89% <b>EGHL</b>	83% <b>GMLM</b>	40% <b>GHMN</b>	7%	3%	52% <b>ORT</b>	48% <b>RT</b>	41% <b>RT</b>	19%	49% <b>ORT</b>	28% <b>R</b>		
Working part time (8-29hrs per week)	337	116	218	118	121	93	52	67	57	64	56	27	11	62	109	95	68	171	166		
	15%	11%	19% <b>C</b>	17% <b>GMN</b>	17% <b>GMN</b>	11% <b>N</b>	18% <b>GMN</b>	17% <b>GMN</b>	16% <b>MN</b>	17% <b>GMN</b>	18% <b>GMN</b>	9%	5%	12%	16%	19% <b>C</b>	13%	15%	15%		
Not working (or working less than 8 hrs per week) - Retired	477	241	237	6	8	460	5	1	4	4	48	223	189	134	128	87	123	262	216		
	21%	22%	21%	1%	1%	56% <b>EFHL</b>	2%	*	1%	1%	16% <b>EFHL</b>	76% <b>EFGH</b>	88% <b>EFGH</b>	27% <b>PQT</b>	19%	17%	24% <b>C</b>	22%	20%		
Not working (or working less than 8 hrs per week) - Unemployed/ looking for work	105	48	55	43	43	19	21	22	19	24	15	2	2	11	22	17	55	32	73		
	5%	4%	5%	6% <b>GMMN</b>	6% <b>GMMN</b>	2%	7% <b>GMMN</b>	6% <b>GMMN</b>	6% <b>GMMN</b>	7% <b>GMMN</b>	6% <b>MMN</b>	1%	1%	2%	3%	3%	11% <b>OPOST</b>	3%	7% <b>OPOST</b>		
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	53	36	17	29	15	10	16	13	8	7	3	6	-	1	11	22	16	11	42		
	2%	3% <b>D</b>	2%	4% <b>GMLN</b>	2%	1%	5% <b>GKLN</b>	3% <b>N</b>	2%	2%	1%	2%	-	*	2%	4% <b>OPOS</b>	3% <b>OPOS</b>	1%	4% <b>OPOS</b>		
Not working (or working less than 8 hrs per week) - Student	75	38	35	72	2	-	67	5	1	2	-	-	-	6	36	16	12	42	33		
	3%	3%	3%	11% <b>FGLJK</b>	*	-	23% <b>EGLU</b>	1% <b>G</b>	*	*	-	-	-	1%	5% <b>OR</b>	3%	2%	4% <b>C</b>	3%		
Not working (or working less than 8 hrs per week) - Housemaker	99	8	92	21	48	31	4	17	19	28	22	6	4	16	15	25	33	31	69		
	4%	1%	8% <b>C</b>	3%	7% <b>EGHMN</b>	4%	2%	4%	5% <b>H</b>	6% <b>EGHMN</b>	7% <b>EHMN</b>	2%	2%	3%	2%	5% <b>P</b>	6% <b>UPS</b>	3%	6% <b>OPOS</b>		
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	56	85	37	57	45	17	20	22	36	33	8	4	5	16	19	93	21	121		
	6%	5%	7%	5%	8% <b>MMN</b>	5%	6%	5%	6%	10% <b>EGMMN</b>	11% <b>EGMMN</b>	3%	2%	1%	2%	4% <b>O</b>	18% <b>OPOST</b>	2%	11% <b>OPOS</b>		
I prefer not to answer	78	33	40	32	20	17	25	7	12	9	9	2	6	8	18	16	18	28	51		
	3%	3%	4%	6% <b>GM</b>	3%	2%	8% <b>FGLJK</b>	2%	3%	2%	3%	1%	3%	2%	3%	3%	3%	2%	5% <b>OPOS</b>		

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 \* small base

D4a. What is your current working status?

Base : All respondents

	Total	Working Status				Children in Household				
		Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Working full time (30hrs+ per week)	891	891	-	-	-	89	179	150	559	332
	39%	100% <sup>aabcd</sup>	-	-	-	48% <sup>eh</sup>	57% <sup>fh</sup>	58% <sup>gh</sup>	34%	55% <sup>hi</sup>
Working part time (8-29hrs per week)	337	-	337	-	-	39	55	38	232	106
	15%	-	100% <sup>abcd</sup>	-	-	21%	18%	15%	14%	17%
Not working (or working less than 8 hrs per week) - Retired	477	-	-	477	-	-	8	6	463	14
	21%	-	-	100% <sup>abcd</sup>	-	-	2%	2%	28% <sup>efgi</sup>	2%
Not working (or working less than 8 hrs per week) - Unemployed/ looking for work	105	-	-	-	105	13	7	13	76	29
	5%	-	-	-	26% <sup>abcd</sup>	7% <sup>d</sup>	2%	5%	5%	5%
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	53	-	-	-	53	11	9	7	31	22
	2%	-	-	-	13% <sup>abcd</sup>	6% <sup>d</sup>	3%	3%	2%	4%
Not working (or working less than 8 hrs per week) - Student	75	-	-	-	-	3	11	7	56	19
	3%	-	-	-	-	1%	4%	3%	3%	3%
Not working (or working less than 8 hrs per week) - Housemaker	99	-	-	-	99	14	24	18	60	39
	4%	-	-	-	23% <sup>abcd</sup>	8% <sup>d</sup>	8% <sup>fh</sup>	7%	4%	7% <sup>hi</sup>
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	-	-	-	142	14	15	11	113	29
	6%	-	-	-	36% <sup>abcd</sup>	7%	5%	4%	7%	5%
I prefer not to answer	78	-	-	-	-	3	7	8	63	15
	3%	-	-	-	-	1%	2%	3%	4%	2%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D4a. What is your current working status?

Base : All respondents

	Total	Regions and Nations									
		North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Working full time (30hrs+ per week)	891	111	72	61	139	111	93	745	78	40	28
	39%	45% <sub>jd</sub>	35%	30%	47% <sub>dm</sub>	35%	46% <sub>od</sub>	39%	43% <sub>qr</sub>	35%	41% <sub>js</sub>
Working part time (8-29hrs per week)	337	27	30	37	52	51	27	293	20	14	9
	15%	11%	15%	18%	16% <sub>kd</sub>	16%	14%	15% <sub>od</sub>	11%	13%	14%
Not working (or working less than 8 hrs per week) - Retired	477	50	35	65	36	76	38	394	43	27	13
	21%	20%	17%	32% <sub>klmo</sub>	12%	24% <sub>nm</sub>	19%	21% <sub>op</sub>	24% <sub>qm</sub>	24% <sub>rn</sub>	19% <sub>sm</sub>
Not working (or working less than 8 hrs per week) - Unemployed/ looking for work	105	8	9	9	21	18	9	91	7	5	2
	5%	3%	4%	5%	7%	6%	4%	5%	4%	4%	3%
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	53	8	8	6	14	4	4	49	1	3	1
	2%	3%	4% <sub>kl</sub>	3%	5% <sub>kl</sub>	1%	2%	3% <sub>od</sub>	*	2% <sub>rd</sub>	1%
Not working (or working less than 8 hrs per week) - Student	75	5	6	6	9	7	13	57	7	7	4
	3%	2%	3%	3%	3%	2%	6%	3%	4%	6% <sub>lp</sub>	6% <sub>ln</sub>
Not working (or working less than 8 hrs per week) - Housemaker	99	15	8	7	9	15	2	82	8	6	3
	4%	6% <sub>jd</sub>	4%	3%	3%	5%	1%	4%	4%	6% <sub>so</sub>	5% <sub>so</sub>
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	16	25	11	6	17	10	117	12	8	6
	6%	6%	12% <sub>kmnp</sub>	5%	2%	5%	5%	6% <sub>nm</sub>	7% <sub>om</sub>	7% <sub>om</sub>	8% <sub>om</sub>
I prefer not to answer	78	7	11	2	7	15	7	67	4	4	2
	3%	3%	5%	1%	3%	5%	3%	4%	2%	3%	4%

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D4a. What is your current working status?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Working full time (30hrs+ per week)	891	120	180	138	322	160	147	40	866	24	5	19	866
	39%	49%	61% <sup>awzA</sup>	48% <sup>A</sup>	71% <sup>wvzA</sup>	77% <sup>wvzA</sup>	48% <sup>A</sup>	23%	41% <sup>C</sup>	15%	7%	21% <sup>D</sup>	41% <sup>D</sup>
Working part time (8-29hrs per week)	337	49	79	100	97	28	57	15	324	13	1	13	324
	15%	20%	27% <sup>wyA</sup>	35% <sup>vzyA</sup>	21% <sup>A</sup>	13%	19% <sup>A</sup>	9%	15% <sup>C</sup>	8%	1%	14% <sup>D</sup>	15% <sup>D</sup>
Not working (or working less than 8 hrs per week) - Retired	477	4	8	5	2	5	15	84	360	117	63	54	360
	21%	2%	3% <sup>ux</sup>	2%	*	2%	5% <sup>ux</sup>	49% <sup>wvwxz</sup>	77%	71% <sup>B</sup>	85% <sup>EF</sup>	60% <sup>EF</sup>	77%
Not working (or working less than 8 hrs per week) - Unemployed/looking for work	105	14	13	11	6	4	14	9	105	*	*	*	105
	5%	6%	4% <sup>ux</sup>	4%	1%	2%	5% <sup>ux</sup>	5% <sup>ux</sup>	5% <sup>C</sup>	*	*	*	5%
Not working (or working less than 8 hrs per week) - Unemployed/ not looking for work	53	17	4	8	2	5	5	6	53	*	-	*	53
	2%	7% <sup>u</sup>	2%	3% <sup>ux</sup>	*	2%	2%	7% <sup>ux</sup>	3%	*	-	*	3%
Not working (or working less than 8 hrs per week) - Student	75	16	6	15	11	1	11	2	75	-	-	-	75
	3%	7% <sup>u</sup>	2%	5% <sup>uy</sup>	2%	*	4%	1%	4% <sup>C</sup>	-	-	-	4%
Not working (or working less than 8 hrs per week) - Housemaker	99	2	-	3	3	-	32	5	98	1	*	*	98
	4%	1%	5% <sup>u</sup>	1%	1%	-	11% <sup>wvzwyA</sup>	3% <sup>ux</sup>	5% <sup>C</sup>	1%	1%	1%	5%
Not working (or working less than 8 hrs per week) - Unable to work due to disability/other	142	10	4	3	4	5	21	7	138	4	3	2	138
	6%	4%	1%	1%	1%	3%	7% <sup>wvwx</sup>	4% <sup>ux</sup>	7%	3%	4%	2%	7%
I prefer not to answer	78	10	2	5	9	-	3	5	74	4	2	2	74
	3%	4%	1%	2%	2%	-	1%	3%	4%	3%	2%	3%	4%

"Caution should be used when reviewing any base size under 100"

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

	Total	PSB/Non-PSB Users								Most valued service			PSB usage			
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
Under £11,500 per year	256	225	32	192	146	131	118	105	43	53	49	40	34	142	68	47
11%		11% <sup>ab</sup>	12%	11% <sup>gh</sup>	10%	10%	10%	10%	7%	9%	9%	11%	22% <sup>kl</sup>	11%	12%	13%
£11,500 - £17,499 per year	276	238	38	211	167	157	132	108	68	53	56	45	23	165	55	56
12%		12%	15% <sup>cd</sup>	12%	11%	12%	11%	10%	11%	8%	10%	12%	15%	12%	10%	13% <sup>op</sup>
£17,500 - £29,999 per year	581	522	59	467	377	332	280	271	151	153	137	107	38	336	161	83
26%		26%	23%	26%	25%	25%	24%	26%	25%	24%	25%	29%	25%	26%	28%	23%
£30,000 - £49,999 per year	556	511	45	458	384	332	320	294	187	193	158	97	18	343	127	86
25%		26% <sup>ab</sup>	17%	26% <sup>ab</sup>	26% <sup>ab</sup>	25% <sup>ab</sup>	27% <sup>ab</sup>	28% <sup>ab</sup>	31% <sup>abcd</sup>	31% <sup>abc</sup>	29% <sup>d</sup>	27% <sup>kl</sup>	12%	26%	22%	24%
£50,000+ per year	311	279	32	257	235	192	171	188	110	126	79	54	15	190	85	36
14%		14%	12%	14%	16%	15%	15%	18% <sup>ab</sup>	16% <sup>ab</sup>	20% <sup>abcd</sup>	14%	15%	9%	14%	15%	10%
I don't know / prefer not to answer	276	222	53	201	178	162	145	77	38	48	72	21	25	142	76	57
12%		11% <sup>gh</sup>	21% <sup>acde</sup>	11% <sup>ghi</sup>	12% <sup>ghj</sup>	12% <sup>ghj</sup>	12% <sup>ghj</sup>	7%	6%	8%	13% <sup>kl</sup>	6%	17% <sup>kl</sup>	11%	13%	16% <sup>lm</sup>

D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform					
	Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	iPTV (z)	Pay TV (A)	FTA (B)	
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
Under £11,500 per year	256	214	35	9	228	21	163	46	48	77	122	111	145	145
	11%	12%	10%	7%	11%	14%	11%	11%	12%	8%	13% <b>yzA</b>	10%	8%	12% <b>yzA</b>
£11,500 - £17,499 per year	276	221	35	17	247	21	176	52	49	117	121	134	197	155
	12%	12%	11%	14%	12%	14%	12%	13%	13%	12%	13%	12%	11%	13%
£17,500 - £29,999 per year	581	454	91	36	535	35	386	105	90	260	251	297	456	322
	26%	25%	26%	29%	26%	23%	26%	26%	24%	26%	27%	26%	26%	27%
£30,000 - £49,999 per year	556	445	77	34	511	34	361	104	92	286	209	313	470	271
	25%	25%	22%	28%	25%	22%	24%	26%	24%	28% <b>yzB</b>	23%	27%	27% <b>yzB</b>	23%
£50,000+ per year	311	246	56	9	285	25	191	66	54	172	119	221	283	172
	14%	14%	16%	7%	14%	16%	13%	17%	14%	17% <b>yz</b>	13%	19% <b>yzB</b>	16%	14%
I don't know / prefer not to answer	276	203	54	18	253	18	198	28	50	90	105	84	177	134
	12%	11%	16%	15%	12%	12%	13% <b>yz</b>	7%	13% <b>yz</b>	9%	11% <b>yz</b>	7%	10% <b>yz</b>	11% <b>yz</b>

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - C/D - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
\* small base



D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1168	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
Under £11,500 per year	256	106	148	85	86	73	55	40	36	51	35	13	25	16	39	41	147	58	201
	11%	10%	13%	14%GM	12%M	9%M	19%FGLU	10%M	10%M	14%GM	11%M	4%	11%M	3%	6%	6%OS	29%OPOST	5%	18%OPOS
£11,500 - £17,499 per year	276	118	157	98	59	120	46	52	31	28	38	46	36	25	90	53	100	115	162
	12%	11%	14%	14%FK	8%	14%FJK	16%FJK	13%FK	9%	8%	12%	16%FJK	16%FJK	5%	13%O	11%O	19%OPQS	10%O	15%OS
£17,500 - £29,999 per year	581	298	282	173	192	212	71	102	90	102	76	75	61	90	218	131	133	307	274
	26%	27%	25%	25%	26%	26%	24%	26%	25%	28%	24%	26%	28%	18%	32%OST	26%O	26%O	26%O	25%O
£30,000 - £49,999 per year	556	295	256	148	219	187	35	113	116	102	67	82	37	172	183	150	45	355	202
	25%	27%	22%	22%N	30%EGHL	23%N	12%	23%N	33%EGHL	23%N	22%N	23%N	17%	34%PRT	27%RT	30%RT	9%	30%RT	19%RT
£50,000+ per year	311	173	136	92	121	95	33	59	57	64	54	29	13	168	74	61	7	242	68
	14%	16%O	12%	14%N	17%GMN	12%N	11%	15%N	16%N	17%GMN	17%GMN	10%	6%	33%PORS	11%RT	12%RT	1%	21%PORT	6%RT
I don't know / prefer not to answer	276	107	162	76	48	141	51	24	24	23	42	50	49	31	75	66	82	106	170
	12%	10%	14%O	11%FK	7%	17%EFU	18%FLUK	6%	7%	6%	13%FLUK	17%EFU	22%FLUK	6%	11%O	13%O	16%OPS	9%	16%OPS

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l - m/n/o - p/q/r - s/t - u/v/w - x/y/z/AB - CD - E/F/G/H/I/J/K/L/M/N - O/P/Q/R/S/T  
 \* small base

D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
Under £11,500 per year	256	31	46	38	114	13	26	25	205	52
11%		3%	14% <sup>abc</sup>	8% <sup>a</sup>	29% <sup>abcd</sup>	7%	8%	10%	12% <sup>d</sup>	9%
£11,500 - £17,499 per year	276	62	60	79	65	33	43	24	200	77
12%		7%	18% <sup>a</sup>	16% <sup>ab</sup>	16% <sup>ab</sup>	18% <sup>a</sup>	14%	9%	12%	13%
£17,500 - £29,999 per year	581	244	75	136	102	56	76	53	425	156
26%		27%	22%	29%	26%	30%	24%	20%	26%	26%
£30,000 - £49,999 per year	556	296	94	98	51	52	90	81	376	180
25%		33% <sup>abcd</sup>	28% <sup>d</sup>	21% <sup>d</sup>	13%	28%	28%	31% <sup>ab</sup>	23%	30% <sup>ab</sup>
£50,000+ per year	311	218	38	30	17	26	64	54	204	107
14%		23% <sup>abcd</sup>	11% <sup>abcd</sup>	6%	4%	14%	20% <sup>h</sup>	21% <sup>h</sup>	12%	13% <sup>h</sup>
I don't know / prefer not to answer	276	40	24	85	49	5	16	22	242	34
12%		5%	7%	20% <sup>abcd</sup>	12% <sup>ab</sup>	3%	5%	8%	15% <sup>efg</sup>	6%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
Under £11,500 per year	256	33	23	17	25	39	19	215	18	14	9
11%	11%	13%	11%	8%	9%	12%	10%	11%	10%	13%	13%
£11,500 - £17,499 per year	276	32	14	33	39	29	21	232	21	15	9
12%	12%	13%	7%	16% <sup>nk</sup>	13%	9%	10%	12%	11%	13% <sup>nk</sup>	13% <sup>nk</sup>
£17,500 - £29,999 per year	581	82	57	52	60	79	53	491	47	27	16
26%	26%	33% <sup>ms</sup>	28%	26%	21%	25%	26%	26%	26%	24%	24%
£30,000 - £49,999 per year	556	54	45	58	74	81	54	475	46	22	14
25%	25%	22%	22%	29% <sup>nr</sup>	25%	26%	27%	25% <sup>nr</sup>	25% <sup>nr</sup>	19%	21%
£50,000+ per year	311	26	29	26	76	46	31	266	25	13	8
14%	14%	10%	14%	13%	25% <sup>ln</sup>	15%	13%	14%	14%	11%	12%
I don't know / prefer not to answer	276	21	37	17	19	41	25	216	25	22	12
12%	12%	8%	15% <sup>lmp</sup>	8%	7%	13%	12%	11%	14% <sup>lm</sup>	20% <sup>lmp</sup>	15% <sup>lmp</sup>

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
\* small base

D4b. Approximately, what is your annual household income (from all sources, before tax)?

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user			
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)	
Unweighted Base	2257	2068	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	1982	243	297	288	456	207	305	174	2093	164	74*	91*	2093
Under £11,500 per year	256	228	27	25	28	21	17	30	20	242	15	12	2	242
	11%	11%	11%	8%	10%	5%	8%	10%	12%	12%	9%	17%	3%	12%
£11,500 - £17,499 per year	276	249	26	26	45	33	13	41	22	256	21	10	10	256
	12%	13%	11%	9%	16%	7%	6%	14%	13%	12%	12%	14%	12%	12%
£17,500 - £29,999 per year	581	509	70	83	69	92	59	64	53	568	14	4	10	568
	26%	26%	29%	28%	24%	20%	28%	21%	30%	27%	8%	5%	7%	27%
£30,000 - £49,999 per year	556	508	47	78	70	162	76	92	35	551	5	2	3	551
	25%	26%	19%	26%	24%	35%	30%	30%	20%	23%	3%	3%	4%	23%
£50,000+ per year	311	268	42	60	51	114	40	60	5	310	1	*	*	310
	14%	14%	17%	20%	18%	25%	13%	20%	3%	15%	*	*	*	15%
I don't know / prefer not to answer	276	222	31	28	25	34	3	19	38	166	110	45	65	166
	12%	11%	13%	9%	9%	7%	2%	6%	22%	8%	67%	61%	72%	8%

Jigsaw 2020

"Caution should be used when reviewing any base size under 100"

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k/l/m/n/o/p/q/r/s - t/u - v/w/x/y/z/A - B/C - D/E/F  
 \* small base

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Base : All respondents

	Total	PSB/Non-PSB Users									Most valued service			PSB usage		
		Any PSB (a)	Non PSB (b)	Regular BBC (inc. radio, Sounds and online news) (c)	Regular BBC (TV content only) (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Regular Spotify (i)	Any BBC Service (j)	Netflix (k)	YouTube (l)	Low (m)	Medium (n)	High (o)
Unweighted Base	2257	2003	254	1806	1536	1377	1194	1054	577	616	583	372	152	1286	598	373
Weighted Base	2257	1998	259	1786	1488	1306	1167	1043	597	626	551	364	153*	1318	573	366
None of these	858	757	101	671	591	554	483	293	180	184	220	94	45	413	247	198
	38%	33% <sup>ghij</sup>	39% <sup>ij</sup>	38% <sup>ghij</sup>	40% <sup>ghij</sup>	42% <sup>hacgmn</sup>	41% <sup>ghij</sup>	28%	30%	26%	40% <sup>kl</sup>	26%	30%	31%	43% <sup>lmn</sup>	54% <sup>lmno</sup>
Worked from home more	456	426	31	391	322	261	252	273	168	185	106	109	39	324	88	45
	20%	21% <sup>kl</sup>	12%	22% <sup>kl</sup>	22% <sup>kl</sup>	20% <sup>kl</sup>	22% <sup>kl</sup>	26% <sup>abcd</sup>	28% <sup>abcd</sup>	30% <sup>abcd</sup>	19%	30% <sup>kl</sup>	25%	25% <sup>kl</sup>	15%	12%
Spent more time with children	305	276	29	243	200	161	147	189	105	118	62	67	25	204	78	23
	14%	14%	11%	14%	13%	12%	13%	18% <sup>abcd</sup>	18% <sup>ef</sup>	19% <sup>abcd</sup>	11%	18% <sup>kl</sup>	16%	15% <sup>kl</sup>	14% <sup>kl</sup>	6%
Been furloughed	297	260	37	238	184	152	143	154	97	100	69	57	26	188	72	37
	13%	13%	14%	13%	12%	12%	12%	15%	16% <sup>kl</sup>	16% <sup>kl</sup>	13%	16%	17%	14%	13%	10%
Worked less hours	288	252	37	234	196	155	134	150	80	105	69	61	29	198	65	26
	13%	13%	14%	13%	13%	12%	11%	14%	13%	17% <sup>kl</sup>	13%	17%	19%	15% <sup>kl</sup>	11%	7%
Worked more hours	207	180	28	158	116	106	98	129	70	72	31	45	15	154	41	13
	9%	9%	11%	9%	8%	8%	8%	12% <sup>acde</sup>	12% <sup>kl</sup>	11% <sup>kl</sup>	6%	12% <sup>kl</sup>	10%	12% <sup>kl</sup>	7%	3%
Spent less time with children	174	162	11	153	133	127	109	54	29	18	66	14	3	64	62	48
	8%	8% <sup>ghij</sup>	4%	8% <sup>ghij</sup>	9% <sup>ghij</sup>	10% <sup>kl</sup>	8% <sup>kl</sup>	5%	5%	3%	13% <sup>kl</sup>	4%	2%	6%	11% <sup>kl</sup>	13% <sup>kl</sup>
Been made redundant	95	81	14	67	48	38	43	58	16	32	6	20	11	73	10	12
	4%	4%	6%	4%	3%	3%	4%	8% <sup>kl</sup>	3%	5%	1%	5%	7%	6% <sup>kl</sup>	2%	3%

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\* small base

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Base : All respondents

	Total	Other broadcast TV channel usage			On demand/catch up usage		SVoD usage			TV Platform				
		Low (p)	Medium (q)	High (r)	Low (s)	Medium (t)	Low (u)	Medium (v)	High (w)	Satellite (x)	Freeview (y)	IP TV (z)	Pay TV (A)	FTA (B)
Unweighted Base	2257	1743	388	126	2072	145	1469	398	390	998	963	1130	1682	1239
Weighted Base	2257	1784	350	123*	2061	153*	1475	401	381	1002	928	1160	1728	1198
None of these	868	644	137	76	790	46	632	98	127	337	390	381	591	489
	38%	36%	33%	23% <sup>1</sup>	38%	30%	43% <sup>1</sup>	24%	33% <sup>1</sup>	34%	42% <sup>1</sup>	33%	34%	41% <sup>1</sup>
Worked from home more	456	368	69	19	419	34	259	111	87	166	301	406	250	21%
	20%	21%	20%	16%	20%	22%	18%	28% <sup>1</sup>	23%	24% <sup>1</sup>	18%	26% <sup>1</sup>	23% <sup>1</sup>	21%
Spent more time with children	305	261	40	4	275	24	168	72	66	160	90	198	275	154
	14%	15% <sup>1</sup>	12% <sup>1</sup>	4%	13%	16%	11%	18% <sup>1</sup>	17% <sup>1</sup>	16% <sup>1</sup>	10%	17% <sup>1</sup>	16% <sup>1</sup>	13%
Been furloughed	297	243	46	7	262	30	186	56	54	125	123	160	238	157
	13%	14% <sup>1</sup>	13%	5%	13%	19%	13%	14%	14%	13%	13%	14%	14%	13%
Worked less hours	288	240	40	8	266	19	155	72	61	138	114	138	229	141
	13%	13%	12%	6%	13%	12%	11%	19% <sup>1</sup>	16% <sup>1</sup>	14%	12%	12%	13%	12%
Worked more hours	207	155	45	8	186	19	120	55	32	107	71	132	182	103
	9%	9%	13%	6%	9%	13%	8%	14% <sup>1</sup>	8%	11%	8%	11% <sup>1</sup>	11%	9%
Spent less time with children	174	124	43	8	163	8	144	16	14	77	75	61	118	83
	8%	7%	13% <sup>1</sup>	6%	8%	5%	19% <sup>1</sup>	4%	4%	8%	7%	5%	7%	7%
Been made redundant	95	84	10	2	81	12	55	18	22	41	39	61	72	52
	4%	5%	3%	1%	4%	8%	4%	5%	6%	4%	4%	5%	4%	4%

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 \* small base

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Base : All respondents

	Gender		Age										Social Grade						
	Male (C)	Female (D)	16-34 (E)	35-54 (F)	55+ (G)	16-24 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-74 (M)	75+ (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	ABC1 (S)	C2DE (T)	
Unweighted Base	2257	1083	1151	616	670	947	275	341	326	344	373	332	242	476	690	437	582	1166	1091
Weighted Base	2257	1097	1141	682	725	827	291	391	354	371	311	295	221	502	679	502	514	1181	1076
None of these	858	416	436	167	190	493	84	84	84	106	137	196	160	159	207	174	276	366	491
	38%	38%	38%	25%	26%	59%EFHI JKL	29%	21%	24%	29%	44%EFHI JK	66%EFHI JKL	72%EFHI LKL	32%	31%	35%	54%OPOS T	31%	46%OPOS
Worked from home more	456	212	241	172	197	81	62	111	106	90	57	19	4	175	200	63	14	375	81
	20%	19%	21%	25%GMN	27%GLMN	10%N	21%GMN	28%GLMN	30%GLMN	24%GMN	18%GMN	7%N	2%	35%QRT	30%QRT	13%RT	3%	32%QRT	8%R
Spent more time with children	305	120	182	106	163	31	38	67	92	71	16	12	3	78	92	69	58	170	136
	14%	11%	16%	16%GLMN	22%EGHLM	4%	13%GLMN	17%GLMN	26%EGHI	19%GLMN	5%N	4%	1%	15%	14%	14%	11%	14%	13%
Been furloughed	297	153	141	102	116	75	47	55	46	70	57	11	7	50	97	85	61	148	149
	13%	14%	12%	15%GMN	16%GMN	9%MN	16%GMN	14%GMN	13%MN	19%GMN	18%GMN	4%	3%	10%	14%	17%Q	12%	13%	14%
Worked less hours	288	145	141	107	113	65	44	63	55	58	47	12	6	78	89	75	43	167	121
	13%	13%	12%	16%GMN	16%GMN	8%N	15%GMN	16%GMN	15%GMN	16%GMN	18%GMN	4%	3%	16%R	13%R	15%R	8%	14%R	11%
Worked more hours	207	120	86	90	89	27	36	54	50	38	16	7	4	56	75	45	30	131	77
	9%	11%D	8%	13%GLMN	12%GLMN	3%	12%GLMN	14%GLMN	14%GLMN	10%GLMN	5%	2%	2%	11%RT	11%RT	9%	6%	11%RT	7%
Spent less time with children	174	83	90	34	32	107	17	17	18	15	19	47	42	26	47	54	46	73	100
	8%	8%	8%	5%	4%	13%EFHI KL	6%	4%	5%	4%	6%	16%EFHI JKL	19%EFHI KL	5%	7%	11%OOS	9%	6%	9%OOS
Been made redundant	95	60	34	47	31	17	21	26	14	17	12	4	2	18	23	28	25	42	53
	4%	5%D	3%	7%GMN	4%G	2%	7%GMN	7%GMN	4%	5%N	4%	1%	1%	4%	3%	6%	5%	4%	5%

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\* small base

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Base : All respondents

Total	Working Status				Children in Household					
	Full time (a)	Part time (b)	Retired (c)	Not working (d)	Age 0-4 (e)	Age 5-11 (f)	Age 12-15 (g)	None (h)	Any (i)	
Unweighted Base	2257	846	309	549	391	172	291	247	1698	559
Weighted Base	2257	891	337	477	399	185	314	259	1652	605
None of these	858	138	46	359	222	21	42	34	776	82
	38%	15%	14%	75%abd	56%ab	11%	13%	13%	47%efgh	14%
Worked from home more	456	322	97	2	15	43	90	73	300	156
	20%	36%cd	29%cd	*	4%e	23%	29%h	28%h	18%	26%h
Spent more time with children	305	147	57	15	72	79	137	112	62	244
	14%	16%e	17%e	3%	18%e	43%h	44%h	43%h	4%	40%h
Been furloughed	297	180	79	8	21	33	38	39	206	91
	13%	20%cd	23%cd	2%	5%e	18%	12%	15%	12%	15%
Worked less hours	288	138	100	5	26	23	57	40	194	94
	13%	15%cd	30%abcd	1%	6%e	12%	16%h	15%	12%	16%
Worked more hours	207	100	28	5	14	29	43	30	121	86
	9%	18%bcd	8%cd	1%	3%e	15%h	14%h	11%	7%	14%h
Spent less time with children	174	40	15	84	27	19	12	12	137	37
	8%	5%	4%	18%abcd	7%	10%f	4%	5%	8%f	6%
Been made redundant	95	37	16	2	31	11	28	11	53	42
	4%	4%e	5%e	*	8%ac	6%	9%h	4%	3%	7%h

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 \* small base



D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Base : All respondents

Total	Regions and Nations										
	North West (j)	West Midlands (k)	East of England (l)	Greater London (m)	South East (n)	South West (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)	
Unweighted Base	2257	132	110	111	153	168	100	1014	413	415	415
Weighted Base	2257	248	203	203	293	316	203*	1896	181	113	68
None of these	858	74	105	88	68	112	78	709	71	50	27
	38%	30%	52% <sup>d</sup> mnp	44% <sup>d</sup> m	23%	36% <sup>n</sup>	35% <sup>n</sup>	37% <sup>n</sup>	39% <sup>q</sup> m	44% <sup>d</sup> m	40% <sup>d</sup> m
Worked from home more	456	41	32	42	82	60	42	386	35	23	13
	20%	17%	16%	21%	28% <sup>q</sup> kpo	19%	21%	20%	19%	21%	19%
Spent more time with children	305	43	18	21	53	37	23	255	23	15	12
	14%	17%	9%	10%	20% <sup>d</sup> mnp	12%	12%	13%	13%	13%	18% <sup>d</sup> kmp
Been furloughed	297	32	17	27	52	46	27	245	29	14	9
	13%	13%	9%	13%	18% <sup>k</sup> m	14%	13%	13%	16% <sup>k</sup>	12%	13%
Worked less hours	288	24	17	27	51	54	34	248	22	10	9
	13%	10%	9%	13%	17% <sup>n</sup> r	17% <sup>n</sup> r	17% <sup>n</sup> r	15% <sup>n</sup> r	12%	9%	13% <sup>n</sup> r
Worked more hours	207	26	19	14	36	24	19	175	16	10	6
	9%	10%	9%	7%	12%	8%	9%	9%	9%	9%	9%
Spent less time with children	174	23	12	10	14	28	17	150	13	7	4
	8%	9%	6%	5%	5%	9%	8%	8%	7%	6%	6%
Been made redundant	95	24	6	2	22	15	9	85	4	4	2
	4%	10% <sup>k</sup> lpor	3%	1%	7% <sup>k</sup>	5%	4%	4%	2%	3%	3%

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 \* small base

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

Table 158

Base : All respondents

	Ethnic Minority Group		Covid-19						Methodology		Type of internet user		
	White (t)	Minority Ethnic (u)	Been furloughed (v)	Worked less hours (w)	Worked from home more (x)	Worked more hours (y)	Spent more time with children (z)	Spent less time with children (A)	Online (B)	CATI (C)	Non - internet user (D)	Light user (E)	Heavy user (F)
Unweighted Base	2257	166	289	259	432	194	301	170	1998	259	129	130	1998
Weighted Base	2257	243	297	288	456	207	305	174	2093	164	74*	91*	2093
None of these	858	780	57	-	-	-	-	-	772	86	52	34	772
	38%	39% <u>u</u>	24%	-	-	-	-	-	37%	52%B	70% <u>EF</u>	38%	37%
Worked from home more	456	377	77	36	71	456	48	99	11	439	18	4	14
	20%	19%	32% <u>u</u>	12%	25% <u>wA</u>	100% <u>wxyz</u>	23% <u>wA</u>	32% <u>wA</u>	6%	21% <u>C</u>	11%	5%	15%
					A								21% <u>D</u>
Spent more time with children	305	261	40	33	41	99	33	305	-	298	7	4	3
	14%	13%	16%	14% <u>A</u>	14% <u>A</u>	23% <u>wA</u>	11% <u>A</u>	100% <u>wxyzA</u>	-	11% <u>C</u>	4%	5%	3%
													14% <u>E</u>
Been furloughed	297	265	29	297	53	36	6	33	14	284	12	2	11
	13%	13%	12%	100% <u>wxyz</u>	18% <u>wyzA</u>	8%	3%	11% <u>w</u>	8%	14%	8%	3%	12%
				A									14% <u>D</u>
Worked less hours	288	237	50	53	288	71	-	41	11	276	12	2	10
	13%	12%	21% <u>u</u>	18% <u>wA</u>	100% <u>wxyz</u>	16% <u>wA</u>	-	13% <u>w</u>	6% <u>w</u>	13%	8%	3%	11%
					A								13% <u>D</u>
Worked more hours	207	166	41	6	-	48	207	33	14	203	4	2	2
	9%	8%	17% <u>u</u>	2%	-	13% <u>w</u>	100% <u>wxyzA</u>	11% <u>w</u>	5% <u>w</u>	10% <u>C</u>	2%	2%	3%
													10%
Spent less time with children	174	167	7	14	11	11	14	-	174	121	52	17	38
	8%	8% <u>u</u>	3%	5% <u>z</u>	4% <u>z</u>	2% <u>z</u>	7% <u>z</u>	-	100% <u>wxyz</u>	6%	32% <u>B</u>	23% <u>F</u>	39% <u>DF</u>
Been made redundant	95	85	9	13	14	14	4	15	7	95	-	-	95
	4%	4%	4%	4%	5%	3%	2%	5%	4%	5% <u>C</u>	-	-	5%

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 \* small base