Table	Question	Title
table_1	question	Table_1
table_2	question	Please select your gender.
table_3	question	Please select your age group
table_4	question	Which of the following best describes the occupation or previous occupation of your spouse / partner? (If you are not married or in a relationship, please select 'I have never been married' or 'I am not in a relationship')
table_5	question	Please select your working status
table_6	question	Please tell us your name
table_7	question	Do you have any of these conditions that affect you long-term? (Please select all that apply. Long-term means anything that has affected you or is likely to affect you for 12 months or more.)
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table_246	question	Do you have any of these conditions that affect you long-term? (Please select all that apply. Long-term means anything

Index Sheet

23 May 2019

DemO.1 Please select your gender.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Male	1986	1986	0	314	412	361	300	355	245	599	632	452	353	549	1084	903	1712	144	106	566	473	673	538	1641	286	1824	150	810	355	390	799	1391	925	876	1594	1101	1888	80
	49.3	99.7	0	49.8	47.9	51.7	45.5	53.8	46.9	50.8	54.1	46.4	43.9	50.8	50.6	47.8	48.7	52.2	54.1	52	45.7	48.5	48.1	50.4	44.9	49.6	45.9	51.3	53.3	44.3	55.6	49.4	45.4	48.5	49.3	49.8	49.2	58.5
	CGZan	AC				G		AEGU		GI	AZacd			ad	AZa	a																n		n	n	ns		
Female	2035	0	2035	312	445	338	359	304	277	581	535	522	451	527	1057	978	1794	130	89	521	560	713	579	1612	349	1847	175	767	311	489	640	1421	1110	929	1633	1104	1942	57
	50.5	0	99.9	49.5	51.8	48.3	54.5	46.2	52.9	49.2	45.8	53.6	56.1	48.7	49.4	51.8	51.1	47.4	45.4	47.9	54.1	51.4	51.8	49.5	54.9	50.2	53.8	48.6	46.7	55.5	44.4	50.5	54.5	51.4	50.5	49.9	50.6	41.5
	BHV		AB		H		AFHi		HJ	H		AYbc	AYbcd		Y	Yb																	Amqrs	s					
Other	5	5	0	3	1	0	0	0	1	1	1	0	0	4	1	4	4	1	0	0	2	2	0	4	1	5	0	1	0	1	0	2	3	2	4	4	5	0
	0.1	0.3	0	0.5	0.1	0	0	0	0.2	0.1	0.1	0	0	0.4	0	0.2	0.1	0.4	0	0	0.2	0.1	0	0.1	0.2	0.1	0	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.2	0.1	0
	c	c																																	m			
Prefer not to say	2	0	2	1	1	0	0	0	0	0	0	0	0	2	0	2	1	0	1	1	0	0	1	0	0	1	1	1	0	0	0	0	0	0	1	1	2	0
	0	0	0.1	0.2	0.1	0	0	0	0	0	0	0	0	0.2	0	0.1	0	0	0.5	0.1	0	0	0.1	0	0	0	0.3	0.1	0	0	0	0	0	0	0	0	0.1	0

Index Sheet

23 May 2019

DemO.2 Please tvoe in vour age

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
16-24	631	317	313	631	0	0	0	0	0	0	164	98	112	257	262	369	557	39	27	172	158	227	161	506	64	514	114	271	115	95	168	420	331	468	502	512	578	41
	15.7	15.9	15.4	100	0	0	0	0	0	0	14	10.1	13.9	23.8	12.2	19.6	15.9	14.2	13.7	15.8	15.3	16.3	14.4	15.5	10.1	14	35	17.2	17.3	10.8	11.7	14.9	16.3	25.9	15.5	23.2	15.1	30.2
	EFGHIJ[k]			AEFGHIJ							[k]		[k]	AYZacd	[k]	AYZac																m	Amnrs	m	Amnr			
25-34	859	413	446	0	859	0	0	0	0	0	283	213	172	191	496	363	738	72	43	207	199	331	372	720	109	743	108	372	187	134	231	576	424	561	708	641	801	46
	21.3	20.7	21.9	0	100	0	0	0	0	0	24.2	21.9	21.3	17.7	23.2	19.2	21	26.1	21.9	19.1	19.2	23.9	33.3	22.1	17.1	20.2	33.1	23.6	28	15.3	16.1	20.5	20.8	31	21.9	29	20.9	33.4
	DFGHIJbdm				ADFGHIJ						Abd	b			Abd								A											Amnrs	m	Amnr			
35-44	699	361	338	0	0	699	0	0	0	0	213	165	137	184	378	321	615	43	31	196	176	243	178	568	132	639	53	297	99	174	263	487	337	333	562	435	664	24
	17.3	18.1	16.6	0	0	100	0	0	0	0	18.2	16.9	17	17	17.6	17	17.5	15.5	15.9	18.1	17	17.5	33.8	17.4	17.5	17.4	16.3	18.8	14.9	19.7	18.3	17.3	16.5	18.4	17.4	19.7	17.3	17.8
	DEGHIJ					ADEGHIJ																	A													Amnqr			
45-54	658	300	359	0	0	0	658	0	0	0	159	163	138	198	322	336	562	44	42	158	194	210	167	539	107	621	31	242	81	178	252	479	337	223	533	300	641	12
	16.3	15	17.6	0	0	0	100	0	0	0	13.6	16.8	17.1	18.3	15.1	17.8	16	16.2	21.5	14.5	18.8	15.1	14.9	16.6	16.8	16.9	9.7	15.3	12.2	20.2	17.5	17	16.5	12.3	16.5	13.6	16.7	8.8
	DEFHIJK[q]		AB				ADEFHIJ					Yc		Yc	Y	Yc																qrs	qs		qs	q		
55-64	659	355	304	0	0	0	0	659	0	659	167	173	139	180	340	318	583	39	28	203	169	211	33	521	131	642	15	212	103	172	282	484	338	154	526	213	642	10
	16.3	17.8	14.9	0	0	0	0	100	0	55.8	14.3	17.7	17.2	16.8	15.9	16.9	16.6	14.2	14.2	18.7	16.3	15.2	2.9	16	20.5	17.5	4.7	13.5	15.5	19.5	19.6	17.2	16.6	8.5	16.3	9.6	16.7	7.3
	CDEFGJ[q]	C						ADEFGh		ADEFGh		Yc			Y																	Aqrs	qs		qs	q		
65+	522	246	277	0	0	0	0	0	522	522	182	161	108	71	343	180	457	38	25	151	138	167	7	403	115	518	3	184	81	127	243	367	272	68	401	109	510	3
	13	12.3	13.6	0	0	0	0	0	100	44.2	15.6	16.6	13.4	6.6	16	9.5	13	13.8	12.8	13.9	13.4	12	0.6	12.4	18	14.1	1	11.6	12.1	14.5	16.9	13	13.4	3.8	12.4	4.9	13.3	2.4
	DEFGHbdjq[s]								ADEFGHi	ADEFGH	Abd	Abd	bd		Abd	b																qrs	qrs		qs	s		

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23 May 2019

Dem0.3 Please indicate which one of the followinv best describes the occuoation. or orevious occuoation if now retired. of the chief income earner in vour household?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
High managerial, administrative or professional	277	165	113	43	77	65	33	30	29	59	277	0	0	0	277	0	244	15	14	56	49	139	132	235	38	248	28	173	70	38	126	191	143	140	236	172	255	17
	6.9	8.3	5.5	6.8	9	9.3	5	4.6	5.5	5	23.7	0	0	0	13	0	6.9	5.6	7.3	5.1	4.7	10	11.8	7.2	5.9	6.7	8.5	11	10.5	4.3	8.8	6.8	7	7.7	7.3	7.8	6.6	12.7
	CGHIZabd	AC			AGHIj	AGHIj					AZabdd				AZabd								A												Am	Am		
Intermediate managerial, administrative or professional	891	468	422	121	205	148	126	137	153	290	891	0	0	0	891	0	796	53	28	239	223	334	258	688	171	794	93	377	145	194	323	680	468	416	758	521	854	31
	22.1	23.5	20.7	19.2	23.9	21.2	19.2	20.9	29.2	24.6	76.3	0	0	0	41.6	0	22.7	19.2	14.1	22	21.5	24.1	23.1	21.1	26.9	21.6	28.5	23.9	21.7	22.1	22.5	24.2	22.9	23	23.4	23.6	22.2	22.6
	CZabd				G				ADEFGHJ	ADGH	AZabdd				AZabd																	Ar		A		A		
Supervisor, clerical, junior managerial, administrative or professional	973	452	522	98	213	165	163	173	161	334	0	973	0	0	973	0	830	80	55	235	251	344	237	822	130	892	77	358	160	224	348	727	507	421	808	513	942	23
	24.2	22.7	25.6	15.5	24.8	23.6	24.8	26.2	30.8	28.3	0	100	0	0	45.4	0	23.6	29	28	21.6	24.2	24.8	21.3	25.3	20.5	24.3	23.7	22.7	24.1	25.5	24.2	25.8	24.9	23.3	25	23.2	24.5	16.7
	DYabdj		AB		D	D	D	D	ADEFGJ	ADF		AYabcd			AYabd																	Aqrs			As			
Skilled manual worker	804	353	451	112	172	137	138	139	108	247	0	0	804	0	0	804	707	55	36	231	212	264	243	633	149	767	31	333	127	158	289	532	410	356	625	425	761	29
	20	17.7	22.2	17.8	20	19.5	20.9	21.1	20.7	20.9	0	0	100	0	0	42.6	20.1	20.1	18.3	21.2	20.5	19	21.8	19.4	23.3	20.9	9.4	21.1	19	18	20.1	18.9	20.1	19.7	19.4	19.2	19.8	21
	BYZbcm		AB										AYZbcd			AYZbc																m						
Semi-skilled or unskilled manual worker	572	299	274	116	112	95	114	90	46	136	0	0	0	572	0	572	508	37	25	182	146	180	142	464	84	514	56	177	94	129	189	379	272	255	425	300	537	27
	14.2	15	13.4	18.5	13.1	13.6	17.3	13.6	8.8	11.5	0	0	0	52.9	0	30.3	14.5	13.3	12.9	16.7	14.1	13	12.7	14.3	13.3	14	17.2	11.2	14.1	14.6	13.1	13.5	13.3	14.1	13.2	13.6	14	19.5
	IJYZacmr			AEFHIj	I	I	AEIj	IJ		I				AYZacd		AYZac																						
Housewife/househusband	103	30	73	12	24	20	16	22	10	31	0	0	0	103	0	103	81	12	10	32	30	19	46	89	13	95	8	44	11	22	39	57	52	48	77	58	96	4
	2.6	1.5	3.6	1.8	2.7	2.9	2.4	3.3	1.9	2.7	0	0	0	9.5	0	5.5	2.3	4.4	5.1	2.9	2.9	1.4	4.1	2.7	2.1	2.6	2.6	2.8	1.6	2.5	2.7	2	2.6	2.7	2.4	2.6	2.5	2.6
	BYZacm		AB							I				AYZacd		AYZac							A									m			m	m		
Unemployed	294	174	120	30	45	68	68	68	15	83	0	0	0	294	0	294	252	14	22	82	97	73	46	236	45	269	18	79	51	97	107	175	126	97	213	132	284	5
	7.3	8.7	5.9	4.7	5.2	9.7	10.4	10.4	2.9	7	0	0	0	27.2	0	15.6	7.2	5	11.3	7.5	9.4	5.3	4.1	7.3	7.1	7.3	5.4	5	7.6	11	7.4	6.2	6.2	5.4	6.6	6	7.4	3.3
	CDEIYZacimnqrs	AC			I	ADEIJ	ADEIJ	ADEIJ		J				AYZacd		AYZac																			mq	q		
Student	113	50	62	99	11	2	0	0	1	1	0	0	0	113	0	113	94	9	6	32	28	34	14	90	6	98	15	37	9	18	19	74	61	74	90	89	108	2
	2.8	2.5	3.1	15.7	1.3	0.2	0	0	0.2	0.1	0	0	0	10.4	0	6	2.7	3.3	3	2.9	2.7	2.5	1.2	2.8	0.9	2.7	4.6	2.3	1.4	2.1	1.3	2.6	3	4.1	2.8	4	2.8	1.6
	EFGHIJYZacj			AEFGHIj	FGHIj					J				AYZacd		AYZac																		Amnr		Amnr		
ABC1 (NET)	2141	1085	1057	262	496	378	322	340	343	683	1168	973	0	0	2141	0	1870	148	97	530	522	818	627	1745	339	1934	198	908	375	456	797	1597	1117	977	1802	1206	2050	71
	53.2	54.5	51.9	41.5	57.8	54.1	49	51.7	65.6	57.8	100	100	0	0	100	0	53.3	53.9	49.4	48.7	50.4	58.9	56.2	53.6	53.3	52.6	60.8	57.6	56.3	51.9	55.4	56.8	54.8	54.1	55.8	54.6	53.4	52
	DGabd				ADGH	D	D	D	ADEFGHJ	ADGH	Aabd	Aabd			Aabd								A									Anqrs	A		A			
C2DE (NET)	1887	907	980	369	363	321	336	318	180	498	0	0	804	1082	0	1887	1641	127	100	558	513	570	490	1512	297	1743	128	670	291	424	642	1216	922	830	1430	1004	1787	66
	46.8	45.5	48.1	58.5	42.2	45.9	51	48.3	34.4	42.2	0	0	100	100	0	100	46.7	46.1	50.6	51.3	49.6	41.1	43.8	46.4	46.7	47.4	39.2	42.4	43.7	48.1	44.6	43.2	45.2	45.9	44.2	45.4	46.6	48
	EIJYZcimnr			AEFGHIJ	I	I	AEIJ	EIJ		J			AYZc	AYZc		AYZc																m	m		m	m		

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23 May 2019

DemO.4 What is your current workine status?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Paid employment (30+ hours a week)	1582	943	638	198	515	388	303	161	16	177	591	475	311	205	1066	516	1369	121	73	403	366	599	605	1323	211	1441	131	726	300	278	538	1138	792	863	1318	1035	1507	59
	39.3	47.4	31.3	31.4	60	55.6	46	24.5	3	15	50.6	48.8	38.7	18.9	49.8	27.3	39	44.2	37	37.1	35.4	43.2	54.2	40.6	33.2	39.2	40.2	46	45.1	31.6	37.4	40.5	38.9	47.8	40.8	46.9	39.3	42.8
	CDHIJbd	AC		Hii	ADGHIJ	ADGHIJ	ADHIJ	IJ		I	Aabd	Aabd	bd		Aabd	b							A														
Paid employment (8-29 hours a week)	514	176	338	88	113	93	106	90	23	113	118	121	123	152	239	275	438	51	18	115	131	192	165	425	75	449	63	198	82	110	179	384	264	242	427	284	478	32
	12.8	8.8	16.6	13.9	13.1	13.3	16.1	13.7	4.4	9.6	10.1	12.4	15.2	14.1	11.2	14.6	12.5	18.7	9	10.6	12.7	13.8	14.8	13	11.8	12.2	19.3	12.5	12.4	12.5	12.4	13.6	13	13.4	13.2	12.9	12.4	23.5
	BiJYc		AB	Ii	Ii	Ii	Aii	IJ		I			Yc	Yc		AYc							A									A						
Paid employment (less than 8 hours a week)	57	23	34	16	10	9	7	9	7	15	14	15	9	19	29	28	52	2	4	18	7	26	12	46	8	50	5	17	7	17	15	36	25	19	46	22	55	1
	1.4	1.2	1.7	2.5	1.2	1.4	1	1.3	1.3	1.3	1.2	1.5	1.1	1.8	1.4	1.5	1.5	0.6	1.9	1.7	0.7	1.9	1.1	1.4	1.3	1.4	1.6	1.1	1.1	2	1	1.3	1.2	1.1	1.4	1	1.4	0.8
	s																																		s			
Self employed (30+ hours a week)	151	86	64	19	19	31	33	44	5	49	52	28	48	22	80	71	132	8	9	41	45	46	40	106	35	135	13	66	22	33	62	102	75	70	114	90	142	9
	3.7	4.3	3.2	3	2.2	4.5	5	6.6	1	4.2	4.4	2.9	6	2.1	3.7	3.7	3.8	3.1	4.5	3.8	4.3	3.3	3.6	3.3	5.5	3.7	4	4.2	3.3	3.8	4.3	3.6	3.7	3.9	3.5	4.1	3.7	6.3
	CEIj			i		Ei	Ei	ADEIJ		Ei	b		AZbcd		Zb	b																						
Self employed (8-29 hours a week)	82	46	36	8	19	22	8	18	7	25	30	22	18	11	53	30	74	0	6	23	22	29	24	58	21	75	8	24	10	22	35	58	44	37	61	46	79	1
	2	2.3	1.8	1.3	2.2	3.1	1.3	2.7	1.4	2.1	2.6	2.3	2.3	1	2.5	1.6	2.1	0	2.9	2.2	2.1	2.1	2.2	1.8	3.3	2	2.4	1.5	1.6	2.5	2.4	2	2.1	2.1	1.9	2.1	2.1	0.6
	b					Gi				i	b	b			Ab																						
Self employed (less than 8 hours a week)	28	7	21	6	8	4	4	5	2	6	9	7	5	7	16	12	22	5	2	1	11	10	9	19	6	24	4	7	5	6	4	15	12	13	19	14	24	3
	0.7	0.4	1	1	1	0.5	0.5	0.7	0.3	0.5	0.7	0.8	0.7	0.6	0.7	0.7	0.6	1.7	1	0.1	1.1	0.7	0.8	0.6	0.9	0.7	1.2	0.4	0.7	0.7	0.3	0.5	0.6	0.7	0.6	0.7	0.6	2.4
	B		AB																																			
Retired	617	294	323	2	1	1	14	147	451	598	218	200	117	82	418	199	547	35	32	194	161	192	10	475	133	610	5	209	89	169	279	437	317	97	478	146	604	4
	15.3	14.8	15.9	0.4	0.1	0.2	2.1	22.3	86.4	50.6	18.7	20.6	14.5	7.6	19.5	10.5	15.6	12.8	16.2	17.8	15.5	13.9	0.9	14.6	20.8	16.6	1.4	13.2	13.3	19.2	19.4	15.5	15.5	5.4	14.8	6.6	15.7	2.6
	DEFGbdiqs						DEF	ADEFG	ADEFGH	ADEFGH	Aabd	Aabd	bd		Aabd	b																			qrs	qs		qs	q		
Studying full time	221	109	112	207	13	1	0	0	0	0	52	17	32	120	69	152	205	8	4	63	63	80	52	181	18	180	41	83	37	28	54	147	118	169	175	190	204	13
	5.5	5.5	5.5	32.8	1.5	0.1	0	0	0.1	0	4.5	1.7	4	11.1	3.2	8	5.8	2.9	2	5.7	6.1	5.7	4.6	5.5	2.8	4.9	12.7	5.3	5.5	3.2	3.8	5.2	5.8	9.3	5.4	8.6	5.3	9.2
	EFGHIJZc			AEFGHIJ	FGHIJ						Zc		Z	AYZacd	Z	AYZac																		Amnrs		Amnr			
Not in paid employment/Looking after the house or home	375	82	292	24	73	74	94	104	6	110	50	53	93	178	103	272	313	26	32	105	96	112	131	302	71	345	27	130	57	91	148	250	200	159	302	194	366	5
	9.3	4.1	14.4	3.7	8.5	10.6	14.3	15.8	1.1	9.3	4.3	5.5	11.6	16.5	4.8	14.4	8.9	9.3	16	9.7	9.3	8	11.8	9.3	11.1	9.4	8.4	8.3	8.5	10.4	10.3	8.9	9.8	8.8	9.3	8.8	9.5	3.9
	BDIYZc		AB	i	Di	Di	ADEFIi	ADEFIJ		Di			AYZc	AYZacd		AYZac							A										m		m			
Unemployed	315	187	128	59	77	55	70	51	2	53	26	28	36	225	54	261	285	11	15	102	99	84	60	250	48	290	23	89	39	110	93	187	138	113	223	152	296	9
	7.8	9.4	6.3	9.4	9	7.8	10.6	7.8	0.4	4.5	2.2	2.9	4.5	20.8	2.5	13.8	8.1	3.9	7.7	9.3	9.6	6.1	5.4	7.7	7.6	7.9	7	5.6	5.9	12.5	6.5	6.6	6.8	6.2	6.9	6.9	7.7	6.8
	CIJYZacimnqrs	AC		Ii	Ii	Ii	Aii	IJ		I			Yc	AYZacd		AYZac																				q		
Other	73	33	39	5	7	16	18	27	3	30	5	5	9	54	10	63	61	8	3	16	30	15	5	62	11	68	4	25	14	12	27	51	44	18	59	26	73	0
	1.8	1.7	1.9	0.7	0.8	2.3	2.8	4.1	0.6	2.6	0.4	0.5	1.1	1	0.5	3.3	1.7	2.8	1.3	1.4	2.9	1.1	0.4	1.9	1.7	1.9	1.3	1.6	2.2	1.3	1.9	1.8	2.1	1	1.8	1.2	1.9	0
	DEIYZcjqs					DEi	ADEi	ADEIJ		ADEi				AYZacd		AYZac																	qs	qs		qs			
Prefer not to say	14	3	10	3	4	4	1	2	0	2	4	1	3	7	4	10	12	0	1	5	3	3	3	9	0	10	2	4	4	3	4	10	9	8	12	10	9	2
	0.3	0.2	0.5	0.5	0.5	0.6	0.2	0.2	0	0.1	0.3	0.1	0.3	0.6	0.2	0.5	0.3	0	0.5	0.5	0.3	0.2	0.3	0.3	0	0.3	0.5	0.3	0.6	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.2	1.3
	A																																					
All Working (NET)	2414	1282	1132	335	684	548	460	327	60	387	813	669	515	417	1483	931	2088	188	111	603	583	902	856	1977	356	2174	224	1038	427	467	833	1733	1212	1245	1984	1493	2285	105
	59.9	64.4	55.6	53.1	79.6	78.4	69.9	49.7	11.4	32.8	69.6	68.8	64	38.5	69.2	49.4	59.5	68.3	56.2	55.4	56.3	65	76.7	60.7	55.9	59.1	68.6	65.8	64	53.1	57.9	61.6	59.5	68.9	61.4	67.5	59.6	76.4
	CDHIJbd	AC		Ii	ADGHIJ	ADGHIJ	ADHIJ	IJ		I	Aabd	Aabd	Abd		Aabd	b							A									Amnrs		An	Amnr		
All Not Working (NET)	1528	673	855	292	164	131	178	302	460	762	346	299	278	605	645	883	1350	80	83	464	419	468	253	1208	270	1424	96	511	221	398	575	1020	774	537	1177	682	1470	31
	37.9	33.8	42	46.3	19.1	18.7	27.1	45.9	88	64.5	29.6	30.7	34.6	55.9	30.1	46.8	38.5	29	41.9	42.6	40.5	33.7	22.7	37.1	42.4	38.7	29.5	32.4	33.2	45.3	39.9	36.3	37.9	29.7	36.4	30.8	38.3	22.5
	BEFGYZcimprs		AB	AEFG			EF	AEFG	ADEFGHi	ADEFGH			Yc	AYZacd		AYZac																qs	mqrs		qs	q		

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23 May 2019

DemO.5 Where do you live?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
East of England	353	139	215	47	60	64	68	60	53	114	93	86	71	102	179	174	353	0	0	0	353	0	91	226	116	341	10	135	39	91	119	232	178	134	262	174	345	7
	8.8	7	10.5	7.5	6.9	9.2	10.4	9.2	10.2	9.6	8	8.9	8.9	9.5	8.4	9.2	10.1	0	0	0	34.1	0	8.1	6.9	18.2	9.3	3.1	8.5	5.8	10.4	8.3	8.3	8.7	7.4	8.1	7.9	9	5.1
	Bqz		AB				E		E	E																												
East Midlands	319	148	171	45	60	51	61	59	44	103	92	74	58	95	166	153	319	0	0	0	319	0	77	242	69	293	26	113	56	77	112	222	165	133	261	168	309	7
	7.9	7.4	8.4	7.1	7	7.2	9.3	9	8.4	8.7	7.9	7.7	7.2	8.8	7.8	8.1	9.1	0	0	0	30.8	0	6.9	7.4	10.8	8	7.9	7.1	8.4	8.7	7.8	7.9	8.1	7.4	8.1	7.6	8.1	4.8
London	461	257	205	101	132	96	65	44	23	67	209	111	57	85	319	142	461	0	0	0	0	461	173	435	7	347	105	221	129	87	150	291	189	229	362	285	431	25
	11.4	12.9	10	16.1	15.4	13.7	9.9	6.6	4.4	5.7	17.9	11.4	7.1	7.8	14.9	7.5	13.1	0	0	0	0	33.2	15.5	13.3	1.1	9.4	32.2	14	19.4	9.9	10.4	10.3	9.3	12.7	11.2	12.9	11.2	17.9
	CHJabdmn	AC		AGHIJ	AGHIJ	GHIJ	HIJ			I	AZabcd	abd			AZabd								A									n		mnr	mn	Amnr		
North East	207	120	86	33	36	40	25	43	32	75	58	37	47	64	96	111	207	0	0	207	0	0	64	159	38	201	6	91	36	46	80	155	121	94	173	108	202	3
	5.1	6	4.2	4.8	4.2	5.7	3.8	6.5	6	6.3	5	3.8	5.8	5.9	4.5	5.9	5.9	0	0	19	0	0	5.7	4.9	6	5.5	1.8	5.8	5.4	5.2	5.6	5.5	6	5.2	5.4	4.9	5.3	2.6
	CZc	AC						G	G	AG				2		2																	As				
North West	512	262	250	76	105	88	83	89	71	160	137	110	103	162	247	265	512	0	0	512	0	0	141	460	42	467	40	210	81	114	201	364	270	216	418	275	477	22
	12.7	13.2	12.3	12	12.2	12.8	12.7	13.5	13.6	13.5	11.7	11.3	12.8	15	11.5	14.1	14.6	0	0	47.1	0	0	12.7	14.1	6.6	12.7	12.3	13.3	12.2	13	13.9	12.9	13.3	12	12.9	12.5	12.4	16.1
		6												AYZc		2c																					
Northern Ireland	45	25	21	8	7	10	9	9	3	12	18	8	7	12	26	19	0	0	0	0	0	0	14	31	5	45	1	10	9	12	14	30	23	16	32	22	40	3
	1.1	1.2	1	1.3	0.8	1.4	1.4	1.3	0.5	1	1.5	0.9	0.8	1.1	1.2	1	0	0	0	0	0	0	1.3	1	0.7	1.2	0.3	0.6	1.4	1.3	0.9	1.1	1.1	0.9	1	1	1.1	2.4
										J																											
Scotland	275	145	130	39	72	43	44	39	38	77	68	80	55	72	148	127	0	275	0	0	0	0	61	200	64	257	17	111	44	55	90	183	96	135	214	160	258	12
	6.8	7.3	6.4	6.2	8.4	6.1	6.8	5.9	7.2	6.5	5.8	8.2	6.9	6.6	6.9	6.7	0	100	0	0	0	0	5.4	6.1	10.1	7	5.4	7	6.6	6.3	6.3	6.5	4.7	7.5	6.6	7.2	6.8	9.1
	n											AYc			y																	n		n	n	n		
South East	578	260	318	77	147	88	88	90	88	178	173	153	124	128	326	252	578	0	0	0	0	578	150	481	75	538	32	216	89	130	210	438	320	267	485	324	561	13
	14.3	13.1	15.6	12.2	17.1	12.6	13.4	13.7	16.8	15	14.8	15.7	15.4	11.8	15.2	13.3	16.5	0	0	0	0	41.6	13.4	14.8	11.8	14.6	9.7	13.7	13.3	14.8	14.6	15.6	15.7	14.8	15	14.7	14.6	9.5
	b		AB		ADF				ADFJ			b			Ab																	Ar	A		A			
South West	349	158	191	48	52	59	57	77	56	133	92	81	83	94	173	177	349	0	0	0	0	349	87	249	89	339	10	124	47	81	129	258	187	160	287	184	336	6
	8.7	7.9	9.4	7.6	6	8.5	8.6	11.7	10.8	11.3	7.9	8.3	10.3	8.7	8.1	9.4	9.9	0	0	0	0	25.2	7.8	7.6	13.9	9.2	3.1	7.9	7	9.2	8.9	9.2	9.2	8.8	8.9	8.3	8.8	4
	E							ADE	AE	ADE																											
Wales	197	106	90	27	43	31	42	28	25	53	42	55	36	64	97	100	0	0	197	0	0	0	60	143	51	193	4	86	9	35	69	148	118	86	169	108	184	9
	4.9	5.3	4.4	4.3	5	4.5	6.4	4.2	4.8	4.5	3.6	5.7	4.5	5.9	4.5	5.3	0	0	100	0	0	0	5.4	4.4	8	5.3	1.1	5.5	1.4	4	4.8	5.2	5.8	4.8	5.2	4.9	4.8	6.4
	Y											Yc		Y	Y	Y																	A				
West Midlands	363	188	175	66	80	61	65	50	41	91	87	90	83	104	177	186	363	0	0	0	363	0	101	315	36	311	52	122	79	72	131	251	192	175	285	204	347	11
	9	9.5	8.6	10.5	9.3	8.8	9.8	7.6	7.9	7.7	7.4	9.2	10.3	9.6	8.2	9.9	10.3	0	0	0	35.1	0	9	9.7	5.6	8.5	15.8	7.7	11.8	8.1	9.1	8.9	9.4	9.7	8.8	9.2	9	8
	JN												Y			Y																					
Yorkshire and the Humber	369	183	185	65	66	68	50	71	49	120	99	88	81	100	187	181	369	0	0	369	0	0	99	317	46	345	24	139	49	80	135	241	179	163	284	197	345	19
	9.1	9.2	9.1	10.3	7.7	9.7	7.6	10.8	9.3	10.1	8.5	9	10.1	9.3	8.7	9.6	10.5	0	0	33.9	0	0	8.8	9.7	7.2	9.4	7.3	8.8	7.4	9.1	9.4	8.6	8.8	9	8.8	8.9	9	14.1
								G																													
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
South East inclu. London (NET)	1039	517	522	178	279	183	153	134	111	244	382	264	181	213	645	394	1039	0	0	0	0	1039	322	915	82	885	137	437	218	217	360	729	509	496	846	609	992	38
	25.8	26	25.6	28.3	32.5	26.2	23.3	20.3	21.2	20.7	32.7	27.1	22.5	19.7	30.1	20.9	29.6	0	0	0	0	74.8	28.8	28.1	12.9	24.1	42	27.7	32.7	24.7	25	25.9	25	27.4	26.2	27.6	25.8	27.4
	HIJabd			HIJ	AFGHIJ	HIJ					AZabcd	abd			AZabd								A									n		n	n	Am		
England (NET)	3511	1716	1795	557	738	615	562	583	457	1040	1040	830	707	935	1870	1641	3511	0	0	1087	1035	1388	982	2882	516	3183	304	1371	604	778	1267	2454	1802	1571	2817	1920	3353	112
	87.2	86.2	88.2	88.2	85.8	88	85.4	88.5	87.4	88	89	85.3	87.8	86.4	87.3	87	100	0	0	100	100	100	87.9	88.5	81.1	86.6	93.3	86.9	90.7	88.4	88	87.2	88.4	86.9	87.2	86.9	87.4	82.1
		2	A								Abc				2																		Amrs				
North of England (NET)	1087	566	522	172	207	196	158	203	151	354	295	235	231	327	530	558	1087	0	0	1087	0	0	304	936	126	1013	70	441	166	240	416	760	570	473	876	580	1024	45
	27	28.4	25.6	27.2	24.1	28.1	24	30.8	29	30	25.2	24.2	28.7	30.2	24.7	29.6	31	0	0	100	0	0	27.2	28.7	19.8	27.5	21.4	27.9	24.9	27.3	28.9	27	28	26.2	27.1	26.3	26.7	32.7
	CZc							AEG	EG	AEG			2	AYZc		AYZc																						
Midlands (NET)	1035	475	560	158	199	176	194	169	138	308	271	251	212	301	522	513	1035	0	0	0	1035	0	269	782	220	946	88	369	174	240	362	706	535	442	807	546	1001	25
	25.7	23.9	27.5	25.1	23.2	25.2	29.5	25.7	26.5	26.1	23.2	25.8	26.4	27.8	24.4	27.2	29.5	0	0	0	100	0	24.1	24	34.6	25.7	26.9	23.4	26	27.3	25.2	25.1	26.3	24.5	25	24.7	26.1	17.9
	BYcz		AB				AE							Y		Y																						
South of England (NET)	1388	675	713	227	331	243	210	211	167	378	474	344	264	307	818	570	1388	0	0	0	0	1388	409	1164	170	1224	147	561	264	298	488	988	696	655	1134	793	1329	43
	34.5	33.9	35	35.9	38.5	34.8	31.9	32	32	32	40.6	35.4	32.8	28.3	38.2	30.2	39.5	0	0	0	0	100	36.6	35.7	26.8	33.3	45	35.5	39.7	33.9	33.9	35.1	34.1	36.3	35.1	35.9	34.6	31.5
	Jbd				AGHIJ						AZabcd	bd			AZabd																						

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23 May 2019

DemO.6 How many people live in your household, including yourself, any adults or children living with you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
One	787	425	362	97	139	115	137	172	128	299	204	214	89	280	418	369	661	86	31	228	180	253	0	675	95	735	46	235	115	237	268	506	338	249	595	332	748	27
	19.5	21.3	17.8	15.4	16.1	16.5	20.8	26.1	24.4	25.4	17.5	22	11.1	25.8	19.5	19.5	18.8	31.2	15.8	21	17.4	18.2	0	20.7	14.9	20	14	14.9	17.2	26.9	18.6	18	16.6	13.8	18.4	15	19.5	19.7
	CDEFYaimno/q/s	AC					DE	ADEFG	ADEF	ADEFG	a	AFac		AYacd	Ya	a																mpq	q		mpq	q		
Two	1456	711	745	131	241	177	227	341	339	680	423	379	315	339	802	654	1266	95	82	380	397	489	120	1150	273	1368	82	517	227	359	529	1050	755	528	1175	658	1393	41
	36.1	35.7	36.6	20.8	28	25.3	34.5	51.8	64.8	57.6	36.2	38.9	39.1	31.3	37.4	34.7	36.1	34.5	41.4	34.9	38.4	35.2	10.8	35.3	42.8	37.2	25.1	32.7	34.1	40.7	36.8	37.3	37	29.2	36.3	29.8	36.3	29.6
	DEFbiqs				D		DEF	ADEFG	ADEFGHI	ADEFGH	b	Abd	bd		Ab	b																Aqrs	qs		qs			
Three	863	403	460	166	247	178	142	88	41	129	245	203	187	228	448	416	762	52	39	250	219	293	405	685	141	776	80	375	160	161	318	620	446	456	710	556	816	36
	21.4	20.2	22.6	26.3	28.8	25.5	21.6	13.4	7.8	11	21	20.8	23.3	21.1	20.9	22	21.7	18.9	20	23	21.2	21.1	36.2	21	22.2	21.1	24.5	23.8	24.1	18.3	22.1	22	21.9	25.2	22	25.2	21.3	26.6
	HIJ		A	AHIJ	AGHIJ	AHIJ	HIJ	IJ		I													A											Amnr		Amnr		
Four	618	296	323	123	165	169	106	45	10	55	231	123	143	121	354	264	558	32	22	142	170	245	389	500	90	541	73	313	106	89	226	434	331	361	507	428	591	23
	15.4	14.9	15.8	19.5	19.2	24.2	16.2	6.8	1.9	4.7	19.8	12.6	17.8	11.2	16.5	14	15.9	11.7	11.1	13.1	16.4	17.7	34.8	15.3	14.1	14.7	22.5	19.8	15.9	10.1	15.7	15.4	16.2	20	15.7	19.3	15.4	17
	HIJZb			AHIJ	AHIJ	AEGHIJ	HIJ	IJ		I	AZbcd		Zbd		AZbd	b							A											Amnr		Amnr		
Five	231	124	107	86	51	40	41	10	4	13	46	47	52	85	94	137	203	7	16	70	51	81	157	189	28	199	30	105	46	23	79	154	121	165	184	179	221	6
	5.7	6.2	5.2	13.7	5.9	5.7	6.2	1.5	0.7	1.1	4	4.9	6.4	7.9	4.4	7.3	5.8	2.5	8.3	6.5	5	5.8	14.1	5.8	4.5	5.4	9.3	6.7	6.9	2.6	5.5	5.5	5.9	9.2	5.7	8.1	5.8	4.4
	HIJNs			AEFGHIJ	HIJ	HIJ	HIJ						Nj	AYZc		AYZc							A											Amnrs		Amnr		
Six	49	23	26	19	9	12	5	3	1	3	14	4	11	19	18	31	39	3	5	12	9	18	32	39	9	42	7	27	7	7	14	34	35	38	44	41	45	3
	1.2	1.2	1.3	3.1	1.1	1.7	0.8	0.4	0.1	0.3	1.2	0.4	1.4	1.8	0.9	1.6	1.1	1.2	2.4	1.1	0.9	1.3	2.8	1.2	1.4	1.1	2.2	1.7	1.1	0.8	1	1.2	1.7	2.1	1.4	1.9	1.2	2
	HIJZc			AEGHIJ	IJ	HIJ					Z		Z	Zc	Z	Zc							A										Amr	Amr	m	Amr		
More than six	24	10	15	8	8	8	0	0	1	1	5	3	7	10	8	17	22	0	2	5	8	10	14	20	1	16	8	6	5	4	5	16	12	11	17	15	23	1
	0.6	0.5	0.7	1.3	0.9	1.1	0	0	0.1	0.1	0.4	0.3	0.9	0.9	0.4	0.9	0.6	0	1	0.4	0.7	0.7	1.3	0.6	0.2	0.4	2.4	0.4	0.8	0.5	0.3	0.6	0.6	0.6	0.5	0.7	0.6	0.7
	HIJc			GHIJ	GHIJ	GHIJ																	A														

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DemO.7 Do vou have anv children aged under 16 living in your household?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents who coded 2-7 at DemQ6 - Unweighted	3213	1417	1796	443	606	493	515	509	647	1156	1120	886	584	623	2006	1207	2825	191	163	836	850	1139	989	2548	565	2943	254	1326	543	644	1212	2333	1724	1422	2632	1734	3079	92
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents who coded 2-7 at DemQ6 - Weighted	3241	1567	1675	534	721	584	521	487	395	882	964	759	715	803	1723	1518	2850	189	166	859	855	1136	1117	2582	542	2943	280	1343	552	643	1171	2307	1700	1558	2637	1878	3089	110*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents who coded 2-7 at DemQ6 - Effective base	2719	1110	1697	313	547	477	495	490	609	1051	974	792	521	538	1765	1057	2391	164	137	694	722	977	883	2165	484	2498	210	1126	452	556	1029	1986	1467	1186	2241	1458	2610	76
Yes	1117	538	580	161	372	378	167	33	7	40	390	237	243	247	627	490	982	61	60	304	269	409	1117	921	147	983	129	569	204	160	398	763	590	648	923	796	1051	53
	34.5	34.3	34.6	30.1	51.6	64.7	32	6.7	1.8	4.5	40.5	31.3	34	30.7	36.4	32.3	34.4	32.1	36.3	35.4	31.4	36	100	35.7	27.2	33.4	45.9	42.4	37	24.9	34	33.1	34.7	41.6	35	42.4	34	47.9
	HiZbm			Hii	ADGHii	ADEGHii	Hii	ii		i	AZabcd				AZbd								A										m	Amnr	m	Amnr		
No	2085	1006	1079	354	334	203	353	454	388	842	566	515	465	540	1081	1005	1831	128	105	545	577	709	0	1633	391	1928	144	758	339	471	767	1519	1097	885	1687	1048	2002	56
	64.3	64.2	64.4	66.3	46.3	34.7	67.7	93.3	98.2	95.5	58.2	67.8	65	67.2	62.7	66.2	64.2	67.9	63.1	63.4	67.5	62.4	0	63.2	72.1	65.5	51.4	56.4	61.4	73.3	65.5	65.8	64.5	56.8	64	55.8	64.8	51.4
	EFYciqu			EF	F		EF	ADEFG	ADEFGHJ	ADEFGH		AYc	Y	Y	Y	Y																Aqrs	qs		qs			
Don't know	39	23	16	19	15	3	2	0	0	0	8	7	7	16	15	24	38	0	1	10	9	18	0	29	4	31	8	16	9	11	5	25	13	26	27	34	37	1
	1.2	1.5	0.9	3.6	2.1	0.5	0.3	0	0	0	0.8	0.9	1	2	0.9	1.6	1.3	0	0.6	1.2	1.1	1.6	0	1.1	0.7	1.1	2.7	1.2	1.6	1.8	0.4	1.1	0.8	1.6	1	1.8	1.2	0.8
	GHiLtin			AFGHIij	FGHIij	ij								c																				mnr		Amnr		

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23 May 2019

DemO.8 Thinkine about the children under 16 in vour household. what aees are thev?Please tvpe in the aee of each child in a seoarate box.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents who coded 2-7 at DemQ6 - Unweighted	989	412	577	128	320	322	172	392	239	179	179	631	358	873	50	53	263	243	367	989	814	133	868	117	512	181	142	359	692	535	567	826	697	934	43
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents who coded 2-7 at DemQ6 - Weighted	1117	538	580	161*	372	378	167	390	237	243	247	627	490	982	61*	60*	304	269	409	1117	921	147	983	129	569	204	160	398	763	590	648	923	796	1051	53*
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents who coded 2-7 at DemQ6 - Effective base	883	359	551	92	294	312	166	363	220	167	159	582	325	781	44	49	234	223	324	883	727	122	778	101	460	158	129	324	623	477	493	743	615	835	37
0 to 3	572	242	330	70	269	182	40	196	120	142	113	317	255	503	32	26	154	153	196	572	483	70	493	77	284	96	87	178	376	288	345	464	413	537	26
	51.2	44.9	57	43.5	72.2	48	24.1	50.4	50.7	58.3	45.9	50.5	52	51.2	51.9	43.7	50.6	57	47.8	51.2	52.4	47.4	50.1	60	49.9	46.9	54.2	44.8	49.3	48.7	53.2	50.3	51.9	51.1	50.1
	BG		AB	G	ADFG	G				Abd			b																		mn					
4 to 6	270	112	158	18	138	86	20	97	62	61	49	160	110	235	16	14	75	77	82	270	227	34	234	34	144	44	36	90	193	148	165	229	199	259	9
	24.2	20.8	27.3	11.3	37	22.8	11.7	25	26.1	25.2	19.9	25.4	22.5	23.9	27	23.7	24.7	28.8	20	24.2	24.6	23.2	23.8	26.6	25.2	21.6	22.3	22.6	25.3	25	25.5	24.8	25	24.7	16.4
	BDG		AB		ADFG	DG																													
7 to 12	517	264	253	58	157	207	78	187	104	99	126	292	226	463	29	19	144	121	199	517	410	79	459	53	276	96	63	190	365	281	314	443	384	487	22
	46.3	49.1	43.7	36.3	42.2	54.8	47	48.1	43.9	40.9	51.2	46.5	46.1	47.2	47.1	32.1	47.4	44.9	48.5	46.3	44.6	53.5	46.7	41.3	48.5	47.1	39.2	47.7	47.8	47.6	48.5	47.9	48.3	46.4	42.4
	CD					ADE																										A			
13 to 15	318	176	142	60	44	114	80	116	61	64	77	177	141	277	14	22	81	69	127	318	262	43	289	29	165	68	40	134	220	190	174	262	214	306	10
	28.5	32.8	24.5	37.1	11.9	30	47.9	29.7	25.6	26.2	31.4	28.2	28.8	28.2	22.4	37	26.5	25.8	31.1	28.5	28.4	29.5	29.3	22.7	29	33.5	25.2	33.5	28.8	32.1	26.9	28.4	26.9	29.1	18.9
	CE	AC		E		E	AEF																							Amgrs					

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DemO.9 Which of the followine statements best describes vour current staze in life?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
I am living in my parents' home	699	382	317	342	206	103	38	7	2	9	202	131	141	225	333	366	626	39	27	170	170	286	190	548	98	577	115	325	156	127	240	468	347	419	558	500	646	43
	17.4	19.2	15.6	54.3	24	14.7	5.8	1	0.5	0.8	17.3	13.5	17.5	20.8	15.5	19.4	17.8	14.2	13.9	15.6	16.5	20.6	17	16.8	15.4	15.7	35.2	20.6	23.4	14.4	16.7	16.6	17	23.2	17.3	22.6	16.8	31.1
	CGHIJZc	AC		AEFGHIJ	AFGHIJ	GHIJ	HIJ				Zc		Z	AZc	Z	AZc																		Amnr	m	Amnr			
I rent or own a home without a partner	1129	544	585	92	234	203	216	232	153	385	277	323	164	365	600	529	958	108	54	330	291	337	242	946	155	1054	70	349	167	303	375	765	545	412	888	543	1076	34
	28	27.3	28.7	14.6	27.2	29	32.8	35.2	29.4	32.6	23.7	33.2	20.4	33.7	28	28.1	27.3	39.4	27.4	30.4	28.1	24.3	21.6	29	24.3	28.7	21.4	22.1	25.1	34.4	26.1	27.2	26.7	22.8	27.5	24.5	28	24.8
	DYaiqs				D	D	ADE	ADEFI	D	ADEI		AYacd		AYacd	Ya	Ya																qs	qs		qs	q		
I rent or own a home with a partner	1888	895	993	99	366	350	363	382	329	710	613	459	459	357	1072	816	1655	114	95	503	503	649	633	1497	351	1762	117	799	296	375	728	1382	1013	820	1556	982	1818	53
	46.9	45	48.8	15.6	42.6	50.1	55.1	57.9	62.9	60.2	52.5	47.1	57.1	33	50.1	43.3	47.1	41.5	48.5	46.2	48.6	46.8	56.7	46	55.2	47.9	35.8	50.6	44.4	42.8	50.8	49.1	49.7	45.4	48.2	44.4	47.4	38.8
	DEbdk		AB		D	DE	ADE	ADEF	ADEFG	ADEFG	AZbcd	b	AZbcd		AZbd	b							a									Aqrs	Aqrs		Aqs			
I am sharing a home with flatmates	108	54	53	68	23	7	6	2	1	3	27	16	8	58	42	65	100	2	4	29	24	47	7	97	2	96	12	28	16	33	17	69	46	74	79	83	104	3
	2.7	2.7	2.6	10.7	2.7	1.1	1	0.3	0.2	0.3	2.3	1.6	0.9	5.3	2	3.5	2.8	0.6	2.2	2.7	2.3	3.4	0.6	3	0.4	2.6	3.7	1.8	2.5	3.8	1.2	2.5	2.3	4.1	2.5	3.8	2.7	2
	FGHIJZac			AEFGHIJ	FGHIJ	J	J				a			AYZacd		AZac																	Amnr		Amnr			
I am sharing a home with tenants/lodgers	26	14	12	10	5	4	4	2	0	2	4	2	5	15	6	20	22	3	1	6	11	5	4	23	3	24	2	6	1	4	6	18	13	14	21	14	22	2
	0.6	0.7	0.6	1.7	0.6	0.6	0.6	0.3	0.1	0.2	0.3	0.2	0.6	1.4	0.3	1.1	0.6	1.1	0.5	0.5	1.1	0.4	0.4	0.7	0.5	0.7	0.6	0.4	0.5	0.4	0.4	0.6	0.7	0.8	0.6	0.6	0.6	1.7
	IJZc			AHIJ										AYZc		AYZc																						
Others	178	101	76	20	26	31	31	35	36	71	45	43	28	62	88	90	150	9	15	50	36	64	42	146	26	164	11	71	27	38	73	112	74	69	129	89	171	2
	4.4	5.1	3.8	3.1	3	4.4	4.8	5.3	6.9	6	3.9	4.4	3.5	5.7	4.1	4.7	4.3	3.3	7.5	4.6	3.5	4.6	3.7	4.5	4.2	4.5	3.2	4.5	4.1	4.3	5.1	4	3.6	3.8	4	4	4.4	1.7
	CEmnr							E	ADEF	ADE						e																						

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DemO10 Please tvoe in the first oart and first dieit in the second oart of vour oostcode.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who select 1 at GDPR2 - Unweighted	3906	1772	2134	468	692	571	639	684	852	1536	1330	1135	635	806	2465	1441	3415	262	193	1047	1011	1357	947	3235	671	3615	274	1506	637	875	1471	2798	2034	1595	3167	1979	3748	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who select 1 at GDPR2 - Weighted	3893	1932	1961	570	829	679	646	652	517	1169	1132	953	781	1028	2084	1809	3399	264	194	1062	1002	1335	1068	3257	636	3565	306	1516	645	859	1408	2730	1984	1739	3137	2130	3713	133*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who select 1 at GDPR2 - Effective base	3311	1399	2014	332	622	552	615	656	805	1395	1157	1016	560	710	2172	1270	2895	219	164	868	865	1165	849	2739	575	3079	226	1275	525	762	1244	2392	1740	1337	2697	1669	3187	89
Urban	3257	1645	1612	506	720	568	539	521	403	924	923	822	633	879	1745	1512	2882	200	143	936	782	1164	921	3257	0	2944	291	1241	625	715	1157	2268	1665	1482	2632	1812	3093	126
	83.7	85.1	82.2	88.8	86.9	83.6	83.5	80	77.8	79	81.5	86.3	81	85.5	83.7	83.6	84.8	75.7	73.6	88.2	78	87.2	86.2	100	0	82.6	95.1	81.8	96.9	83.3	82.2	83	83.9	85.2	83.9	85.1	83.3	94.8
	OHIJ	AC		AFGHIJ	AHIJ	IJ	IJ					AFGC		Yad	Y	a							A											Am	m	Am		
Rural	636	287	349	64	109	112	107	131	115	245	209	130	149	149	339	297	516	64	51	126	220	170	147	0	636	621	15	275	20	144	251	464	320	257	504	318	620	7
	16.3	14.9	17.8	11.2	13.1	16.4	16.5	20	22.2	21	18.5	13.7	19	14.5	16.3	16.4	15.2	24.3	26.4	11.8	22	12.8	13.8	0	100	17.4	4.9	18.2	3.1	16.7	17.8	17	16.1	14.8	16.1	14.9	16.7	5.2
	BDEZijp		AB			D	D	ADE	ADEFG	ADEFG	AZbc		Zbd		z	b																qrs						

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Dem0.11 Which of these best describes your ethnic oriein?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
White	3665	1821	1843	508	742	637	618	642	518	1159	1039	889	766	971	1928	1737	3174	254	193	1013	942	1218	981	2937	621	3665	0	1419	599	811	1351	2578	1880	1607	2948	1973	3513	104
	91	91.5	90.5	80.5	86.4	91.2	93.9	97.4	99.1	98.1	88.9	91.3	95.2	89.7	90	92.1	90.4	92.3	98.2	93.2	91	87.7	87.8	90.2	97.5	99.7	0	89.9	89.9	92.2	93.9	91.6	92.2	88.9	91.2	89.3	91.6	76.2
	DEYGqs				D	DE	ADE	ADEFG	ADEFGHI	ADEFG			AYZbcd			Ybc																Aqrs	Aqrs		qs			
Mixed: White and black Caribbean	37	15	22	9	13	10	2	3	0	3	18	6	4	9	24	13	37	0	0	13	12	12	17	33	2	0	37	14	7	12	9	27	21	25	32	27	36	1
	0.9	0.7	1.1	1.5	1.5	1.4	0.3	0.5	0	0.3	1.6	0.6	0.5	0.8	1.1	0.7	1.1	0	0	1.2	1.1	0.9	1.5	1	0.3	0	11.4	0.9	1.1	1.4	0.6	1	1	1.4	1	1.2	0.9	0.7
	IJ			GIJ	GIJ	GIJ					AZabJ				J		A						A									A					
Mixed: White and black African	10	3	7	2	2	2	2	2	0	2	4	3	1	2	6	4	8	3	0	2	1	5	7	9	1	0	10	6	2	2	3	7	4	4	8	6	10	0
	0.3	0.1	0.4	0.3	0.3	0.3	0.3	0.3	0	0.2	0.3	0.3	0.2	0.2	0.3	0.2	0.2	0.9	0	0.2	0.1	0.3	0.6	0.3	0.1	0	3.1	0.4	0.2	0.3	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0
																							A														
Mixed: White and Asian	33	16	17	16	12	2	0	1	1	2	13	6	0	14	19	14	26	5	1	8	5	13	7	33	0	0	33	13	5	5	9	17	10	20	20	25	28	2
	0.8	0.8	0.8	2.6	1.5	0.3	0	0.1	0.2	0.1	1.1	0.6	0	1.3	0.9	0.7	0.7	1.9	0.7	0.8	0.5	0.9	0.6	1	0	0	10.1	0.8	0.7	0.6	0.6	0.6	0.5	1.1	0.6	1.1	0.7	1.5
	GHIJamnr			AFGHIJ	FGHIJ						a	a		ad	a	a															mnr			Amnr			
Any other mixed background	12	5	7	4	6	0	1	0	1	1	3	2	1	5	3	6	10	1	1	1	1	8	1	10	1	0	12	4	4	1	2	8	6	9	12	10	12	0
	0.3	0.3	0.3	0.7	0.7	0	0.1	0	0.1	0.1	0.3	0.2	0.1	0.5	0.3	0.3	0.3	0.3	0.6	0.1	0.1	0.5	0.1	0.3	0.1	0	3.7	0.2	0.5	0.1	0.1	0.3	0.3	0.5	0.4	0.4	0.3	0
	I			I	AFHI																														m			
Asian: Indian	53	26	27	8	16	19	5	3	1	4	22	14	6	11	36	17	52	0	0	8	23	21	24	44	4	0	53	24	7	10	14	32	23	30	40	33	48	5
	1.3	1.3	1.3	1.3	1.9	2.7	0.8	0.5	0.2	0.4	1.9	1.4	0.8	1	1.7	0.9	1.5	0	0	0.8	2.2	1.5	2.1	1.4	0.6	0	16.3	1.5	1.1	1.1	1	1.1	1.1	1.7	1.2	1.5	1.3	3.4
	HIJ			I	HIJ	AGHIJ					Ad				A								A											m				
Asian: Pakistani	34	14	20	18	10	4	2	0	0	0	14	5	2	13	19	15	34	0	0	14	12	9	11	31	2	0	34	18	4	4	4	22	15	15	27	18	28	4
	0.9	0.7	1	2.9	1.1	0.6	0.3	0	0	0	1.2	0.5	0.2	1.2	0.9	0.8	1	0	0	1.3	1.1	0.6	1	1	0.3	0	10.5	1.1	0.7	0.5	0.3	0.8	0.8	0.8	0.8	0.8	0.8	2.7
	HIJ			AEFGHIJ	HIJ	J	J				a				a	a																					
Asian: Bangladeshi	13	7	6	7	5	1	0	0	0	0	4	2	0	6	7	6	12	0	1	1	5	6	3	10	0	0	13	8	3	1	1	6	4	5	9	8	7	5
	0.3	0.4	0.3	1.2	0.5	0.2	0	0	0	0	0.4	0.3	0	0.6	0.3	0.3	0.3	0	0.5	0.1	0.5	0.4	0.3	0.3	0	0	4	0.5	0.5	0.1	0.1	0.2	0.2	0.3	0.3	0.3	0.2	4
	Jm			AGHIJ	J																														m			
Any other Asian background	15	4	11	7	6	0	2	0	0	0	3	3	1	3	6	9	15	0	0	2	4	8	4	11	1	0	15	1	4	6	0	11	3	10	12	10	9	4
	0.4	0.2	0.5	1.1	0.7	0	0.3	0	0	0	0.3	0.3	0.7	0.3	0.3	0.5	0.4	0	0	0.2	0.4	0.6	0.4	0.3	0.1	0	4.5	0.1	0.6	0.6	0	0.4	0.2	0.5	0.4	0.5	0.2	3.1
	Jn			AFHIJ	FHIJ																											n		n	n	n		
Black: Caribbean	37	17	20	14	8	5	6	4	0	4	5	15	2	15	20	17	37	0	0	5	12	20	13	35	1	0	37	14	11	6	16	26	18	20	32	24	36	1
	0.9	0.9	1	2.3	0.9	0.7	0.9	0.7	0	0.4	0.4	1.5	0.3	1.4	0.9	0.9	1.1	0	0	0.4	1.2	1.5	1.1	1.1	0.1	0	11.4	0.9	1.6	0.7	1.1	0.9	0.9	1.1	1	1.1	0.9	0.8
	IJY			AFHIJ	I	I	I	I				AYac		Ya	Y	a																					
Black: African	38	23	15	22	9	1	6	1	0	1	18	7	0	13	25	13	33	5	0	4	4	25	24	36	1	0	38	21	3	7	7	28	22	23	33	28	36	2
	0.9	1.1	0.7	3.4	1	0.1	0.9	0.1	0	0.1	1.5	0.7	0	1.2	1.2	0.7	0.9	2	0	0.4	0.4	1.8	2.2	1.1	0.1	0	11.7	1.4	0.4	0.8	0.5	1	1.1	1.3	1	1.3	0.9	1.5
	FHIJa			AEFGHIJ	HIJ		HIJ				Aad	a		ad	a	a							A														
Any other black background	2	0	2	0	2	0	0	0	0	0	2	0	0	0	2	0	1	1	0	1	0	0	0	2	0	0	2	1	1	0	0	2	2	2	2	2	2	0
	0	0	0.1	0	0.2	0	0	0	0	0	0.1	0	0	0	0.1	0	0	0.3	0	0.1	0	0	0	0.1	0	0	0.5	0.1	0.1	0	0	0.1	0.1	0.1	0.1	0.1	0	0
Middle Eastern	20	9	10	5	9	3	2	0	1	1	6	3	6	4	9	11	19	1	0	5	4	10	6	19	1	0	20	6	10	3	5	14	5	10	15	11	15	5
	0.5	0.5	0.5	0.7	1.1	0.5	0.3	0	0.1	0.1	0.5	0.3	0.8	0.4	0.4	0.6	0.5	0.4	0	0.4	0.4	0.7	0.5	0.6	0.1	0	6	0.4	1.5	0.3	0.4	0.5	0.3	0.6	0.5	0.5	0.4	3.7
	Jn			J	AHIJ																											n			n			
Chinese	23	11	12	2	10	5	4	1	0	1	9	10	2	1	19	3	21	2	0	5	6	10	12	19	2	0	23	13	2	6	5	15	10	12	18	16	20	2
	0.6	0.5	0.6	0.3	1.2	0.7	0.6	0.2	0	0.1	0.8	1.1	0.2	0.1	0.9	0.2	0.6	0.6	0	0.5	0.6	0.7	1.1	0.6	0.3	0	6.9	0.8	0.3	0.6	0.4	0.5	0.5	0.7	0.6	0.7	0.5	1.2
	Ubd				AHIJ	II	II				bd	Abd			Abd								A														
Any other ethnic group	13	7	5	6	1	2	3	1	1	1	3	4	1	5	7	6	10	3	0	0	4	6	3	7	1	1	13	0	7	2	0	5	8	6	7	9	8	11	2
	0.3	0.4	0.3	0.9	0.1	0.2	0.5	0.1	0.1	0.1	0.3	0.4	0.2	0.4	0.3	0.3	0.3	1.1	0	0	0.4	0.4	0.3	0.2	0.1	0.3	0	0.4	0.2	0	0.3	0.3	0.3	0.4	0.3	0.4	0.3	1.2
	J			J																																		
Prefer not to say	25	13	12	3	8	7	5	1	1	2	5	4	2	7	9	9	16	24	1	0	5	2	18	5	22	0	0	0	9	4	6	7	14	8	8	15	11	24	0
	0.6	0.6	0.6	0.5	0.9	1	0.8	0.1	0.2	0.2	0.5	0.4	0.8	0.9	0.4	0.8	0.7	0.3	0	0.4	0.2	1.3	0.5	0.7	0	0	0	0.6	0.5	0.6	0.5	0.5	0.4	0.4	0.5	0.5	0.6	0
	Jor			J	J	J																																
White (NET)	3677	1829	1848	514	743	639	621	642	518	1160	1042	892	767	976	1934	1743	3183	257	193	1013	946	1224	983	2944	621	3677	0	1426	601	811	1356	2586	1886	1614	2958	1981	3524	106
	91.3	91.8	90.8	81.4	86.5	91.4	94.4	97.5	99.2	98.3	89.2	91.7	95.4	90.2	90.3	92.4	90.7	93.4	98.2	93.2	91.4	88.2	88	90.4	97.6	100	0	90.4	90.2	92.2	94.2	91.9	92.5	89.3	91.5	89.6	91.9	77.4
	DEYGqs			D	DE	ADEF	ADEFG	ADEFGHI	ADEFG		Yc	AYZbcd			Ybc																Aqrs	Aqrs		qs			
BAME (NET)	326	150	176	114	108	53	31	15	3	19	121	77	31	97	198	128	304	17	4	70	88	147	129	291	35	0	326	143	62	63	76	214	144	185	259	218	288	31
	8.1	7.5	8.6	18.1	12.6	7.6	4.8	2.3	0.6	1.6	10.3	7.9	3.8	9	9.2	6.8	8.7	6.3	1.8	6.4	8.5	10.6	11.5	8.9	2.4	0	100	9	9.3	7.2	5.3	7.6	7.1	10.3	8	9.9	7.5	22.6
	GHIJadn			AEFGHIJ	AFGHIJ	GHIJ	HIJ	IJ	J	J	Aad	a		ad	AZad	a							A												mn	Amnr		

Index Sheet

23 May 2019

A1 Which, if anv. of these tvpes of television does vour household receive at the moment? Please think about all of the TV sets in your household.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Sky - Digital Satellite TV for a monthly subscription	1578	811	768	271	372	297	242	212	184	396	550	358	333	337	908	670	1371	111	86	441	369	561	569	1241	275	1426	143	1578	129	0	682	1118	847	792	1348	937	1500	62
	39.2	40.7	37.7	43	43.3	42.5	36.8	32.2	35.2	33.5	47.1	36.8	41.4	31.1	42.4	35.5	39.1	40.4	43.8	40.6	35.7	40.4	50.9	38.1	43.2	38.8	43.8	100	19.3	0	47.4	39.7	41.5	43.8	41.7	42.4	39.1	45.2
	CHIJbd			HIJ	AGHIJ	GHIJ					AZabcd	b	bd		AZbd	b							A										Am	Amrs	Am	Am		
Freesat - Digital Satellite TV WITHOUT a monthly subscription	599	325	274	90	123	100	104	94	88	182	180	141	126	151	321	278	524	32	38	159	138	226	161	451	133	546	46	174	93	0	345	457	327	258	520	342	573	21
	14.9	16.3	13.5	14.2	14.3	14.3	15.8	14.3	16.8	15.4	15.4	14.5	15.7	14	15	14.7	14.9	11.5	19.2	14.7	13.4	16.3	14.4	13.9	20.9	14.8	14.1	11	14	0	24	16.2	16	14.3	16.1	15.5	14.9	15.2
	C	AC																														Aq	Aq		Aq	q		
Virgin Media through cable	666	355	311	115	187	99	81	103	81	184	215	160	127	164	375	291	604	44	9	166	174	264	204	625	20	601	62	129	666	0	314	492	323	341	566	407	624	32
	16.5	17.8	15.3	18.2	21.7	14.2	12.4	15.7	15.4	15.6	18.4	16.5	15.8	15.2	17.5	15.4	17.2	16	4.6	15.3	16.8	19	18.3	19.2	3.1	16.3	19	8.2	100	0	21.8	17.5	15.8	18.9	17.5	18.4	16.3	23.4
	CG	C		G	AFGHIJ						Ad				A																	An		An	An	An		
Freeview through a TV aerial and set top box	1548	816	732	165	216	281	279	339	270	608	426	396	308	418	822	726	1368	84	78	454	399	515	332	1264	250	1448	89	410	201	650	898	1096	789	484	1198	664	1489	35
	38.4	41	35.9	26.1	25.1	40.2	42.3	51.4	51.6	51.5	36.5	40.7	38.2	38.7	38.4	38.5	39	30.5	39.7	41.8	38.5	37.1	29.7	38.8	39.3	39.4	27.4	26	30.1	73.9	62.4	38.9	38.7	26.8	37.1	30	38.8	25.7
	CDEIqrs	AC				DE	ADE	ADEFG	ADEFG	ADEFG		Yc			y																	qrs	qrs		qs	q		
Smart TV which has Freeview channels built in	979	499	480	116	182	196	182	168	133	302	321	242	173	242	563	416	848	80	40	252	246	351	295	773	178	910	66	371	169	259	720	787	593	526	883	660	942	28
	24.3	25	23.6	18.5	21.2	28.1	27.7	25.6	25.5	25.5	27.5	24.9	21.6	22.4	26.3	22	24.1	29.2	20.3	23.1	23.7	25.3	26.4	23.7	28	24.8	20.3	23.5	25.4	29.4	50	28	29.1	29.1	27.3	29.9	24.6	20.2
	DEd					ADE	ADE	D	D	DE	Aabd				Aabd								A									Ar	Ar	A	A	Amr		
BT TV	340	217	132	76	77	69	45	44	39	83	133	87	59	70	220	130	299	29	14	74	75	150	143	271	63	317	32	110	53	0	191	258	177	186	290	241	338	8
	8.7	10.9	6.5	12	9	9.9	6.8	6.6	7.6	7	11.4	8.9	7.4	6.5	10.3	6.9	8.5	10.7	7	6.8	7.3	10.8	12.8	8.3	10	8.6	9.7	7	7.9	0	13.3	9.2	8.7	10.3	9	10.9	8.8	5.5
	CHIbd	AC		AGHIJ		HIJ					Aabd				Aabd								A											Amr				
TalkTalk TV	223	120	103	29	46	55	32	32	28	61	84	50	34	54	134	89	200	10	12	52	58	89	81	187	26	203	18	73	54	0	137	176	139	92	202	144	210	10
	5.5	6	5.1	4.6	5.4	7.8	4.8	4.9	5.4	5.1	7.2	5.1	4.3	5	6.3	4.7	5.7	3.5	6.1	4.8	5.6	6.4	7.3	5.7	4.1	5.5	5.9	4.6	8	0	9.6	6.2	6.8	5.1	6.3	6.5	5.5	7.3
						ADGHIJ					AZabcd				AZbd								A									Aq	Aq		Aq	Aq		
EE TV	81	49	31	17	25	23	8	5	2	8	40	24	8	9	64	17	74	6	1	18	14	42	39	71	7	71	10	50	39	0	54	69	43	44	75	64	77	4
	2	2.5	1.5	2.8	2.9	3.3	1.2	0.8	0.5	0.7	3.4	2.5	1	0.8	3	0.9	2.1	2.1	0.4	1.7	1.4	3	3.5	2.2	1.2	1.9	3.1	3.2	5.8	0	3.8	2.4	2.1	2.4	2.3	2.3	2	2.7
	CHIJabd			HIJ	GHIJ	AGHIJ					Aabd	abd			Aabd								A			A						A		A	Amq		
Now TV	445	214	231	91	136	98	61	41	18	59	130	115	80	121	244	201	393	22	27	119	121	153	173	355	77	409	35	141	85	0	293	367	281	294	400	410	422	17
	11.1	10.8	11.3	14.4	15.9	14	9.2	6.2	3.5	5	11.1	11.8	10	11.2	11.4	10.6	11.2	7.8	13.5	11	11.7	11	15.5	10.9	12.2	11.1	10.6	9	12.8	0	20.4	13	13.8	16.2	12.4	18.6	11	12.1
	HIJ			AGHIJ	AGHIJ	AGHIJ	HIJ	J		J													A			Ar	Ar	Amtr	A	Amrq							
YouView	167	99	68	26	35	39	27	22	18	40	78	28	28	33	106	61	149	15	3	45	39	65	55	131	32	154	11	48	38	37	130	134	111	78	153	112	162	4
	4.1	5	3.3	4.2	4.1	5.6	4	3.3	3.5	3.4	6.6	2.9	3.5	3	4.9	3.2	4.2	5.4	1.7	4.1	3.7	4.7	5	4	5.1	4.2	3.1	3	5.7	4.2	9	4.8	5.4	4.3	4.7	5.1	4.2	2.9
	CDd	AC				J					AZabcd				AZbd																	A	Amqr		A	Aq		
I don't own a TV set but watch TV programmes on other devices	101	48	53	50	28	11	5	4	2	6	25	24	11	41	49	52	84	11	4	24	24	36	26	80	10	82	17	11	5	0	11	45	36	63	64	73	97	3
	2.5	2.4	2.6	7.9	3.2	1.6	0.8	0.6	0.5	0.5	2.1	2.5	1.3	3.8	2.3	2.8	2.4	3.8	2	2.2	2.3	2.6	2.3	2.5	1.6	2.2	5.3	0.7	0.8	0	0.8	1.6	1.8	3.5	2	3.3	2.5	2.3
	GHIJamnr			AEFGHIJ	GHIJ	J								AYacd	a																			Amtr	m	Amnr		
Other	52	26	26	3	14	19	6	5	8	10	16	9	8	19	25	27	46	4	2	15	14	17	18	44	8	46	4	13	7	0	33	40	29	35	49	44	50	2
	1.3	1.3	1.3	0.5	1.6	2.7	0.9	0.7	1.1	0.9	1.4	0.9	1	1.7	1.2	1.4	1.3	1.5	0.8	1.4	1.4	1.2	1.6	1.3	1.3	1.3	1.2	0.8	1.1	0	2.3	1.4	1.4	1.9	1.5	2	1.3	1.6
						ADGHIJ																												A	A	Amnr			
I don't watch TV on any device	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Freeview (NET)	2319	1191	1128	263	366	437	429	454	370	824	682	572	447	619	1253	1066	2044	145	104	656	602	786	559	1873	394	2167	139	682	314	880	1439	1693	1244	917	1882	1184	2233	56
	57.6	59.8	55.4	41.7	42.5	62.5	65.3	68.9	70.8	69.8	58.3	58.8	55.6	57.2	58.5	56.5	58.2	52.9	52.9	60.3	58.2	56.6	50	57.5	62	58.9	42.8	43.2	47.2	100	100	60.2	61	50.7	58.2	53.6	58.2	40.6
	CDEIqs	AC				ADE	ADE	ADEF	ADEFG	ADEFG																						Aqrs	Aqrs		qs	q		
Pay TV (NET)	2752	1409	1342	463	646	475	414	417	336	753	848	655	568	681	1503	1249	2402	187	134	743	697	961	885	2251	403	2506	230	1578	666	0	1281	2002	1486	1401	2326	1700	2612	107
	68.3	70.8	65.9	73.4	75.2	68	63	63.3	64.4	63.8	72.6	67.3	70.6	62.9	70.2	66.2	68.4	68.1	68.2	68.3	67.3	69.2	79.2	69.1	63.4	68.2	70.5	100	100	0	89	71.1	72.9	77.5	72	76.9	68.1	77.8
	CGHIJbd	AC		AGHIJ	AFGHIJ						AZbcd		bd		AZbd	b							A									A	Am	Amtr	Am	Amnr		

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A2A Which of the followinw services does your household use to aet TV on the main set?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who selected code 1-10 or 12 at A1 - Unweighted	3948	1788	2160	481	697	579	646	687	858	1545	1352	1136	648	812	2488	1460	3450	263	194	1050	1022	1378	972	3172	666	3648	281	1559	658	894	1495	2839	2060	1606	3204	1990	3780	113
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 1-10 or 12 at A1 - Weighted	3949	1961	1988	598	834	688	653	655	521	1176	1153	953	794	1049	2106	1843	3448	264	193	1068	1018	1362	1098	3189	630	3612	313	1578	666	880	1439	2784	2015	1759	3185	2151	3759	136*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who selected code 1-10 or 12 at A1 - Effective base	3334	1404	2037	340	628	560	622	659	810	1403	1173	1017	575	708	2188	1281	2913	219	167	866	871	1178	868	2687	571	3094	230	1312	542	778	1259	2417	1754	1343	2719	1673	3200	91
Sky - Digital Satellite TV for a monthly subscription	1478	748	729	230	352	279	234	203	180	383	507	343	318	310	849	628	1281	103	85	414	353	514	530	1155	268	1341	128	1478	89	0	615	1049	796	723	1260	856	1408	53
	37.4	38.2	36.7	38.5	42.2	40.5	35.8	31	34.6	32.6	43.9	36	40	29.6	40.3	34.1	37.2	39.1	44.1	38.8	34.7	37.7	48.2	36.2	42.6	37.1	40.8	93.6	13.3	0	42.7	37.7	39.5	43.1	39.5	39.8	37.5	39.2
		HIbd		HI	AGHIJ	HII					AZbcd	b	bd		AZbd	b							A															
Freesat - Digital Satellite TV WITHOUT a monthly subscription	304	151	152	37	54	45	59	56	52	109	71	78	69	86	148	156	263	15	23	84	76	103	57	220	77	281	20	14	12	0	120	216	152	124	249	153	290	12
	7.7	7.7	7.7	6.2	6.5	6.5	9	8.6	10	9.2	6.1	8.1	8.7	8.2	7	8.4	7.6	5.7	12	7.9	7.5	7.6	5.2	6.9	12.3	7.8	6.5	0.9	1.7	0	8.3	7.8	7.6	7	7.8	7.1	7.7	8.5
		Yci							ADEF	AEF			Y			Y																						
Virgin Media through cable	544	275	269	97	136	59	74	99	79	178	146	135	111	152	281	263	491	38	6	144	154	194	126	515	11	495	46	28	544	0	228	406	266	271	449	309	513	21
	13.8	14	13.5	16.2	16.4	8.6	11.3	15.1	15.1	15.1	12.7	14.2	14	14.5	13.4	14.3	14.3	14.5	3.2	13.4	15.1	14.2	11.5	16.2	1.8	13.7	14.6	1.7	81.7	0	15.8	14.6	13.2	15.4	14.1	14.4	13.6	15.7
		FGI		FG	AFG			FG	FG	FG																						Aw		Ams				
Freeview through a TV aerial and set top box	762	357	405	87	96	150	158	157	114	270	196	182	138	246	378	384	674	40	38	212	214	247	125	615	128	709	47	12	4	620	142	470	313	185	503	267	730	17
	19.3	18.2	20.4	14.5	11.6	21.8	24.2	23.9	21.8	23	17	19.1	17.4	23.4	17.9	20.8	19.5	15.1	20	19.9	21	18.2	11.4	19.3	20.4	19.6	15.2	0.8	0.6	70.4	9.9	16.9	15.6	10.5	15.8	12.4	19.4	12.3
		DEYcimnqrs				DE	ADE	ADE	ADE	ADE				AYZacd		Yac																nqrs	qs		qs	q		
Smart TV which has Freeview channels built in	377	178	199	55	84	58	65	70	45	115	106	94	78	100	200	177	326	29	15	96	95	135	98	302	62	349	27	20	9	234	144	292	221	197	326	241	361	11
	9.6	9.1	10	9.2	10.1	8.5	9.9	10.7	8.6	9.8	9.2	9.9	9.8	9.5	9.5	9.6	9.5	11	7.9	9	9.3	9.9	8.9	9.5	9.8	9.7	8.7	1.3	1.3	26.6	10	10.5	11	11.2	10.2	11.2	9.6	8.3
																																A	A	A	A	A		
BT TV	197	116	81	44	37	30	28	31	27	58	58	52	37	49	111	86	164	20	8	42	51	71	69	149	37	177	19	10	4	0	72	140	94	105	154	127	190	6
	5	5.9	4.1	7.3	4.5	4.4	4.2	4.7	5.2	4.9	5.1	5.5	4.7	4.7	5.3	4.7	4.8	7.5	3.9	3.9	5	5.2	6.3	4.7	5.8	4.9	6.2	0.6	0.6	0	5	5	4.7	6	4.8	5.9	5	4.3
	c	AC		AG																			A											Anr		Amnr			
TalkTalk TV	125	57	68	18	21	29	20	21	16	37	27	31	26	40	59	66	112	5	7	32	39	41	36	102	16	113	12	9	1	0	50	91	80	49	108	69	114	9
	3.2	2.9	3.4	3	2.5	4.2	3.1	3.2	3.1	3.2	2.4	3.3	3.3	3.8	2.8	3.6	3.2	2	3.6	3	3.8	3	3.3	3.2	2.6	3.1	3.8	0.5	0.1	0	3.5	3.3	4	2.8	3.4	3.2	3	6.3
		Y																															Amqr			q			
EE TV	18	10	9	1	5	5	4	2	1	3	1	7	4	7	8	10	17	1	0	7	1	9	6	17	2	18	0	1	0	0	10	16	9	13	16	13	18	0
	0.5	0.5	0.4	0.2	0.6	0.8	0.8	0.3	0.2	0.3	0.1	0.7	0.4	0.8	0.4	0.5	0.5	0.5	0	0.6	0.1	0.7	0.5	0.5	0.3	0.5	0	0	0	0	0.7	0.6	0.5	0.7	0.5	0.6	0.5	0
		Y										Yc			Y																						
Now TV	94	46	48	20	38	21	5	7	2	10	24	18	11	41	42	52	79	5	8	26	25	28	37	72	19	85	9	2	2	0	36	66	55	72	76	87	87	4
	2.4	2.4	2.4	3.4	4.5	3	0.8	1.1	0.5	0.8	2.1	1.9	1.4	3.9	2	2.8	2.3	1.9	4.1	2.4	2.5	2	3.4	2.2	3	2.4	2.8	0.1	0.3	0	2.5	2.4	2.7	4.1	2.4	4	2.3	3.2
		GHIJc			GHIJ	AGHIJ	GHIJ							AYZacd		a							A											Amnr		Amnr			
YouView	50	23	27	9	9	12	7	9	4	14	18	12	2	18	30	20	41	7	2	12	10	19	13	41	9	46	4	6	2	26	24	38	28	22	43	29	47	3
	1.3	1.2	1.4	1.5	1	1.7	1.1	1.4	0.8	1.1	1.6	1.2	0.2	1.7	1.4	1.1	1.2	2.7	1.2	1.1	1	1.4	1.2	1.3	1.4	1.3	1.4	0.4	0.3	3	1.7	1.3	1.4	1.2	1.4	1.4	1.3	2.2
		a									a	a		ad	a	a																					
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Freeview (NET)	1189	558	631	151	189	220	230	236	163	399	320	288	218	364	608	582	1040	76	56	320	319	401	236	959	199	1103	79	38	15	880	309	799	562	403	872	538	1138	31
	30.1	28.5	31.8	25.3	22.7	32	35.2	36	31.3	33.9	27.7	30.2	27.5	34.7	28.9	31.6	30.2	28.8	29.1	29.9	31.4	29.4	21.5	30.1	31.6	30.5	25.3	2.4	2.3	100	21.5	28.7	27.9	22.9	27.4	25	30.3	22.8
		DEYcimnqrs			AB		DE	ADE	ADE	DE	ADEI			AYacd		Ya																ars	qs		qs	q		
Pay TV (NET)	2456	1252	1204	410	590	424	364	362	306	668	763	587	507	599	1350	1106	2144	173	114	664	622	858	804	2010	353	2228	213	1527	640	0	1010	1768	1300	1232	2063	1461	2330	93
	62.2	63.8	60.6	68.6	70.7	61.5	55.8	55.4	58.7	56.8	66.2	61.6	63.8	57.1	64.1	60	62.2	65.5	58.9	62.2	61.2	63	73.3	63	56.1	61.7	68.1	96.7	96	0	70.2	63.5	64.5	70.1	64.8	67.9	62	68.7
		CGHIJbd		AFGHIJ	AFGHIJ	GH					AZbcd		bd		AZbd	b							A									A	A	Amnrs	Am	Amnr		

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A2Br sum Television oroarammes and other video content can be watched on a varietv of devices nowadavs. For each device. olease indicate how often vou use it to watch TV programmes, films or other video content.

- Summary table -
Indicators of small base sizes are based on the effective base

	A TV set	A desktop PC/MAC	A laptop/Macbook	A tablet (e.g. iPad)	A mobile phone	A handheld game console	Any other device
Base: All respondents - Unweighted	4021	4021	4021	4021	4021	4021	4021
	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	4028	4028	4028	4028	4028	4028
	100	100	100	100	100	100	100
Base: All respondents - Effective base	3395	3395	3395	3395	3395	3395	3395
At least once a day	3242	537	617	553	913	303	305
	80.5	13.3	15.3	13.7	22.7	7.5	7.6
At least once a week	476	544	614	684	578	339	276
	11.8	13.5	15.3	17	14.4	8.4	6.8
At least once a month	102	395	395	395	322	169	147
	2.5	7.6	9.8	9.8	8	4.2	3.7
Less often	100	754	718	670	579	470	510
	2.5	18.7	17.8	16.6	14.4	11.7	12.7
Never	107	1888	1683	1726	1636	2746	2790
	2.7	46.9	41.8	42.8	40.6	68.2	69.3

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A2Br 1 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A TV set -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A TV set - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A TV set - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A TV set - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	3242	1559	1683	344	641	577	585	600	495	1095	930	814	663	835	1744	1498	2808	225	172	897	837	1075	871	2612	544	3021	204	1310	524	699	1253	2375	1728	1389	2671	1716	3133	72
	80.5	78.3	82.6	54.5	74.7	82.6	88.8	91.1	94.8	92.7	79.6	83.6	82.4	77.2	81.4	79.4	80	82	87.6	82.5	80.8	77.4	78	80.2	85.5	82.2	62.7	83	78.6	79.5	87.1	84.4	84.7	76.9	82.6	77.6	81.7	52.9
	BDEbiqs		AB		D	DE	ADEF	ADEF	ADEFGHJ	ADEFGH		Arbcd	bd		Yb	b							A									Aqrs	Aqrs		Aqs			
At least once a week	476	276	200	177	124	83	48	32	12	44	164	95	82	134	260	216	425	34	13	106	119	200	172	393	59	399	72	193	87	109	142	289	192	269	366	324	429	41
	11.8	13.9	9.8	28.1	14.5	11.8	7.2	4.8	2.3	3.7	14.1	9.8	10.2	12.4	12.1	11.5	12.1	12.4	6.5	9.7	11.5	14.4	15.4	12.1	9.3	10.9	22.2	12.2	13	12.4	9.9	10.3	9.4	14.9	11.3	14.7	11.2	30
	CGHIJnn	AC		AEFGHIj	AGHIj	GHIj	Ij	ij		I	AZacd				2								A								n		Amnr	mn	Amnr		
At least once a month	102	59	43	41	35	9	6	7	5	11	34	17	20	31	51	50	89	5	5	28	22	38	29	87	8	88	14	38	22	20	15	45	41	56	69	59	78	20
	2.5	3	2.1	6.5	4.1	1.2	0.8	1	0.9	1	2.9	1.8	2.4	2.8	2.4	2.7	2.5	1.7	2.5	2.6	2.2	2.8	2.6	2.7	1.2	2.4	4.2	2.4	3.2	2.2	1	1.6	2	3.1	2.1	2.7	2	14.7
	CFGHIJnnr			AFGHIj	AFGHIj																												m	mnrs	m	mr			
Less often	100	46	55	41	26	15	10	5	3	8	19	21	16	44	40	61	91	7	3	30	29	32	25	81	9	82	18	22	23	22	18	59	45	54	67	61	96	3
	2.5	2.3	2.7	6.5	3.1	2.2	1.5	0.8	0.6	0.7	1.6	2.2	2	4.1	1.9	3.2	2.6	2.5	1.4	2.8	2.8	2.3	2.3	2.5	1.4	2.2	5.6	1.4	3.4	2.5	1.2	2.1	2.2	3	2.1	2.8	2.5	2.4
	HIJTcmr			AEFGHIj	HIj	HIj								AYZacd		AYac																		mnr		mr		
Never	107	51	57	27	32	15	10	15	7	22	21	25	24	37	46	61	98	4	4	26	29	43	20	83	16	87	17	15	12	30	12	45	33	38	59	50	101	0
	2.7	2.5	2.8	4.4	3.7	2.2	1.6	2.3	1.4	1.9	1.8	2.6	3	3.4	2.2	3.2	2.8	1.4	2.1	2.4	2.8	3.1	1.8	2.6	2.6	2.4	5.2	1	1.8	3.4	0.8	1.6	1.6	2.1	1.8	2.3	2.6	0
	IJTcmnr			AGIj	GIj									Y		Y																				m	mn		

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A2Br 2 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A desktop PC/MAC -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A desktop PC/MAC - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A desktop PC/MAC - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A desktop PC/MAC - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	537	355	182	178	161	103	37	34	23	57	197	99	89	151	297	241	471	47	13	146	98	227	191	435	66	461	75	264	138	93	184	373	235	322	436	383	507	26
	13.3	17.8	8.9	28.1	18.8	14.8	5.7	5.2	4.5	4.9	16.9	10.2	11.1	14	13.8	12.7	13.4	17.1	6.6	13.4	9.5	16.3	17.1	13.4	10.4	12.5	23.2	16.7	20.8	10.6	12.8	13.3	11.5	17.8	13.5	17.3	13.2	19.1
	CGHIJZn	AC		AEFGHIJ	AGHIJ	GHIJ					AZacd			Z	Z								A									n		Amnr	n	Amnr		
At least once a week	544	330	214	128	175	103	58	48	32	80	203	114	99	129	316	228	467	44	26	133	125	209	216	458	62	463	73	251	108	82	187	390	305	297	477	377	505	31
	13.5	16.6	10.5	20.2	20.4	14.8	8.8	7.2	6.2	6.8	17.3	11.7	12.3	11.9	14.8	12.1	13.3	15.8	13	12.2	12.1	15.1	19.3	14.1	9.7	12.6	22.5	15.9	16.2	9.4	13	13.9	15	16.4	14.7	17	13.2	22.6
	CGHIJZ	AC		AFGHIJ	AFGHIJ	GHIJ					AZabcd				AZd								A										Am	Amnr	Am	Amnr		
At least once a month	305	169	136	80	73	53	46	28	25	53	92	78	63	72	170	135	268	13	19	89	78	102	105	255	41	273	32	118	61	56	105	232	181	156	269	189	272	29
	7.6	8.5	6.7	12.6	8.6	7.6	7	4.2	4.7	4.4	7.9	8	7.8	6.6	7.9	7.1	7.6	4.7	9.6	8.2	7.5	7.3	9.4	7.8	6.5	7.4	9.8	7.5	9.1	6.4	7.3	8.2	8.9	8.6	8.3	8.6	7.1	20.9
	CHIJ	C		AEFGHIJ	HIJ	HIJ	HIJ																A									A	A		A	A		
Less often	754	373	381	114	166	127	136	123	87	211	227	200	140	188	427	327	662	59	29	200	177	285	215	591	133	694	56	283	113	170	284	583	398	364	643	430	724	22
	18.7	18.7	18.7	18.1	19.4	18.2	20.6	18.7	16.7	17.8	19.4	20.6	17.3	17.4	19.9	17.3	18.8	21.4	14.9	18.4	17.1	20.5	19.2	18.1	20.9	18.9	17.3	17.9	16.9	19.4	19.7	20.7	19.5	20.2	19.9	19.5	18.9	16.2
												d			A																	Amr			A			
Never	1888	764	1124	132	283	312	381	426	355	781	449	483	414	542	932	956	1643	112	110	520	557	566	390	1518	334	1786	89	662	246	478	679	1236	919	668	1408	831	1828	29
	46.9	38.4	55.2	20.9	32.9	44.6	57.9	64.6	67.9	66.1	38.5	49.6	51.4	50.1	43.5	50.7	46.8	40.9	55.9	47.8	53.8	40.8	34.9	46.6	52.5	48.6	27.3	42	36.9	54.3	47.2	43.9	45.1	37	43.6	37.6	47.7	21.2
	BDEYcmnq:n		AB		D	DE	ADEF	ADEFG	ADEFG	ADEFG		AYc	AYc	AYc	Y	AYc																	qs	qrs		qs			

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A2Br 3 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A laptop/Macbook -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A laptop/Macbook - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A laptop/Macbook - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A laptop/Macbook - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	617	331	286	190	192	105	66	41	22	62	243	118	82	174	361	255	544	46	18	152	136	256	219	511	73	509	104	279	154	101	221	443	323	389	513	459	580	31
	15.3	16.6	14	30.2	22.4	15.1	10.1	6.2	4.2	5.3	20.8	12.2	10.1	16.1	16.9	13.5	15.5	16.8	9.2	14	13.1	18.4	19.6	15.7	11.5	13.8	32	17.7	23.1	11.4	15.3	15.8	15.9	21.5	15.9	20.8	15.1	22.6
	CGHIJ2ad	C		AEFGHIJ	AFGHIJ	GHIJ	HIJ			J	AZabcdJ			Zad	AZad	a							A											Amnr		Amnr		
At least once a week	614	343	272	155	185	127	69	59	21	79	210	124	122	159	334	281	536	38	34	154	136	246	229	519	78	547	65	273	106	113	203	439	324	348	532	429	571	34
	15.3	17.2	13.3	24.5	21.5	18.2	10.4	8.9	3.9	6.7	18	12.7	15.1	14.7	15.6	14.9	15.3	14	17.2	14.2	13.1	17.7	20.5	15.9	12.2	14.9	19.9	17.3	16	12.9	14.1	15.6	15.9	19.3	16.5	19.4	14.9	25.2
	CGHIJ	AC		AFGHIJ	AGHIJ	AGHIJ	IJ	IJ		J	AZcdJ				Z								A											Amnr	Am	Amnr		
At least once a month	395	202	193	86	106	75	49	47	32	79	115	107	90	83	222	174	346	23	19	109	112	125	129	315	61	355	39	158	71	77	131	297	232	214	336	257	370	23
	9.8	10.2	9.5	13.6	12.4	10.8	7.4	7.1	6.1	6.7	9.8	11	11.2	7.7	10.3	9.2	9.9	8.5	9.5	10	10.9	9	11.5	9.7	9.5	9.7	12	10	10.7	8.7	9.1	10.6	11.4	11.8	10.4	11.6	9.6	16.8
	GHIJb			AGHIJ	AGHIJ	GHIJ						b	bd		b	b							A									A	Ar	Ar	A	Ar		
Less often	718	337	382	99	150	129	137	121	82	203	192	183	146	197	375	343	623	54	36	203	169	251	208	571	121	672	40	278	109	155	280	557	385	340	623	407	686	25
	17.8	16.9	18.7	15.7	17.5	18.5	20.9	18.3	15.8	17.2	16.4	18.8	18.1	18.2	17.5	18.2	17.7	19.6	18.1	18.7	16.3	18.1	18.6	17.5	19.1	18.3	12.3	17.6	16.4	17.6	19.5	19.8	18.9	18.8	19.3	18.4	17.9	18.2
							ADIJ																									A			A			
Never	1683	778	905	101	226	262	337	392	366	758	408	441	365	469	850	834	1463	113	90	469	483	510	332	1341	303	1594	78	590	225	435	604	1078	774	517	1227	658	1630	24
	41.8	39.1	44.4	16	26.3	37.4	51.2	59.6	70	64.2	34.9	45.3	45.4	43.3	39.7	44.2	41.7	41.1	45.9	43.2	46.7	36.8	29.7	41.2	47.6	43.4	23.9	37.4	33.8	49.4	42	38.3	37.9	28.6	38	29.8	42.5	17.2
	BDEFGIJmnpq/s		AB		D	DE	ADEF	ADEFG	ADEFGHI	ADEFGH		AYc	Yc	Y	Y	AYc																	qs	qs		qs	s		

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A2Br 4 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A tablet (e.g. iPad) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A tablet (e.g. iPad) - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A tablet (e.g. iPad) - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A tablet (e.g. iPad) - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	553	286	267	118	198	124	50	38	25	63	212	103	92	147	314	238	493	44	12	150	109	234	258	456	64	455	92	315	124	64	229	412	300	326	493	410	514	29
	13.7	14.3	13.1	18.7	23	17.7	7.6	5.8	4.8	5.3	18.1	10.5	11.4	13.6	14.7	12.6	14	16	6.3	13.8	10.5	16.9	23.1	14	10.1	12.4	28.3	19.9	18.6	7.2	15.9	14.7	14.7	18	15.2	18.6	13.4	21.5
	GHIJ			AGHIJ	AFGHIJ	AGHIJ	I				AZabcd				AZa								A									A		Amnr	Am	Amnr		
At least once a week	684	386	298	139	200	166	88	57	34	91	241	152	139	153	393	291	597	51	21	196	165	237	283	567	96	624	58	307	128	111	277	515	385	430	596	517	645	32
	17	19.4	14.6	22	23.3	23.7	13.4	8.7	6.5	7.7	20.6	15.6	17.2	14.1	18.3	15.4	17	18.6	10.5	18	15.9	17.1	25.3	17.4	15	17	17.7	19.5	19.1	12.6	19.2	18.3	18.9	23.8	18.4	23.4	16.8	23.5
	CGHIJb	AC		AGHIJ	AGHIJ	AGHIJ	HIJ			I	AZbcd				AZbd								A									A	A	Amnr	A	Amnr		
At least once a month	395	207	189	95	116	68	46	40	30	70	129	82	87	97	211	184	347	21	25	95	111	141	140	315	65	365	30	177	72	58	129	288	222	215	349	258	360	28
	9.8	10.4	9.3	15.1	13.5	9.8	7	6	5.7	5.9	11	8.5	10.8	9	9.9	9.8	9.9	7.7	12.5	8.7	10.7	10.2	12.5	9.7	10.2	9.9	9.2	11.2	10.7	6.6	8.9	10.2	10.9	11.9	10.8	11.3	9.4	20.5
	GHIJ			AFGHIJ	AFGHIJ	HIJ					Z				Z								A										A	Am	Am	Am		
Less often	670	317	354	126	125	94	128	113	86	199	192	174	124	181	366	304	585	45	37	180	169	236	166	553	99	611	54	258	105	136	241	514	369	331	564	388	643	23
	16.6	15.9	17.4	19.9	14.5	13.4	19.5	17.1	16.5	16.8	16.4	17.9	15.4	16.7	17.1	16.1	16.7	16.4	19	16.5	16.4	17	14.9	17	15.6	16.6	16.7	16.4	15.8	15.4	16.8	18.3	18.1	18.3	17.4	17.5	16.8	16.6
	F			EF			AEF																									Ar	A	A	A			
Never	1726	796	930	153	221	247	346	411	347	758	395	462	364	505	857	869	1489	113	102	468	481	540	270	1366	312	1622	91	521	238	511	563	1085	763	506	1231	637	1674	24
	42.8	40	45.6	24.3	25.7	35.4	52.6	62.4	66.5	64.2	33.8	47.5	45.2	46.7	40	46	42.4	41.2	51.7	43	46.5	38.9	24.2	41.9	49.1	44.1	28	33	35.7	58.1	39.2	38.6	37.4	28	38.1	28.8	43.6	17.8
	BDEFGcmnp/q		AB			DE	ADEF	ADEFG	ADEFGJ	ADEFG		AYc	Yc	AYc	Y	AYc								qs									qs	qs		qs		

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A2Br 5 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A mobile phone -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A mobile phone - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A mobile phone - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	127*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A mobile phone - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	913	480	433	287	308	174	84	36	24	60	280	162	175	296	442	472	804	66	30	252	201	352	397	739	113	770	136	423	203	137	300	645	464	569	751	679	835	62
	22.7	24.1	21.3	45.5	35.9	24.9	12.8	5.4	4.6	5.1	24	16.6	21.8	27.4	20.6	25	22.9	24	15.4	23.1	19.4	25.3	35.6	22.7	17.7	21	41.7	26.8	30.4	15.5	20.8	22.9	22.7	31.5	23.2	30.7	21.8	45.5
	CGHIJZc	C		AEFGHIJ	AFGHIJ	GHIJ	HIJ				Zc		Z	AZacd	Z	AZac							A											Amnr		Amnr		
At least once a week	578	329	249	141	176	132	74	42	13	55	191	130	121	136	321	257	500	47	25	155	132	213	229	488	68	504	70	265	93	106	225	433	327	361	517	432	558	16
	14.4	16.5	12.2	22.3	20.4	18.9	11.3	6.4	2.5	4.7	16.3	13.4	15	12.6	15	13.6	14.2	17.1	12.6	14.2	12.7	15.3	20.5	15	10.7	13.7	21.5	16.8	13.9	12.1	15.6	15.4	16.1	20	16	19.5	14.6	11.6
	CGHIJ	AC		AGHIJ	AGHIJ	AGHIJ	HIJ	IJ		J	Ab				Z								A									A	A	Amnr	Am	Amnr		
At least once a month	322	165	156	86	108	53	46	21	9	29	107	79	48	88	186	136	279	19	17	80	75	124	112	268	45	286	36	131	65	57	100	226	188	198	278	232	291	26
	8	8.3	7.7	13.6	12.5	7.6	6.9	3.2	1.7	2.5	9.1	8.2	6	8.1	8.7	7.2	8	7.1	8.6	7.4	7.2	9	10.1	8.2	7.1	7.8	10.9	8.3	9.7	6.5	6.9	8	9.2	11	8.6	10.5	7.6	18.7
	HIJa			AFGHIJ	AFGHIJ	HIJ	HIJ			I	a				Aa								A										Am	Amnr	Am	Amr		
Less often	579	290	289	70	116	134	96	111	51	162	161	150	135	133	311	267	515	30	30	172	152	191	147	478	84	546	30	217	75	124	215	458	327	272	498	344	565	10
	14.4	14.6	14.2	11.2	13.6	19.2	14.6	16.8	9.8	13.7	13.8	15.5	16.7	12.3	14.5	14.2	14.7	10.8	15.4	15.8	14.7	13.7	13.2	14.7	13.2	14.8	9.2	13.8	11.3	14.1	15	16.3	16.1	15.1	15.4	15.6	14.7	7.8
	J				I	ADEGH	I	ADIJ		J			bd			b																Ar	A		A			
Never	1636	726	910	47	151	205	358	449	425	875	430	451	326	429	881	755	1413	113	95	429	475	509	231	1284	326	1571	54	541	231	455	600	1052	732	407	1188	523	1588	23
	40.6	36.5	44.7	7.5	17.6	29.4	54.3	68.2	81.4	74.1	36.8	46.4	40.5	39.6	41.1	40	40.2	41.1	48.1	39.4	45.9	36.7	20.7	39.4	51.2	42.7	16.7	34.3	34.7	51.7	41.7	37.4	35.9	22.5	36.8	23.7	41.4	16.6
	BDEFYimnp/q		AB		D	DE	ADEF	ADEFG	ADEFGHIJ	ADEFGH		AYabcd			Y																	mpq	qs		qs	q		

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A2Br 6 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- A handheld game console -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A handheld game console - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A handheld game console - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A handheld game console - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	303	195	108	91	126	62	16	6	3	9	126	40	59	79	165	138	263	24	10	83	48	132	165	243	36	263	41	178	89	27	128	202	152	202	257	240	280	22
	7.5	9.8	5.3	14.4	14.7	8.8	2.5	0.9	0.5	0.7	10.8	4.1	7.3	7.3	7.7	7.3	7.5	8.9	5.2	7.6	4.7	9.5	14.8	7.4	5.7	7.1	12.5	11.3	13.4	3.1	8.9	7.2	7.4	11.2	7.9	10.8	7.3	16.2
	CGHIJ	AC		AFGHIJ	AFGHIJ	GHIJ	HIJ				AZabcd			Z	Z	Z							A											Amnr	m	Amnr			
At least once a week	339	207	132	107	129	76	18	5	4	9	126	55	62	96	181	158	302	21	12	101	91	111	175	295	29	286	50	196	86	41	112	226	155	200	287	254	300	30
	8.4	10.4	6.5	17	15	10.9	2.7	0.7	0.8	0.7	10.8	5.7	7.7	8.9	8.5	8.4	8.6	7.5	6.3	9.3	8.7	8	15.6	9.1	4.5	7.8	15.2	12.4	12.9	4.6	7.8	8	7.6	11.1	8.9	11.5	7.8	22
	CGHIJ	AC		AFGHIJ	AFGHIJ	AGHIJ	HIJ				AZacd			Z	Z	Z							A											Amnr	Amn	Amnr			
At least once a month	169	96	73	61	51	31	16	6	4	10	61	41	39	29	101	68	150	10	8	40	41	69	71	141	26	144	25	95	37	16	52	107	92	105	143	117	145	21
	4.2	4.8	3.6	9.7	5.9	4.4	2.5	0.9	0.7	0.8	5.2	4.2	4.8	2.7	4.7	3.6	4.3	3.5	4	3.7	3.9	5	6.4	4.3	4.1	3.9	7.7	6	5.6	1.8	3.6	3.8	4.5	5.8	4.4	5.3	3.8	15
	CGHIJb			AEFGHIJ	AGHIJ	HIJ	HIJ				Ab		bd		Ab	b							A										m	Amnrs	m	Amr			
Less often	470	235	235	112	145	98	62	39	15	54	127	108	103	133	234	236	416	38	14	129	122	165	177	378	71	417	49	183	83	84	162	359	260	307	403	350	446	20
	11.7	11.8	11.5	17.7	16.9	14	9.4	5.9	2.8	4.6	10.8	11.1	12.8	12.3	10.9	12.5	11.8	13.9	6.9	11.9	11.8	11.9	15.8	11.6	11.2	11.4	15.2	11.6	12.5	9.5	11.2	12.7	12.8	17	12.5	15.8	11.6	14.9
	GHIJ			AGHIJ	AGHIJ	GHIJ	HIJ	IJ		J													A									A	A	Amnrs	A	Amnr		
Never	2746	1257	1489	260	408	433	546	603	497	1100	729	730	542	745	1459	1287	2380	182	153	734	734	912	529	2201	474	2567	161	926	371	713	985	1920	1380	993	2142	1250	2666	44
	68.2	63.1	73.1	41.2	47.4	61.9	82.9	91.6	95.1	93.1	62.4	75	67.3	68.9	68.1	68.2	67.8	66.2	77.6	67.5	70.8	65.7	47.4	67.6	74.5	69.8	49.4	58.7	55.6	81	68.5	68.2	67.7	55	66.3	56.6	69.5	31.9
	BDEFIJgrs		AB			DE	ADEF	ADEFG	ADEFGHI	ADEFGH		AYabcd	Y	Y	Y	Y																grs	grs		qs	s		

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A2Br 7 Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.

- Any other device -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Any other device - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Any other device - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Any other device - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
At least once a day	305	197	108	99	105	65	19	11	7	17	120	49	51	86	169	136	256	30	11	85	51	119	144	249	37	268	36	176	89	35	137	222	159	209	270	245	288	16
	7.6	9.9	5.3	15.7	12.2	9.3	2.9	1.6	1.2	1.5	10.2	5	6.3	7.9	7.9	7.2	7.3	11	5.6	7.9	5	8.6	12.9	7.6	5.9	7.3	11.2	11.2	13.3	4	9.5	7.9	7.8	11.6	8.4	11.1	7.5	11.6
	CGHIJ	AC		AFGHIJ	AGHIJ	GHIJ	IJ				AZacd			Z	Z	Z							A											Amnr	An	Amnr		
At least once a week	276	167	108	83	92	65	17	13	5	18	120	44	52	60	164	112	243	22	6	82	45	116	139	245	17	222	51	153	54	29	103	180	127	173	236	215	240	33
	6.8	8.4	5.3	13.2	10.8	9.3	2.6	1.9	0.9	1.5	10.3	4.5	6.5	5.6	7.6	5.9	6.9	8.2	3.2	7.5	4.3	8.4	12.4	7.5	2.6	6	15.5	9.7	8.1	3.3	7.2	6.4	6.2	9.6	7.3	9.7	6.3	24.2
	CGHIJ	AC		AGHIJ	AGHIJ	AGHIJ	I			I	AZabcd				A2								A											Amn	Amn	Amnr		
At least once a month	147	90	57	51	48	28	14	4	1	5	53	36	24	34	89	58	127	15	6	36	35	56	61	122	19	127	20	91	30	13	43	100	76	93	125	107	118	25
	3.7	4.5	2.8	8.1	5.6	4	2.2	0.6	0.2	0.4	4.6	3.7	3	3.2	4.2	3.1	3.6	5.3	3	3.3	3.4	4	5.5	3.7	3	3.5	6.3	5.8	4.5	1.5	3	3.6	3.7	5.1	3.9	4.9	3.1	18.1
	CGHIJ	AC		AFGHIJ	AGHIJ	HIJ	HIJ				Ad				A								A											Amnr	m	Amnr		
Less often	510	274	236	132	143	104	65	52	14	66	136	118	111	146	253	257	468	23	16	138	144	186	186	416	67	452	54	192	96	93	184	379	288	312	424	375	488	17
	12.7	13.8	11.6	20.9	16.7	14.9	9.9	7.9	2.6	5.6	11.6	12.1	13.8	13.5	11.8	13.6	13.3	8.3	8	12.7	13.9	13.4	16.7	12.8	10.5	12.3	16.4	12.2	14.4	10.6	12.8	13.5	14.1	17.3	13.1	17	12.7	12.4
	CGHIJ			AFGHIJ	AGHIJ	GHIJ	IJ	IJ		J													A									A	Ar	Amnr		Amnr		
Never	2790	1262	1528	265	470	437	543	579	496	1075	740	726	567	756	1466	1323	2417	185	158	745	760	912	587	2225	496	2609	165	966	398	709	972	1933	1388	1020	2176	1267	2702	46
	69.3	63.4	75	42	54.7	62.6	82.5	87.9	95	91	63.3	74.6	70.5	69.9	68.5	70.1	68.8	67.2	80.1	68.6	73.4	65.7	52.5	68.3	77.9	70.9	50.6	61.2	59.7	80.6	67.5	68.7	68.1	56.4	67.3	57.3	70.4	33.7
	BDEFIJqrs		AB		D	DE	ADEF	ADEFG	ADEFGHI	ADEFGHI		AYbcd	Y	Y	Y	Y																	qrs	qrs		qrs			

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A2Cr sum You mentioned that you used the followine devices. Could you olease indicate what tvoe of TV or video content that you watch on this device?

- Summary table -
Indicators of small base sizes are based on the effective base

	A TV set	A desktop PC/MAC	A laptop/Macbook	A tablet (e.g. iPad)	A mobile phone	A handheld game console	Any other device
Base: Those who used a device at A2B - Unweighted	3924	2003	2197	2162	2153	1081	1042
	100	100	100	100	100	100	100
Base: Those who used a device at A2B - Weighted	3921	2140	2345	2302	2392	1282	1238
	100	100	100	100	100	100	100
Base: Those who used a device at A2B - Effective base	3313	1645	1842	1808	1807	900	858
TV at the time of broadcast	3219	320	363	341	359	181	163
	82.1	14.9	15.5	14.8	15	14.1	13.2
Recorded or 'catch-up'	2432	640	705	665	505	225	227
	62	29.9	30.1	28.9	21.1	17.6	18.3
On-demand programmes	1905	755	864	902	701	278	313
	48.6	35.3	36.8	39.2	29.3	21.7	25.3
Short video clips	385	934	1075	1078	1404	343	321
	9.8	43.6	45.8	46.8	58.7	26.7	25.9
Longer video clips	341	613	735	663	748	199	197
	8.7	28.6	31.3	28.8	31.2	15.5	15.9
None of these	44	244	247	221	229	465	442
	1.1	11.4	10.5	9.6	9.6	36.3	35.7

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A2Cr 1 You mentioned that you used the followine devices: A TV set. Could you please indicate what tvpe of TV or video content that you watch on this device?

- A TV set -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: A TV set - Unweighted	3924	1770	2154	491	692	576	641	676	848	1524	1347	1130	638	809	2477	1447	3420	268	194	1045	1013	1362	971	3159	657	3629	278	1544	647	866	1485	2829	2051	1619	3195	2001	3761	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A TV set - Weighted	3921	1941	1980	603	827	683	648	644	515	1159	1147	948	781	1045	2095	1826	3411	271	193	1061	1007	1346	1097	3174	620	3590	309	1563	655	850	1427	2769	2005	1769	3173	2160	3736	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: A TV set - Effective base	3313	1389	2032	347	623	557	617	648	801	1384	1170	1012	565	705	2181	1268	2888	223	167	861	863	1166	866	2676	564	3079	227	1300	532	753	1251	2409	1746	1353	2711	1682	3184	92
TV at the time of broadcast	3219	1593	1626	400	605	564	580	588	483	1070	933	795	641	851	1727	1492	2813	206	165	886	842	1086	856	2595	541	2995	207	1262	529	734	1236	2353	1695	1342	2626	1672	3114	74
	82.1	82.1	82.1	66.3	73.1	82.6	89.5	91.3	93.8	92.4	81.3	83.9	82.1	81.4	82.4	81.7	82.4	76.1	85.7	83.5	83.6	80.7	78	81.8	87.3	83.4	67.1	80.7	80.8	86.4	86.6	85	84.5	75.9	82.8	77.4	83.3	54.3
	DEjq				D	DE	ADEF	ADEF	ADEFGJ	ADEFG																						Aqrs	Aqrs		Aqs	q		
Recorded or 'catch-up'	2432	1146	1286	310	487	416	430	426	362	789	730	631	501	570	1361	1071	2122	156	123	661	614	848	671	1950	408	2266	155	1145	425	331	1026	1913	1448	1120	2148	1373	2352	60
	62	59.1	64.9	51.3	58.8	60.9	66.4	66.2	70.3	68	63.7	66.6	64.2	54.5	65	58.6	62.2	57.4	64.1	62.3	61	63	61.1	61.5	65.8	63.1	50.2	73.3	64.9	38.9	71.9	69.1	72.2	63.3	67.7	63.6	63	43.8
	BDbd		AB		D	D	ADE	ADE	ADEFJ	ADEF	bd	Abd	bd		Abd	b																Aqrs	Amqrs		Aqs			
On-demand programmes	1905	929	976	304	477	342	309	277	196	473	619	501	351	435	1119	786	1640	133	113	515	463	661	597	1550	306	1755	144	858	333	254	818	1582	1233	1107	1772	1322	1825	63
	48.6	47.9	49.3	50.4	57.6	50.1	47.6	43	38.1	40.9	53.9	52.8	44.9	41.7	53.4	43.1	48	49.1	58.9	48.6	46	49.2	54.4	48.8	49.4	48.9	46.6	54.9	50.9	29.9	57.3	57.2	61.5	62.6	55.9	61.2	48.8	46.3
	Hiibd			Hii	ADFGHIJ	Hii	ij			j	Aabd	Aabd			Aabd								A									Ar	Amr	Amrs	A	Amr		
Short video clips	385	228	157	79	108	77	61	43	18	60	134	82	74	95	216	169	327	31	22	116	73	137	144	307	60	344	36	177	77	52	163	301	244	245	342	294	366	16
	9.8	11.8	7.9	13	13.1	11.3	9.4	6.6	3.4	5.2	11.7	8.6	9.4	9.1	10.3	9.3	9.6	11.5	11.3	11	7.3	10.2	13.1	9.7	9.7	9.6	11.7	11.3	11.7	6.1	11.4	10.9	12.2	13.9	10.8	13.6	9.8	11.8
	CHIJ	AC		AHIJ	AGHIJ	HIJ	IJ	IJ		J	AZcd				Z								A			A					A	Amr	Amrr	A	Amr		
Longer video clips	341	202	140	74	105	62	55	33	12	45	103	76	59	103	179	162	294	26	19	101	70	123	121	268	52	303	34	133	64	54	150	268	221	223	304	263	325	11
	8.7	10.4	7.1	12.2	12.7	9.1	8.5	5.2	2.4	3.9	9	8.1	7.6	9.8	8.6	8.9	8.6	9.7	10	9.5	6.9	9.1	11	8.4	8.5	8.4	10.9	8.5	9.8	6.4	10.5	9.7	11	12.6	9.6	12.2	8.7	7.8
	CHIJ	AC		AHIJ	AGHIJ	HIJ	HIJ	IJ		J													A								A	Amr	Amr	A	Amr		
None of these	44	18	27	12	12	6	8	3	3	6	12	4	17	11	17	27	37	6	0	9	12	16	11	37	3	40	3	9	10	11	6	17	7	20	22	23	38	5
	1.1	0.9	1.3	2	1.4	0.9	1.3	0.5	0.5	0.5	1.1	0.5	2.1	1	0.8	1.5	1.1	2.2	0	0.9	1.2	1.2	1	1.2	0.5	1.1	0.9	0.6	1.6	1.3	0.4	0.6	0.4	1.1	0.7	1	1	3.4
	JZcmnr			Hii	j						AZc					2																n		mnr	n	mnr		

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A2Cr 2 You mentioned that you used the followine devices: A desktoo PC/MAC. Could you olease indicate what tvoe of TV or video content that you watch on this device?

- A desktop PC/MAC -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: A desktop PC/MAC - Unweighted	2003	1001	1002	383	470	332	288	244	286	530	777	544	292	390	1321	682	1751	149	83	513	452	786	638	1619	305	1788	207	839	389	385	748	1537	1092	1001	1743	1228	1896	85
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A desktop PC/MAC - Weighted	2140	1227	913	499	576	387	277	233	167	400	719	491	391	540	1209	931	1868	162	87*	567	478	822	727	1739	302	1891	237	916	420	402	760	1578	1119	1139	1824	1379	2007	108*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A desktop PC/MAC - Effective base	1645	789	953	272	422	321	278	235	269	478	667	481	250	325	1147	574	1442	120	68	413	372	659	557	1339	252	1473	168	690	318	325	621	1278	909	816	1444	1008	1560	69
TV at the time of broadcast	320	216	104	57	84	64	41	45	28	73	140	72	36	73	211	108	286	25	8	74	72	140	119	258	45	278	41	148	75	52	134	251	181	144	282	197	309	7
	14.9	17.6	11.4	11.5	14.6	16.5	14.9	19.3	16.9	18.2	19.4	14.6	9.1	13.5	17.5	11.6	15.3	15.6	8.8	13.1	15.1	17	16.3	14.8	14.8	14.7	17.2	16.2	17.8	12.8	17.7	15.9	16.2	12.6	15.5	14.3	15.4	6.7
	Cadq	AC						AD		AD	AZabcd	a			AZad																	Aq	q		q	q		
Recorded or 'catch-up'	640	362	278	140	190	105	80	75	51	126	243	125	119	153	368	272	564	40	24	156	138	270	224	542	78	574	63	291	145	131	231	522	390	325	596	406	607	27
	29.9	29.5	30.5	28	33	27	28.8	32.3	30.4	31.5	33.8	25.4	30.5	28.3	30.4	29.3	30.2	24.9	28	27.6	28.8	32.8	30.8	31.2	25.7	30.4	26.7	31.8	34.6	32.6	30.4	33.1	34.8	28.5	32.7	29.4	30.3	25.1
	z										AZc				z																	Aqs	Aqrs		Aqs			
On-demand programmes	755	437	318	203	249	131	76	59	37	97	279	175	139	162	455	301	654	61	35	200	160	295	259	628	97	672	77	338	140	126	271	599	435	485	692	560	706	44
	35.3	35.6	34.8	40.6	43.3	33.9	27.2	25.4	22.3	24.1	38.9	35.7	35.6	30	37.6	32.3	35	37.6	39.7	35.2	33.4	35.8	35.7	36.1	32.1	35.5	32.6	36.9	33.3	31.3	35.6	38	38.9	42.5	37.9	40.6	35.2	40.3
	GHIJk			AGHIJ	AFGHIJ	HIJ					Abd				Abd																	A	A	Amnrs	A	Amr		
Short video clips	934	574	359	217	238	170	144	103	63	166	293	229	178	233	522	411	814	68	46	252	216	345	309	757	142	824	104	406	163	158	354	714	513	519	803	630	878	45
	43.6	46.8	39.4	43.4	41.2	43.9	51.8	44.2	37.6	41.4	40.8	46.6	45.6	43.2	43.2	44.2	43.6	41.7	52.6	44.4	45.3	42	42.5	43.5	46.9	43.6	43.8	44.3	38.7	39.4	46.6	45.3	45.8	45.5	44	45.7	43.7	41.6
	CJ	AC					ADEIJ					Yc																				Ar	A			A		
Longer video clips	613	395	218	162	160	113	98	57	22	80	188	137	120	168	326	287	527	46	33	153	139	234	213	489	94	557	53	235	111	115	235	471	351	362	533	446	598	15
	28.6	32.2	23.8	32.6	27.7	29.3	35.4	24.6	13.3	19.9	26.2	28	30.6	31	26.9	30.9	28.2	28	38.4	27	29.1	28.5	29.3	28.1	30.9	29.4	22.3	25.7	26.3	28.7	30.9	29.8	31.4	31.8	29.2	32.3	29.8	13.8
	CJq	AC		B	B	B	AEHIJ	BJ		J																						A	Ar	Ar		Amr		
None of these	244	106	139	62	43	40	37	33	29	61	60	53	51	80	113	131	209	21	10	67	61	81	72	191	38	221	22	86	45	52	83	155	109	118	178	133	229	11
	11.4	8.6	15.2	12.5	7.5	10.4	13.4	14	17.2	15.3	8.4	10.9	13.1	14.8	9.4	14.1	11.2	12.9	11.8	11.9	12.7	9.9	9.9	11	12.7	11.7	9.3	9.4	10.7	13	10.9	9.8	9.7	10.3	9.8	9.6	11.4	10.3
	BEYcmnrs		AB	E			E	E	AEF	AEF			Y	AYc		AYc																						

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A2Cr 3 You mentioned that you used the followine devices: A laotoo/Macbook. Could you olease indicate what tvoe of TV or video content that you watch on this device?

- A laptop/Macbook -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: A laptop/Macbook - Unweighted	2197	966	1231	433	527	374	321	282	260	542	814	592	334	457	1406	791	1924	150	98	569	521	834	694	1786	329	1966	220	913	406	427	799	1687	1244	1150	1915	1395	2084	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A laptop/Macbook - Weighted	2345	1213	1132	530	633	437	321	266	157	423	760	532	440	613	1292	1053	2048	162	106*	618	552	878	785	1916	333	2083	248	988	441	445	835	1736	1265	1290	2005	1552	2207	113*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A laptop/Macbook - Effective base	1842	779	1168	307	474	362	309	270	246	494	708	524	293	388	1231	680	1618	121	82	468	441	711	613	1501	278	1656	179	765	333	368	667	1427	1058	952	1614	1163	1752	73
	78.5	64.2	103.1	57.9	74.9	84.4	96.3	101.5	156.8	116.8	93.2	98.5	66.6	63.4	95.3	64.6	79.0	74.8	77.2	75.8	79.9	81.0	78.1	78.4	83.5	79.5	72.3	77.4	75.5	74.9	80.1	85.4	78.6	73.7	80.6	72.2	79.4	65.1
TV at the time of broadcast	363	219	144	58	112	73	40	46	34	80	149	78	52	85	227	137	320	26	16	81	82	156	116	301	48	312	46	189	88	40	145	285	208	192	325	242	349	9
	15.5	18	12.8	11	17.6	16.7	12.6	17.2	21.9	18.9	19.6	14.6	11.8	13.8	17.5	13	15.6	16.1	15	13.1	14.9	17.8	14.8	15.7	14.5	15	18.6	19.2	19.9	9	17.4	16.4	16.5	14.9	16.2	15.6	15.8	8.3
	CDd	AC			D	D		D	ADG	ADG	AZabcd				AZad																	A			A			
Recorded or 'catch-up'	705	350	355	176	179	123	92	83	53	136	262	158	118	166	420	285	620	43	32	192	157	271	222	581	100	637	67	317	113	152	246	602	447	390	659	469	675	26
	30.1	28.9	31.3	33.2	28.3	28.1	28.5	31.1	33.9	32.1	34.5	29.8	27	27.1	32.5	27	30.3	26.8	30	31.1	28.5	30.8	28.3	30.3	30	30.6	26.9	32.1	25.7	34.1	29.5	34.7	35.4	30.2	32.9	30.2	30.6	22.8
	d										Aabd				Abd																	Aqrs	Aqrs		Aqs			
On-demand programmes	864	408	456	229	263	161	101	72	37	109	303	207	164	190	510	354	747	63	46	227	213	307	296	728	109	774	85	370	148	156	331	695	541	568	796	672	818	40
	36.8	33.6	40.3	43.2	41.6	36.8	31.6	27	23.5	25.7	39.8	38.9	37.3	31	39.5	33.6	36.5	39.2	43	36.8	38.5	34.9	37.7	38	32.6	37.2	34.3	37.4	33.6	35.1	39.6	40	42.7	44	39.7	43.3	37.1	34.9
	BGHIbd		AB	AGHIJ	AGHIJ	HIJ	J				Abd	b			Abd																	A	Amr	Amr	A	Amr		
Short video clips	1075	597	478	248	288	210	167	114	49	162	350	253	192	279	604	471	935	73	55	272	249	415	333	882	182	964	104	445	187	205	411	803	590	645	912	766	1008	55
	45.8	49.2	42.2	46.9	45.4	48	52	42.7	31	38.3	46.1	47.7	43.8	45.5	46.7	44.8	45.7	45.1	51.3	44	45.1	47.2	42.4	46.1	48.7	46.3	42	45.1	42.3	46	49.2	46.2	46.6	50	45.5	49.4	45.7	48.3
	CIJ	AC		IJ	IJ	IJ	AHIJ	IJ		J																								Amnr		Amnr		
Longer video clips	735	406	329	215	203	135	104	59	19	79	216	174	132	213	391	344	639	50	37	183	181	275	235	599	130	642	86	284	115	144	290	536	411	466	628	548	715	17
	31.3	33.5	29.1	40.5	32	30.9	32.5	22.2	12.4	18.6	28.5	32.8	29.9	34.7	30.2	32.7	31.2	31	34.4	29.7	32.7	31.3	29.9	31.3	33	30.8	34.5	28.7	26.1	32.3	34.7	30.9	32.5	36.1	31.3	35.3	32.4	14.7
	CHIJ	C		AEFGHIJ	HIJ	HIJ	HIJ	IJ		J				Y																			Amnr		Amnr		
None of these	247	117	130	53	63	35	33	38	25	63	56	48	63	81	103	144	214	18	10	63	61	89	82	194	34	230	16	88	53	50	74	166	111	122	184	135	230	14
	10.5	9.6	11.5	10	10	8.1	10.2	14.2	15.8	14.8	7.3	8.9	14.2	13.2	8	13.6	10.5	11.3	9	10.3	11.1	10.2	10.5	10.1	10.2	11	6.4	8.9	12.1	11.2	8.8	9.5	8.8	9.4	9.2	8.7	10.4	12.2
	Ycmnrs							AF	ADEFG	ADEF			AYZc	YZc		AYZc																						

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A2Cr 4 You mentioned that you used the followine devices: A tablet (e.g. iPad). Could you please indicate what type of TV or video content that you watch on this device?

- A tablet (e.g. iPad) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: A tablet (e.g. iPad) - Unweighted	2162	963	1199	375	530	387	318	262	290	552	834	572	336	420	1406	756	1897	150	93	555	519	823	746	1770	320	1947	205	985	395	353	850	1682	1254	1164	1909	1423	2048	89
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A tablet (e.g. iPad) - Weighted	2302	1195	1107	478	639	452	312	248	175	423	773	511	441	577	1284	1018	2022	161	95*	620	554	849	847	1891	324	2056	234	1057	428	369	875	1729	1275	1302	2001	1573	2162	113*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A tablet (e.g. iPad) - Effective base	1808	770	1138	266	477	374	306	252	273	502	725	511	299	352	1235	650	1587	124	80	450	439	703	661	1488	270	1636	167	825	325	303	715	1424	1068	968	1609	1188	1716	73
	14.8	17.6	11.8	8	17.3	16.8	13.3	15.9	20.3	17.7	19.9	14.1	11.9	10.8	17.6	11.3	14.7	17.5	14.6	14.6	14.3	14.9	15	14.6	15.5	15.1	12.4	17.9	16.9	9.2	16.6	15.4	15.8	12.1	15.1	13.9	15.1	10
	CDbdq	AC			D	D	D	D	ADG	AD	AZabcd				AZabd																	q	q		q			
Recorded or 'catch-up'	665	328	337	102	199	135	93	77	59	136	247	151	124	142	399	266	591	40	26	172	168	251	260	544	101	594	71	313	137	104	280	538	438	396	620	482	628	28
	28.9	27.4	30.4	21.4	31.1	30	29.7	31	33.5	32.1	32	29.6	28.1	24.6	31	26.1	29.2	24.7	27.4	27.8	30.3	29.5	30.7	28.8	31.1	28.9	30.2	29.6	32	28.1	32	31.1	34.4	30.4	31	30.7	29	24.6
	Db				D	D	D	D	D	D	Abd				Abd																		A	Amqrs		A	A		
On-demand programmes	902	445	457	182	300	202	109	69	40	109	334	201	177	190	535	367	789	60	45	242	221	326	356	749	130	821	74	430	153	131	373	733	571	589	841	707	869	26
	39.2	37.2	41.3	38.1	47	44.6	35	27.8	23.1	25.8	43.1	39.3	40.2	32.9	41.6	36.1	39	36.9	47.7	39	40	38.4	42	39.6	40.3	39.9	31.7	40.7	35.8	35.6	42.6	42.4	44.8	45.2	42	45	40.2	23.2
	Hiibd		A	Hij	ADGHij	AGHij	ij				Abd		d		Abd																	A	Amr	Amr	A	Amr		
Short video clips	1078	598	480	230	291	222	166	109	60	169	345	249	222	262	594	484	931	84	47	289	254	388	398	867	163	972	99	475	178	185	428	827	579	620	941	767	1020	50
	46.8	50.1	43.4	48.2	45.6	49.2	53.2	44.2	34.2	40	44.6	48.8	50.4	45.4	46.3	47.6	46	52.3	49.7	46.6	45.9	45.7	47	45.9	50.3	47.3	42.2	44.9	41.5	50.1	48.9	47.8	45.4	47.6	47	48.8	47.3	44.3
	CIJ	AC		Hij	ij	ij	ADHij	ij	j	j																						ij				Aij		
Longer video clips	663	355	308	162	196	134	98	52	22	73	210	147	141	165	357	306	574	55	26	178	161	235	255	517	112	593	63	307	101	108	287	530	393	416	596	511	649	11
	28.8	29.7	27.9	33.9	30.8	29.6	31.5	20.8	12.4	17.3	27.1	28.8	32.1	28.6	27.8	30.1	28.4	34	26.9	28.7	29	27.7	30.1	27.4	34.6	28.9	27	29	23.7	29.2	32.7	30.7	30.8	31.9	29.8	32.5	30	10.1
	HIJ			Hij	Hij	Hij	Hij	ij		j																						Ar	A	Ar	A	Ar		
None of these	221	127	94	71	48	27	21	30	24	54	57	42	37	86	98	123	203	13	4	61	52	90	71	193	21	197	22	87	48	42	69	131	92	124	153	137	204	13
	9.6	10.6	8.5	15	7.5	5.9	6.7	12.1	13.6	12.7	7.3	8.2	8.4	14.9	7.7	12	10	7.8	4.3	9.8	9.3	10.6	8.3	10.2	6.4	9.6	9.5	8.2	11.1	11.4	7.9	7.6	7.2	9.5	7.7	8.7	9.4	11.4
	CFCmnr			AEFG				EFG	AEFG	AEFG				AYZacd		AYZac																		mnrs		nr		

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A2Cr 5 You mentioned that you used the followine devices: A mobile phone. Could you please indicate what type of TV or video content that you watch on this device?

- A mobile phone -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: A mobile phone - Unweighted	2153	951	1202	469	585	418	303	217	161	378	768	561	352	472	1329	824	1895	140	92	570	510	815	775	1777	289	1905	238	936	386	382	775	1642	1235	1235	1873	1497	2035	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A mobile phone - Weighted	2392	1265	1127	584	708	493	301	209	97	306	738	522	478	653	1260	1132	2098	162	102*	658	560	880	886	1973	310	2107	271	1037	435	425	839	1762	1306	1401	2044	1687	2249	114*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A mobile phone - Effective base	1807	779	1141	331	527	404	291	208	151	344	671	501	308	400	1171	708	1590	116	80	469	430	694	685	1497	246	1608	193	784	318	329	655	1394	1048	1022	1584	1248	1712	74
	75.6	77.1	73.9	56.7	74.4	82.0	96.7	100.0	100.0	100.0	90.9	96.0	64.4	61.3	92.9	62.5	75.8	71.6	78.4	71.3	76.8	78.9	77.3	75.9	79.4	76.3	72.3	75.6	73.1	77.6	79.1	79.4	78.3	82.0	72.8	75.8	64.9
TV at the time of broadcast	359	243	116	73	111	86	44	29	16	45	139	82	62	76	221	138	319	26	9	97	81	141	140	284	58	320	37	177	77	45	148	280	220	205	325	256	346	8
	15	19.2	10.3	12.6	15.7	17.5	14.5	14.1	16.5	14.8	18.8	15.7	13	11.7	17.5	12.2	15.2	16	9.1	14.7	14.5	16.1	15.9	14.4	18.7	15.2	13.8	17.1	17.6	10.7	17.7	15.9	16.8	14.6	15.9	15.2	15.4	7
	Cbd	AC									Aabd				Abd																	Aq		A			
Recorded or 'catch-up'	505	263	242	116	180	111	57	31	10	41	169	104	97	135	273	231	455	26	18	138	117	199	222	437	52	445	57	244	106	71	196	402	330	320	471	389	476	21
	21.1	20.8	21.4	19.8	25.4	22.5	18.8	15	9.9	13.4	22.9	19.9	20.2	20.6	21.7	20.4	21.7	15.9	17.6	21	20.8	22.7	25	22.2	16.6	21.1	21	23.6	24.3	16.7	23.4	22.8	25.3	22.8	23.1	23.1	21.2	18.4
	HIJ			IJ	AGHIJ	HIJ	I																A									A	Amqrs	A	A	A		
On-demand programmes	701	365	337	202	248	161	54	28	9	37	241	157	141	162	398	303	608	56	31	193	162	252	292	588	89	623	75	326	116	99	262	545	442	499	635	577	660	36
	29.3	28.8	29.9	34.6	35	32.7	17.8	13.5	9	12.1	32.7	30.1	29.4	24.9	31.6	26.8	29	34.9	30.6	29.3	29	28.7	32.9	29.8	28.7	29.6	27.6	31.5	26.7	23.4	31.2	30.9	33.9	35.6	31.1	34.2	29.3	31.4
	GHIJb			AGHIJ	AGHIJ	AGHIJ	GHIJ	IJ			Abd				Abd								A									A	Amr	Amrs	A	Amr		
Short video clips	1404	745	658	362	405	283	193	118	42	160	406	318	286	394	724	680	1222	98	67	381	330	511	490	1138	196	1252	145	587	207	281	487	1071	790	870	1213	1040	1347	48
	58.7	58.9	58.4	62.1	57.2	57.5	64.1	56.6	43	52.2	55	60.9	59.7	60.3	57.4	60	58.2	60.3	65.2	57.8	58.9	58.1	55.3	57.7	63.2	59.4	53.4	56.6	47.6	66.1	58	60.8	60.5	62.2	59.4	61.7	59.9	41.8
	IJKL			IJ	IJ	IJ	AIJ	IJ				Yc																				Ar		Ar		Ar		
Longer video clips	748	396	351	254	242	133	74	39	5	45	194	175	157	222	368	379	645	53	37	197	176	272	272	583	111	642	100	315	114	135	252	556	432	502	631	584	719	23
	31.2	31.3	31.2	43.6	34.2	26.9	24.5	18.7	5.6	14.5	26.2	33.5	32.7	34	29.2	33.5	30.7	33	35.9	29.9	31.3	30.9	30.7	29.5	35.8	30.5	36.8	30.4	26.2	31.8	30	31.6	33.1	35.9	30.9	34.6	32	19.9
	FGHIJYz			AEFGHIJ	FGHIJ	HIJ	IJ	IJ	I			Yc	Y	Y	Y	Y																	r	Amnr		Amr		
None of these	229	115	113	46	42	39	33	36	32	68	53	49	55	71	102	126	202	14	9	74	49	79	68	190	28	209	20	86	52	47	82	153	103	97	174	112	208	15
	9.6	9.1	10	7.9	5.9	7.9	11	17.4	32.8	22.3	7.2	9.4	11.6	10.8	8.1	11.1	9.6	8.5	8.7	11.3	8.8	8.9	7.6	9.6	9.1	9.9	7.3	8.3	12	11	9.7	8.7	7.9	6.9	8.5	6.6	9.3	13.5
	EYcimnqrs						E	ADEFG	ADEFGHI	ADEFGH			Y	Y		Yc																qs			qs			

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A2Cr 6 You mentioned that you used the followine devices: A handheld eame console. Could you please indicate what tvpe of TV or video content that you watch on this device?

- A handheld game console -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	J	Y	Z	a	b	c	d						i									m	n	q	r	s		
Base: A handheld game console - Unweighted	1081	497	584	279	362	226	115	56	99	417	251	189	224	668	413	955	75	276	258	421	511	895	137	943	134	551	251	137	397	787	588	686	939	813	994	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: A handheld game console - Weighted	1282	734	548	371	452	266	112	56*	81*	439	243	263	337	682	600	1132	93*	353	302	477	588	1056	162	1111	165	652	296	167	454	894	659	814	1090	960	1171	93*
	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: A handheld game console - Effective base	900	419	556	200	325	219	111	54	90	364	221	164	186	584	349	795	62	223	215	363	452	745	118	789	109	459	208	115	338	667	500	566	789	676	829	58
TV at the time of broadcast	181	127	54	49	80	37	11	3	4	89	26	24	42	116	66	169	8	52	39	78	99	158	16	158	20	118	65	12	77	130	93	103	162	133	164	15
	14.1	17.3	9.9	13.2	17.8	14	10.1	4.7	4.3	20.4	10.8	9	12.5	17	10.9	14.9	8.7	14.7	13.1	16.3	16.9	14.9	9.8	14.3	12.1	18.1	22	7.4	17	14.6	14.1	12.7	14.9	13.9	14	15.7
	CHiad	AC		J	AHi	J				AZabcd				AZad							A												q	q		
Recorded or 'catch-up'	225	140	85	67	81	47	23	6	7	114	31	34	46	144	81	195	19	49	56	91	110	187	23	191	34	142	61	16	105	159	133	156	206	192	207	15
	17.6	19.1	15.5	18.1	17.9	17.7	20.5	10.4	8.5	25.9	12.7	13.1	13.7	21.2	13.4	17.2	20.9	13.8	18.5	19	18.7	17.7	14.4	17.2	20.8	21.7	20.5	9.5	23.1	17.8	20.2	19.1	18.9	20	17.7	16.9
	CJDz			J	J	J	J			AZabcd				AZabd																	Am		A	Am		
On-demand programmes	278	171	106	75	118	59	16	7	9	105	58	53	61	164	114	246	16	72	68	106	136	248	27	246	31	161	83	19	124	211	169	203	260	234	254	18
	21.7	23.3	19.4	20.3	26.1	22.1	14.6	12	11.4	24	24	20	18.2	24	19	21.7	17.4	20.4	22.5	22.2	23.2	23.5	16.6	22.2	19.1	24.7	28	11.3	27.4	23.6	25.6	25	23.9	24.3	21.7	19.5
	CJ				AGHI	J								A																A	A	A	A	A		
Short video clips	343	206	136	110	114	76	32	7	11	113	68	74	88	181	162	306	24	98	84	124	149	292	41	300	40	180	70	43	135	254	176	237	299	267	303	35
	26.7	28.1	24.9	29.5	25.3	28.4	28.8	12.3	13.2	25.7	27.9	28.1	26.2	26.5	27	27	26	27.8	27.7	26	25.3	27.7	25.1	27	24.4	27.6	23.6	25.7	29.7	28.4	26.7	29.1	27.5	27.8	25.9	37.5
	HIJ			HIJ	HIJ	HIJ	HIJ																									AHIJ				
Longer video clips	199	126	73	70	66	41	13	6	9	55	31	48	63	87	112	166	19	46	53	67	88	161	24	180	16	103	43	23	82	145	119	140	176	160	181	17
	15.5	17.2	13.3	18.8	14.6	15.3	11.4	11.1	11.6	12.6	12.9	18.4	18.8	12.7	18.6	14.7	20.7	13.1	17.5	14	14.9	15.2	15	16.2	9.9	15.8	14.6	13.7	18	16.2	18	17.2	16.1	16.7	15.4	18.4
	CYz												E		AYz																A						
None of these	465	238	227	139	142	82	54	32	49	128	96	100	142	224	242	406	37	136	103	167	196	368	67	409	54	182	89	91	132	321	224	280	371	333	443	19
	36.3	32.5	41.4	37.5	31.4	30.7	47.7	57.9	60.1	29.1	39.3	38	42.1	32.8	40.3	35.8	39.5	38.1	34	35	33.4	34.9	41	36.9	32.9	27.8	30.1	54.2	29.1	35.9	34	35.6	34	34.7	37.8	20.1
	BEFYcr		AB				AEF	ADEF	ADEF		Yc	Y	Yc	Y	AYc															i						

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A2Cr 7 You mentioned that you used the followine devices: Anv other device. Could you please indicate what tvpe of TV or video content that you watch on this device?

- Any other device -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	J	Y	Z	a	b	c	d						i									m	n	q	r	s		
Base: Any other device - Unweighted	1042	496	546	258	313	224	118	84	129	406	258	166	212	664	378	924	71	268	235	421	454	874	122	903	132	519	222	143	402	770	576	651	911	786	964	68
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Any other device - Weighted	1238	729	509	366	389	262	115	80*	106	428	247	237	326	675	563	1094	90*	342	275	477	530	1032	140	1069	161	612	268	171	467	881	650	787	1056	943	1135	91*
	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Any other device - Effective base	858	413	519	185	282	217	114	80	118	355	228	143	175	581	316	762	59	214	195	358	399	724	102	748	105	431	180	119	332	641	480	529	758	645	796	55
TV at the time of broadcast	163	105	58	54	51	36	15	6	8	66	28	19	50	93	70	150	6	45	30	75	74	136	18	140	20	101	41	13	72	121	101	104	148	131	157	6
	13.2	14.4	11.4	14.8	13	13.6	12.7	7.9	7.6	15.3	11.1	8.2	15.4	13.8	12.4	13.7	6.8	13.2	11	15.7	14	13.1	13	13.1	12.2	16.5	15.2	7.7	15.5	13.8	15.5	13.2	14	13.9	13.8	6.7
	e									e					e																A		A			
Recorded or 'catch-up'	227	139	87	55	91	47	18	9	15	90	40	35	63	129	97	203	11	62	50	90	104	199	18	207	20	126	64	23	96	169	122	152	212	184	201	24
	18.3	19.1	17.2	15	23.4	18.1	15.7	11.8	14.3	20.9	16.2	14.6	19.2	19.2	17.3	18.5	12.4	18.2	18.3	18.9	19.6	19.3	12.8	19.4	12.2	20.6	23.9	13.4	20.5	19.2	18.8	19.3	20.1	19.5	17.7	26.6
					ADHI																												A			
On-demand programmes	313	202	111	89	125	63	22	11	14	125	69	49	69	195	118	268	25	78	63	127	132	268	30	279	34	171	84	29	134	245	170	228	294	270	283	29
	25.3	27.7	21.8	24.4	32	24.1	19.3	13.8	12.9	29.2	28.2	20.6	21.3	28.8	21	24.5	28	22.9	22.8	26.6	24.8	26	21.2	26.1	21	28	31.3	16.8	28.7	27.8	26.1	28.9	27.9	28.6	25	32.4
	CHdI	C		J	AGHI	J				Aabd				Aabd																A		A	A	A		
Short video clips	321	199	122	109	91	68	30	19	23	103	77	56	86	179	142	275	32	79	67	129	132	274	31	278	42	147	60	46	133	242	193	226	282	265	290	23
	25.9	27.3	24	29.7	23.4	25.9	26.2	24.4	21.9	24	31	23.7	26.3	26.5	25.2	25.1	36	23	24.3	27.1	25	26.6	22.4	26	26.4	24.1	22.3	27	28.4	27.4	29.6	28.7	26.7	28.1	25.5	25.7
											A																				Ar	A		A			
Longer video clips	197	117	81	85	57	31	16	7	8	57	49	33	58	106	92	163	23	47	28	87	78	163	22	169	27	81	37	31	80	154	127	156	174	172	192	6
	15.9	16	15.8	23.2	14.8	11.7	13.9	9	7.8	13.3	19.7	14.1	17.9	15.6	16.3	14.9	25.7	13.8	10.3	18.3	14.8	15.8	15.9	15.8	16.8	13.2	13.6	18.1	17.1	17.5	19.6	19.8	16.5	18.2	16.9	6.4
	FJ			AEFHI							Yc			Y																A	Ar	Ars		A		
None of these	442	244	198	134	119	90	49	35	51	124	77	106	135	201	241	400	25	132	107	162	184	351	61	380	58	190	79	75	146	299	221	264	343	313	416	23
	35.7	33.4	38.9	36.7	30.5	34.3	42.4	44.2	47.5	28.9	31.3	44.5	41.5	29.8	42.8	36.6	28.1	38.6	38.7	34	34.7	34	43.3	35.6	36	31.1	29.4	44	31.2	33.9	34.2	33.6	32.5	33.1	36.7	24.9
	EYcn		A				E	E	AEf			AYZc	YZc		AYZc																					

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A2D Have you or has anyone in your household used any of these devices to watch somethine on the TV screen in the last 12 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Games console	1104	654	450	311	389	225	112	54	13	67	360	221	226	296	582	522	975	76	44	317	254	404	478	897	153	997	104	555	245	142	424	813	628	750	961	870	1044	48
	27.4	32.8	22.1	49.3	45.3	32.2	16.9	8.2	2.5	5.7	30.8	22.8	28.1	27.3	27.2	27.7	27.8	27.8	22.1	29.2	24.5	29.1	42.8	27.5	24	27.1	31.9	35.2	36.8	16.1	29.5	28.9	30.8	41.5	29.7	39.4	27.2	35.1
	CGHIJZ	AC		AFGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		I	A2c		2	2	2	2							A									A	Am	Amnrs	Am	Amnr		
Set top box with access to digital or cable TV broadcasts	1595	887	708	260	395	303	254	221	161	382	514	389	301	391	903	692	1392	115	73	434	373	584	555	1316	229	1446	138	941	400	78	740	1245	923	885	1429	1058	1537	46
	39.6	44.5	34.8	41.3	46	43.4	38.6	33.6	30.8	32.4	44	40	37.4	36.2	42.1	36.7	39.6	41.9	37	39.8	36	42.1	49.7	40.4	36	39.3	42.5	59.7	60	9	51.4	44.2	45.3	49	44.2	47.9	40.1	33.4
	CHIJbd	AC		HIJ	AGHIJ	AHIJ	IJ				Aabd				Aabd								A									A	A	Amnr	A	Amnr		
Laptop/ desktop PC	1529	817	711	345	377	271	219	177	140	317	520	364	277	367	885	644	1348	101	62	403	358	588	500	1244	222	1370	151	641	298	283	577	1186	874	841	1339	1032	1461	54
	38	41.1	34.9	54.6	43.8	38.8	33.3	26.9	26.8	26.8	44.6	37.5	34.4	33.9	41.3	34.1	38.4	36.6	31.3	37	34.5	42.3	44.7	38.2	34.9	37.3	46.3	40.6	44.7	32.1	40.1	42.1	42.9	46.5	41.4	46.7	38.1	39.6
	CGHIJbd	AC		AEFGHIJ	AGHIJ	GHIJ	HIJ				AZabcd				AZabd								A									Ar	Ar	Amnr	A	Amnr		
Internet-connected dongle or set-top box	1043	564	480	226	321	201	135	110	51	161	346	261	181	255	607	436	889	81	62	290	220	379	399	867	142	949	92	459	201	132	458	826	621	709	938	871	996	39
	25.9	28.3	23.6	35.8	37.3	28.8	20.5	16.6	9.8	13.6	29.6	26.9	22.5	23.6	28.3	23.1	25.3	29.4	31.3	26.7	21.2	27.3	35.7	26.6	22.3	25.8	28.3	29.1	30.1	15	31.8	29.4	30.5	39.3	29	39.4	26	28.2
	CGHIJad	AC		AFGHIJ	AFGHIJ	GHIJ	IJ	IJ		I	Aabd	d			Aabd								A									A	Ar	Amnr	A	Amnr		
None of these	1034	426	607	50	101	156	211	272	245	517	255	279	208	291	534	500	914	56	51	264	306	343	139	822	194	978	49	262	112	393	308	595	417	214	671	274	997	17
	25.7	21.4	29.8	7.9	11.8	22.3	32	41.3	46.8	43.7	21.8	28.7	25.9	26.9	25	26.5	26	20.2	25.8	24.3	29.6	24.7	12.5	25.3	30.5	26.6	15.1	16.6	16.9	44.7	21.4	21.1	20.4	11.8	20.8	12.4	26	12.1
	BDEFIJmnqrs		AB		D	DE	ADEF	ADEFG	ADEFGHI	ADEFG		AYc		Y	Y	Y																qs	qs		qs			
Don't know	107	32	75	21	21	20	18	16	11	27	22	21	25	39	43	64	92	8	6	22	35	35	30	80	13	88	17	40	13	30	20	61	47	42	71	53	95	6
	2.7	1.6	3.7	3.4	2.5	2.8	2.7	2.5	2.1	2.3	1.8	2.2	3.1	3.6	2	3.4	2.6	2.8	3.1	2.1	3.4	2.5	2.7	2.5	2.1	2.4	5.1	2.5	1.9	3.4	1.4	2.2	2.3	2.3	2.2	2.4	2.5	4.1
	BYcmr		AB									Yc			AYc																						

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A3 Which of these additional channels. if anv. do vou currentlv subscribe to?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household			TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Those who selected code 1,3,6 9 at A1 - Unweighted	2729	1266	1463	373	537	404	415	439	561	1000	969	778	463	519	1747	982	2380	189	133	726	696	958	785	2224	421	2517	200	1559	658	1319	2033	1511	1282	2330	1576	2608	89
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 1,3,6 9 at A1 - Weighted	2752	1409	1342	463	646	475	414	417	336	753	848	655	568	681	1503	1249	2402	187	134	743	697	961	885	2251	403	2506	230	1578	666	1281	2002	1486	1401	2326	1700	2612	107*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who selected code 1,3,6 9 at A1 - Effective base	2288	990	1383	263	485	391	399	420	530	905	838	691	407	447	1527	852	1992	160	113	588	587	819	700	1872	355	2122	163	1312	542	1114	1721	1279	1068	1970	1319	2191	72
Sports channels	1236	751	485	192	331	242	167	175	128	304	488	269	239	239	758	478	1082	94	50	331	270	481	458	1003	199	1113	111	856	292	598	924	661	637	1075	769	1182	48
	44.9	53.3	36.1	41.5	51.2	51	40.2	42.1	38.1	40.3	57.6	41.1	42.2	35.1	50.4	38.3	45	50.2	37.5	44.5	38.8	50	51.7	44.6	49.2	44.4	48.2	54.3	43.9	46.7	46.1	44.5	45.5	46.2	45.2	45.2	45.2
	CO IJZbd	AC			ADGHIJ	ADGHIJ					AZabcd	b	bd		AZabd	b							A								A				Ab		
Movie channels	1150	624	527	222	333	249	160	118	68	186	406	241	249	255	647	504	1001	81	53	314	275	412	502	955	155	1018	127	812	256	516	845	643	681	1016	824	1074	61
	41.8	44.2	39.2	48	51.6	52.5	38.6	28.3	20.2	24.7	47.9	36.8	43.8	37.4	43	40.3	41.7	43.3	39.6	42.3	39.4	42.9	56.7	42.4	38.5	40.6	55.1	51.5	38.5	40.3	42.2	43.3	48.6	43.7	48.5	41.1	57.4
	CHIJZb	AC		AGHIJ	AGHIJ	AGHIJ	HIJ	IJ	J	J	AZbcd		Zd		Zb								A										Amnr	Am	Amnr		
Kids channels	480	233	247	69	167	128	54	36	27	62	185	91	98	106	276	204	420	31	22	138	93	190	332	401	62	427	46	343	124	217	347	257	299	423	368	455	19
	17.4	16.5	18.4	14.8	25.8	26.9	13	8.6	7.9	8.3	21.8	13.9	17.2	15.6	18.3	16.3	17.5	16.8	16.7	18.5	13.3	19.7	37.5	17.8	15.3	17	20.1	21.7	18.6	16.9	17.3	17.3	21.4	18.2	21.6	17.4	18.1
	GHIJZ			Hij	ADGHIJ	ADGHIJ	HIJ				AZbcd				Z								A										Amnr	Am	Amnr		
None of these	981	426	555	148	151	136	179	189	172	367	231	264	208	276	496	485	864	55	53	262	283	320	188	799	141	921	58	391	284	477	724	538	440	802	532	942	22
	35.6	30.2	41.3	32	23.3	28.5	43.1	45.4	52.8	48.7	27.3	40.4	36.7	40.6	33	38.8	36	29.6	39.6	35.2	40.5	33.3	21.2	35.5	35	36.7	25.2	24.8	42.6	37.3	36.1	36.2	31.4	34.5	33.3	36.1	20.8
	BEFYCqrs		AB	E			ADEF	ADEF	ADEFGHIJ	ADEF		AYc	Y	AYc	Y	AYc															qrs	qrs		qs			

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A4 Does your TV service or set top box allow you to record and store TV programmes. and also pause and rewind live TV programmes?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Yes	2846	1461	1385	443	591	491	455	473	393	866	870	698	585	693	1568	1278	2484	197	136	772	709	1003	868	2310	448	2602	228	1475	607	313	1165	2085	1509	1330	2400	1605	2726	92
	70.7	73.4	68	70.2	68.8	70.3	69.2	71.8	75.2	73.3	74.4	71.7	72.7	64.1	73.2	67.7	70.7	71.6	69	71	68.5	72.3	77.7	70.9	70.5	70.8	69.9	93.4	91.1	35.6	81	74.1	74	73.6	74.2	72.6	71.1	67.3
	Cbd	AC							AEFG	AE	Abd	bd	bd		Abd	b							A									A	A	A	As	A		
No	1040	471	569	148	248	184	184	171	105	276	257	244	195	344	500	539	905	66	54	278	298	329	212	835	168	952	81	79	52	506	249	659	488	425	748	535	986	39
	25.8	23.6	27.9	23.4	28.9	26.3	28	25.9	20.1	23.3	22	25.1	24.2	31.8	23.4	28.6	25.8	24.2	27.4	25.6	28.7	23.7	19	25.7	26.3	25.9	24.8	5	7.8	57.4	17.3	23.4	23.9	23.5	23.1	24.2	25.7	28.3
	BUYcimnqrs		AB		Aij	i	ij	ij						AYZacd		AYac																						
Don't know	143	60	83	40	20	24	19	15	25	40	42	31	25	44	73	69	122	12	7	37	29	56	37	112	20	123	17	25	7	61	24	70	42	52	84	70	125	6
	3.5	3	4.1	6.4	2.3	3.4	2.9	2.2	4.8	3.3	3.6	3.2	3.1	4.1	3.4	3.7	3.5	4.3	3.6	3.4	2.8	4	3.3	3.4	3.2	3.4	5.2	1.6	1.1	7	1.7	2.5	2.1	2.9	2.6	3.2	3.2	4.4
	Hmnr		A	AEFGHi					AEHJ	H																						n		n	n	mnr		

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A5 Does your household subscribe to any of these paid-for online on-demand services to watch TV proarammes or films?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Netflix	1977	958	1019	504	611	371	248	174	69	243	629	449	391	509	1077	900	1711	150	97	527	472	712	719	1621	274	1764	202	894	394	282	714	1445	1069	1690	1685	1767	1879	79
	49.1	48.1	50	79.9	71.1	53.1	37.6	26.5	13.1	20.6	53.8	46.1	48.6	47	50.3	47.7	48.7	54.5	49.1	48.5	45.6	51.3	64.3	49.8	43	48	61.9	56.6	59.1	32.1	49.7	51.4	52.4	93.5	52.1	80	49	57.6
	GHIJZ			AEFGHIJ	AFGHIJ	AGHIJ	HIJ	IJ	J	J	AZabcdi				AZ								A									A	A	Amnrs	Am	Amnr		
Amazon Prime Video	1299	656	643	277	373	247	184	136	78	214	463	311	255	271	774	526	1145	90	54	339	323	484	458	1069	192	1181	113	584	285	163	516	980	738	884	1144	1138	1245	42
	32.3	33	31.6	43.9	43.4	35.4	28.5	20.6	15	18.1	39.6	31.9	31.7	25.1	36.1	27.9	32.6	32.7	27.3	31.1	31.1	34.8	41	32.8	30.2	32.1	34.6	37	42.7	18.6	35.9	35.2	36.2	48.9	35.4	51.5	32.5	30.4
	GHIJbd			AFGHIJ	AFGHIJ	GHIJ	HIJ	IJ	J	J	AZabcd	bd	bd		AZabd	b							A									A	A	Amnr	A	Amngr		
Now TV	609	319	290	133	200	136	76	45	20	65	202	137	110	159	339	269	543	29	31	146	164	233	232	500	86	552	56	224	140	26	342	486	365	409	563	551	577	27
	15.1	16	14.2	21.1	23.2	19.4	11.5	6.8	3.8	5.5	17.3	14.1	13.7	14.7	15.8	14.3	15.5	10.4	16	13.5	15.8	16.8	20.7	15.4	13.5	15	17	14.2	21	2.9	23.8	17.3	17.9	22.6	17.4	24.9	15	19.4
	GHIJ			AGHIJ	AGHIJ	AGHIJ	HIJ	IJ	J	J	AZcd				Z								A									A	A	Amnr	A	Amngr		
Disney Life	197	109	87	36	82	59	15	3	2	4	107	35	28	27	142	55	185	9	1	54	33	98	133	168	19	167	27	151	72	4	111	138	102	124	186	162	184	11
	4.9	5.5	4.3	5.7	9.5	8.5	2.3	0.4	0.3	0.4	9.1	3.6	3.5	2.5	6.6	2.9	5.3	3.3	0.5	4.9	3.2	7.1	11.9	5.2	3	4.5	8.2	9.6	10.8	0.4	7.2	4.9	5	6.9	5.7	7.3	4.8	8.2
	CGHIJbd			GHIJ	ADGHIJ	AGHIJ	HIJ				AZabcdi				AZabd								A											Amnr	Amn	Amnr		
Hayu	143	78	65	42	51	34	12	3	0	3	71	26	27	19	97	46	130	12	1	38	23	69	79	134	5	127	13	100	66	1	85	108	86	87	141	119	128	13
	3.6	3.9	3.2	6.7	6	4.9	1.8	0.5	0	0.3	6.1	2.6	3.4	1.7	4.5	2.4	3.7	4.3	0.5	3.5	2.3	5	7.1	4.1	0.8	3.4	4.1	6.3	10	0.2	5.9	3.8	4.2	4.8	4.4	5.4	3.3	9.2
	GHIJbd			AGHIJ	AGHIJ	GHIJ	HIJ				AZabcdi				AZbd								A										A	Am	Am	Amngr		
Any other paid-for on-demand television services	77	53	24	24	12	20	5	9	7	16	33	16	15	13	49	28	68	8	0	22	16	29	28	66	9	72	5	46	27	5	44	57	44	40	70	55	65	12
	1.9	2.7	1.2	3.8	1.4	2.9	0.8	1.4	1.3	1.4	2.8	1.7	1.8	1.2	2.3	1.5	1.9	2.9	0	2	1.6	2.1	2.5	2	1.3	2	1.6	2.9	4.1	0.6	3.1	2	2.1	2.2	2.2	2.5	1.7	8.7
	CGJ	AC		AEGHIJ		GIJ					Abd				AZ																							
No, none	1486	716	770	69	127	206	311	392	380	772	362	393	294	436	755	730	1304	89	76	406	413	485	212	1166	277	1398	78	458	190	522	467	968	662	49	1065	80	1432	31
	36.9	35.9	37.8	10.9	14.7	29.5	47.3	59.6	72.2	65.4	31	40.4	36.6	40.3	35.3	38.7	37.1	32.3	38.5	37.4	39.8	35	19	35.8	43.5	38	24	29	28.6	59.3	32.4	34.4	32.5	2.7	32.9	3.6	37.3	22.4
	DEFYcimnqrs					DE	ADEF	ADEFG	ADEFGHI	ADEFGHI		AYc	Y	AYc	Y	Yc																		nqrs	qs		qs	s		
Don't know	44	26	18	14	10	10	4	2	4	6	14	7	7	16	22	22	37	6	0	10	13	14	11	38	2	34	8	13	8	12	11	22	17	7	27	11	33	3
	1.1	1.3	0.9	2.1	1.1	1.4	0.6	0.4	0.8	0.5	1.2	0.7	0.8	1.5	1	1.2	1.1	2.2	0	0.9	1.2	1	1	1.2	0.3	0.9	2.4	0.8	1.2	1.4	0.7	0.8	0.9	0.4	0.8	0.5	0.9	2.2
	Himqrs			GHIJ																												q	qs		qs			

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A6A Which, if anv. of these TV catch-uo. on-demand or video streamine services have vou used in the past 3 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/o/p/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
BBC iPlayer	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73
	69.9	70	69.8	66.6	67	69.8	72.8	73.5	70.3	72.1	74.5	74.7	66.1	63.3	74.6	64.5	69.9	66.6	75	69.9	68.2	71.1	68.3	69.6	73	70.3	65.8	70.8	73.8	63.3	78.9	100	91.2	73	87.1	73.7	70.7	53.5
	abd						DE	ADE		ADE	Aabd	Aabd			Aabd																	Angrs	Aqrs	A	Aqs	A		
ITV Hub	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92	112	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866	47
	48	44	51.8	50.4	45.7	45.3	48.7	50	48.8	49.5	48.5	50	48.1	45.5	49.2	46.6	48.6	33.6	56.9	50.2	49.3	46.8	49.3	48.5	47	48.8	40.1	50	45.3	40.1	58.3	62.9	94.8	53.4	59.8	53.2	48.6	34.1
	B		AB																													Aqrs	Amqrs	A	Aqs	A		
ITV Hub+	332	169	164	65	75	55	49	50	39	89	109	70	77	77	178	154	300	15	12	86	93	121	95	270	52	300	33	183	66	34	153	310	332	173	332	216	316	15
	8.3	8.5	8	10.3	8.7	7.9	7.4	7.6	7.4	7.5	9.3	7.2	9.5	7.1	8.3	8.2	8.6	5.6	6.3	7.9	9	8.7	8.5	8.3	8.3	8.2	10	11.6	9.9	3.9	10.6	11	16.3	9.6	10.3	9.8	8.2	10.8
																																Aqrs	Amqrs	A	A	A		
STV Player	176	95	81	27	50	45	19	24	11	35	78	44	27	26	122	53	90	82	3	15	10	64	79	147	25	153	23	104	69	21	92	145	100	91	176	119	164	9
	4.4	4.8	4	4.2	5.8	6.4	2.9	3.6	2.1	3	8.2	4.6	3.4	2.4	5.7	2.8	2.6	29.8	1.4	1.4	1	4.6	7	4.5	3.9	4.1	7.1	6.6	10.3	2.3	6.4	5.1	4.9	5	5.4	5.4	4.3	6.7
	GIJbd				GIJ	AGHIJ				J	AZabcd	bd			AZabd								A									A		A	A		
S4C Clic	122	79	43	21	43	33	11	10	4	15	69	25	23	5	93	28	107	6	9	24	28	54	62	106	11	102	19	84	59	7	65	93	75	60	122	85	111	10
	3	4	2.1	3.3	5	4.7	1.8	1.6	0.8	1.2	0.9	2.5	2.9	0.5	4.4	1.5	3	2	4.7	2.2	2.7	3.9	5.6	3.3	1.7	2.8	6	5.3	8.8	0.8	4.5	3.3	3.7	3.3	3.8	3.8	2.9	7.6
	CGHIJbd	AC		IJ	AGHIJ	AGHIJ				J	AZabcd	b	bd		AZbd	b							A									A	A		A	A		
All 4	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92	81	408	354	511	381	1203	219	1350	100	528	225	304	632	1346	1161	789	1461	969	1412	35
	36.3	36.5	36	45.5	39.5	32.3	37.3	33.7	27	30.7	37.5	39.2	33.9	34	38.3	34	36.3	33.6	41.3	37.5	34.2	36.8	34.1	36.9	34.4	36.7	30.6	33.5	33.8	34.5	43.9	47.8	56.9	43.6	45.2	43.8	36.8	25.5
	FIJdl			AFGHIJ	FHIJ	I	IJ	IJ		J		AJabd			Abdl																	Aqrs	Amqrs	A	A	A		
My5	812	406	407	108	164	153	149	136	102	238	235	192	156	230	426	386	703	51	50	240	186	276	249	681	117	752	51	321	129	149	411	763	707	385	812	503	793	14
	20.2	20.4	20	17.2	19.1	21.8	22.7	20.6	19.5	20.1	20.1	19.7	19.4	21.3	19.9	20.5	20	18.6	25.6	22.1	18	19.9	22.3	20.9	18.3	20.5	15.7	20.4	19.4	17	28.6	27.1	34.7	21.3	25.1	22.7	20.7	10.2
							D																									Aqrs	Amqrs		Aqs	Aq		
Netflix	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63
	44.9	44.1	45.6	74.2	65.3	47.7	33.9	23.4	13.1	18.8	47.5	43.3	44.3	43.8	45.6	44	44.7	49	43.9	43.5	42.7	47.2	58	45.5	40.4	43.9	57	50.2	51.2	29.5	45.7	46.9	49.2	100	47	81.8	45	46
	GHIJ			AEFGHIJ	AFGHIJ	GHIJ	HIJ	IJ		J	A2				Z								A									A	Amr	Amnrs	A	Amnr		
Amazon Prime Video	1119	583	536	255	335	207	160	109	54	163	410	257	205	247	667	452	972	90	49	285	279	408	388	914	172	1017	98	467	225	153	454	873	642	852	992	1119	1078	32
	27.8	29.3	26.3	40.4	39	29.6	24.3	16.5	10.3	13.8	35.1	26.4	25.5	22.8	31.2	24	27.7	32.7	25	26.2	27	29.4	34.8	28	27	27.7	30.2	29.6	33.8	17.3	31.5	31	31.5	47.1	30.7	50.6	28.1	23.6
	CGHIJbd			AFGHIJ	AFGHIJ	GHIJ	HIJ	IJ		J	AZabcd				AZabd								A									A	A	Amnr	A	Amngr		
Now TV	543	284	259	122	176	111	70	45	18	64	163	130	92	158	293	250	484	24	31	139	143	202	203	448	80	496	43	176	95	33	297	451	347	387	498	543	514	24
	13.5	14.3	12.7	19.4	20.5	15.9	10.7	6.9	3.5	5.4	13.9	13.3	11.5	14.6	13.7	13.3	13.8	8.8	15.7	12.8	13.8	14.5	18.2	13.8	12.6	13.5	13.2	11.2	14.2	3.8	20.6	16	17	21.4	15.4	24.6	13.4	17.2
	GHIJ			AGHIJ	AFGHIJ	GHIJ	HIJ	IJ		J													A									Ar	Ar	Amnr	A	Amnqr		
Sky On Demand	688	375	313	99	179	161	103	86	59	145	254	160	135	139	414	274	601	46	35	194	165	242	270	544	126	637	49	638	61	9	318	541	427	399	688	468	666	13
	17.1	18.8	15.4	15.7	20.9	23	15.7	13.1	11.3	12.3	21.7	16.4	16.8	12.8	19.3	14.5	17.1	16.8	17.6	17.8	15.9	17.4	24.2	16.7	19.7	17.3	15.1	40.4	9.2	1.1	22.1	19.2	21	22.1	21.3	21.2	17.3	9.5
	CHIJbd	AC		IJ	ADGHIJ	ADGHIJ	IJ			J	AZabcd	b	bd		AZbd	b							A									A	Am	Am	Am	Am		
UKTV Play	306	180	127	33	81	47	49	59	37	96	92	72	55	87	164	142	261	23	18	82	77	101	72	260	42	288	19	131	58	43	167	285	235	173	306	217	300	1
	7.6	9	6.2	5.2	9.4	6.7	7.5	8.9	7.1	8.1	7.9	7.4	6.9	8	7.6	7.5	7.4	8.5	9.3	7.6	7.5	7.3	6.4	8	6.6	7.8	5.7	8.3	8.7	4.9	11.6	10.1	11.5	9.6	9.5	9.8	7.8	0.7
	C	AC			D			D																								Ar	Amqrs	A	A	A		
Disney Life	103	50	53	20	45	20	12	4	2	6	53	25	13	13	77	26	95	4	2	32	16	46	72	86	15	91	12	71	31	6	59	76	57	77	95	101	99	3
	2.6	2.5	2.6	3.2	5.3	2.9	1.8	0.6	0.3	0.5	4.5	2.5	1.6	1.2	3.6	1.4	2.7	1.6	1.2	3	1.6	3.3	6.5	2.7	2.3	2.5	3.7	4.5	4.7	0.6	4.1	2.7	2.8	4.2	3	4.7	2.6	2.2
	HIJbd			HIJ	AFGHIJ	HIJ	HIJ				AZabcd	bd			AZabd								A											Amnr	Am	Amnr		
Virgin TV Catch-up/Virgin Media Anywhere	182	99	83	26	32	32	29	37	26	64	67	40	30	45	107	75	163	15	1	47	52	64	52	174	4	171	12	28	171	1	106	154	116	88	182	113	174	6
	4.5	5	4.1	4.1	3.7	4.5	4.4	5.7	5	5.4	5.8	4.1	3.8	4.1	5	4	4.6	5.6	0.6	4.4	5	4.6	4.7	5.3	0.6	4.6	3.5	1.8	25.6	0.1	7.4	5.5	5.7	4.9	5.6	5.1	4.5	4.2
										A	Ad												A									A	A		A			
Hayu	72	26	46	34	16	10	7	5	1	6	26	13	12	21	39	33	58	12	1	21	11	26	30	66	3	58	14	42	20	3	31	61	54	58	67	72	66	4
	1.8	1.3	2.3	5.4	1.8	1.5	1	0.7	0.1	0.5	2.2	1.3	1.5	2	1.8	1.8	1.7	4.3	0.5	2	1.1	1.9	2.7	2	0.5	1.6	4.2	2.6	3	0.4	2.1	2.2	2.7	3.2	2.1	3.3	1.7	2.6
	HIJ		AB	AEFGHIJ	IJ	IJ	I			I													A									A	Amr	Amr	A	Amr		
Other streaming service	27	20	7	6	5	4	4	3	6	9	9	5	2	11	14	13	24	1	2	12	2	11	3	20	4	23	3	6	4	11	6	11	9	6	11	7	27	0
	0.7	1	0.3	0.9	0.6	0.5	0.6	0.5	1.1	0.7	0.8	0.5	0.3	1	0.7	0.7	0.7	0.4	0.8	1.1	0.2	0.8	0.2	0.6	0.6	0.6	0.8	0.4	0.6	1.2	0.4	0.4	0.4	0.4	0.3	0.3	0.7	0
	Cimqrs	C																																				
None of these	449	215	234	30	32	70	96	116	105	221	83	109	100	156	193	256	395	26	20	118	140	136	58	353	80	424	16	106	46	211	95	0	0	0	0	0	425	6
	11.1	10.8	11.5	4.8	3.7	10	14.6	17.6	20.1	18.7	7.1	11.2	12.4	14.3	9	13.6	11.2	9.3	10.3	10.9	13.5	9.8	5.1	10.9	12.5	11.5	5.1	6.7	6.9	23.9	6.6	0	0	0	0	0	11.1	4.3
	DEYcimqrs					DE	ADEF	ADEF	ADEFG	ADEFG		Yc	Yc	AYZc	Y	AYc																						
ITV Hub (NET)	2039	928	1110	331	424	337	337	338	272	610	610	507	410	511	1117	922	1802	96	118	570	535	696	590	1605	320	1886	144	847	323	367	877	1859	2039	1004	2039	1228	1963	55
	50.6	46.6	54.5	52.5	49.3	48.2	51.2	51.3	52.1	51.6	52.3	52.1	51	47.2	52.2	48.8	51.3	35	59.8	52.5	51.7	50.1	52.9	51.1	50.2	51.3	44.2	53.7	48.5	41.7	60.9	66.1	100	55.5	63.1	55.6	51.2	40.1
	BD		AB								b	b			Ab																	Aqrs	Amqrs	A	Aqs	A		
BVOD (NET)	3232	1598	1634	502	708	562	533	526	401	927	994	808	625	805	1802	1430	2817	214	169	876	807	1134	923	2632	504	2958	259	1348	566	603	1278	2814	2039	1520	3232	1874	3099	101
	80.2	80.3	80.2	79.5	82.4	80.5	81	79.9	76.7	78.5	85.1	83	77.7	74.4	84.1	75.8	80.2	77.8	85.8	80.6	78	81.7	82.6	80.8	79.3	80.4	79.7	85.4	85	68.5	88.8	100	100	84.1	100	84.8	80.8	73.6
	IJbd				IJ						Aabd	Aabd			Aabd								A									Aqs	Aqs	A	Aqs	A		
SVOD (NET)	2210	1105	1105	512	641	435	300	213	109	322	693	513	425	579	1206	1004	1920	160	108	580	546	793	796	1812	318	1981	218	937	407	321	864	1628	1228	1807	1874	2210	2110	79
	54.9	55.5	54.2	81.2	74.6	62.2	45.6	32.3	20.8	27.3	59.3	52.7	52.8	53.5	56.3	53.2	54.7	58.1	55.1	53.4	52.8	57.1	71.3	55.6	50	53.9	66.9	59.4	61.1	36.4	60	57.8	60.2	100	58	100	55	57.7
	GHIJ			AEFGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		J	AZabcd				AZ								A									A	Amr	Amnr	A	Amnr		

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A6Br sum How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Summary table -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu	Other streaming service (please specify)
Base: All those who used a device at A6A - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All those who used a device at A6A - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72	25
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All those who used a device at A6A - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55	17
A few times a day	186	81	32	27	28	48	50	410	148	91	88	21	28	25	11	1
	6.6	4.2	9.8	15.3	23.2	3.3	6.1	22.7	13.2	16.7	12.8	6.9	27.5	13.5	14.8	4.2
At least once every day	317	170	44	46	27	124	71	496	187	135	142	33	27	32	13	2
	11.3	8.8	13.2	26.3	21.9	8.5	8.7	27.5	16.7	24.8	20.7	10.9	26.6	17.6	18	9.2
About two or three times a week	637	392	66	32	28	295	133	538	343	153	175	56	20	53	18	11
	22.6	20.3	19.9	18.2	22.6	20.2	16.4	29.8	30.6	28.1	25.4	18.3	19	29.1	25	44.1
At least once a week	696	495	81	25	20	401	204	235	223	85	140	70	17	36	21	8
	24.7	25.6	24.5	14.4	16.1	27.4	25.1	13	19.9	15.6	20.4	22.8	16.3	19.5	29.7	33.4
At least once a month	632	541	61	23	11	420	229	95	146	50	101	89	3	23	6	2
	22.5	28	18.5	13.3	9.2	28.7	28.2	5.3	13	9.3	14.7	29	3.4	12.9	8.1	9.2
At least once every three months	280	210	20	17	2	142	105	21	54	19	30	34	5	8	1	0
	10	10.9	6	9.6	2	9.8	13	1.2	4.9	3.6	4.3	11	5	4.2	2	0
Don't know/can't remember	65	43	27	5	6	31	20	12	19	11	12	3	2	6	2	0
	2.3	2.2	8.1	2.8	5	2.1	2.5	0.7	1.7	2	1.7	1.1	2.1	3.2	2.5	0

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A6Br 1 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- BBC iPlayer -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: BBC iPlayer - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: BBC iPlayer - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: BBC iPlayer - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
A few times a day	186	97	89	28	68	55	21	10	5	14	86	33	31	37	119	68	167	13	1	33	29	105	87	154	26	153	34	110	62	21	87	186	114	107	186	137	177	7
	6.6	7	6.3	6.6	11.7	11.3	4.5	2	1.2	1.7	9.8	4.5	5.8	5.3	7.4	5.6	6.8	7.4	0.5	4.4	4	10.6	11.4	6.8	5.7	5.9	15.8	9.9	12.6	3.8	7.7	6.6	6.1	8.1	6.6	8.4	6.5	9.2
	GHIJ			HIJ	ADGHIJ	ADGHIJ	HIJ				AZabcd				AZ								A											Amnr		Amnr		
At least once every day	317	171	147	51	89	65	49	38	26	63	135	58	50	95	173	145	276	25	11	95	88	93	117	272	36	285	31	131	71	57	131	317	231	182	317	228	302	14
	11.3	12.3	10.3	12.1	15.5	13.3	10.2	7.8	7	7.4	13.2	8	9.4	13.8	10.8	11.9	11.2	13.8	7.7	12.5	12.4	9.4	15.3	12	7.7	11	14.7	11.7	14.4	10.2	11.5	11.3	12.4	13.8	11.3	14	11.1	19.5
	HIJ			IJ	AGHIJ	HIJ					AJc			Za	Z	Za							A										Amr	Amr		Amnr		
About two or three times a week	637	307	330	103	120	122	97	121	73	194	206	174	117	140	380	257	552	37	41	182	148	222	172	517	103	582	53	239	103	114	283	637	490	320	637	399	614	18
	22.6	22	23.2	24.6	20.9	25	20.2	25	19.9	22.8	23.6	23.9	21.9	20.5	23.8	21.1	22.5	20.2	27.6	23.9	20.9	22.5	22.6	22.8	22.3	22.5	24.7	21.3	20.9	20.4	24.9	22.6	26.3	24.3	22.6	24.5	22.6	24.1
								I		I					A																		Amr			Amr		
At least once a week	696	361	335	85	128	95	155	123	110	233	194	186	154	161	380	315	602	44	43	167	181	254	160	556	121	654	35	272	106	138	280	696	471	318	696	388	674	11
	24.7	25.9	23.6	20.2	22.2	19.4	32.4	25.4	29.9	27.3	22.3	25.6	28.9	23.6	23.8	25.9	24.5	24.1	29.2	22	25.6	25.7	21	24.5	26.1	25.3	16.5	24.4	21.5	24.8	24.8	24.7	25.3	24.1	24.7	23.8	24.8	15.5
	FIJ						ADEFHI	F	ADEFJ	ADEF			AJc																									
At least once a month	632	304	328	99	114	107	99	116	95	212	184	165	124	159	349	283	559	37	31	203	149	208	147	496	116	585	45	243	97	147	231	632	386	284	632	339	609	17
	22.5	21.8	23.1	23.7	19.9	22	20.7	24	26	24.9	21.2	22.7	23.3	23.2	21.9	23.2	22.8	20.4	21.3	26.7	21	21	19.3	21.9	25.1	22.6	21	21.7	19.7	26.3	20.3	22.5	20.7	21.5	22.5	20.8	22.4	23
	Ink							AEGJ	AE																							ns			ns			
At least once every three months	280	139	162	43	37	37	51	63	51	113	77	91	45	68	168	113	238	25	17	63	90	85	65	218	54	269	11	103	39	67	104	280	137	92	280	111	274	4
	10	9.9	11.4	10.2	6.4	7.5	10.6	13	13.8	13.3	8.9	12.5	8.5	9.9	10.5	9.3	9.7	13.5	11.4	8.4	12.7	8.6	8.6	9.6	11.7	10.4	5.1	9.2	8	12	9.2	10	7.4	7	10	6.8	10.1	5.9
	BEnqs		AB				E	AEF	AEF	AEF		AYacd			Y																	nqs			nqs			
Don't know/can't remember	65	36	30	11	19	7	7	13	8	21	9	20	12	25	29	37	61	1	3	16	23	22	14	52	7	59	5	20	15	15	20	65	31	16	65	26	63	2
	2.3	2.6	2.1	2.6	3.3	1.5	1.4	2.8	2.1	2.5	1	2.7	2.2	3.7	1.8	3	2.5	0.7	2.3	2.2	3.2	2.2	1.8	2.3	1.5	2.3	2.2	1.8	3	2.6	1.8	2.3	1.7	1.2	2.3	1.6	2.3	2.9
	Yzngs											Yc		AYc	Y	Y																nqs			nqs	s		

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A6Br 2 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- ITV Hub [formerly ITV player] -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: ITV Hub [formerly ITV player] - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: ITV Hub [formerly ITV player] - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: ITV Hub [formerly ITV player] - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
A few times a day	81	52	29	16	27	23	9	3	3	5	40	9	12	19	49	32	75	1	2	22	15	38	42	71	7	74	7	51	30	6	44	59	81	51	81	59	76
	4.2	5.9	2.8	5.2	6.9	7.3	2.8	0.8	1	0.9	7.1	1.9	3.2	3.9	4.7	3.6	4.4	1.6	1.6	4	2.9	5.9	7.5	4.5	2.3	4.1	5.4	6.5	9.8	1.7	5.2	3.3	4.2	5.3	4.2	5	4
	CHiJZm	AC		Hij	AGHij	AGHij	J				AZabcd				2								A									m	Amnr	m	m	
At least once every day	170	72	98	27	42	37	28	23	14	37	45	30	32	63	75	95	157	4	8	53	54	51	68	138	30	152	18	79	30	27	72	154	170	103	170	127	163
	8.8	8.2	9.3	8.4	10.6	11.6	8.6	6.9	5.7	6.4	7.9	6.2	8.3	12.8	7.1	10.8	9.2	4.7	6.9	9.6	10.6	7.8	12.4	8.8	9.9	8.5	13.6	10	9.8	7.5	8.5	8.7	8.8	10.6	8.8	10.8	8.7
	IJZc				ij	ij								AYZc		AZc							A											Amnr		Amnr		
About two or three times a week	392	178	214	56	76	74	64	76	46	122	101	96	102	93	197	195	335	23	28	131	85	119	122	326	59	359	31	145	60	56	184	368	392	206	392	258	373
	20.3	20.3	20.3	17.6	19.5	23.4	19.8	23.1	18.2	21	17.8	19.7	26.3	19	18.7	22.2	19.6	24.8	25.3	24	16.7	18.3	22.1	20.7	19.6	20	23.9	18.4	19.8	16	21.9	20.8	20.3	21.3	20.3	21.9	20
	e									g			AYZbdi			b																				
At least once a week	495	237	258	73	93	75	91	83	79	162	141	140	103	110	281	214	438	25	27	136	137	165	138	406	80	458	34	224	75	78	215	459	495	222	495	278	478
	25.6	27	24.4	23	23.7	23.8	28.4	25.1	31	27.7	25	28.7	26.6	22.5	26.7	24.3	25.7	27	24.2	24.9	26.8	25.4	25.1	25.7	26.7	25.5	25.8	28.4	25	22.2	25.7	25.9	25.6	23	25.6	23.7	25.6
	gij								ADEFJ			b																										
At least once a month	541	240	300	98	104	73	90	100	75	175	156	132	99	153	288	252	479	24	32	143	145	191	114	433	85	508	30	196	66	129	221	501	541	272	541	326	531
	28	27.4	28.5	30.9	26.5	23	28.2	30.4	29.5	30	27.6	27.1	25.6	31.1	27.4	28.7	28	26.3	28.3	26.1	28.5	29.3	20.7	27.4	28.4	28.3	23	24.8	21.9	36.5	26.4	28.3	28	28.2	28	27.7	28.5
	fij							F		F																											
At least once every three months	210	79	132	42	41	27	31	39	31	69	73	64	30	43	137	74	182	12	14	51	58	73	53	168	33	201	8	83	35	44	84	190	210	95	210	110	201
	10.9	9	12.5	13.2	10.3	8.5	9.8	11.8	12	11.9	12.9	13.1	7.8	8.8	13	8.4	10.7	13.5	12.9	9.4	11.3	11.2	9.7	10.7	11	11.2	6.2	10.5	11.6	12.4	10.1	10.7	10.9	9.9	10.9	9.4	10.8
	Bds		AB								ad	ad			Aabd																	s	s		s		
Don't know/can't remember	43	20	24	5	10	8	8	6	7	13	9	16	8	9	26	18	40	2	1	10	17	13	14	37	6	40	3	10	7	13	19	39	43	16	43	18	43
	2.2	2.2	2.2	1.7	2.5	2.5	2.4	1.8	2.6	2.2	1.7	3.3	2.2	1.9	2.4	2	2.4	2.2	0.9	1.8	3.3	2.1	2.5	2.3	2.1	2.3	2.1	1.3	2.2	3.7	2.2	2.2	2.2	1.6	2.2	1.5	2.3
	s																															s	s		s		

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A6Br 3 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- ITV Hub+ -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: ITV Hub+ - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: ITV Hub+ - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: ITV Hub+ - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
A few times a day	32	22	11	5	15	9	4	0	0	0	23	2	4	3	25	8	30	3	6	21	20	27	5	26	27	17	20	30	32	18	32	21	32
	9.8	12.8	6.6	7.8	19.8	15.6	7.8	0	0	0	20.8	2.8	5.8	4.4	13.8	5.1	10.1	3.4	6.4	17.8	21.2	10	10.4	8.8	14.8	25.9	12.8	9.5	9.8	10.1	9.8	9.8	10.3
	CIZd				AiI						AZaid				A2d						A												
At least once every day	44	22	22	11	12	10	3	4	4	8	13	7	11	14	20	24	40	8	15	17	17	36	6	38	25	9	20	38	44	22	44	28	42
	13.2	13	13.5	16.3	15.9	18	6.7	8.8	10.1	9.4	12	9.6	13.8	17.6	11	15.8	13.3	9.2	15.9	14.2	17.8	13.3	10.5	12.6	13.9	13.5	12.8	12.4	13.2	12.6	13.2	12.9	13.2
About two or three times a week	66	34	32	14	8	19	10	12	4	16	21	8	21	16	29	37	59	19	20	20	19	52	10	61	34	13	33	63	66	34	66	42	64
	19.9	20.2	19.5	22.1	10.2	33.7	20	24	8.7	17.8	19.6	10.8	27.3	21	16.1	24.2	19.7	22.3	21.9	16.3	20	19.1	19.1	20.3	18.3	20.3	21.9	20.2	19.9	19.4	19.9	19.6	20.3
	EIZc								B				Z			Z																	
At least once a week	81	40	41	19	18	5	10	13	15	28	18	20	21	22	38	44	70	24	26	21	15	68	11	76	54	13	31	76	81	48	81	59	76
	24.5	24	25	30	24.2	9.8	21.5	25.3	39.4	31.4	16.4	28.6	27.8	28.9	21.2	28.4	23.4	27.3	27.6	17.5	15.7	25.4	20.9	25.2	29.3	20.2	20	24.7	24.5	27.6	24.5	27.5	24.2
	D								A	A		C				Y																	
At least once a month	61	27	34	10	14	6	15	10	7	16	19	19	11	12	38	23	58	16	18	24	14	48	14	57	24	9	25	60	61	31	61	37	57
	18.5	16.2	20.8	15.4	18.1	11.1	31.6	19.1	17.6	18.5	17.6	27.4	14.7	15.4	21.5	15.1	19.3	18.7	18.9	20.2	14.9	17.7	26	19.1	12.9	13.1	16.4	19.4	18.5	17.9	18.5	17.1	17.9
												Ad																					
At least once every three months	20	12	8	3	4	4	0	6	3	9	7	6	1	6	13	7	18	7	5	6	6	16	3	19	9	3	13	17	20	7	20	12	19
	6	7	5	5.3	4.9	7.2	0	12.4	7.3	10.2	6.5	9.1	1.4	7.2	7.6	4.3	5.9	8.1	5.2	4.8	6.8	5.9	5.7	6.2	5.2	4.9	8.5	5.6	6	4.1	6	5.4	6.1
										A		a																					
Don't know/can't remember	27	11	16	2	5	2	6	5	6	11	8	8	7	4	16	11	25	10	4	11	3	23	4	23	10	1	12	26	27	14	27	17	25
	8.1	6.7	9.6	3	6.9	4.5	12.4	10.4	16	12.8	7.1	11.6	8.9	5.5	8.9	7.2	8.3	11.2	4.2	9.4	3.6	8.6	7.3	7.7	5.7	2.2	7.7	8.2	8.1	8.2	8.1	7.8	8
									A	A																							

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A6Br 4 How often. if at all. do you use these services to view online programmes or films via any type of device (including a mobile phone. tablet. or TV set)?

- STV Player -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	C	d				i						m	n	q	r	s	
Base: STV Player - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: STV Player - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	142	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: STV Player - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
A few times a day	27	21	6	18	26	1	25	2	22	23	23	22	25	21	24	22	16	16	27	21	25
	15.3	22.4	7	23.6	20.9	2.7	27.3	2.8	33.6	29.2	16	14.1	23.8	30.5	26	15	16.2	17.4	15.3	17.7	15.5
	C	AC		A	A					A											
At least once every day	46	21	25	24	32	14	36	9	26	29	40	37	29	21	23	33	14	26	46	34	41
	26.3	22.2	31.2	30.3	26.3	26.4	39.4	10.8	39.8	36.9	27	24.3	27.8	30.4	24.8	22.8	14	28.4	26.3	28.4	25.2
	mn									A						n		n	mn	n	
About two or three times a week	32	19	13	17	22	10	14	18	7	12	26	29	23	7	22	28	24	20	32	26	30
	18.2	19.7	16.4	21.4	18.1	18.5	15.3	22.3	10.6	15.7	17.8	19	22.6	10.8	24.5	19.4	24.4	22.3	18.2	21.6	18.2
																	Ar				
At least once a week	25	14	11	7	15	11	3	21	2	7	21	22	7	10	8	20	18	12	25	14	23
	14.4	14.7	14.1	8.6	12	20	3.7	25.6	3	8.9	14.2	14.6	6.8	14	8.4	13.6	18.5	13.1	14.4	11.4	14.1
																	s				
At least once a month	23	9	14	7	13	11	6	17	3	2	20	22	12	6	7	20	16	7	23	11	23
	13.3	9.6	17.6	9	10.3	20.2	6.1	20.9	4.3	2.7	13.9	14.4	11.3	9.1	7.2	14.1	16	8.3	13.3	9.2	13.7
	n															s	qs		s		
At least once every three months	17	7	10	6	12	5	4	13	2	3	11	17	5	1	6	17	10	10	17	12	17
	9.6	7.6	11.9	7.1	9.6	9.6	4.2	15.9	3.3	3.4	7.6	11	5.2	1.5	6.5	11.6	9.6	10.6	9.6	9.8	10.2
	n																				
Don't know/can't remember	5	4	1	0	4	1	4	1	4	2	5	4	2	2	2	5	1	0	5	2	5
	2.8	3.7	1.8	0	2.9	2.7	3.9	1.7	5.5	3.2	3.4	2.6	2.4	3.6	2.7	3.4	1.4	0	2.8	2.1	3

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A6Br 5 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- S4C Clic -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	Z			i						m	n	q	r	s	
Base: S4C Clic - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: S4C Clic - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: S4C Clic - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
A few times a day	28	19	24	27	26	19	22	22	24	25	21	20	24	20	19	28	22	28
	23.2	23.7	34.6	28.6	24.3	35.3	35.5	20.7	23.8	30.2	36	31.4	25.6	26.5	31.9	23.2	25.6	25.4
			A	A														
At least once every day	27	16	18	24	24	14	11	25	21	21	16	16	20	12	9	27	22	27
	21.9	20.9	25.7	26	22.7	26.3	17.3	23.8	20.9	25.3	26.7	24.5	21.4	15.6	15.3	21.9	25.7	23.8
	n															n	n	
About two or three times a week	28	17	17	20	28	8	16	25	24	21	10	9	18	16	15	28	21	24
	22.6	21.1	25	21.1	25.8	14	26.2	24.1	23.7	24.9	17.1	14.2	19.4	21.6	25.8	22.6	25.4	21.9
At least once a week	20	14	6	9	16	8	8	19	16	9	7	10	15	10	9	20	11	13
	16.1	17.3	8.3	9.3	14.9	13.8	12.9	17.7	15.4	10.6	11.7	15.1	15.7	13	15.6	16.1	13.3	11.8
	Yc																	
At least once a month	11	9	2	9	7	4	4	8	9	5	3	3	8	10	3	11	4	10
	9.2	10.8	3.2	9.6	6.2	6.5	6.3	7.9	8.9	6.2	5.2	5.3	8.9	13	5.1	9.2	4.7	9.3
	Ys			Y										s		s		
At least once every three months	2	2	2	2	2	0	1	2	1	1	0	2	2	2	0	2	0	2
	2	3.1	2.2	2.6	1.4	0.9	1.7	2.3	1.3	1.3	0.8	2.3	2.6	3.2	0	2	0	2.2
Don't know/can't remember	6	3	1	3	5	2	0	4	6	1	2	5	6	5	4	6	5	6
	5	3.2	1	2.8	4.7	3.1	0	3.5	5.9	1.6	2.6	7.2	6.5	7.1	6.3	5	5.3	5.4
	Yc																	

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A6Br 6 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- All 4 (formerly 4OD) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: All 4 (formerly 4OD) - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All 4 (formerly 4OD) - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: All 4 (formerly 4OD) - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
A few times a day	48	27	20	5	23	14	4	2	0	2	22	9	7	9	32	16	42	3	1	12	6	24	27	41	5	44	4	27	24	6	28	45	38	37	48	44	47
	3.3	3.8	2.8	1.7	6.8	6.1	1.5	1.1	0	0.6	5.1	2.5	2.5	2.5	3.9	2.5	3.3	3.7	1.1	2.9	1.7	4.7	7.1	3.4	2.2	3.2	4.1	5.2	10.5	2	4.5	3.4	3.2	4.7	3.3	4.5	3.3
	Hij				ADGHIj	ADGHij					ADE				J								A											Amnr		Amnr	
At least once every day	124	73	50	45	31	19	12	10	6	17	37	16	17	53	54	70	112	6	6	35	35	43	38	108	15	112	12	45	26	14	65	109	104	79	124	95	115
	8.5	10.1	6.9	15.6	9.2	8.6	4.9	4.7	4.4	4.6	8.6	4.3	6.4	14.3	6.6	10.9	8.8	6.3	7.4	8.5	9.8	8.4	9.9	9	6.7	8.3	11.8	8.6	11.4	4.7	10.3	8.1	9	10	8.5	9.8	8.1
	CGHIJZcm	C		AEFGHIj	J						Jc			AYZacd	J	AZac																	m	m	m	Amr	
About two or three times a week	295	143	152	62	84	52	40	41	16	57	71	72	60	92	143	152	245	23	22	74	60	112	94	245	43	270	21	106	46	48	120	273	238	183	295	216	288
	20.2	19.7	20.8	21.8	24.8	23	16.2	18.5	11.4	15.8	16.3	18.9	21.9	25	17.5	23.7	19.3	24.7	26.9	18.1	16.9	21.9	24.7	20.4	19.9	20	21.5	20.1	20.2	15.8	18.9	20.3	20.5	23.2	20.2	22.3	20.4
	I/N			I	AGIJ	IJ		J		J				AIc		AIc							A										Amnr		Amr	
At least once a week	401	185	215	63	91	63	77	61	46	107	132	109	82	78	241	160	353	24	22	119	104	130	103	329	64	377	21	154	44	87	163	374	345	208	401	256	387
	27.4	25.5	29.3	22.1	26.7	27.8	31.3	27.4	32.8	29.5	30.1	28.5	30.2	21.1	29.4	24.9	27.7	25.9	27.2	29.1	29.4	25.4	27.1	27.3	29.1	27.9	20.6	29.1	19.4	28.5	25.8	27.8	29.7	26.3	27.4	26.5	27.4
	b						D		AD		b	b	bd		Ab	b																	Amgrs			
At least once a month	420	218	202	78	82	56	78	74	52	126	139	118	82	100	237	183	372	21	22	119	112	141	80	341	62	388	29	139	59	105	187	391	318	205	420	261	408
	28.7	30	27.5	27.1	24.1	24.8	31.8	33.5	36.6	34.7	27.2	30.9	30.1	27.2	28.9	28.5	29.2	22.8	27	29.3	31.7	27.5	20.9	28.3	28.3	28.7	29.3	26.3	26.2	34.7	29.6	29	27.4	25.9	28.7	26.9	28.9
	ino							E	ADEF	AEF																						nqs			nq		
At least once every three months	142	63	80	31	25	18	28	24	18	42	48	47	18	29	95	47	122	13	8	39	29	54	31	113	27	132	8	45	22	38	55	126	100	68	142	83	138
	9.8	8.6	10.9	10.7	7.2	7.8	11.3	10.7	12.8	11.6	11	12.4	6.7	7.9	11.6	7.3	9.6	13.8	9.4	9.6	8.3	10.5	8.2	9.4	12.4	9.8	8.5	8.5	9.6	12.6	8.6	9.4	8.6	8.6	9.8	8.6	9.8
	do								E			Aad			Aad																			n		
Don't know/can't remember	31	17	14	3	4	5	7	9	3	12	7	10	6	7	17	14	27	3	1	10	8	9	8	26	3	27	4	11	6	5	15	28	18	10	31	14	29
	2.1	2.3	1.9	1	1.3	2	3	4.1	1.9	3.2	1.7	2.6	2.3	2	2.1	2.1	2.1	2.8	0.9	2.5	2.2	1.7	2.2	2.2	1.4	2	4.3	2.1	2.6	1.6	2.3	2.1	1.6	1.3	2.1	1.4	2.1
	nqs							ADE																								nqs			nqs		

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A6Br 7 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- MyS (formerly Demand 5) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: MyS (formerly Demand 5) - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: MyS (formerly Demand 5) - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: MyS (formerly Demand 5) - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
A few times a day	50	36	14	9	21	16	4	0	0	0	19	10	11	10	29	21	47	1	0	11	7	28	29	41	7	45	5	32	28	2	37	42	35	34	50	45	49
	6.1	8.8	3.4	8.4	12.6	10.8	2.4	0	0	0	7.9	5.5	7	4.2	6.8	5.3	6.6	2.8	0	4.6	3.9	10.2	11.7	6	5.9	5.9	9.8	9.9	21.8	1.6	9	5.5	4.9	8.8	6.1	9	6.1
	CGHIJmn	AC		Hij	AGHIJ	AGHIJ	J																A											Amnr	mn	Amnr	
At least once every day	71	36	35	14	23	19	7	3	5	8	17	15	13	26	31	39	64	4	2	19	24	21	33	63	5	59	8	35	13	7	32	66	56	35	71	48	67
	8.7	8.8	8.5	13.2	13.7	12.4	4.4	2.5	4.8	3.4	7	7.6	8.4	11.4	7.3	10.2	9.1	7	4	8	12.8	7.5	13.4	9.2	4.2	7.9	16.3	10.8	9.9	4.9	7.7	8.6	7.9	9.2	8.7	9.5	8.5
	GHIJ			GHIJ	AGHIJ	GHIJ																	A														
About two or three times a week	133	63	71	25	22	32	24	23	7	31	35	22	23	53	57	76	113	8	9	35	35	43	52	107	26	123	10	50	18	24	60	130	123	74	133	89	127
	16.4	15.4	17.3	22.7	13.4	20.9	16.1	17.2	7.1	12.9	15	11.5	14.9	22.9	13.4	19.7	16.1	16.4	18.6	14.6	18.7	15.7	20.7	15.8	22	16.3	20.2	15.7	13.6	16	14.6	17.1	17.5	19.3	16.4	17.8	16
	IJN			I		H	I	H		I				AYJc		Jc							A									Ar	Ar				
At least once a week	204	95	110	19	33	38	39	40	34	74	56	56	49	43	113	91	175	15	12	71	41	63	53	179	24	192	10	82	24	40	97	192	189	94	204	121	200
	25.1	23.3	26.9	17.8	20.4	25	26.3	29.4	33.5	31.2	24	29.4	31.2	18.5	26.4	23.7	25	30	24.6	29.7	21.8	23	21.3	26.3	20.9	25.5	19.2	25.4	18.6	27	23.6	25.2	26.8	24.3	25.1	24.1	25.3
	b								ADE	ADE		b	Bd		b	b																	Amr				
At least once a month	229	121	108	23	36	29	52	49	40	88	71	52	40	66	124	106	198	13	17	65	57	75	52	186	35	220	8	81	31	48	122	219	210	96	229	131	225
	28.2	29.9	26.6	21.5	22.2	19	34.9	35.8	38.9	37.1	30.5	27.2	25.7	28.5	29	27.4	28.1	25.1	33.6	27.2	30.7	27.2	20.7	27.3	29.9	29.3	14.8	25.2	23.9	32	29.6	28.7	29.7	25	28.2	26	28.4
	fi						AEF	ADEF	ADEF	ADEF																							Aqrs				
At least once every three months	105	43	62	17	22	14	21	16	14	30	31	23	19	32	55	51	91	7	7	33	19	39	22	87	17	94	9	35	11	23	52	93	79	45	105	60	104
	13	10.7	15.2	15.8	13.7	9.4	14.3	11.8	13.8	12.6	13.4	12.1	12	13.9	12.8	13.1	12.9	13.7	14.7	13.7	10.3	14.1	8.8	12.8	15	12.5	18.1	10.8	8.3	15.7	12.6	12.2	11.2	11.6	13	11.9	13.1
	lmn		A																													n			mn		
Don't know/can't remember	20	12	8	1	7	4	2	5	2	7	5	13	1	1	18	2	15	3	2	5	4	6	8	19	2	20	1	7	5	4	12	20	15	7	20	8	20
	2.5	3.1	2	0.6	4	2.7	1.6	3.3	2.2	2.8	2.2	6.7	0.8	0.5	4.2	0.6	2.1	5	4.5	2	1.9	2.3	3.3	2.7	1.7	2.6	1.5	2.3	3.9	2.8	2.9	2.7	2.1	1.7	2.5	1.6	2.6
	bd											AYabcd			AYbd																	ns					

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A6Br 8 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Netflix -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Netflix - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Netflix - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Netflix - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
A few times a day	410	213	196	134	157	75	32	11	2	13	143	79	65	122	222	188	357	29	18	110	83	165	203	350	43	355	54	183	95	50	162	279	226	410	340	410	393	13
	22.7	24.3	21.1	28.6	27.9	22.4	14.2	7.1	2.6	5.8	25.8	18.6	18.4	25.8	22.7	22.6	22.8	21.6	21.4	23.2	18.7	25.2	31.4	23.6	16.6	22	28.9	23.1	28	19.1	24.7	21.2	22.5	22.7	22.4	22.7	22.7	20.6
	CGHIJZm			AGHIJ	AGHIJ	GHIJ	HIJ			J	AZac			Za	Z	a							A					m	m	m							
At least once every day	496	229	268	128	166	110	44	35	13	49	151	117	101	127	268	228	424	39	28	126	125	173	175	417	66	441	56	229	87	68	170	373	281	496	428	496	481	13
	27.5	26	28.8	27.4	29.6	33	19.6	22.8	19.5	21.9	27.2	27.8	28.2	26.8	27.5	27.4	27	28.9	32.7	26.7	28.2	26.5	27	28.1	25.7	27.3	29.9	29	25.4	26.2	25.9	28.3	28	27.5	28.2	27.5	27.9	20.9
	GIJ			G	GIJ	AGHIJ																															
About two or three times a week	538	295	243	131	162	87	80	50	29	79	173	122	116	126	296	242	466	45	21	131	133	202	162	418	98	483	51	235	90	82	194	394	289	538	445	538	512	19
	29.8	33.5	26.2	28	28.9	26	35.6	32.7	41.8	35.5	31.2	29.1	32.6	26.6	30.3	29.2	29.7	33.5	24.8	27.6	30.2	30.9	25	28.2	38.1	29.9	27.6	29.7	26.5	31.6	29.6	29.9	28.8	29.8	29.3	29.8	29.6	29.8
	CJ	AC					AF		ADEF	AF																											
At least once a week	235	92	143	41	55	44	47	33	15	48	57	72	56	50	129	106	203	17	13	71	66	67	71	195	31	216	16	97	43	35	86	174	134	235	198	235	221	13
	13	10.4	15.4	8.8	9.7	13.2	21.1	21.2	22.2	21.5	10.3	17	15.7	10.5	13.2	12.7	13	12.6	15.2	14.9	14.9	10.2	11	13.1	12.1	13.4	8.6	12.2	12.6	13.4	13.2	13.2	13.3	13	13	13	12.8	21.2
	BDEV		AB				ADEF	ADEF	ADEF	ADEF		AYbc	Y		Y																						
At least once a month	95	38	57	23	18	12	13	22	7	28	26	24	10	36	50	46	88	5	3	28	25	35	25	80	13	88	7	38	20	16	34	73	53	95	82	95	89	5
	5.3	4.3	6.2	5	3.3	3.5	6	14.2	9.5	12.7	4.6	5.7	2.7	7.6	5.1	5.5	5.6	3.4	3.6	5.8	5.7	5.3	3.9	5.4	5.1	5.5	3.8	4.8	5.9	6.3	5.1	5.5	5.3	5.3	5.4	5.3	5.2	7.5
	Eb		A					ADEFG	AEF	ADEFG				ad		a																					
At least once every three months	21	6	15	6	2	4	6	1	2	3	2	4	5	10	6	15	20	0	1	5	7	8	6	17	4	21	0	8	1	7	7	14	13	21	16	21	20	0
	1.2	0.7	1.6	1.3	0.3	1.3	2.7	0.6	3	1.3	0.4	0.9	1.5	2.1	0.6	1.8	1.3	0	1.1	1.1	1.5	1.2	1	1.2	1.4	1.3	0	1	0.4	2.6	1	1.1	1.3	1.2	1	1.2	1.2	0
	EYG		A				AE		E					Yc		Yc																					
Don't know/can't remember	12	6	7	5	1	2	2	2	1	3	2	4	3	3	6	6	11	0	1	3	3	5	5	6	2	10	2	3	4	2	4	11	9	12	11	12	11	0
	0.7	0.6	0.7	1	0.2	0.6	0.8	1.3	1.4	1.3	0.4	0.9	0.9	0.6	0.6	0.8	0.7	0	1.2	0.7	0.7	0.8	0.7	0.4	0.9	0.6	1.2	0.4	1.2	0.9	0.6	0.8	0.9	0.7	0.7	0.7	0.6	0

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A6Br 9 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Amazon Prime Video -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i									m	n	q	r	s	
Base: Amazon Prime Video - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Amazon Prime Video - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Amazon Prime Video - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
A few times a day	148	94	54	43	53	26	22	3	2	4	64	23	22	39	87	61	130	9	37	30	62	81	129	14	136	11	83	49	13	73	110	86	121	128	148	137
	13.2	16.1	10.1	16.7	15.8	12.8	13.7	2.5	3	2.6	15.7	8.9	10.6	15.8	13.1	13.4	13.4	10.3	13.1	10.9	15.3	21	14.1	7.9	13.4	11.1	17.8	21.6	8.2	16	12.6	13.4	14.2	12.9	13.2	12.8
	CHIJ	AC		Hij	Hij	Hij	Hij				Zc			Z	Z							A														
At least once every day	187	101	85	43	55	41	19	23	6	29	76	35	32	44	110	76	156	23	51	31	74	82	156	25	167	20	88	44	15	90	152	109	141	165	187	182
	16.7	17.4	15.9	17	16.3	19.8	11.8	20.7	11.4	17.6	18.5	13.5	15.7	17.8	16.6	16.8	16.1	25.6	17.9	11.1	18.2	21.1	17	14.6	16.4	19.9	18.9	19.4	9.7	19.8	17.4	17	16.6	16.7	16.7	16.8
						G		G		I												A														
About two or three times a week	343	187	156	68	109	69	51	28	18	46	128	80	63	72	209	134	297	26	89	94	114	107	269	66	314	29	149	48	53	122	264	193	253	305	343	329
	30.6	32.1	29.1	26.9	32.4	33.2	32	25.5	33.7	28.2	31.2	31.3	30.5	29.1	31.3	29.7	30.5	28.6	31.4	33.6	27.9	27.5	29.4	38.1	30.9	29.4	31.9	21.5	34.9	26.9	30.3	30	29.7	30.8	30.6	30.6
At least once a week	223	97	125	40	54	42	41	27	18	45	74	61	50	38	135	87	196	18	50	69	78	64	180	39	205	16	85	37	29	96	176	134	164	196	223	218
	19.9	16.7	23.4	15.5	16.3	20.2	25.9	24.8	34.2	27.9	18	23.8	24.3	15.2	20.2	19.3	20.2	19.8	17.4	24.6	19	16.5	19.7	22.6	20.1	15.9	18.3	16.3	18.9	21.1	20.2	20.8	19.2	19.8	19.9	20.2
	B		AB				ADE		ADEF	ADE		b																								
At least once a month	146	69	77	37	46	17	21	20	5	25	42	36	26	41	79	67	130	9	36	38	56	37	122	15	132	14	45	31	25	49	115	81	126	135	146	140
	13	11.9	14.3	14.4	13.8	8.4	13.2	18.2	9	15.2	10.3	14.1	12.9	16.6	11.8	14.9	13.3	10.4	12.6	13.7	13.6	9.5	13.4	9	13	13.8	9.6	14	16.3	10.9	13.1	12.7	14.8	13.6	13	13
	FH							F		FI				Y																			As			
At least once every three months	54	25	29	14	16	9	4	6	4	10	18	17	8	11	35	19	45	5	14	16	15	13	43	9	49	5	13	15	12	19	42	30	35	47	54	54
	4.9	4.3	5.5	5.7	4.8	4.4	2.8	5.6	7.9	6.3	4.5	6.6	4.1	4.3	5.3	4.2	4.6	5.2	4.8	5.8	3.6	3.5	4.7	5.4	4.8	4.7	2.8	6.7	7.7	4.2	4.8	4.7	4.1	4.8	4.9	5
Don't know/can't remember	19	9	10	10	2	2	1	3	0	4	7	4	4	3	12	7	19	0	8	1	10	4	15	4	14	5	3	1	6	5	14	9	13	16	19	17
	1.7	1.5	1.8	3.8	0.6	1.2	0.6	2.8	0.9	2.2	1.8	1.7	1.9	1.2	1.8	1.5	1.9	0	2.7	0.4	2.4	0.9	1.6	2.4	1.3	5.2	0.7	0.6	4.2	1.1	1.6	1.4	1.5	1.6	1.7	1.5
				AE																																

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A6Br 10 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Now TV -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Now TV - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Now TV - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Now TV - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
A few times a day	91	46	44	13	41	24	9	5	17	29	17	27	47	44	79	26	15	38	45	81	8	83	35	28	54	75	52	68	86	91	90
	16.7	16.3	17.1	10.5	23.1	21.2	12.2	7.7	10.7	22.5	18.2	17.2	15.9	17.5	16.4	18.9	10.5	19	22.1	18.1	9.8	16.8	19.8	29.7	18.3	16.7	14.9	17.5	17.3	16.7	17.4
	jkl				ADJ	J				AYc			Y						A										n		
At least once every day	135	77	58	36	39	32	16	13	47	21	28	39	68	67	121	34	36	51	52	115	15	124	48	21	77	110	97	98	126	135	130
	24.8	27.1	22.3	29.3	22.2	28.6	22.3	19.8	28.7	16.5	30.1	24.7	23.3	26.7	25.1	24.1	25.6	25.5	25.5	25.8	19.3	25.1	27	22.2	26	24.3	28.1	25.4	25.2	24.8	25.3
	z								Zc		z		z	z													Ams					
About two or three times a week	153	72	81	33	49	23	24	24	54	31	24	44	85	68	138	39	46	54	51	121	28	143	35	26	78	124	98	102	139	153	139
	28.1	25.3	31.2	27.2	27.7	21.1	34.2	36.9	32.9	24.2	26.3	27.6	29	27.1	28.6	28	31.9	26.6	24.9	27	34.5	28.8	20.1	27.4	26.2	27.6	28.3	26.3	28	28.1	27.1
								n																							
At least once a week	85	47	38	21	23	22	9	10	20	26	14	25	46	38	74	17	24	33	29	63	19	75	30	7	48	75	50	63	79	85	81
	15.6	16.5	14.6	17.3	13.4	19.4	12.5	15	12.5	20	14.8	15.5	15.8	15.3	15.3	12.2	16.9	16.2	14.4	14	23.6	15.1	17	6.9	16	16.7	14.5	16.3	15.8	15.6	15.8
At least once a month	50	24	26	14	15	5	8	8	15	17	8	13	31	19	43	11	17	16	16	41	7	48	17	11	27	40	30	39	42	50	47
	9.3	8.6	10	11.2	8.5	4.6	11.7	13.1	8.9	12.8	6.7	8.2	10.7	7.6	8.9	7.6	11.8	7.7	8	9.2	8.6	9.6	9.7	11.4	9.2	8.9	8.6	10.1	8.4	9.3	9.2
	r							r																						r	
At least once every three months	19	11	9	2	7	4	4	3	5	2	4	9	7	12	18	7	3	8	7	17	3	16	6	2	10	17	16	11	17	19	18
	3.6	3.8	3.4	1.6	3.8	3.2	5.4	5.3	2.9	1.7	3.9	5.5	2.4	4.9	3.8	5	2	4.1	3.5	3.7	3.3	3.2	3.1	1.7	3.4	3.7	4.6	2.8	3.4	3.6	3.5
Don't know/can't remember	11	7	4	4	2	2	1	1	6	3	0	2	8	2	9	6	2	2	3	10	1	7	6	1	2	9	4	6	9	11	8
	2	2.4	1.5	3	1.3	1.9	1.6	2.1	3.4	2.3	0	1.3	2.9	0.8	2	4.2	1.3	0.8	1.6	2.2	0.8	1.3	3.2	0.7	0.8	2	1.1	1.6	1.8	2	1.7
																										n					

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A6Br 11 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Sky On Demand (Sky Go) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Sky On Demand (Sky Go) - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Sky On Demand (Sky Go) - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Sky On Demand (Sky Go) - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
A few times a day	88	50	39	16	24	23	14	8	2	10	41	11	13	23	52	36	79	25	19	36	46	74	14	78	85	17	46	65	56	65	88	75	88
	12.8	13.2	12.4	16.1	13.7	14.3	13.9	9.8	3.5	7.2	16.2	7	10	16.3	12.6	13.2	13.2	12.7	11.2	14.9	17	13.6	11.3	12.3	13.4	27.1	14.3	12	13.2	16.2	12.8	16.1	13.3
	ijp			i	i	ii	i		i	i	AJc			z	z						A									Aenv		Aenv	
At least once every day	142	88	54	17	53	39	15	13	6	19	58	29	30	25	87	55	131	43	32	55	69	115	21	127	135	19	67	106	86	92	142	112	137
	20.7	23.6	17.2	16.9	29.7	24	14.3	15.3	9.6	13	22.8	18.4	22.1	17.9	21.1	20	21.7	22.1	19.5	22.9	25.6	21.2	16.6	19.9	21.1	31.5	21	19.6	20.2	23	20.7	23.9	20.5
	CIJ				AGHIJ	iii								z	z						A								m		Amnv	
About two or three times a week	175	110	65	31	49	41	22	19	14	32	71	38	31	35	108	66	144	41	38	66	74	135	35	166	159	10	85	143	103	107	175	127	168
	25.4	29.4	20.6	31.6	27.1	25.2	21.3	21.6	23	22.2	27.9	23.5	22.8	25.6	26.2	24.2	24	21.1	22.9	27.1	27.3	24.9	27.8	26	25	15.9	26.9	26.4	24	26.7	25.4	27.2	25.2
	C	AC																															
At least once a week	140	66	74	17	26	30	26	27	14	41	42	41	32	24	83	57	122	41	32	48	43	112	23	131	129	7	51	117	90	73	140	81	136
	20.4	17.6	23.7	17.3	14.3	18.8	25.3	30.9	24.3	28.2	16.8	25.5	24	17.6	20.1	20.8	20.3	21.3	19.5	20	15.8	20.6	18.1	20.5	20.2	12.2	16.1	21.5	21.1	18.3	20.4	17.4	20.4
	EIJ		A				E	AEF		AF		YC			Y													s	s		n		
At least once a month	101	47	55	12	23	20	17	12	17	28	30	31	23	17	62	39	89	36	28	25	27	77	23	98	91	3	48	83	71	48	101	57	97
	14.7	12.5	17.4	12.4	13	12.4	16.7	13.8	28.1	19.6	12	19.6	16.8	12	15	14.4	14.8	18.5	16.9	10.4	10.1	14.1	18.6	15.3	14.3	4.3	15.2	15.3	16.6	12.1	14.7	12.2	14.6
	ijq		A						ADEFHJ	AH		AYc			Y													qs	qs		qs		
At least once every three months	30	10	19	4	3	7	6	5	4	10	9	8	2	10	17	12	26	8	11	8	9	23	6	26	27	5	16	22	14	13	30	14	29
	4.3	2.7	6.2	3.7	1.6	4.4	6.1	6	7.5	6.6	3.5	5.2	1.8	7.1	4.2	4.5	4.4	4	6.6	3.2	3.2	4.2	5	4.1	4.2	9	5.1	4.1	3.3	3.2	4.3	2.9	4.3
	J		AB					E	E						a																J		
Don't know/can't remember	12	4	8	2	1	1	2	2	2	5	2	1	3	5	3	8	10	1	6	4	2	8	3	12	12	0	4	6	7	2	12	2	12
	1.7	1	2.5	1.9	0.7	0.9	2.4	2.6	4	3.2	0.8	0.8	2.5	3.5	0.8	3	1.7	0.3	3.4	1.5	0.9	1.5	2.7	1.8	1.8	0	1.4	1.1	1.7	0.5	1.7	0.4	1.7
	cmqs								E																			s	qs		mqs		

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A6Br 12 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- UKTV Play -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: UKTV Play - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: UKTV Play - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: UKTV Play - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
A few times a day	21	18	3	5	1	0	1	13	0	2	6	13	8	18	4	5	9	9	19	20	13	15	20	16	14	19	21	20	21
	6.9	10	2.4	6.1	2.2	0	1.4	14.3	0	3.8	6.6	8.1	5.5	6.8	4.9	6.6	8.5	13.2	7.1	6.8	10.2	25.4	11.9	5.5	5.8	10.8	6.9	9.1	7
	CI(2m	C						A2cd			2	2						A								Amnr	m	mn	
At least once every day	33	21	12	13	3	4	6	17	6	4	6	23	10	27	9	7	11	13	30	31	21	6	23	31	21	20	33	28	32
	10.9	11.7	9.7	16	4.8	9.8	6.7	18.6	8.6	7.5	6.7	14.2	7	10.3	10.8	9.3	10.6	17.6	11.4	10.9	16.3	10.3	13.8	10.9	9.2	11.4	10.9	12.8	10.8
								Abd				A2																n	
About two or three times a week	56	36	20	15	8	4	12	12	12	18	14	24	32	45	13	19	12	19	50	51	22	8	28	54	49	33	56	39	55
	18.3	20	15.9	18.7	14.2	11.1	13	12.8	16.8	32.8	16.2	14.6	22.7	17.3	16.4	25.2	12.1	26.8	19.3	17.6	16.6	13.9	17	18.9	20.7	19.2	18.3	18.1	18.4
	e												b																
At least once a week	70	41	29	18	19	10	29	21	17	13	19	38	32	61	18	15	28	13	56	67	29	4	33	67	58	37	70	48	69
	22.8	22.7	23	22	31.6	28.2	30.3	22.8	23.5	24.3	21.3	23.1	22.5	23.5	22.1	19.3	27.8	18.7	21.7	23.4	22.4	7	19.7	23.4	24.6	21.1	22.8	22.1	22.9
							A																						
At least once a month	89	46	43	21	20	16	36	21	26	12	30	47	42	78	29	20	28	13	72	85	35	15	44	84	70	46	89	60	87
	29	25.6	33.8	25.7	34.1	43.2	37.6	23.2	36	21.1	34.3	28.8	29.2	29.8	35.4	25.9	28.1	18.4	27.6	29.5	26.6	25.9	26.7	29.7	30	26.3	29	27.5	28.9
	j					AE	A																						
At least once every three months	34	18	16	8	8	3	11	6	10	6	12	16	17	29	7	11	11	2	31	31	10	7	17	30	21	17	34	20	33
	11	9.9	12.5	10	13.1	7.7	11	6.9	13.7	10.5	13.4	9.9	12.3	11	8.1	13.7	11.4	2.8	11.7	10.6	7.9	12.7	10.1	10.4	8.9	9.8	11	9.4	10.9
	m																										n		
Don't know/can't remember	3	0	3	1	0	0	0	1	1	0	1	2	1	3	2	0	2	2	3	3	0	3	2	3	2	2	3	2	3
	1.1	0	2.7	1.5	0	0	0	1.4	1.3	0	1.4	1.4	0.8	1.3	2.3	0	1.6	2.6	1.1	1.2	0	4.8	0.9	1.2	1	1.3	1.1	1	1.3
			AB																										

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A6Br 13 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Disney Life -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Disney Life - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Disney Life - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Disney Life - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
A few times a day	28	15	16	22	28	25	24	26	18	16	13	8	24	24	28	27
	27.5	28.2	30.8	28	29.9	34.6	27.9	28.5	25.4	27.9	16.5	14.7	31.8	25.1	27.5	27.7
	mn					n							mnr	mn	mn	
At least once every day	27	14	18	23	25	19	25	24	22	16	24	14	17	25	27	26
	26.6	26.6	34.4	30	26.5	26.2	29.1	26.9	30.3	27.1	30.9	25.2	22.7	26.3	26.6	26.7
											n					
About two or three times a week	20	8	9	17	17	11	16	18	13	10	14	13	14	19	20	18
	19	15	17.3	21.7	17.5	15.7	18.7	19.6	18.1	17.8	18.6	23.6	18.4	19.7	19	17.7
At least once a week	17	12	5	9	16	9	13	15	12	12	16	13	14	17	17	17
	16.3	22.5	9.7	12.2	17	12.8	15.5	16.5	16.5	19.6	21	23.2	17.8	17.6	16.3	17
At least once a month	3	1	2	2	2	3	2	2	2	2	2	2	2	3	3	3
	3.4	1.9	4.8	3.2	2.6	4.8	2.9	2.7	3.5	4.3	3.3	4.4	3.3	3.7	3.4	3.5
At least once every three months	5	3	1	3	5	4	5	3	4	1	5	4	4	5	5	5
	5	5.7	1.3	3.6	5.4	5.8	6	3.3	4.9	1.1	6.8	7.4	4.8	5.4	5	5.2
Don't know/can't remember	2	0	1	1	1	0	0	2	1	1	2	1	1	2	2	2
	2.1	0	1.7	1.2	0.9	0	0	2.4	1.3	2.2	2.9	1.6	1.2	2.3	2.1	2.2

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A6Br 14 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Virgin TV Catch-up/Virgin Media Anywhere -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Virgin TV Catch-up/Virgin Media Anywhere - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Virgin TV Catch-up/Virgin Media Anywhere - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Virgin TV Catch-up/Virgin Media Anywhere - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
A few times a day	25	15	10	3	14	3	17	8	20	4	7	10	11	24	20	22	18	18	15	18	25	21	25
	13.5	14.8	12	4.2	20.2	8.6	15.9	10.1	12.5	8.1	13.2	15	20.7	13.7	11.5	12.9	17.2	11.7	12.6	20.9	13.5	18.7	14.2
	J				A															Amn		Amn	
At least once every day	32	13	19	9	18	8	26	6	30	5	8	16	9	31	31	28	19	29	25	15	32	23	32
	17.6	13.5	22.3	14.2	26.7	19.6	24	8.3	18.5	11.5	15.9	25.7	16.9	18	18.3	16.6	17.5	18.6	21.2	16.9	17.6	20.8	18.4
	d				Ad		Ad																
About two or three times a week	53	34	19	20	13	12	25	28	44	19	9	17	17	51	51	52	27	48	36	31	53	34	51
	29.1	34.6	22.6	31	19.2	30.4	23.4	37.4	27.2	39.5	17.7	25.8	32.9	29.3	29.9	30.7	25.6	31.1	31.1	35.3	29.1	30.3	29.3
	Cfc							Y															
At least once a week	36	19	16	16	12	6	17	18	35	12	14	9	3	34	35	33	20	30	21	12	36	19	31
	19.5	19.6	19.5	24.6	17.3	14.1	16.1	24.4	21.5	24.8	27.2	14.2	5.6	19.5	20.4	19.6	18.8	19.7	18	13.1	19.5	16.4	17.7
At least once a month	23	12	11	8	7	7	14	10	21	3	12	6	10	22	23	21	15	19	13	9	23	12	23
	12.9	12.6	13.2	12.1	10.6	16.7	12.9	12.9	13	6.3	23.6	9.4	19.3	12.9	13.7	12.4	14.5	12.5	11.6	9.9	12.9	10.2	13.5
At least once every three months	8	3	5	5	2	3	5	3	6	3	0	3	1	8	7	8	4	6	4	1	8	2	7
	4.2	2.6	6.1	7.6	3.1	6.7	4.4	3.9	3.8	6.3	0.9	4.2	2.3	4.4	4.1	4.5	4.2	4.2	3.6	1	4.2	1.4	4.1
	m																	m			m		
Don't know/can't remember	6	2	4	4	2	2	4	2	6	2	0	4	1	4	4	6	2	3	2	2	6	2	5
	3.2	2.3	4.3	6.2	3	3.9	3.3	3	3.6	3.6	0.9	5.7	2.3	2.1	2.2	3.4	2.1	2.2	1.9	2.8	3.2	2.2	2.7

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A6Br 15 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Hayu -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Hayu - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Hayu - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Hayu - Effective base	55	47	45	54	45	45	43	45	52	55	50
A few times a day	11	3	6	10	9	10	10	10	11	11	11
	14.8	5.9	11.2	14.6	14.7	16.4	17.8	16.7	15.9	14.8	16.3
At least once every day	13	6	10	10	11	12	10	8	13	13	12
	18	12.2	17.5	15.1	19.4	20.3	18.3	14.6	19.3	18	18.5
About two or three times a week	18	15	16	17	14	13	11	16	17	18	17
	25	32.2	27	25.3	24.2	21.5	21	28	25.5	25	25.6
At least once a week	21	17	18	21	18	18	17	19	16	21	19
	29.7	36.9	30.7	31.2	30.7	29.3	30.8	32.5	27.9	29.7	29
At least once a month	6	4	5	6	4	6	6	5	6	6	4
	8.1	8.2	8.1	8.8	7.3	9.7	10.8	8.1	8.7	8.1	6
At least once every three months	1	1	1	1	1	0	0	0	0	1	1
	2	3.1	2.3	2.2	2.4	0	0	0	0	2	2.1
Don't know/can't remember	2	1	2	2	1	2	1	0	2	2	2
	2.5	1.6	3.1	2.7	1.2	2.9	1.3	0	2.6	2.5	2.7

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A6Br 16 How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?

- Other streaming service (please specify) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents
	A
Base: Other streaming service (please specify) - Unweighted	24
	100
Base: Other streaming service (please specify) - Weighted	25**
	100.0**
Base: Other streaming service (please specify) - Effective base	17
A few times a day	1
	4.0
At least once every day	2
	9.2
About two or three times a week	11
	44.1
At least once a week	8
	33.4
At least once a month	2
	9.2
At least once every three months	0
	0
Don't know/can't remember	0
	0

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A7 Which of these types of programmes have you watched in the last month?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Arts	599	318	282	67	117	100	99	125	91	216	244	154	83	118	398	202	534	35	23	170	136	228	147	492	88	560	38	297	134	106	260	496	354	258	537	324	584	13
	14.9	16	13.8	10.6	13.6	14.3	15.1	19	17.4	18.3	20.9	15.8	10.4	10.9	18.6	10.7	15.2	12.9	11.5	15.6	13.1	16.4	13.2	15.1	13.8	15.2	11.7	18.8	20.2	12.1	18.1	17.6	17.4	14.3	16.6	14.7	15.2	9.2
	CDabd						D	ADEF	ADE	ADEF	AZabcd	abd			AZabd								A									Aqrs	Aqrs		Aqs			
Children's	703	291	412	107	255	194	76	43	28	71	236	133	160	174	369	334	636	33	27	183	180	273	495	574	98	608	90	359	133	95	262	515	365	419	603	510	674	27
	17.5	14.6	20.2	17	29.7	27.8	11.5	6.5	5.4	6	20.2	13.7	19.9	16.1	17.2	17.7	18.1	12	13.7	16.8	17.4	19.7	44.4	17.6	15.4	16.5	27.6	22.7	20	10.7	18.2	18.3	17.9	23.2	18.7	23.1	17.6	19.8
	BGHIJ		AB	GHIJ	ADGHIJ	ADGHIJ	HIJ				A2bc		2		2	2							A									A		Amnr	A	Amnr		
Comedy	2288	1153	1135	414	548	417	351	333	225	558	657	577	447	607	1233	1055	1983	171	115	607	583	793	673	1853	359	2096	179	913	397	443	872	1702	1269	1183	1920	1423	2203	63
	56.8	57.9	55.7	65.6	63.8	59.6	53.3	50.6	43	47.3	56.2	59.3	55.6	56.1	57.6	55.9	56.5	62.4	58.6	55.8	56.3	57.1	60.3	56.9	56.3	57	54.9	57.9	59.6	50.3	60.6	60.5	62.2	65.5	59.4	64.4	57.4	46.1
	HIJ			AGHIJ	AGHIJ	GHIJ	IJ	IJ		I													A									Ar	Amr	Amnr	A	Amnr		
Current Affairs	1386	755	630	124	216	220	273	283	268	551	479	358	257	293	836	549	1195	103	67	387	346	463	318	1121	238	1278	100	547	220	329	572	1098	800	539	1176	695	1334	38
	34.4	37.9	30.9	19.7	25.2	31.5	41.5	43	51.3	46.7	41	36.8	31.9	27	39.1	29.1	34	37.5	34	35.5	33.4	33.3	28.5	34.4	37.4	34.7	30.7	34.6	33.1	37.4	39.8	39	39.2	29.8	36.4	31.5	34.8	27.6
	CDEbdjqs	AC			D	DE	ADEF	ADEF	ADEFGHI	ADEFGH	AZabcd	abd			AZabd								Aqrs									Aqrs	Aqrs		Aqs	q		
Documentaries	2499	1192	1308	324	497	399	444	458	376	834	699	618	536	646	1317	1183	2162	185	123	671	665	827	622	2029	405	2338	150	915	395	558	952	1897	1416	1108	2093	1353	2421	55
	62.1	59.9	64.2	51.4	57.9	57.1	67.5	69.6	72	70.7	59.8	63.5	66.7	59.7	61.5	62.7	61.6	67.4	62.7	61.7	64.2	59.5	55.7	62.3	63.7	63.6	46.2	58	59.2	63.4	66.2	67.4	69.5	61.3	64.8	61.2	63.1	40.2
	BDEFJ		AB		D		ADEF	ADEF	ADEF	ADEF						b																Aqrs	Amqrs		Aqs			
Drama & Soaps	2242	893	1349	253	396	362	404	441	386	827	595	573	463	611	1168	1074	1971	137	114	629	615	727	557	1813	383	2100	135	889	355	504	877	1706	1340	934	1892	1148	2171	43
	55.7	44.9	66.2	40.1	46.1	51.9	61.4	67	73.8	70	51	58.9	57.6	56.4	54.6	56.9	56.1	49.8	57.7	57.9	59.4	52.3	49.9	55.7	60.1	57.1	41.3	56.4	53.2	57.2	61	60.6	65.7	51.7	58.5	52	56.6	31.7
	BDEFFGIJ		AB			DE	ADEF	ADEFG	ADEFGHI	ADEFGH		AYc	Y	Y	Y	Y																Aqrs	Amqrs		Aqs			
Entertainment	2439	1156	1283	397	533	433	420	388	268	656	699	596	500	645	1294	1145	2146	159	113	673	651	821	689	1974	388	2244	181	1007	395	446	975	1828	1380	1219	2055	1464	2352	63
	60.6	58.1	63	62.9	62	62	63.9	58.9	51.3	55.5	59.8	61.2	62.2	59.6	60.4	60.7	61.1	58	57.4	61.9	62.9	59.2	61.7	60.6	61	61	55.7	63.8	59.3	50.7	67.8	65	67.7	67.4	63.6	66.2	61.3	46
	BIJ		AB	IJ	IJ	IJ	IJ	IJ		I																						Ar	Amr	Amnrs	A	Ar		
Films	2579	1296	1283	395	554	478	441	430	281	711	759	641	502	677	1400	1179	2272	165	111	685	672	915	733	2099	402	2362	203	1047	399	542	998	1885	1379	1327	2126	1603	2489	61
	64	65.1	63	62.7	64.5	68.4	66.9	65.3	53.7	60.2	64.9	65.9	62.5	62.6	65.4	62.5	64.7	59.9	56.3	63	64.9	65.9	65.6	64.5	63.2	64.2	62.3	66.3	59.9	61.6	69.4	67	67.6	73.4	65.8	72.6	64.9	44.9
	IJ			I	I	AIJ	IJ	IJ		I					A																Ar	Ar	Amnr	A	Amnr		
Food	1305	557	749	170	287	228	213	224	183	407	416	323	263	303	739	566	1164	82	52	343	352	469	372	1034	234	1177	119	521	225	265	520	1002	722	619	1104	752	1253	32
	32.4	28	36.8	27	33.4	32.6	32.4	34	35.1	34.5	35.6	33.2	32.7	28	34.5	30	33.2	29.9	26.2	31.6	34	33.8	33.3	31.7	36.7	32	36.6	33	33.7	30.1	36.1	35.6	35.4	34.2	34.2	34	32.7	23.7
	BDbd		AB	D		D	D		AD	Abd	b				Abd																Ar	A		A	A		
History	1175	666	510	97	189	184	237	272	197	469	373	288	230	284	662	514	1017	85	61	309	311	397	258	949	202	1108	63	472	212	256	492	881	607	479	976	604	1140	27
	29.2	33.4	25	15.3	22	26.4	36	41.3	37.7	39.7	32	29.6	28.5	26.3	30.9	27.2	29	31	30.9	28.4	30	28.6	23.1	29.2	31.8	30.1	19.4	29.9	31.9	29.1	34.2	31.3	29.8	26.5	30.2	27.3	29.7	19.5
	CDEbdjqs	AC			D	D	ADEF	ADEF	ADEF	ADEF	Abd				Abd																Amqrs	qs		Aqs			
Lifestyle	840	303	537	131	187	141	147	121	113	234	262	203	172	203	465	375	739	60	34	220	226	293	252	665	153	762	70	344	139	166	319	666	533	423	732	508	819	13
	20.9	15.2	26.4	20.8	21.7	20.1	22.4	18.4	21.6	19.8	22.4	20.9	21.4	18.8	21.7	19.9	21.1	21.8	17.2	20.3	21.8	21.1	22.5	20.4	24	20.7	21.4	21.8	20.9	18.9	22.2	23.7	26.2	23.4	22.6	23	21.4	9.6
	B		AB																													Ar	Amqrs	A	A	A		
Music	1068	586	481	164	274	190	197	162	80	242	313	239	211	304	552	516	924	83	45	289	270	365	359	877	155	954	106	499	218	171	448	828	632	576	924	701	1026	28
	26.5	29.4	23.6	26	31.9	27.2	30	24.6	15.3	20.5	26.8	24.6	26.2	28.1	25.8	27.3	26.3	30.1	22.9	26.6	26.1	26.3	32.1	26.9	24.3	25.9	32.6	31.6	32.7	19.4	31.2	29.4	31	31.9	28.6	31.7	26.7	20.2
	CIJ	AC		IJ	AHIJ	IJ	AHIJ	IJ		I													A									Ar	Amr	Amnr	A	Amr		
News	2038	1070	967	169	281	328	407	464	389	853	628	536	392	482	1164	874	1786	136	96	564	559	663	445	1648	350	1905	117	790	318	455	837	1536	1089	759	1680	977	1985	29
	50.6	53.8	47.5	26.8	32.7	46.9	61.8	70.5	74.4	72.2	53.8	55	48.7	44.5	54.3	46.3	50.9	49.6	49	51.9	54	47.7	39.8	50.6	54.9	51.8	36.1	50	47.8	51.7	58.1	54.6	53.4	42	52	44.2	51.7	21.2
	CDEbdjqs	AC				DE	ADEF	ADEFG	ADEFGJ	ADEFG	Aabd	Aabd			Aabd																	Aqrs	Aqrs		Aqs	q		
Science & Nature	1201	672	529	132	205	185	224	251	203	454	380	299	238	284	679	522	1041	90	55	315	305	421	289	946	220	1136	58	414	184	290	493	915	636	511	1008	635	1171	17
	29.8	33.7	26	21	23.9	26.5	34	38.2	38.8	38.5	32.6	30.7	29.6	26.2	31.7	27.6	29.7	32.9	27.9	29	29.5	30.3	25.9	29	34.5	30.9	17.8	26.2	27.6	33	34.2	32.5	31.2	28.3	31.2	28.7	30.5	12.3
	CDEbdj	AC					ADEF	ADEF	ADEF	ADEF	Abd	b			Abd																	Aqrs	qs		Aqs			
Sport	1495	1039	456	166	284	258	261	303	222	525	483	374	280	359	856	638	1286	112	85	415	383	488	408	1208	250	1393	97	707	258	240	653	1136	816	655	1252	819	1448	33
	37.1	52.2	22.4	26.3	33.1	37	39.6	46	42.5	44.5	41.3	38.4	34.8	33.1	40	33.8	36.6	40.7	43.4	38.1	37	35.2	36.6	37.1	39.4	37.9	29.8	44.8	38.7	27.3	45.4	40.4	40	36.2	38.7	37.1	37.8	23.8
	CDEbd	AC			D	D	DE	ADEFG	ADEF	ADEFG	Aabd	bd			Aabd																	Aqrs	Aqs		Aqs			
From the Archive	195	113	82	12	30	29	42	49	33	83	60	44	45	46	104	91	172	13	8	50	51	72	44	155	39	186	9	83	31	38	100	159	122	82	169	103	188	7
	4.9	5.7	4	1.9	3.5	4.1	6.4	7.5	6.4	7	5.2	4.5	5.6	4.2	4.9	4.8	4.9	4.9	4.3	4.6	4.9	5.2	3.9	4.8	6.2	5.1	2.8	5.3	4.6	4.3	7	5.7	6	4.6	5.2	4.6	4.9	5.3
	CD	C					ADE	ADEF	ADE	ADEF																						Aqrs	Aqrs		A			

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ABA When decidine on what to watch. which of the followine TV services or TV channels do you usuallv turn to first?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents. BVOD and SVOD services based on selection at A6A - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents. BVOD and SVOD services based on selection at A6A - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents. BVOD and SVOD services based on selection at A6A - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Free to air TV channels	2224	1064	1160	263	352	378	422	441	368	809	616	552	436	620	1168	1056	1952	142	105	587	591	773	520	1784	383	2049	163	628	327	702	798	1607	1141	707	1768	951	2129	62
	55.2	53.4	56.9	41.7	40.9	54.1	64	67	70.4	68.5	52.7	56.7	54.2	57.3	54.5	56	55.6	51.5	53.3	54	57.1	55.7	46.5	54.8	60.1	55.7	50.1	39.8	49.1	79.8	55.5	57.1	56	39.1	54.7	43	55.5	45.6
	DEYiqs		AB			DE	ADEF	ADEF	ADEFG	ADEFG				Y																		Aqrs	qs		qs	q		
Subscription TV channels	742	432	309	90	186	158	106	108	93	201	235	162	173	172	397	345	640	55	42	221	193	227	279	602	118	685	50	564	119	18	306	467	331	362	588	427	694	40
	18.4	21.7	15.2	14.3	21.7	22.6	16.2	16.4	17.8	17	20.1	16.7	21.5	15.9	18.5	18.3	18.2	19.3	21.5	20.3	18.6	16.3	25	18.5	18.6	18.6	15.4	35.7	17.9	2	21.3	16.6	16.2	20	18.2	19.3	18.1	29.3
	CDbnm	AC			ADGHI	ADGHIJ					Zbc		AZbd		Z	b							A											Amnr	mn	mn		
Individual programmes I have recorded	229	94	135	26	43	29	42	48	41	89	79	59	41	51	138	91	205	14	9	54	64	87	44	183	32	209	18	114	57	21	78	149	106	75	175	99	215	11
	5.7	4.7	6.6	4.1	5	4.2	6.4	7.3	7.8	7.5	6.7	6.1	5.1	4.7	6.4	4.8	5.8	5.3	4.6	5	6.2	6.2	3.9	5.6	5.1	5.7	5.5	7.2	8.6	2.3	5.4	5.3	5.2	4.2	5.4	4.5	5.6	7.9
	Biqs		AB				DF	ADEF	ADEF		di				Ad																	qs			qs			
BBC iPlayer	145	61	85	25	35	26	30	22	7	29	52	33	21	39	85	60	132	7	4	40	23	70	41	120	20	132	13	43	27	29	56	145	106	81	145	99	144	1
	3.6	3.1	4.2	3.9	4.1	3.7	4.6	3.3	1.4	2.5	4.5	3.4	2.6	3.6	4	3.2	3.8	2.7	2	3.6	2.2	5	3.7	3.7	3.2	3.6	4.1	2.7	4.1	3.3	3.9	5.2	5.2	4.5	4.5	4.5	3.8	0.5
	IJ		A	I	I	I	IJ	I		I																						Av	Ar	A	A	A		
ITV Hub [formerly ITV player]	44	12	32	7	17	5	5	7	3	10	11	13	6	15	24	20	43	0	1	13	16	14	19	41	3	37	8	18	9	8	13	35	44	25	44	30	43	2
	1.1	0.6	1.6	1.1	2	0.8	0.8	1.1	0.6	0.9	1	1.3	0.7	1.4	1.1	1.1	1.2	0	0.5	1.2	1.5	1	1.7	1.2	0.4	1	2.4	1.2	1.3	0.9	0.9	1.2	2.2	1.4	1.4	1.4	1.1	1.3
	B		AB		AIJ																												Amqrs			A			
ITV Hub+	5	0	5	1	2	1	1	0	0	0	3	1	0	1	4	1	3	1	0	0	1	2	2	4	1	4	1	3	1	0	3	5	5	4	5	4	5	0
	0.1	0	0.2	0.2	0.2	0.1	0.1	0	0	0	0.2	0.1	0	0.1	0.2	0.1	0.1	0.3	0	0	0.1	0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0	0.2	0.2	0.2	0.2	0.1	0.2	0.1	0
			A																																			
STV Player	2	0	2	0	1	0	0	1	0	1	0	0	2	0	0	2	0	2	0	0	0	0	1	1	1	2	0	1	1	0	1	1	1	0	2	0	2	0
	0.1	0	0.1	0	0.1	0	0	0.2	0	0.1	0	0	0.3	0	0	0.1	0	0.8	0	0	0	0	0.1	0	0.2	0.1	0	0.1	0.2	0	0.1	0	0.1	0	0.1	0	0.1	0
													d																			m			m			
S4C Clic	6	2	3	1	3	2	0	0	0	0	6	0	0	0	6	0	4	1	0	1	1	3	3	6	0	5	1	5	5	0	3	2	2	3	6	6	5	1
	0.1	0.1	0.2	0.1	0.4	0.3	0	0	0	0	0.5	0	0	0	0.3	0	0.1	0.5	0	0.1	0.1	0.2	0.3	0.2	0	0.1	0.3	0.3	0.7	0	0.2	0.1	0.1	0.1	0.2	0.3	0.1	0.7
	m										AZbd				Ad																				m	mq		
All 4 (formerly 4OD)	25	11	14	11	6	2	4	1	0	1	7	2	2	14	9	16	20	3	2	11	2	7	4	21	4	25	0	12	5	5	7	17	14	15	25	18	21	1
	0.6	0.5	0.7	1.8	0.7	0.4	0.6	0.2	0	0.1	0.6	0.2	0.3	1.3	0.4	0.8	0.6	1.1	0.9	1	0.2	0.5	0.4	0.7	0.6	0.7	0	0.7	0.8	0.5	0.5	0.6	0.7	0.9	0.8	0.8	0.6	0.6
	IJZc			AFHIJ			IJ							AZc		a																			Am			
My5 (formerly Demand 5)	5	2	4	2	0	2	1	0	1	1	1	0	0	4	1	4	4	0	1	2	2	0	2	5	0	5	0	1	0	3	2	4	4	1	5	2	5	0
	0.1	0.1	0.2	0.3	0	0.2	0.2	0	0.1	0.1	0.1	0	0	0.4	0.1	0.2	0.1	0	0.5	0.2	0.2	0	0.2	0.2	0	0.1	0	0	0.3	0.1	0.1	0.2	0	0	0.2	0.1	0.1	0
Sky On Demand (Sky Go)	29	17	11	6	7	8	3	4	1	6	12	7	5	4	19	10	21	5	1	4	7	10	11	24	5	26	2	29	4	0	10	13	9	12	29	16	29	0
	0.7	0.9	0.6	0.8	0.8	1.1	0.4	0.7	0.3	0.5	1	0.7	0.7	0.4	0.9	0.5	0.6	2	0.4	0.4	0.7	0.7	1	0.7	0.8	0.7	0.7	1.8	0.5	0	0.7	0.5	0.4	0.7	0.9	0.7	0.7	0
	mn																																		Amn			
UKTV Play	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	1	0
	0	0	0.1	0	0.1	0	0	0	0	0	0	0	0	0.1	0	0.1	0	0	0	0.1	0	0	0	0	0	0	0	0	0.2	0	0	0	0	0	0	0	0	0
Virgin TV Catch-up/Virgin Media Anywhere	26	11	15	1	5	5	6	5	4	9	5	6	7	8	11	15	24	1	0	4	12	8	7	25	0	22	4	0	25	0	15	16	12	10	26	14	23	2
	0.6	0.6	0.7	0.1	0.6	0.7	0.9	0.8	0.7	0.8	0.4	0.6	0.9	0.8	0.5	0.8	0.7	0.4	0	0.3	1.2	0.6	0.6	0.8	0	0.6	1.3	0	3.7	0	1.1	0.6	0.6	0.6	0.8	0.6	0.6	1.4
																																			Am			
Netflix	456	235	221	179	172	67	25	12	2	14	125	118	96	118	243	214	388	34	26	124	102	162	150	367	60	404	49	144	76	83	120	297	222	456	347	456	440	12
	11.3	11.8	10.9	28.4	20	9.5	3.7	1.8	0.4	1.2	10.7	12.1	11.9	10.9	11.3	11.3	11	12.5	13.4	11.4	9.8	11.7	13.4	11.3	9.5	11	15	9.1	11.5	9.5	8.3	10.6	10.9	25.2	10.7	20.6	11.5	8.5
	GHUmr			AEFGHIJ	AFGHIJ	GHIJ	HIJ	J		J													iA											Amnr			
Amazon Prime Video	58	39	19	16	19	8	8	5	2	7	16	12	8	20	29	30	49	6	2	16	16	17	23	49	7	46	12	15	9	10	13	32	26	37	40	58	53	4
	1.4	2	0.9	2.5	2.2	1.1	1.3	0.8	0.4	0.6	1.4	1.3	1.1	1.9	1.3	1.6	1.4	2.2	1.2	1.4	1.6	1.2	2.1	1.5	1	1.2	3.6	0.9	1.3	1.1	0.9	1.2	1.3	2	1.2	2.6	1.4	2.9
	CUmr	AC		HIJ	HIJ																													Amnqr				
Now TV	28	10	19	3	10	7	4	4	0	4	2	6	6	14	8	21	24	2	2	8	6	10	9	25	2	25	3	2	0	1	14	20	15	17	24	28	26	2
	0.7	0.5	0.9	0.5	1.2	1.1	0.6	0.5	0	0.3	0.1	0.6	0.8	1.3	0.4	1.1	0.7	0.8	1.2	0.8	0.6	0.7	0.8	0.8	0.3	0.7	1	0.1	0	0.1	1	0.7	0.7	1	0.7	1.3	0.7	1.4
	UYc				IJ	IJ						Y	Y	AYc	Y	Yc																				Amnqr			
Disney Life	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	1	1	0
	0	0	0	0.2	0	0	0	0	0	0	0	0	0	0.1	0	0.1	0	0	0.5	0	0	0	0.1	0	0	0	0.3	0	0	0	0	0	0	0	0	0	0	0
Hayu	1	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	1	1	0	1	0	1	0	0	1	1	1	1	1	1	1	0
	0	0	0	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0	0	0.1	0	0	0	0	0.1	0	0	0.3	0	0	0.1	0	0	0	0
Other streaming service	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

LSR 92192073

BBC iPlayer

Table 54

Index Sheet

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ABB You mentioned that <insert service selected at ABA> is the TV service or TV channel you usually turn to first when deciding what to watch.
Why is this TV service or TV channel your first choice?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users	
	A	Male B	Female C	16-24 D	25-34 E	35-44 F	45-54 G	55-64 H	65+ I	55+ J	AB Y	C1 Z	C2 a	DE b	ABC1 c	C2DE d	England	Scotland	Wales	North of England	Midlands	South of England	i	Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users m	ITV Hub/ITV Hub+ users n	Netflix users q	BVOD users r	SVOD users s	Regular	Infrequent
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
It has the greatest variety	672	354	318	164	179	120	77	75	58	133	203	169	126	174	372	300	575	51	39	191	161	223	215	528	108	615	56	300	92	110	262	485	375	459	562	511	650	17
	16.7	17.8	15.6	26	20.8	17.2	11.7	11.4	11	11.3	17.3	17.4	15.7	16.1	17.4	15.9	16.4	18.5	20.1	17.5	15.5	16.1	19.2	16.2	16.9	16.7	17.2	19	13.9	12.5	18.2	17.2	18.4	25.4	17.4	23.1	17	12.4
	CGHIJ			AFGHIJ	AGHIJ	GHIJ																	A														
It has the best programmes	202	93	109	31	49	31	33	30	27	58	65	53	40	44	118	84	174	14	11	64	47	63	55	171	29	189	13	93	27	37	87	149	118	104	169	124	195	6
	5	4.7	5.3	5	5.7	4.5	5	4.6	5.2	4.9	5.5	5.4	5	4.1	5.5	4.5	5	5.1	5.5	5.8	4.6	4.5	4.9	5.3	4.5	5.1	4	5.9	4	4.2	6.1	5.3	5.8	5.7	5.2	5.6	5.1	4.5
																																	A						
It has the newest/latest programmes	53	23	30	10	14	9	7	8	4	13	19	12	12	9	31	22	47	3	3	13	14	20	12	49	4	49	4	16	8	8	22	45	34	32	49	34	52	0
	1.3	1.2	1.5	1.5	1.7	1.3	1.1	1.3	0.8	1.1	1.6	1.3	1.5	0.9	1.5	1.1	1.3	1.1	1.4	1.2	1.3	1.5	1	1.5	0.7	1.3	1.1	1	1.2	0.9	1.6	1.6	1.6	1.8	1.5	1.5	1.4	0
																																A			A			
It has the programmes I like to watch	352	148	204	45	60	48	78	64	57	121	104	90	61	97	194	158	315	21	13	99	94	121	86	297	50	319	31	142	70	46	149	263	204	159	299	191	347	3
	8.7	7.4	10	7.1	7	6.8	11.8	9.7	11	10.3	8.9	9.2	7.6	8.9	9.1	8.4	9	7.5	6.8	9.1	9.1	8.7	7.7	9.1	7.9	8.7	9.5	9	10.5	5.3	10.3	9.4	10	8.8	9.2	8.6	9	2.4
	B		AB				ADEF		ADEF	AEF																						A	As		A			
It is high quality/reliable	149	84	65	30	36	26	22	20	16	36	58	30	25	37	88	61	136	5	7	43	33	60	54	117	31	133	15	62	24	17	57	114	83	81	123	99	143	5
	3.7	4.2	3.2	4.7	4.1	3.7	3.3	3	3.1	3	5	3.1	3.1	3.4	4.1	3.3	3.9	1.9	3.4	3.9	3.2	4.3	4.3	3.6	4.9	3.6	4.5	3.9	3.6	1.9	4	4.1	4.1	4.5	3.8	4.5	3.7	3.4
	C										AZGd					d	A															r			A			
It is easy/convenient	340	153	188	87	80	59	46	42	27	68	85	86	74	95	170	170	300	22	14	73	110	116	86	265	59	310	27	100	46	101	104	256	185	189	285	230	331	6
	8.4	7.7	9.2	13.8	9.3	8.4	7.1	6.3	5.1	5.8	7.2	8.8	9.3	8.8	8	9	8.5	8.2	7.3	6.7	10.7	8.4	7.7	8.1	9.2	8.4	8.2	6.3	6.8	11.4	7.2	9.1	9.1	10.5	8.8	10.4	8.6	4.7
	HIJ		A	AEFGHIJ	HIJ	IJ																										A		Amn		Amn		
It is a force of habit	124	71	54	6	20	23	25	27	24	50	39	25	28	32	64	61	99	15	8	36	28	35	22	104	21	119	4	41	27	20	57	103	76	40	111	60	124	0
	3.1	3.5	2.6	0.9	2.3	3.3	3.8	4.1	4.5	4.3	3.3	2.5	3.5	3	3	3.2	2.8	5.5	4	3.3	2.7	2.5	1.9	3.2	3.2	3.2	1.4	2.6	4.1	2.3	3.9	3.7	3.7	2.2	3.4	2.7	3.2	0
	CDIJq				D	D	D	D	ADE	ADE																						Aqs	Aqs		Aqs	q		
It is all I have (no other choice)	82	37	45	2	8	10	16	26	19	45	17	28	15	22	45	37	69	7	6	19	24	26	8	62	19	81	2	5	2	54	11	32	17	5	39	7	78	1
	2	1.9	2.2	0.4	1	1.5	2.5	3.9	3.7	3.8	1.5	2.9	1.8	2	2.1	2	2	2.4	3.1	1.7	2.3	1.9	0.7	1.9	2.9	2.2	0.5	0.3	0.3	6.1	0.8	1.1	0.8	0.3	1.2	0.3	2	1
	DEimnqrs						DE	ADEF	ADEF	ADEF		AYc			Y																	nqs	qs		nqs			
It is the first thing that comes on	86	36	50	19	16	11	15	15	10	25	18	27	17	23	46	40	76	2	8	22	28	26	27	71	14	78	8	46	12	9	41	76	51	48	81	61	84	1
	2.1	1.8	2.4	2.8	1.8	1.6	2.3	2.4	1.9	2.2	1.6	2.8	2.1	2.2	2.1	2.1	2.2	0.7	4	2	2.7	1.9	2.4	2.2	2.2	2.1	2.5	2.9	1.8	1	2.3	2.7	2.5	2.7	2.5	2.8	2.2	0.5
												Yc			Y																	A			A	A		
There's usually something that I want to watch available	103	31	72	14	25	23	13	13	14	27	19	27	19	37	46	57	94	6	3	25	38	31	19	85	16	90	8	40	15	13	43	71	61	50	85	56	101	2
	2.6	1.6	3.5	2.3	2.9	3.3	2	2	2.7	2.3	1.6	2.8	2.4	3.4	2.2	3	2.7	2.1	1.6	2.3	3.7	2.3	1.7	2.6	2.5	2.5	2.6	2.5	2.2	1.5	3	2.5	3	2.8	2.6	2.5	2.6	1.2
	BYc		AB											y		y																					
It is free	268	141	127	29	29	48	46	68	48	115	66	76	53	73	142	126	240	12	12	67	82	91	53	210	52	237	29	33	17	152	60	170	113	53	181	82	258	8
	6.6	7.1	6.2	4.6	3.4	6.9	7	10.3	9.1	9.8	5.6	7.8	6.6	6.8	6.6	6.7	6.8	4.3	6.1	6.2	8	6.5	4.8	6.4	8.2	6.4	9	2.1	2.5	17.2	4.1	6.1	5.5	2.9	5.6	3.7	6.7	5.6
	Eimnqrs					E	E	ADEFG	ADE	ADEFG		Yc			Y																	qrs	qs		qs	q		
I am paying for it	33	16	17	6	5	2	2	11	6	17	10	9	7	7	20	14	30	2	1	8	9	12	9	23	8	28	5	16	6	4	6	17	12	14	22	19	31	0
	0.8	0.8	0.8	1	0.6	0.3	0.3	1.7	1.2	1.5	0.9	1	0.8	0.6	0.9	0.7	0.8	0.8	0.5	0.8	0.9	0.9	0.8	0.7	1.3	0.8	1.5	1	0.9	0.5	0.4	0.6	0.6	0.8	0.7	0.8	0.8	0
	mr							AFG	FG	AFG																												
I want to avoid adverts	33	14	19	14	2	5	5	4	3	7	6	11	11	5	17	16	25	2	5	6	5	14	5	27	4	31	1	11	5	5	10	28	24	19	30	19	33	0
	0.8	0.7	0.9	2.2	0.3	0.7	0.8	0.6	0.6	0.6	0.5	1.1	1.3	0.5	0.8	0.8	0.7	0.6	2.5	0.5	0.5	1	0.4	0.8	0.7	0.8	0.5	0.7	0.7	0.6	0.7	1	1.2	1	0.9	0.9	0.8	0
				AEHIJ																												A	A					
Watching recorded programmes means I can skip the ads	14	6	8	0	3	0	3	3	5	8	6	3	1	4	9	5	14	0	0	5	1	8	2	10	4	14	0	5	4	4	4	11	10	6	12	8	14	0
	0.4	0.3	0.4	0	0.3	0	0.5	0.5	0.9	0.7	0.5	0.3	0.1	0.4	0.4	0.3	0.4	0	0	0.4	0.1	0.6	0.2	0.3	0.7	0.4	0	0.3	0.5	0.4	0.3	0.4	0.5	0.3	0.4	0.4	0.4	0
									ADF	AF																											
Watching recorded programmes means I know I want to watch it	78	30	48	11	19	11	12	11	14	25	20	18	14	26	38	40	69	5	4	22	22	24	12	65	8	74	3	32	23	12	23	58	37	38	65	45	77	1
	1.9	1.5	2.3	1.8	2.2	1.6	1.8	1.7	2.6	2.1	1.7	1.9	1.8	2.4	1.8	2.1	2	1.9	2.1	2	2.2	1.7	1.1	2	3.3	2	0.9	2	3.4	1.4	1.6	2.1	1.8	2.1	2	2.1	2	0.6
			A																																		
Watching recorded programmes means I can watch it any time	73	26	47	6	18	9	12	18	10	27	24	19	14	16	43	30	66	4	2	17	18	30	14	58	12	68	5	37	14	14	25	49	40	36	59	42	72	0
	1.8	1.3	2.3	1	2	1.3	1.9	2.7	1.8	2.3	2.1	1.9	1.7	1.5	2	1.6	1.9	1.6	1.2	1.6	1.8	2.2	1.3	1.8	1.8	1.8	1.5	2.4	2.1	1.6	1.7	1.7	1.9	2	1.8	1.9	1.9	0
	B		AB																																		
I prefer live TV	82	35	47	10	10	20	12	15	16	31	18	27	17	19	45	36	76	3	2	26	26	24	19	71	9	75	7	19	12	30	28	76	50	34	77	38	81	0
	2	1.8	2.3	1.6	1.1	2.8	1.8	2.2	3.1	2.6	1.6	2.8	2.1	1.8	2.1	1.9	2.2	1.2	0.9	2.4	2.5	1.7	1.7	2.2	1.4	2	2.1	1.2	1.8	3.4	1.9	2.7	2.4	1.9	2.4	1.7	2.1	0
						E			AE	AE		AYc			Y																	Aqrs	q		As			
I like Box sets	20	9	11	2	6	1	1	7	4	11	4	6	5	3	7	11	10	20	1	0	7	1	11	3	20	1	19	2	6	2	2	7	13	12	13	16	15	20	0
	0.5	0.5	0.6	0.3	0.7	0.2	1	0.5	0.2	0.4	0.5	0.5	0.4	0.6	0.5	0.5	0.6	0.3	0	0.7	0.1	0.8	0.3	0.6	0.1	0.5	0.5	0.4	0.3	0.3	0.5	0.5	0.6	0.7	0.5	0.7	0.5	0
I like drama/sports/news/documentaries	163	77	86	16	35	27	29	30	26	57	61	40	28	33	102	61	142	9	9	48	40	54	47	133	27	147	14	77	30	17	65	115	88	66	133	90	157	5
	4	3.9	4.2	2.5	4.1	3.9	4.4	4.6	5	4.8	5.2	4.2	3.5	3	4.7	3.2	4.1	3.1	4.8	4.5	3.9	3.9	4.2	4.1	4.3	4	4.5	4.9	4.5	4.7	4.5	4.1	4.3	3.7	4.1	4.1	4.1	3.5
									D	D	Abd				Abd																						
I like it (general)	137	78	58	24	37	34	14	14	15	29	62	23	25	28	84	52	126	5	4	39	27	60	54	118	10	135	2	82	35	15	62	87	67	65	117	87	127	8
	3.4	3.9	2.9	3.7	4.3	4.8	2.1	2.2	2.8	2.5	5.3	2.3	3.1	2.6	3.9	2.8	3.6	2	2	3.6	2.6	4.3	4.8	3.6	1.6	3.7	0.6	5.2	5.3	1.7	4.3	3.1	3.3	3.6	3.6	3.9	3.3	6.2
	CGIJ				GHI	AGHI					AZabcdi				AZ								A												m	m		
Just to see what's on (general)	68	27	41	6	13	16	14	13	6	19	16	14	18	19	31	37	57	7	3	22	15	20	18	50	16	63	5	13	9	21	24	59	48	36	59	43	64	3
	1.7	1.3	2	1	1.5	2.3	2.2	1.9	1.2	1.6	1.4	1.5	2.2	1.8	1.4	2	1.6	2.7	1.7	2	1.5	1.5	1.6	1.5	2.6	1.7	1.4	0.9	1.3	2.4	1.7	2.1	2.4	2	1.8	1.9	1.7	2.2
																																Ar	Ar					
Don't have subscription	26	16	10	0	6	1	5	8	6	14	4	9	4	8	14	12	20	3	3	5	5	10	0	21	5	23	1	3	1	13	6	15	9	6	16	7	26	0
	0.6	0.8	0.5	0	0.7	0.1	0.7	1.2	1.2	1.2	0.3	1	0.5	0.8	0.6	0.6	0.6	1	1.4	0.5	0.5	0.7	0	0.6	0.7	0.6	0.4	0.2	0.1	1.5	0.4	0.5	0.4	0.3	0.5	0.3	0.7	0
	iqrs							DF	ADF	ADF																												
Cost Effective	32	19	13	9	7	2	3	5	5	10	10	6	3	13	16	16	30	2	0	10	13	6	6	24	4	27	5	7	6	5	8	20	16	13	23	14	30	1
	0.8	1	0.6	1.4	1.2	0.8	0.3	0.5	0.8	0.9	0.9	0.8	0.6	0.3	1.2	0.7	0.9	0.8	0	0.9	1.2	0.5	0.7	0.7	0.6	0.7	1.7	0.5	0.8	0.6	0.6	0.7	0.8	0.7	0.7	0.6	0.8	0.6
																e																					
Freeview	45	20	26	2	6	6	9	9	12	21	9	15	8	14	24	22	41	4	1	15	13	14	8	35	7	43	3	6	4	33	10	20	12	4	22	7	43	0
	1.1	1	1.3	0.3	0.7	0.9	1.4	1.4	2.4	1.8	0.8	1.5	0.9	1.3	1.1	1.1	1.2	1.3	0.4	1.4	1.2	1	0.7	1.1	1.1	1.2	0.9	0.4	0.5	3.8	0.7	0.7	0.6	0.2	0.7	0.3	1.1	0
	mnqrs								ADEF	ADE																						qs	q		qs			
BBC	379	210	169	29	64	67	75	84	60	144	111	95	66	107	206	173	331	28	14	104	93	133	83	305	63	358	21	127	66	96	134	305	179	128	318	162	360	14
	9.4	10.6	8.3	4.6	7.5	9.6	11.4	12.7	11.5	12.2	9.5	9.8	8.2	9.9	9.6	9.2	9.4	10.1	7.1	9.6	9	9.6	7.5	9.4	9.9	9.7	6.5	8.1	9.9	10.9	9.3	10.8	8.8	7.1	9.8	7.3	9.4	10
	CDIqs	C				D	DE	ADE	ADE	ADE																						Angrs	qs		nqs			
Sky	161	99	62	11	30	31	38	29	22	51	48	43	36	34	91	70	136	13	10	45	32	59	60	143	15	149	12	144	17	1	74	113	78	64	130	78	153	4
	4	5	3.1	1.7	3.5	4.5	5.8	4.4	4.3	4.3	4.1	4.4	4.5	3.1	4.2	3.7	3.9	4.8	4.9	4.2	3.1	4.3	5.3	4.4	2.3	4	3.8	9.1	2.5	0.1	5.1	4	3.8	3.5	4	3.5	4	3.1
	CD	AC				D	AD	D	D	D													A														
ITV	163	55	108	19	26	26	36	36	21	56	27	31	45	60	58	105	147	7	6	49	45	52	37	121	33	149	13	60	26	37	51	107	93	41	125	56	155	5
	4	2.7	5.3	3	3	3.7	5.5	5.5	3.9	4.8	2.3	3.2	5.6	5.5	2.7	5.6	4.2	2.4	3.1	4.5	4.4	3.8	3.3	3.7	5.1	4.1	4.1	3.8	3.9	4.2	3.6	3.8	4.6	2.3	3.9	2.5	4	3.8
	BYcqs		AB				E	AE					AYZc	AYZc		AYZc																qs	mqrs		qs			
Netflix	56	27	29	16	25	8	3	1	2	3	18	13	8	12	31	25	45	5	6	16	18	11	22	46	6	50	6	20	8	11	22	36	32	50	44	52	51	4
	1.4	1.3	1.4	2.5	3	1.2	0.5	0.1	0.4	0.3	1.5	1.4	1	1.4	1.5	1.3	1.3	1.9	2.8	1.5	1.7	0.8	2.4	1.4	1	1.3	2	1.3	1.2	1.3	1.5	1.3	1.6	2.8	1.4	2.4	1.3	2.6
	GHIJ				GHIJ	AFGHIJ	HIJ																A														
Other channels	133	73	61	22	33	25	31	15	7	22	34	26	32	41	60	73	112	15	7	40	31	40	46	100	32	124	10	44	28	33	45	66	36	63	82	75	128	4
	3.3	3.7	3	3.5	3.9	3.6	4.7	2.3	1.4	1.8	2.9	2.7	4	3.8	2.8	3.9	3.2	5.3	3.6	3.7	3	2.9	4.1	3.1	5	3.4	2.9	2.8	4.2	3.8	3.1	2.3	1.8	3.5	2.5	3.4	3.3	2.8
	IJcmnr					II	II	AHIJ																								n		mnr	n	mnr		
Other	197	99	98	28	47	33	27	31	31	62	56	42	39	60	98	99	168	15	11	46	52	70	69	155	33	177	19	74	38	44	61	143	103	89	170	114	187	7
	4.9	5	4.8	4.5	5.5	4.7	4	4.8	5.9	5.2	4.8	4.3	4.8	5.5	4.6	5.2	4.8	5.4	5.5	4.2	5	5.1	6.1	4.8	5.2	4.8	5.9	4.7	5.7	4.9	4.2	5.1	5	4.9	5.3	5.2	4.9	4.8
																																			A			
DK/NA	329	183	146	63	83	75	46	33	28	62	116	58	71	85	174	155	292	15	17	76	75	141	116	273	44	290	33	141	81	61	111	180	122	129	242	166	277	39
	8.2	9.2	7.2	9.9	9.7	10.7	7.1	5.1	5.4	5.2	10	5.9	8.8	7.8	8.1	8.2	8.3	5.5	8.8	7	7.3	10.2	10.4	8.4	6.9	7.9	10.3	8.9	12.2	6.9	7.7	6.4	6	7.1	7.5	7.5	7.2	28.7
	CHIJ2nnr	C		HIJ	HIJ	AGHIJ					AZc		2		2	2							A												mn	mn		

Index Sheet

23 May 2019

ABB You mentioned that <insert service selected at ABA> is the TV service or TV channel you usually turn to first when deciding what to watch.
Why is this TV service or TV channel your first choice?
Indicators of small base sizes are based on the effective base

	All respondents	Free to air TV channels	Subscription TV channels	Individual programmes I have recorded	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	MyS (formerly Demand 5)	Sky On Demand (Sky Go)	UKTV Play	Virgin TV Catch-up/Virgin Media Anywhere	Netflix	Amazon Prime Video	Now TV	Disney Life	Hayu	Other streaming service
Base: All respondents - Unweighted	4021	2302	721	249	144	44	5	2	6	24	5	27	1	27	389	48	25	1	1	0
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0
Base: All respondents - Weighted	4028	2224	742	229	145	44	5	2	6	25	5	29	1	26	456	58	28	1	1	0
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0
Base: All respondents - Effective base	3395	1966	613	217	125	39	5	2	6	20	4	23	1	24	314	38	22	1	1	0
It has the greatest variety	672	136	188	3	33	6	1	0	0	12	1	8	1	4	250	21	10	0	0	0
	16.7	6.1	25.3	1.2	22.7	12.6	20.4	0	0	46.7	13	28.9	100	13.7	54.7	36.1	35.8	0	0	0
It has the best programmes	202	99	50	1	12	4	0	0	0	1	0	2	0	0	31	1	1	0	0	0
	5	4.5	6.8	0.6	8.6	8.2	0	0	0	2.9	0	5.6	0	0	6.8	1.8	2.3	0	0	0
It has the newest/latest programmes	53	28	5	1	0	1	0	0	0	1	0	0	0	1	15	0	1	0	0	0
	1.3	1.2	0.7	0.4	0	1.5	0	0	0	4.8	0	0	0	3.5	3.4	0	3.2	0	0	0
It has the programmes I like to watch	352	171	64	32	17	10	1	0	0	4	1	1	0	0	35	13	2	0	1	0
	8.7	7.7	8.6	14	11.5	23.3	20.4	0	0	14.9	18.8	3.3	0	0	7.7	21.7	7	0	100	0
It is high quality/reliable	149	68	28	1	17	2	0	0	0	1	0	0	0	0	31	0	1	0	0	0
	3.7	3.1	3.8	0.3	11.9	5.1	0	0	0	4	0	0	0	0	6.7	0	4.2	0	0	0
It is easy/convenient	340	197	34	21	10	2	1	0	0	0	0	3	0	3	60	9	1	0	0	0
	8.4	8.9	4.6	9.3	6.6	4.6	21.9	0	0	0	0	9.4	0	11.1	13	14.9	2.9	0	0	0
It is a force of habit	124	105	12	1	0	0	0	0	0	0	0	0	0	1	1	1	1	2	0	0
	3.1	4.7	1.7	0.3	0.3	0	0	0	0	0	0	0	0	5.5	0.2	1.3	8.7	0	0	0
It is all I have (no other choice)	82	72	4	0	0	0	0	0	0	0	0	0	0	1	2	0	2	0	0	0
	2	3.2	0.6	0	0	0	0	0	0	0	0	0	0	5.5	0.5	0	7.6	0	0	0
It is the first thing that comes on	86	70	13	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	2.1	3.2	1.7	0.3	0.9	0	0	0	0	0	0	0	0	0	0	0	2.6	0	0	0
There's usually something that I want to watch available	103	52	18	13	7	0	0	0	0	0	0	0	0	2	9	2	1	0	0	0
	2.6	2.3	2.4	5.6	4.5	0	0	0	0	0	0	0	0	6.9	2	2.8	4.2	0	0	0
It is free	268	261	3	0	1	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0
	6.6	11.7	0.4	0	0.7	0	0	0	0	0	0	0	0	0	0.3	3.6	0	0	0	0
I am paying for it	33	4	19	0	0	0	0	0	0	0	0	1	0	0	5	4	0	0	0	0
	0.8	0.2	2.6	0	0	0	0	0	0	0	0	3.1	0	0	1.1	6.7	0	0	0	0
I want to avoid adverts	33	8	1	8	1	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0
	0.8	0.4	0.1	3.6	0.9	0	0	0	0	0	0	0	0	0	3.1	0	0	0	0	0
Watching recorded programmes means I can skip the ads	14	3	1	6	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
	0.4	0.1	0.2	2.5	1.3	0	0	0	0	0	0	0	0	1.8	0.4	0	0	0	0	0
Watching recorded programmes means I know I want to watch it	78	11	9	40	1	1	0	0	0	0	0	2	0	2	12	0	1	0	0	0
	1.9	0.5	1.2	17.4	0.5	3	0	0	0	0	0	6.7	0	8.1	2.5	0	2.8	0	0	0
Watching recorded programmes means I can watch it any time	73	5	4	45	1	1	0	0	0	0	0	1	0	2	12	1	2	0	0	0
	1.8	0.2	0.5	19.8	0.8	2.4	0	0	0	0	0	2.3	0	6.4	2.5	1.8	5.4	0	0	0
I prefer live TV	82	76	1	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	3.4	0.2	1.3	0.7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I like Box sets	20	1	0	1	4	0	0	0	0	1	0	1	0	0	10	1	1	0	0	0
	0.5	0.1	0	0.3	2.5	0	0	0	0	4.5	0	3.1	0	0	2.3	1.6	5	0	0	0
I like drama/sports/news/documentaries	163	89	43	4	11	5	0	0	0	1	2	1	0	2	4	1	0	0	0	0
	4	4	5.8	1.8	7.5	11.1	0	0	0	4	31.2	5	0	7.9	0.8	1.3	0	0	0	0
I like it (general)	137	80	19	6	5	0	1	0	0	2	0	1	0	1	19	2	1	1	0	0
	3.4	3.6	2.5	2.5	3.2	0	18.1	0	0	7.7	0	3.7	0	5	4.1	3.4	3.4	100	0	0
Just to see what's on (general)	68	61	5	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	1.7	2.7	0.7	0.3	0	0	0	0	0	0	0	0	0	4.4	0	0	0	0	0	0
Don't have subscription	26	22	3	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	0.6	1	0.4	0	0	0	0	0	0	0	0	0	0	0	0.3	0	0	0	0	0
Cost Effective	32	26	3	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
	0.8	1.2	0.4	0	0.6	0	0	0	0	0	0	0	0	0	0.4	0	0	0	0	0
Freeview	45	40	4	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	1.1	1.8	0.5	0	0	0	0	0	0	0	0	0	0	0	0.2	0.8	0	0	0	0
BBC	379	349	12	1	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	9.4	15.7	1.6	0.6	11.7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sky	161	18	129	6	0	1	0	0	0	0	0	3	0	1	0	0	2	0	0	0
	4	0.8	17.4	2.5	0	3.3	0	0	0	0	0	10.6	0	4.4	0	0	7.4	0	0	0
ITV	163	149	5	1	0	7	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	4	6.7	0.6	0.5	0	16.1	0	0	17	0	0	0	0	0	0	0	0	0	0	0
Netflix	56	13	24	0	0	0	0	0	0	1	0	0	0	0	19	0	0	0	0	0
	1.4	0.6	3.2	0	0	0	0	0	0	3.1	0	0	0	0	4.1	0	0	0	0	0
Other channels	133	75	43	7	3	0	0	0	1	0	0	2	0	0	1	1	1	0	0	0
	3.3	3.4	5.7	2.9	2.1	0	0	0	24.9	0	0	5.3	0	0	0.3	1.8	3.2	0	0	0
Other	197	96	33	20	10	1	1	1	0	0	1	1	0	4	18	3	0	0	0	0
	4.9	4.3	4.5	8.7	6.8	19.1	18.3	46.8	0	0	26	3.7	0	16.4	3.9	4.8	0	0	0	0
DK/NA	329	187	57	27	10	2	1	1	3	5	2	3	0	2	23	2	4	0	0	0
	8.2	8.4	7.6	11.7	7.2	4.8	21.2	53.2	58.1	21.1	29.8	12.1	0	6.6	5.1	4.1	12.8	0	0	0

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ABC sum Earlier you mentioned that you use the followine services. Excludine your first choice. which of these services would be included in your top 5 services?

- Summary table -
Indicators of small base sizes are based on the effective base

	2nd Place	3rd Place	4th Place	5th Place
Base: Those who selected more than one service at A6A - Unweighted	3472	2796	2119	1429
	100	100	100	100
Base: Those who selected more than one service at A6A - Weighted	3497	2806	2141	1453
	100	100	100	100
Base: Those who selected more than one service at A6A - Effective base	2929	2368	1802	1216
BBC iPlayer	1195	661	367	215
	34.2	23.5	17.2	14.8
ITV Hub [formerly ITV player]	296	574	429	287
	8.5	20.5	20	19.7
ITV Hub+	37	56	56	47
	1.1	2	2.6	3.2
STV Player	26	35	36	21
	0.7	1.3	1.7	1.5
S4C Clic	17	27	18	13
	0.5	1	0.8	0.9
All 4 (formerly 4OD)	200	349	385	257
	5.7	12.4	18	17.7
My5 (formerly Demand 5)	65	91	183	201
	1.8	3.2	8.5	13.8
Netflix	829	282	130	51
	23.7	10	6.1	3.5
Amazon Prime Video	307	321	199	137
	8.8	11.4	9.3	9.4
Now TV	156	121	90	70
	4.5	4.3	4.2	4.8
Sky On Demand (Sky Go)	246	161	130	57
	7	5.7	6.1	4
UKTV Play	19	52	74	51
	0.5	1.9	3.4	3.5
Disney Life	10	28	13	18
	0.3	1	0.6	1.3
Virgin TV Catch-up/Virgin Media Anywhere	53	34	19	19
	1.5	1.2	0.9	1.3
Hayu	21	11	14	7
	0.6	0.4	0.6	0.5
Other streaming service	19	3	0	1
	0.6	0.1	0	0.1
ITV Hub (NET)	333	630	485	334
	9.5	22.4	22.7	23
BVOD (NET)	2154	2040	1695	1169
	61.6	72.7	79.2	80.4
SVOD (NET)	1324	763	446	283
	37.9	27.2	20.8	19.5

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ABC 1 Earlier you mentioned that you use the followine services. Given that foloe: ABA1 is your first choice. which of these services would be included in your top 5 services?

- 2nd Place -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: 2nd Place - Unweighted	3472	1553	1919	473	669	521	553	572	684	1256	1238	999	550	685	2237	1235	3031	235	174	927	866	1238	914	2807	571	3190	271	1420	601	655	1380	2860	2081	1613	3227	1999	3330	106
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: 2nd Place - Weighted	3497	1734	1762	572	804	614	554	539	414	953	1067	853	685	892	1920	1577	3048	239	177	948	829	1228	1031	2837	549	3180	302	1448	606	651	1337	2807	2037	1755	3209	2151	3333	129*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: 2nd Place - Effective base	2929	1222	1814	334	601	504	532	550	645	1144	1080	894	487	593	1973	1078	2556	197	147	768	733	1057	816	2374	487	2706	221	1200	495	568	1161	2431	1770	1352	2737	1684	2818	85
BBC iPlayer	1195	610	585	100	180	183	216	267	250	517	392	320	209	275	711	484	1046	75	63	332	300	414	242	958	209	1114	75	400	185	327	441	1195	689	276	1195	399	1143	42
	34.2	35.2	33.2	17.6	22.3	29.8	38.9	49.6	60.3	54.3	36.7	37.4	30.5	30.9	37	30.7	34.3	31.5	35.5	35	34.4	33.8	23.4	33.8	38.1	35	24.8	27.6	30.5	50.2	33	42.6	33.8	15.7	37.3	18.6	34.3	32.4
	DEFdgq				DE	ADEF	ADEFG	ADEFGH	ADEFGH		Aabd	Aabd			Aabd																	Amqrs	qs		Amqs	q		
ITV Hub [formerly ITV player]	296	96	200	24	40	43	72	62	55	117	65	75	78	78	140	156	270	7	16	91	80	99	74	239	48	279	16	132	39	56	121	227	296	83	296	107	285	8
	8.5	5.5	11.4	4.2	4.9	7.1	12.9	11.6	13.3	12.3	6.1	8.8	11.3	8.8	7.3	9.9	8.9	2.8	9.1	9.6	9.2	8.1	7.1	8.4	8.8	8.8	5.4	9.1	6.5	8.6	9.1	8.1	14.5	4.7	9.2	5	8.6	6
	BDEYcqs		AB				ADEF	ADEF	ADEF	ADEF		Yc	AYc	Y	Y	AYc																	as	Amqrs		Amqs			
ITV Hub+	37	20	17	9	7	9	5	5	3	7	9	6	11	11	15	22	33	2	1	16	7	10	16	29	3	32	5	23	7	7	10	33	37	5	37	10	33	4
	1.1	1.1	1	1.5	0.9	1.5	0.9	0.9	0.7	0.8	0.8	0.7	1.6	1.2	0.8	1.4	1.1	0.8	0.5	1.7	0.8	0.8	1.5	1	0.6	1	1.6	1.6	1.1	1	0.8	1.2	1.8	0.3	1.2	0.5	1	3.5
	cqs																															as	Amqrs		qs	q		
STV Player	26	9	17	2	9	7	2	4	2	7	8	6	9	3	14	12	9	15	1	3	0	6	11	21	4	21	5	11	7	3	12	15	10	8	26	11	24	1
	0.7	0.5	1	0.3	1.1	1.1	0.4	0.8	0.6	0.7	0.8	0.7	1.3	0.3	0.7	0.7	0.3	6.2	0.6	0.3	0	0.5	1.1	0.7	0.8	0.7	1.5	0.8	1.2	0.4	0.9	0.5	0.5	0.5	0.8	0.5	0.7	0.6
	mn															b																mns						
S4C Clic	17	11	6	1	10	5	1	0	0	0	8	2	6	1	10	7	16	0	1	4	7	1	10	16	1	13	3	9	5	1	7	10	9	7	17	9	14	2
	0.5	0.6	0.3	0.2	1.3	0.7	0.2	0	0	0	0.8	0.2	0.8	0.1	0.5	0.4	0.5	0	0.6	0.4	0.8	0.4	0.9	0.5	0.2	0.4	1.1	0.6	0.8	0.2	0.5	0.4	0.4	0.4	0.5	0.4	0.4	1.6
	Jm				AGHIJ	J																	A									m						
All 4 (formerly 4OD)	200	108	93	43	61	27	28	27	13	40	44	48	39	69	92	108	174	8	15	57	43	75	50	166	26	185	11	48	32	46	75	155	125	77	200	103	194	5
	5.7	6.2	5.2	7.6	7.6	4.4	5.1	5	3.2	4.2	4.1	5.7	5.7	7.7	4.8	6.9	5.7	3.4	8.8	6	4.9	6.1	4.9	5.8	4.8	5.8	3.8	3.3	5.3	7	5.6	5.3	6.1	4.4	6.2	4.8	5.8	4.1
	IJYcqs			ij	AFij									AYc		AYc																q	qs		Amqs			
My5 (formerly Demand 5)	65	31	33	10	24	11	11	6	3	9	20	22	15	8	42	23	56	6	1	19	15	22	30	51	13	59	5	29	16	7	32	50	39	20	65	34	61	3
	1.8	1.8	1.9	1.7	2.9	1.7	2.1	1.1	0.8	1	1.9	2.6	2.3	0.9	2.2	1.4	1.8	2.4	0.5	2	1.8	1.8	3	1.8	2.3	1.9	1.7	2	2.6	1	2.4	1.8	1.9	1.1	2	1.6	1.8	2.3
	IJbq				AHIJ							b			b								A									q	q		Amq	q		
Netflix	829	397	432	216	254	164	101	66	28	94	254	179	146	250	433	396	722	66	37	203	211	308	314	684	115	728	100	390	164	123	297	568	420	829	659	829	780	42
	23.7	22.9	24.5	37.7	31.6	26.7	18.2	12.3	6.7	9.9	23.8	21	21.4	28	22.5	25.1	23.7	27.8	21.1	21.4	24.2	25.1	30.5	24.1	20.8	22.9	32.9	27	27	18.9	22.2	20.2	20.6	47.2	20.5	38.5	23.4	32.8
	GHIJZmnv			AFGHIJ	AGHIJ	GHIJ	HIJ	IJ	J	J				AZacd		Za							A											Amnrs		Amnr			
Amazon Prime Video	307	173	134	89	92	56	34	22	14	36	110	66	66	66	175	132	265	25	14	74	82	110	105	245	47	275	32	113	52	54	102	194	136	207	237	307	296	8
	8.8	10	7.6	15.5	11.5	9.2	6.2	4	3.4	3.8	10.3	7.7	9.6	7.4	9.1	8.4	8.7	10.5	7.9	7.8	9.3	9	10.2	8.6	8.6	8.6	10.5	7.8	8.6	8.3	7.6	6.9	6.7	11.8	7.4	14.3	8.9	6.5
	CGHIJmnv	C		AFGHIJ	AGHIJ	HIJ	IJ				AZbj				J																			Amnr	m	Amnqr			
Now TV	156	76	80	30	57	27	19	18	6	24	37	46	31	42	83	73	132	7	15	38	44	50	60	125	30	145	11	31	24	6	87	107	85	97	130	156	147	7
	4.5	4.4	4.5	5.2	7	4.5	3.4	3.3	1.4	2.5	3.4	5.4	4.6	4.7	4.3	4.6	4.3	2.8	8.6	4.1	5	4.1	5.8	4.4	5.5	4.6	3.7	2.1	4	1	6.5	3.8	4.2	5.5	4	7.3	4.4	5.4
	IJYmr			ij	AGHIJ	ij	I	J		J		Yc			Y									A											Amnr		Amnqr			
Sky On Demand (Sky Go)	246	138	108	27	47	63	45	39	24	63	83	56	56	51	139	107	216	18	10	71	58	87	87	195	43	219	26	235	12	6	109	173	131	105	246	123	237	3
	7	7.9	6.1	4.8	5.9	10.3	8.1	7.2	5.8	6.6	7.7	6.6	8.2	5.7	7.2	6.8	7.1	7.5	5.6	7.5	6.7	7.1	8.4	6.9	7.9	6.9	8.5	16.2	2	0.9	8.1	6.2	6.4	6	7.7	5.7	7.1	2.3
	Cmqs					ADEIJ	D																												Amnqs				
UKTV Play	19	11	8	1	3	1	5	6	3	9	3	3	6	7	6	13	17	0	0	6	6	4	2	16	3	17	2	3	2	5	5	16	13	5	19	5	19	0
	0.5	0.6	0.4	0.2	0.4	0.2	0.8	1.2	0.7	0.9	0.3	0.3	0.8	0.8	0.3	0.8	0.6	0.2	0	0.7	0.7	0.3	0.2	0.6	0.6	0.5	0.6	0.2	0.4	0.8	0.4	0.6	0.6	0.3	0.6	0.3	0.6	0
	cs							Af		A																						s	qs		qs			
Disney Life	10	5	5	3	4	2	1	0	0	0	6	4	0	0	10	0	9	1	0	2	1	5	6	9	0	10	0	6	3	2	3	4	1	2	8	10	9	1
	0.3	0.3	0.3	0.6	0.5	0.3	0.2	0	0	0	0.5	0.5	0	0	0.5	0	0.3	0.6	0	0.3	0.1	0.4	0.6	0.3	0	0.3	0	0.4	0.4	0.3	0.3	0.1	0.1	0.1	0.2	0.5	0.3	0.8
	mnv			j	j						d	d			Ad																				mn	mngr		
Virgin TV Catch-up/Virgin Media Anywhere	53	30	24	1	7	10	11	14	10	24	15	15	8	15	31	23	50	2	0	14	17	18	14	49	2	50	4	3	51	1	30	42	29	14	53	20	52	0
	1.5	1.7	1.3	0.2	0.9	1.6	2	2.6	2.3	2.5	1.4	1.8	1.1	1.7	1.6	1.4	1.6	0.7	0.3	1.5	2	1.5	1.4	1.7	0.4	1.6	1.3	0.2	8.4	0.1	2.2	1.5	1.4	0.8	1.7	0.9	1.6	0.4
	Dqs				b	D	ADE	DE	ADE																							as	qs		Amqs			
Hayu	21	5	16	10	4	4	2	1	0	1	8	3	4	7	11	10	15	5	1	7	1	7	10	20	1	16	5	10	4	0	4	14	15	15	19	21	19	2
	0.6	0.3	0.9	1.8	0.5	0.6	0.4	0.2	0	0.1	0.8	0.3	0.5	0.8	0.6	0.7	0.5	2.2	0.5	0.7	0.1	0.6	0.9	0.7	0.2	0.5	1.7	0.7	0.6	0	0.3	0.5	0.7	0.9	0.6	1	0.6	1.3
	Bj		AB	Amn																												m			Amr			
Other streaming service	19	15	5	6	5	3	2	1	3	4	6	2	2	9	8	12	18	1	1	11	0	6	1	14	3	16	3	5	3	8	3	4	2	5	4	5	18	0
	0.6	0.8	0.3	1	0.6	0.4	0.4	0.2	0.7	0.4	0.5	0.3	0.3	1.1	0.4	0.7	0.6	0.4	0.4	1.2	0.1	0.5	0.1	0.5	0.5	0.5	0.8	0.4	0.5	1.2	0.2	0.1	0.1	0.3	0.1	0.2	0.6	0
	Cmnvs	C																																				
ITV Hub (NET)	333	116	217	33	47	52	76	67	58	125	75	81	89	89	155	178	303	9	17	107	87	109	90	269	51	312	21	156	46	63	132	260	333	88	333	117	318	12
	9.5	6.7	12.3	5.7	5.8	8.5	13.8	12.4	14	13.1	7	9.5	12.9	10	8.1	11.3	9.9	3.7	9.7	11.2	10	8.9	8.7	9.5	9.3	9.8	7	10.7	7.6	9.6	9.8	9.3	16.3	5	10.4	5.4	9.5	9.4
	BDEYcqs		AB		ADEF	ADEF	ADEF	ADEF				Yc	AYZc	Y	Y	AYc																as	Amqrs		Amqs			
BVOD (NET)	2154	1063	1090	218	388	358	395	431	363	794	647	553	436	518	1200	953	1887	133	109	613	534	741	536	1740	354	1990	152	893	356	458	842	1918	1378	599	2154	822	2062	68
	61.6	61.3	61.9	38.2	48.3	58.3	71.4	80	87.7	83.3	60.7	64.8	63.6	58.1	62.5	60.5	61.9	55.7	61.5	64.7	61.2	60.3	52	61.3	64.3	62.6	50.3	61.7	58.8	70.3	63	68.3	67.7	34.1	67.1	38.2	61.9	53.2
	DEjq				D	DE	ADEF	ADEFG	ADEFGH	ADEFGH		Ab																				Aqrs	Aqs		Aqs	q		
SVOD (NET)	1324	656	667	348	411	254	156	107	48	155	414	298	247	364	712	612	1143	105	67	324	338	481	494	1084	193	1174	147	550	246	186	492	886	657	1150	1052	1324	1252	60
	37.9	37.8	37.9	60.8	51.1	41.4	28.2	19.8	11.6	16.3	38.8	35	36.1	40.8	37.1	38.8	37.5	43.8	38.1	34.2	38.7	39.2	48	38.2	35.1	36.9	48.8	37.8	40.7	28.5	36.8	31.5	32.2	65.6	32.8	61.5	37.5	46.8
	GHIJZmnr			AEFGHIJ	AFGHIJ	GHIJ	HIJ	IJ	J	J													A											Amnrs	m	Amnr			

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23 May 2019

ABC 2 Earlier you mentioned that you use the followinv services. Given that foioe: ABA1is vour first choice. which of these services would be included in vour too 5 services?

- 3rd Place -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: 3rd Place - Unweighted	2796	1230	1566	397	542	429	442	461	525	986	1007	811	440	538	1818	978	2442	179	149	738	697	1007	758	2271	456	2584	202	1181	489	491	1191	2508	2025	1438	2744	1776	2701	68
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: 3rd Place - Weighted	2806	1370	1436	465	646	502	441	434	317	751	867	698	543	698	1565	1241	2443	184	152	746	705	992	845	2286	438	2572	220	1194	496	489	1166	2475	1980	1549	2747	1894	2701	78*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: 3rd Place - Effective base	2368	972	1480	279	489	415	424	443	496	899	884	724	391	465	1608	855	2071	148	125	616	590	867	682	1928	394	2200	165	1005	406	429	1000	2131	1725	1210	2328	1500	2291	55
BBC iPlayer	661	315	345	120	141	118	106	105	72	177	184	174	122	180	358	302	564	39	48	165	174	225	193	527	111	602	56	272	123	119	273	661	437	357	661	435	643	11
	23.5	23	24	25.7	21.7	23.4	24	24.2	22.6	23.6	21.2	24.9	22.5	25.8	22.9	24.4	23.1	21.3	31.4	22.2	24.6	22.7	22.8	23	25.3	23.4	25.6	22.7	24.8	24.4	23.4	26.7	22.1	23	24	23	23.8	14.3
	Yn																															Angrs			An			
ITV Hub [formerly ITV player]	574	253	321	62	103	90	87	120	113	231	163	134	123	154	297	277	514	25	31	170	156	187	142	455	100	535	33	203	71	130	229	528	574	172	574	235	546	19
	20.5	18.5	22.4	13.3	15.9	18	19.7	27.6	15.6	31	18.8	19.2	22.7	22.1	18	22.4	21	13.3	20.4	22.8	22.1	18.9	16.8	19.9	22.8	20.8	15.2	17	14.2	26.6	19.7	21.3	29	11.1	20.9	12.4	20.2	24
	BDEcjqs		AB				D	ADEFG	ADEFGHI	ADEFGH					c																	Aqs	Amqrs		Aqs	q		
ITV Hub+	56	28	28	4	19	6	5	10	12	22	23	11	10	12	34	21	49	1	4	6	16	27	16	48	8	47	9	27	10	7	21	45	56	16	56	23	51	4
	2	2	1.9	0.8	2.9	1.2	1.1	2.3	3.8	2.9	2.6	1.6	1.8	1.7	2.2	1.7	2	0.5	2.9	0.7	2.3	2.8	1.9	2.1	1.8	1.8	4	2.3	2.1	1.4	1.8	1.8	2.8	1	2	1.2	1.9	5.3
	qs								ADFG	ADFG																						qs	Amqrs		mqs			
STV Player	35	20	15	4	13	7	2	6	4	10	13	10	6	6	23	13	18	16	1	4	2	12	20	28	7	33	2	16	15	7	11	26	12	16	35	21	32	2
	1.3	1.5	1.1	0.9	2	1.3	0.5	1.3	1.2	1.3	1.5	1.4	1.1	0.9	1.5	1	0.7	8.9	0.6	0.5	0.3	1.2	2.3	1.2	1.7	1.3	1.1	1.3	3	1.4	0.9	1	0.6	1	1.3	1.1	1.2	3.1
	mn																						A									n			mn	n		
S4C Clic	27	17	10	9	10	7	1	0	0	0	15	6	7	0	20	7	23	2	2	2	6	15	12	25	2	21	6	18	13	2	12	17	11	10	27	16	20	7
	1	1.2	0.7	1.9	1.6	1.3	0.2	0	0.1	0.1	1.7	0.8	1.2	0	1.3	0.5	0.9	1.2	1.2	0.3	0.8	1.6	1.4	1.1	0.4	0.8	2.7	1.5	2.6	0.4	1	0.7	0.6	0.7	1	0.9	0.7	9.4
	HiUbmn			GHIj	GHIj	HIj					Abd	b	bd		Ab																	mn						
All 4 (formerly 4OD)	349	166	183	72	66	61	58	57	35	92	96	109	58	86	205	144	304	25	18	96	86	122	70	288	50	324	25	104	46	105	116	311	240	151	349	189	341	8
	12.4	12.1	12.8	15.5	10.2	12.1	13.2	13.2	11.1	12.3	11	15.7	10.6	12.4	13.1	11.6	12.4	13.8	11.8	12.9	12.1	12.3	8.2	12.6	11.4	12.6	11.2	8.7	9.2	21.6	10	12.6	12.1	9.8	12.7	10	12.6	10.2
	iqs			E								AFacd			y																	qs	qs		Aqs			
My5 (formerly Demand 5)	91	41	50	5	13	16	21	21	15	35	28	15	31	16	43	47	80	8	1	24	20	36	26	76	12	83	8	31	21	25	40	80	70	26	91	38	89	0
	3.2	3	3.5	1.2	2	3.2	4.8	4.7	4.6	4.7	3.2	2.2	5.8	2.3	2.8	3.8	3.3	4.4	0.6	3.3	2.8	3.7	3	3.3	2.7	3.2	3.6	2.6	4.2	5	3.4	3.2	3.5	1.7	3.3	2	3.3	0
	Dqu						DE	DE	DE	ADE			AYZbcd			b																qs	qs		qs			
Netflix	282	141	141	39	79	53	56	35	20	55	83	67	67	65	150	131	255	14	9	81	72	102	95	234	43	260	20	130	42	33	115	228	169	282	274	282	272	5
	10	10.3	9.8	8.3	12.2	10.6	12.7	8.1	6.2	7.3	9.6	9.6	12.3	9.3	9.6	10.6	10.4	7.4	6	10.8	10.2	10.3	11.3	10.2	9.8	10.1	9.3	10.9	8.4	6.8	9.8	9.2	8.5	18.2	10	14.9	10.1	6.9
	Umn				Hij	ij	AHij																											Amnrs	mn	Amnr			
Amazon Prime Video	321	172	149	69	84	65	58	34	10	45	115	83	51	72	198	123	281	25	13	85	70	126	107	262	50	291	28	151	67	35	139	248	174	253	285	321	308	11
	11.4	12.6	10.4	14.9	12.9	13	13.2	7.9	3.3	6	13.3	11.8	9.3	10.4	12.6	9.9	11.5	13.4	8.5	11.4	9.9	12.7	12.6	11.5	11.5	11.3	13	12.6	13.5	7.3	12	10	8.8	16.3	10.4	16.9	11.4	13.7
	CHJmnr			HIj	HIj	HIj	HIj	IJ		I	Aabj				Adj																	n		Amnr	n	Amnr		
Now TV	121	68	54	40	29	31	9	10	3	12	40	23	12	46	63	58	108	3	9	32	37	39	53	107	8	105	13	47	19	10	68	103	73	96	111	121	114	6
	4.3	4.9	3.7	8.7	4.5	6.1	2	2.2	0.8	1.6	4.6	3.4	2.2	6.6	4	4.7	4.4	1.5	5.8	4.3	5.2	3.9	6.3	4.7	1.8	4.1	5.8	3.9	3.8	2	5.8	4.2	3.7	6.2	4.1	6.4	4.2	7.2
	GHIJanr			AEGHIj	GIj	GHIj				J	a			AZacd	a		A																	Amnr		Amnr		
Sky On Demand (Sky Go)	161	86	75	25	49	33	26	14	15	29	55	37	33	36	92	69	137	12	12	50	40	47	66	121	36	152	10	151	10	0	75	125	92	102	161	122	158	3
	5.7	6.3	5.2	5.3	7.5	6.6	6	3.2	4.7	3.8	6.4	5.3	6	5.2	5.9	5.5	5.6	6.3	8.1	6.7	5.7	4.7	7.8	5.3	8.1	5.9	4.3	12.7	2	0	6.5	5.1	4.6	6.6	5.9	6.4	5.9	3.9
	HJmn				Hj	Hj											A																	mn	mn	mn			
UKTV Play	52	29	23	6	12	8	5	12	9	21	17	13	8	14	30	23	45	5	2	12	14	20	9	47	4	51	2	16	14	10	23	45	32	22	52	28	51	0
	1.9	2.1	1.6	1.2	1.9	1.6	1.1	2.7	2.9	2.8	1.9	1.9	1.5	2	1.9	1.8	1.8	2.7	1.1	1.6	1.9	2	1.1	2.1	0.9	2	0.7	1.3	2.8	2.1	2	1.8	1.6	1.4	1.9	1.5	1.9	0
									G	AG																									s			
Disney Life	28	14	14	3	18	3	2	2	0	2	14	5	5	4	19	9	26	1	1	5	2	18	21	23	5	23	5	17	9	3	16	14	7	21	23	28	27	1
	1	1	1	0.6	2.7	0.6	0.6	0.5	0	0.3	1.6	0.7	0.9	0.6	1.2	0.7	1.1	0.4	0.9	0.7	0.3	1.9	2.5	1	1.2	0.9	2.1	1.4	1.9	0.5	1.3	0.6	0.4	1.9	0.8	1.5	1	1.2
	Jmnr				ADFGHIj						A												A									n		mnr	mn	Amnr		
Virgin TV Catch-up/Virgin Media Anywhere	34	17	17	6	6	4	5	5	7	12	17	5	6	6	22	12	28	6	0	9	9	10	11	33	1	32	2	7	33	0	19	31	22	17	34	24	33	1
	1.2	1.2	1.2	1.4	1	0.8	1.1	1.2	2.3	1.6	2	0.7	1.1	0.8	1.4	0.9	1.1	3.5	0	1.2	1.3	1	1.3	1.5	0.2	1.2	1	0.6	6.7	0	1.6	1.3	1.1	1.1	1.2	1.3	1.2	0.8
									A		A2				2																						
Hayu	11	2	9	2	6	1	0	2	1	3	3	4	4	0	7	4	8	2	0	4	2	3	5	9	2	11	1	5	4	1	7	11	7	10	11	11	11	0
	0.4	0.2	0.6	0.3	0.9	0.2	0	0.5	0.2	0.4	0.4	0.5	0.8	0	0.5	0.3	0.3	1.2	0	0.5	0.3	0.3	0.6	0.4	0.4	0.4	0.4	0.4	0.7	0.2	0.6	0.4	0.4	0.6	0.4	0.6	0.4	0
Other streaming service	3	1	1	0	0	0	0	1	2	3	1	1	0	0	3	0	2	0	1	0	0	2	1	2	1	3	0	0	0	1	1	3	3	0	3	0	3	0
	0.1	0.1	0.1	0	0	0	0	0.2	0.5	0.4	0.1	0.2	0	0	0.2	0	0.1	0	0.6	0	0	0.2	0.1	0.1	0.1	0.1	0	0	0	0.3	0.1	0.1	0.1	0	0.1	0	0.1	0
									AE	AE					A																						
ITV Hub (NET)	630	280	349	66	122	96	92	130	125	254	186	145	133	166	331	299	563	25	35	176	172	215	158	503	107	582	42	230	81	137	251	573	630	188	630	257	598	23
	22.4	20.5	24.3	14.2	18.8	19.1	20.7	29.9	39.4	33.9	21.4	20.8	24.5	23.7	21.1	24.1	23	13.8	23.3	23.6	24.4	21.7	18.7	22	24.5	22.6	19.1	19.3	16.3	28	21.5	23.1	31.8	12.1	22.9	13.6	22.1	29.3
	DEcjqs		AB				0	ADEFG	ADEFGHI	ADEFGH																						Aqs	Amqrs		Aqs	q		
BVOD (NET)	2040	972	1068	313	431	349	316	349	282	631	610	515	404	511	1125	915	1762	140	119	539	522	701	564	1648	329	1879	153	845	355	405	819	1868	1547	888	2040	1131	1965	55
	72.7	70.9	74.4	67.2	66.7	69.5	71.5	80.5	89	84.1	70.4	73.7	74.4	73.2	71.9	73.7	72.1	76	78.2	72.2	74	70.7	66.7	72.1	75.1	73	69.5	70.8	71.6	83	70.3	75.5	78.1	57.3	74.3	59.7	72.8	70.9
	DEjq		A					ADEFG	ADEFGHI	ADEFGH																						Aqrs	Amqrs		Aqs	q		
SVOD (NET)	763	397	367	152	215	153	126	84	33	117	255	182	139	187	438	326	679	44	32	207	183	289	281	635	108	691	67	349	141	82	345	604	431	661	704	763	733	23
	27.2	29	25.3	32.6	33.3	30.3	28.5	19.3	10.5	15.6	28.9	26.1	25.6	26.8	28	26.3	27.8	24	21.2	27.8	26	29.1	33.2	27.8	24.7	26.9	30.5	29.2	28.4	16.8	29.4	24.4	21.8	42.7	25.6	40.3	27.1	29.1
	CHJmnr			AHIj		AHIj	Hij		IJ	I							A															n		Amnrs	mn	Amnr		

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ABC 3 Earlier you mentioned that you use the followine services. Given that foioe: ABA1 is your first choice. which of these services would be included in your too 5 services?

- 4th Place -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: 4th Place - Unweighted	2119	933	1186	335	423	338	347	332	344	676	775	632	322	390	1407	712	1862	131	106	562	525	775	590	1736	330	1957	153	927	398	330	957	1985	1694	1229	2110	1508	2048	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: 4th Place - Weighted	2141	1054	1087	386	501	394	345	312	204	516	681	555	399	506	1236	905	1876	135	110*	568	533	775	659	1757	323	1965	164	945	409	324	951	1994	1677	1310	2133	1594	2067	55*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: 4th Place - Effective base	1802	745	1122	238	382	327	333	319	326	616	679	564	287	337	1243	623	1585	110	89	472	449	663	529	1483	281	1671	127	795	328	290	805	1684	1438	1041	1794	1278	1744	40
BBC iPlayer	367	174	194	65	95	77	61	50	19	69	104	94	82	88	197	170	325	24	14	93	103	130	127	302	52	331	34	168	70	45	148	367	254	245	367	288	355	8
	17.2	16.5	17.8	16.9	19	19.5	17.7	16.1	9.5	13.5	15.2	16.9	20.6	17.4	15.9	18.8	17.3	17.4	13.1	16.4	19.2	16.8	19.2	17.2	16.1	16.9	20.6	17.7	17.1	13.7	15.6	18.4	15.2	18.7	17.2	18.1	17.2	14.6
	i,ion			i	ii	ii	i	i		i			Y																			Aav		An	n	n		
ITV Hub [formerly ITV player]	429	212	217	88	78	72	66	75	50	125	119	122	80	107	241	188	375	24	27	110	107	158	121	353	62	395	32	166	67	86	177	408	429	242	429	293	415	11
	20	20.1	19.9	22.7	15.5	18.2	19.3	24.1	24.6	24.3	17.5	21.9	20.2	21.2	19.5	20.7	20	17.6	24.4	19.3	20.1	20.4	18.4	20.1	19.2	20.1	19.4	17.5	16.3	26.5	18.6	20.5	25.6	18.5	20.1	18.4	20.1	19.5
	EYu			E				AE	AEF	AEF																						as	Amqrs		qs			
ITV Hub+	56	27	29	8	15	8	9	6	10	16	13	15	20	8	29	28	55	0	0	13	22	20	13	41	13	52	4	31	11	3	26	52	56	31	56	37	53	3
	2.6	2.6	2.7	2	3	2.1	2.7	1.9	4.8	3	2	2.7		1.6	2.3	3.1	2.9	0	0.4	2.3	4.1	2.6	2	2.3	4	2.7	2.5	3.3	2.6	1.1	2.7	2.6	3.4	2.4	2.6	2.3	2.6	6.3
									AFhi				AYbcd			b																Amqrs					
STV Player	36	19	17	6	5	14	5	4	3	6	15	9	4	7	24	12	22	13	1	4	1	17	13	31	1	26	10	24	17	3	20	29	19	14	36	22	32	4
	1.7	1.8	1.5	1.5	1	3.5	1.4	1.1	1.3	1.2	2.2	1.6	1.1	1.4	1.9	1.3	1.2	9.3	0.7	0.7	0.2	2.2	1.9	1.7	0.5	1.3	6	2.5	4.2	0.9	2.1	1.5	1.1	1.1	1.7	1.4	1.5	7
	mnq					AEi																										n			mnq			
S4C Clic	18	13	5	2	5	5	0	4	1	5	10	5	2	1	14	3	14	1	2	5	3	6	7	14	4	14	4	13	9	3	6	14	13	8	18	10	18	0
	0.8	1.2	0.4	0.5	1	1.3	0	1.3	0.6	1	1.4	0.8	0.6	0.1	1.2	0.3	0.8	0.6	2	1	0.6	0.8	1	0.8	1.1	0.7	2.4	1.4	2.3	0.8	0.6	0.7	0.8	0.6	0.8	0.7	0.8	0
	Cm					G		G			Abd				A																	n						
All 4 (formerly 4OD)	385	180	204	69	89	52	65	63	47	110	117	110	76	82	227	158	336	18	25	110	94	132	98	312	62	351	32	116	52	87	163	371	325	196	385	243	371	9
	18	17.1	18.8	17.9	17.7	13.1	18.9	20.3	22.8	21.3	17.2	19.8	19.1	16.2	18.3	17.5	17.9	13.1	22.5	19.3	17.7	17	14.9	17.7	19.1	17.9	19.6	12.3	12.7	26.9	17.1	18.6	19.4	15	18	15.2	18	15.8
	Fiqs						F	F	AF	AF																						Aqrs	Aqrs		qs			
My5 (formerly Demand 5)	183	92	90	24	30	39	31	32	26	58	46	41	28	67	88	95	160	8	13	57	48	55	42	153	26	169	10	60	18	41	80	167	152	64	183	93	177	4
	8.5	8.8	8.3	6.3	6	10	9	10.2	12.9	11.2	6.8	7.5	7	13.2	7.1	10.5	8.5	5.8	11.5	10	9	7.1	6.4	8.7	8	8.6	5.8	6.4	4.4	12.7	8.4	8.4	9.1	4.9	8.6	5.8	8.5	8.3
	EYcqu							E	ADE	ADE				AYZacd		AYac																as	qs		qs	q		
Netflix	130	51	79	21	28	20	25	23	13	36	51	31	29	19	82	47	109	11	8	40	27	43	48	107	20	124	6	62	35	13	64	118	95	130	129	130	126	4
	6.1	4.8	7.3	5.4	5.6	5.2	7.2	7.4	6.2	7	7.5	5.6	7.2	3.7	6.7	5.2	5.8	8.2	7.3	7	5	5.5	7.3	6.1	6.1	6.3	3.8	6.6	8.5	4.1	6.8	5.9	5.6	8.9	6	8.1	6.1	6.5
	b		Ab								Ab				b																		Amns		Amnr			
Amazon Prime Video	199	91	108	38	65	36	31	18	12	30	74	43	30	51	118	81	175	16	6	54	47	74	68	163	33	187	10	83	41	28	82	171	122	157	196	199	193	3
	9.3	8.6	9.9	9.8	12.9	9	8.9	5.6	6	5.8	10.9	7.8	7.5	10.1	9.5	8.9	9.3	12	5.8	9.5	8.7	9.6	10.3	9.3	10.3	9.5	6.4	8.8	10.1	8.6	8.6	8.6	7.3	12	9.2	12.5	9.4	5.3
	Hiimn			i	Amij																											n		Amnr	mn	Amnr		
Now TV	90	51	39	19	25	16	21	8	2	10	36	29	9	16	65	25	83	6	1	20	24	39	31	70	19	83	6	37	23	4	53	79	50	66	86	90	85	4
	4.2	4.8	3.6	4.8	4.9	4	6.2	2.5	0.9	1.9	5.3	5.3	2.3	3.1	5.3	2.8	4.4	4.4	1	3.5	4.5	5.1	4.7	4	5.9	4.2	3.7	3.9	5.6	1.1	5.6	3.9	3	5	4.1	5.7	4.1	7.4
	Idmnr			g	ii	i	Hij			i	ad	ad			Aad																	g		Amnr	n	Amngr		
Sky On Demand (Sky Go)	130	74	56	22	37	30	16	13	11	24	54	34	18	23	88	42	116	5	7	38	28	50	58	108	20	120	10	122	20	2	60	108	82	83	130	98	125	3
	6.1	7	5.2	5.8	7.4	7.7	4.8	4.2	5.3	4.6	7.9	6.2	4.6	4.6	7.1	4.6	6.2	3.4	6.4	6.7	5.2	6.5	8.9	6.1	6.2	6.1	5.9	12.9	4.8	0.7	6.3	5.4	4.9	6.3	6.1	6.1	6.1	6.1
	Cmn										Abd				Ad								A									n			mn	n		
UKTV Play	74	41	31	7	20	16	10	12	9	20	18	16	15	25	34	40	60	9	5	13	19	27	12	62	10	70	4	36	19	9	43	67	49	40	74	50	72	1
	3.4	4.1	2.8	1.8	4	4.1	3	3.7	4.3	3.9	2.7	2.8	3.7	5	2.7	4.4	3.2	6.5	4.9	2.3	3.6	3.5	1.8	3.5	3.2	3.6	2.2	3.8	4.5	2.7	4.6	3.4	2.9	3.1	3.5	3.3	3.5	1.8
	cm											c																							n			
Disney Life	13	9	4	2	5	3	2	1	1	2	10	0	3	1	10	4	13	0	0	5	3	3	10	12	2	13	0	10	7	0	10	11	8	10	13	13	13	0
	0.6	0.9	0.4	0.4	1	0.8	0.5	0.3	0.3	0.3	1.4	0	0.7	0.2	0.8	0.4	0.7	0	0	0.8	0.6	0.7	1.5	0.7	0.5	0.7	0	1.1	1.7	0	1	0.6	0.5	0.8	0.6	0.8	0.6	0
											AZc				Z								A												n			
Virgin TV Catch-up/Virgin Media Anywhere	19	12	7	5	5	3	2	4	1	5	12	6	1	1	17	2	18	1	0	4	7	8	5	19	0	18	1	5	15	0	13	18	14	14	19	14	19	0
	0.9	1.1	0.7	1.2	0.9	0.8	0.5	1.2	0.7	1	1.7	1	0.3	0.2	1.4	0.2	0.9	1.1	0	0.6	1.3	1	0.8	1.1	0	0.9	0.9	0.5	3.8	0	1.3	0.9	0.9	1	0.9	0.9	0.8	0
	d										Abd				Ad																						
Hayu	14	7	7	11	0	2	0	0	0	0	2	1	1	10	2	11	13	1	0	3	1	9	6	11	0	12	2	11	5	1	5	12	9	10	12	14	13	1
	0.6	0.7	0.6	2.9	0	0.6	0	0	0	0	0.3	0.1	0.2	2	0.2	1.3	0.7	0.5	0	0.6	0.1	1.2	0.8	0.6	0	0.6	1	1.1	1.2	0.2	0.6	0.6	0.6	0.7	0.6	0.8	0.6	1.7
	Zqt			AEFGmj										AYZac		AYZac																				f		
Other streaming service	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ITV Hub (NET)	485	239	246	95	93	80	76	81	60	141	133	137	100	115	270	215	430	24	27	123	129	178	135	394	75	448	36	197	77	89	202	461	485	273	485	330	467	14
	22.7	22.7	22.6	24.7	18.6	20.4	21.9	26	29.4	27.3	19.5	24.7	25.1	22.8	21.8	23.8	22.9	17.6	24.9	21.6	24.3	23	20.4	22.4	23.2	22.8	21.9	20.9	18.9	27.6	21.3	23.1	28.9	20.9	22.7	20.7	22.6	25.8
	EYqs							E	AEFG	AEF			Yc		Y																	qs	Amqrs		qs			
BVOD (NET)	1695	845	850	296	378	316	266	262	177	439	508	451	327	409	959	736	1482	101	95	446	432	604	497	1395	249	1546	140	741	298	279	736	1603	1393	937	1695	1148	1636	44
	79.2	80.2	78.2	76.7	75.6	80.3	77.2	84.1	86.6	85.1	74.6	81.2	82	80.9	77.6	81.4	79	74.9	85.9	78.6	81.1	77.9	75.4	79.4	77.3	78.7	85.2	78.4	72.8	86	77.4	80.4	83.1	71.5	79.5	72	79.2	79.5
	Ycqs							ADEG	ADEFG	ADEG			Yc	Y	Y	Y	Y																Aqrs	Amqrs		Aqs			
SVOD (NET)	446	209	237	90	122	78	79	50	27	77	173	105	72	97	277	168	394	34	16	122	101	171	162	363	73	419	24	204	111	46	215	391	284	373	437	446	431	12
	20.8	19.8	21.8	23.1	24.4	19.7	22.8	15.9	13.4	14.9	25.4	18.8	18	19.1	22.4	18.8	21	25.1	14.1	21.4	18.9	22.1	24.6	20.6	22.7	21.3	14.8	21.6	27.2	14	22.6	19.6	16.9	28.5	20.5	28	20.8	20.9
	Himnr			Hij	Hij	i	Hij				AZabcd				A2								A									n		Amnr	mn	Amnr		

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ABC 4 Earlier you mentioned that you use the followine services. Given that foioe: ABA1 is your first choice. which of these services would be included in your too 5 services?

- 5th Place -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: 5th Place - Unweighted	1429	637	792	237	306	224	233	217	212	429	539	415	211	264	954	475	1244	98	74	398	351	495	407	1176	225	1328	96	630	261	210	702	1378	1237	906	1429	1105	1381
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: 5th Place - Weighted	1453	727	726	268	368	259	230	207	122	329	476	368	265	344	844	609	1265	98*	77*	403	356	507	449	1200	221	1341	106*	647	273	207	704	1398	1237	959	1453	1163	1403
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: 5th Place - Effective base	1216	511	751	170	276	217	224	208	202	388	471	372	189	228	843	416	1057	85	63	338	299	419	365	1000	197	1135	79	538	213	187	591	1169	1052	769	1216	940	1176
BBC iPlayer	215	112	103	56	57	36	35	21	10	31	58	55	47	55	113	102	187	20	7	69	49	69	68	174	36	197	16	114	35	20	90	215	163	177	215	196	204
	14.8	15.4	14.2	21	15.5	13.8	15.3	10.2	8	9.4	12.2	14.9	17.7	16	13.4	16.8	14.8	20.1	8.8	17.2	13.7	13.6	15.1	14.5	16	14.7	15.4	17.6	12.9	9.8	12.8	15.4	13.2	18.5	14.8	16.9	14.6
	HIJYcn			AHIJ	IJ		IJ																									Any		Annrs	n	Anny	
ITV Hub [formerly ITV player]	287	131	153	56	74	58	44	40	15	55	95	79	53	60	174	113	241	12	27	80	65	96	93	233	47	267	20	110	54	49	141	272	287	191	287	232	279
	19.7	18.4	21.1	20.8	20.2	22.3	19	19.5	12.4	16.8	20	21.5	20.1	17.3	20.6	18.2	19.1	12.1	35.1	19.8	18.4	19	20.6	19.4	21.1	19.9	18.7	17.1	19.6	23.6	20	19.4	23.2	19.9	19.7	19.9	19.9
	I			I	I	I				I																							Amqrs				
ITV Hub+	47	22	25	12	9	10	5	7	4	11	19	16	5	7	35	12	44	1	2	14	16	15	14	38	9	43	4	27	8	2	23	47	47	26	47	33	44
	3.2	3	3.5	4.6	2.4	3.7	2.1	3.3	3.6	3.4	3.9	4.3	1.9	2.1	4.1	2	3.5	0.7	2.5	3.4	4.4	3	3	3.2	3.9	3.2	4	4.2	2.9	1.2	3.2	3.4	3.8	2.7	3.2	2.8	3.1
															A																	Aqrs					
STV Player	21	14	7	5	5	5	2	3	2	5	5	11	0	4	17	4	10	11	0	1	0	9	9	18	3	21	0	11	8	3	15	19	12	8	21	16	19
	1.5	2	0.9	1.9	1.2	1.7	0.8	1.5	1.7	1.6	1.1	3.1	0	1.3	2	0.7	0.8	11.1	0	0.2	0	1.9	2.1	1.5	1.4	1.6	0	1.8	2.9	1.5	2.1	1.4	0.9	0.8	1.5	1.4	1.4
	Cmq											AYad			AYa																	nq			q		
S4C Clic	13	8	6	1	6	2	4	0	1	1	7	5	1	0	12	1	11	0	2	1	2	8	9	11	1	13	0	7	7	1	6	9	5	9	13	10	13
	0.9	1.1	0.8	0.2	1.5	0.8	1.9	0	0.8	0.3	1.6	1.3	0.4	0	1.5	0.2	0.9	0	2.8	0.2	0.5	1.7	1.9	0.9	0.6	1	0	1	2.6	0.4	0.8	0.6	0.4	0.9	0.9	0.9	1
	dmn						HJ				bd	d			Ad								A									n			mn	q	
All 4 (formerly 4OD)	257	124	133	50	52	39	49	40	27	67	79	56	55	67	135	122	234	13	9	69	75	90	67	217	33	237	20	105	43	47	124	249	228	160	257	193	250
	17.7	17.1	18.3	18.8	14.1	15.2	21.3	19.3	21.8	20.2	16.5	15.3	20.9	19.3	16	20	18.5	13.6	11.9	17.1	21	17.8	14.9	18.1	15	17.7	18.6	16.3	15.7	22.7	17.7	17.8	18.4	16.7	17.7	16.6	17.8
	E						E		E	E																							s					
My5 (formerly Demand 5)	201	96	102	23	36	30	36	41	35	76	48	53	33	68	101	100	171	13	16	57	46	68	58	164	33	184	14	72	28	49	90	197	185	77	201	99	198
	13.8	13.6	14.1	8.7	9.8	11.4	15.5	20.1	28.4	23.2	10	14.4	12.4	19.6	11.9	16.5	13.5	12.9	20.8	14.2	13.1	13.3	13	13.7	14.9	13.7	13.1	11.2	10.2	23.5	12.7	14.1	15	8	13.8	8.5	14.1
	DEYcqu						D	ADEF	ADEFGHI	ADEFG				AYac		Yac																qs	Amqrs		qs		
Netflix	51	26	25	8	8	13	6	12	4	16	18	9	9	15	27	24	44	6	2	11	18	14	14	43	8	43	6	28	7	3	29	49	46	51	51	51	50
	3.5	3.6	3.4	3.1	2.2	4.9	2.5	5.9	3.1	4.9	3.8	2.5	3.3	4.3	3.3	3.9	3.5	5.6	2	2.8	5.1	2.8	3	3.6	3.8	3.2	5.9	4.3	2.7	1.6	4.1	3.5	3.7	5.3	3.5	4.4	3.6
									AE																									Annrs		Amr		
Amazon Prime Video	137	65	72	22	45	28	15	14	12	26	58	33	26	20	90	46	120	9	7	37	40	44	48	115	19	125	12	58	32	16	70	131	93	112	137	137	132
	9.4	8.9	9.9	8.2	12.2	11	6.7	6.9	9.5	7.8	12.1	9	9.8	5.8	10.7	7.6	9.5	9.3	9.4	9.1	11.1	8.7	10.7	9.6	8.7	9.3	11.2	8.9	11.7	7.8	10	9.4	7.6	11.6	9.4	11.7	9.4
	bn				G						Abd				Ab																	n		Amrr	n	Amnr	
Now TV	70	40	31	14	28	10	12	3	3	6	24	13	14	19	37	33	66	3	1	14	15	37	18	60	7	63	7	26	14	8	33	66	53	47	70	70	66
	4.8	5.4	4.2	5.2	7.7	3.9	5.2	1.3	2.4	1.7	5	3.6	5.1	5.6	4.4	5.4	5.2	2.8	1.2	3.4	4.2	7.3	4.1	5	3.3	4.7	7	4	5.1	3.7	4.7	4.7	4.3	4.9	4.8	6	4.7
	Hin			HJ	AHIJ		HJ																													n	Amngr	
Sky On Demand (Sky Go)	57	31	26	7	23	11	3	9	5	14	25	15	9	8	41	17	49	5	2	16	9	24	23	42	13	57	1	48	6	0	32	56	51	41	57	50	55
	4	4.3	3.6	2.6	6.2	4.1	1.4	4.4	4.2	4.3	5.3	4.1	3.4	2.3	4.8	2.8	3.9	5.5	3.2	4.1	2.5	4.7	5.2	3.5	6	4.2	0.8	7.4	2.2	0	4.5	4	4.1	4.3	4	4.3	3.9
	G				AG					G					A																						
UKTV Play	51	32	20	3	15	5	15	10	5	15	20	13	11	8	32	19	45	6	1	15	13	17	7	40	12	48	4	22	7	8	27	48	36	29	51	36	51
	3.5	4.4	2.7	1.1	4	1.7	6.4	4.9	3.8	4.5	4.1	3.5	4	2.4	3.8	3.1	3.6	4	1.9	3.6	3.7	3.4	1.5	3.3	5.2	3.6	3.6	3.5	2.6	3.7	3.8	3.5	2.9	3	3.5	3.1	3.6
	Cm						ADF	D		D																						n			n		
Disney Life	18	8	10	3	8	6	2	0	0	0	8	5	1	4	13	5	16	1	0	8	4	4	13	18	0	17	1	13	3	0	9	16	12	16	18	18	17
	1.3	1.1	1.4	1.1	2.1	2.4	0.7	0	0	0	1.6	1.5	0.4	1.2	1.5	0.9	1.3	0.8	0	2.1	1.1	0.7	2.9	1.5	0	1.3	0.9	2	1.3	0	1.2	1.1	0.9	1.7	1.3	1.6	1.2
	Jn				J	HI																	A											mn	n	mn	
Virgin TV Catch-up/Virgin Media Anywhere	19	11	8	4	1	8	1	4	0	5	8	3	1	7	10	8	17	1	0	9	3	5	7	18	0	19	0	3	18	0	12	17	12	10	19	15	17
	1.3	1.6	1	1.6	0.2	3.1	0.4	2	0.4	1.4	1.6	0.7	0.4	2.1	1.2	1.4	1.4	1.5	0	2.1	0.8	1.2	1.5	1.5	0	1.4	0	0.5	6.5	0	1.7	1.2	0.9	1	1.3	1.3	1.2
	n					AEG		E		I																						n			n		
Hayu	7	1	6	2	2	0	1	2	0	2	4	1	0	2	5	2	7	0	0	3	1	3	2	7	0	7	1	2	2	1	3	5	6	6	7	7	7
	0.5	0.2	0.8	0.9	0.6	0	0.4	0.9	0	0.5	0.8	0.4	0	0.8	0.6	0.3	0.6	0	0	0.7	0.4	0.6	0.4	0.6	0	0.5	0.6	0.4	0.7	0.4	0.5	0.4	0.5	0.6	0.5	0.6	0.5
	m																															m	m		m	m	
Other streaming service	1	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	1	0	1	0	0	1	0	1	1	1	0	1	0	1
	0.1	0	0.1	0	0	0	0.4	0	0	0	0.2	0	0	0	0.1	0	0.1	0	0	0	0	0.2	0	0.1	0	0.1	0	0	0.3	0	0.1	0.1	0.1	0	0.1	0	0.1
ITV Hub (NET)	334	155	179	68	83	67	49	47	20	67	114	95	58	67	209	125	286	13	29	93	81	111	106	271	55	310	24	138	61	51	164	319	334	217	334	265	323
	23	21.3	24.6	25.4	22.6	26	21.1	22.7	16	20.3	23.9	25.8	22	19.4	24.7	20.5	22.6	12.8	38	23.2	22.8	22	23.7	22.6	25	23.1	22.7	21.3	22.5	24.8	23.2	22.8	27	22.6	23	22.8	23
	J			J		J				J					A																	Amqrs					
BVOD (NET)	1169	587	582	218	276	202	193	176	104	280	364	305	215	284	670	500	1011	80	67	330	277	404	354	956	186	1085	79	520	214	179	559	1129	1026	727	1169	880	1129
	80.4	80.7	80.2	81.5	75.2	77.9	84	85.1	85	85	76.5	83.1	81.3	82.5	79.3	82	79.9	81.3	87.4	82	78	79.6	78.8	79.7	84.2	80.9	74.3	80.4	78.2	86.6	79.4	80.7	83	75.8	80.4	75.6	80.5
	EYqs						E	E	E	AEF		Yc			Y	Y																qs	Amqrs		qs		
SVOD (NET)	283	140	143	50	91	57	36	31	18	49	133	62	49	60	174	110	253	18	10	73	78	102	95	243	35	255	27	127	59	28	144	268	210	232	283	283	273
	19.5	19.3	19.7	18.5	24.8	22.5	15.6	14.9	15	15	23.4	16.9	18.7	17.5	20.6	18	20	18.5	12.6	18	22	20.2	21.2	20.2	15.8	19	25.7	19.6	21.5	13.4	20.5	19.2	17	24.2	19.5	24.4	19.5
	Jn				AGHIJ	J					AZcd				Z																n		Amnr	n	Amnr	

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A9 Thinking about your viewing of TV catch-up, on-demand or video streaming services in the last month, what were the three most important things that you considered when choosing something to watch on one of these services?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	V	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who select 1-16 at A6A Unweighted	3538	1577	1961	491	689	533	561	576	688	1264	1256	1011	565	706	2267	1271	3089	241	174	942	886	1261	937	2861	578	3246	279	1439	610	671	1386	2868	2082	1651	3248	2044	3392	108
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who select 1-16 at A6A Weighted	3579	1776	1803	601	827	629	562	543	417	960	1085	863	705	926	1948	1631	3116	249	177	969	895	1252	1060	2903	557	3253	309	1473	621	669	1344	2814	2039	1807	3232	2210	3411	131*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: Those who select 1-16 at A6A Effective base	2977	1237	1854	346	619	515	539	553	649	1151	1094	905	499	609	1999	1106	2601	200	147	777	750	1076	833	2415	494	2744	228	1213	501	582	1167	2439	1771	1379	2754	1717	2862	87
How new the programme/film was	431	232	199	78	122	86	61	51	33	84	145	84	89	112	229	202	380	24	21	112	102	167	148	359	51	390	39	202	85	72	182	327	235	265	382	314	404	24
	12	13	11	12.9	14.8	13.7	10.8	9.4	7.9	8.7	13.3	9.7	12.7	12.2	11.7	12.4	12.2	9.6	11.8	11.5	11.4	13.3	13.9	12.4	9.2	12	12.6	13.7	13.8	10.7	13.5	11.6	11.5	14.7	11.8	14.2	11.8	18.3
	CHIJ			IJ	AGHIJ	HIJ					Zc				Z		A						A											Amnr		Amnr		
How well known the programme/film was	433	256	177	108	107	83	68	36	30	66	157	76	80	119	234	199	385	28	13	131	113	141	159	348	55	373	58	200	80	74	158	340	266	244	380	292	415	13
	12.1	14.4	9.8	18	12.9	13.2	12.1	6.7	7.2	6.9	14.5	8.8	11.3	12.9	12	12.2	12.4	11.3	7.4	13.5	12.6	11.3	15	12	9.8	11.5	18.6	13.6	12.8	11	11.8	12.1	13.1	13.5	11.8	13.2	12.2	9.7
	CHIJZr	AC		AEGHIJ	HIJ	HIJ	HIJ				AZc			2	2	2							A										r		Ar		Ar		
Whether it was a show being talked about by friends, family, colleagues or on social media	378	164	214	102	135	65	36	23	17	41	116	93	78	90	210	168	328	23	22	101	93	134	143	317	42	340	37	158	93	62	122	314	256	262	351	297	358	16
	10.6	9.2	11.8	16.9	16.3	10.3	6.4	4.3	4.2	4.3	10.7	10.8	11.1	9.7	10.8	10.3	10.5	9.3	12.7	10.4	10.4	10.7	13.5	10.9	7.5	10.5	12.1	10.8	15.1	9.2	9.1	11.1	12.6	14.5	10.9	13.5	10.5	12.2
	BGHIJ		AB	AFGHIJ	AFGHIJ	GHIJ											A						A									A	Amr	Amnrs		Amr		
Who was in the programme/film	440	231	209	100	99	73	65	62	41	103	128	88	84	140	216	224	382	34	20	133	120	129	159	335	74	388	48	195	84	63	177	336	261	234	389	289	411	21
	12.3	13	11.6	16.7	11.9	11.6	11.6	11.5	9.8	10.7	11.8	10.2	12	15.1	11.1	13.7	12.3	13.8	11.4	13.8	13.4	10.3	15	11.6	13.3	11.9	15.7	13.3	13.5	9.3	13.2	11.9	12.8	12.9	12	13.1	12	15.8
	IJZc			AEFGHIJ										AZc		Zc	A																					
Who you were watching with	767	390	377	143	204	118	113	113	77	190	221	188	162	196	410	357	679	50	30	190	195	294	257	630	116	702	60	327	149	128	277	621	422	464	693	537	737	28
	21.4	22	20.9	23.8	24.7	18.7	20	20.8	18.4	19.8	20.4	21.8	22.9	21.2	21	21.9	21.8	20	17.1	19.6	21.8	23.5	24.2	21.7	20.9	21.6	19.4	22.2	24	19.1	20.6	22.1	20.7	25.7	21.4	24.3	21.6	21.1
					AFIJ																		A									mr		Amnrs		Amnr		
What mood you were in	1376	623	753	255	372	253	228	189	79	268	380	338	266	392	718	658	1185	112	62	365	367	453	411	1107	226	1247	118	519	239	261	470	1082	758	795	1219	951	1334	33
	38.5	35.1	41.8	42.4	45	40.3	40.6	34.8	18.8	27.9	35	39.2	37.7	42.3	36.9	40.4	38	45.1	35.2	37.7	41	36.2	38.8	38.1	40.5	38.3	38.3	35.2	38.5	38.9	35	38.4	37.2	44	37.7	43	39.1	25.3
	BIJKr		AB	HIJ	AHIJ	IJ	HIJ	IJ	I					AYc		Y																r		Amnr		Amnr		
Whether the programme/film had been recommended to you by friends or family	443	197	246	106	112	87	61	42	33	75	138	107	94	103	246	197	398	22	17	130	100	169	158	367	61	394	49	200	79	60	162	346	256	288	408	328	425	16
	12.4	11.1	13.6	17.7	13.6	13.9	10.9	7.8	8	7.9	12.7	12.4	13.3	11.2	12.6	12.1	12.8	8.8	9.5	13.4	11.1	13.5	14.9	12.7	10.9	12.1	15.8	13.6	12.8	9	12.1	12.3	12.6	15.9	12.6	14.9	12.5	12.5
	HIJ		AB	AGHIJ	HIJ	HIJ	J										A						A											Amnrs		Amnr		
Whether the programme/film was in your 'recommendations'	271	135	136	70	95	44	26	22	13	35	94	59	45	73	154	117	236	16	16	72	57	106	93	232	27	224	47	141	59	33	101	203	156	170	240	198	238	27
	7.6	7.6	7.5	11.7	11.5	7.1	4.6	4	3.1	3.6	8.7	6.9	6.3	7.9	7.9	7.2	7.6	6.5	9.2	7.4	6.4	8.5	8.8	8	4.9	6.9	15.1	9.6	9.4	4.9	7.5	7.2	7.7	9.4	7.4	9	7	20.6
	GHIJ			AFGHIJ	AFGHIJ	HIJ																												Amnr		Amnr		
How long the programme/film was (duration)	644	319	325	86	154	116	107	106	75	181	188	168	132	156	356	288	563	52	23	189	159	214	176	526	102	586	57	245	115	139	263	503	365	317	584	396	610	27
	18	17.9	18	14.4	18.6	18.5	19	19.5	17.9	18.8	17.3	19.5	18.8	16.9	18.3	17.7	18.1	21	12.8	19.5	17.8	17.1	16.6	18.1	18.3	18	18.5	16.7	18.5	20.8	19.6	17.9	17.9	17.5	18.1	17.9	17.9	20.7
								D																														
How long the programme/film would be available on the service	466	241	225	55	93	81	88	86	62	149	148	125	85	109	272	194	399	35	28	114	108	178	123	369	84	433	33	170	78	108	183	385	281	194	430	257	444	20
	13	13.6	12.5	9.2	11.2	12.9	15.7	15.9	15	15.5	13.6	14.5	12	11.8	14	11.9	12.8	13.9	16.1	11.7	12	14.2	11.6	12.7	15	13.3	10.6	11.6	12.6	16.2	13.6	13.7	13.8	10.7	13.3	11.6	13	15.6
	Dqs						ADE	ADE	DE	ADE					A																	Aqs	qs		qs	q		
Whether it was a series I was already watching	1513	693	820	172	250	247	269	302	273	575	444	402	308	359	846	667	1324	88	88	415	371	539	351	1229	256	1417	93	600	231	295	628	1244	915	715	1394	876	1491	14
	42.3	39	45.5	28.7	30.2	39.2	47.8	55.6	65.4	59.9	40.9	46.6	43.6	38.8	43.4	40.9	42.5	35.3	49.7	42.8	41.4	43	33.1	42.3	46	43.6	30	40.7	37.3	44.2	46.8	44.2	44.9	39.6	43.1	39.6	43.7	10.7
	BDEqs		AB			DE	ADEF	ADEFG	ADEFGHI	ADEFGH		Afbcd			Yb																	Aqrs	Aqrs		Aqs			
Whether it was an old series I wanted to watch prior to the start of the new series	476	256	219	86	114	78	71	74	53	127	144	108	82	141	253	223	407	38	28	113	119	175	143	381	82	448	28	228	84	69	199	360	272	230	445	306	453	20
	13.3	14.4	12.2	14.3	13.8	12.4	12.6	13.6	12.7	13.2	13.3	12.6	11.7	15.2	13	13.7	13.1	15.1	15.9	11.7	13.3	14	13.5	13.1	14.8	13.8	8.9	15.5	13.5	10.4	14.8	12.8	13.3	12.7	13.8	13.9	13.3	15.3
	C																																		Am	q		
Whether I knew what I wanted to watch	1405	710	695	185	249	249	235	263	224	487	417	369	281	338	786	619	1226	102	63	381	378	467	337	1138	234	1295	101	543	224	281	599	1154	822	623	1294	789	1361	30
	39.2	40	38.5	30.7	30.1	39.7	41.7	48.5	53.6	50.7	38.4	42.8	39.9	36.5	40.3	37.9	39.4	40.9	35.5	39.3	42.3	37.3	31.8	39.2	42.1	39.8	32.6	36.9	36.2	42	44.6	41	40.3	34.5	40	35.7	39.9	22.9
	DEqs					DE	DE	ADEFG	ADEFGJ	ADEFG		Afbcd																				Aqrs	qs		Aqs	q		
How easy the programme/film would be to find on the service	389	204	185	48	95	82	49	58	56	115	134	95	71	89	229	160	337	27	22	102	76	159	128	308	61	352	34	170	68	65	147	316	248	190	360	228	370	11
	10.9	11.5	10.3	8	11.5	13.1	8.7	10.7	13.5	11.9	12.4	11	10.1	9.6	11.8	9.8	10.8	10.9	12.7	10.6	8.5	12.7	12	10.6	10.9	10.8	11.1	11.5	11	9.8	10.9	11.2	12.2	10.5	11.1	10.3	10.8	8.4
						DG			ADG	DG	A				A																		Aqrs					

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A10 1 1 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services perform on...

- Summary table Providing a wide range of programmes to choose from -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Providing a wide range of programmes to choose from - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	66	25	10	0	3	10	13	16	16	4	4	2	2	4	4
	2.4	1.3	3	0	2.4	0.7	1.6	0.9	1.4	0.8	0.6	0.8	1.9	2.2	5.7
2 (2)	38	45	16	2	3	20	19	16	12	4	5	5	3	5	2
	1.3	2.3	4.8	0.9	2.6	1.4	2.3	0.9	1.1	0.8	0.7	1.7	3.1	2.6	2.8
3 (3)	80	58	7	6	5	25	26	23	23	5	7	13	1	2	1
	2.8	3	2.2	3.5	3.9	1.7	3.1	1.3	2.1	0.5	1.1	4.2	0.9	1	2.1
4 (4)	85	87	22	8	3	70	38	29	45	14	9	16	3	10	5
	3	4.5	6.6	4.8	2.3	4.8	4.6	1.6	4	2.7	1.4	5.3	2.9	5.7	7.5
5 (5)	233	201	43	23	8	132	106	71	88	40	34	33	8	9	6
	8.3	10.4	13	12.9	6.6	9.1	13	3.9	7.9	7.4	5	10.7	8.2	5.1	8
6 (6)	318	219	44	23	11	197	136	117	113	54	67	46	6	8	9
	11.3	11.3	13.4	12.8	9.1	13.5	16.7	6.5	10.1	9.9	9.8	15	6.2	4.5	13
7 (7)	460	345	35	26	21	252	156	199	198	103	93	55	12	29	11
	16.4	17.9	10.7	14.5	17.1	17.2	19.2	11	17.7	19	13.6	17.9	11.3	16.2	14.7
8 (8)	634	461	56	28	23	318	151	336	240	114	177	62	23	43	18
	22.5	23.8	16.8	16	19.3	21.8	18.6	18.6	21.4	20.9	25.7	20.1	22.1	23.4	25.3
9 (9)	436	242	45	28	15	210	89	416	191	81	139	37	15	42	5
	15.5	12.5	13.5	16.2	12.7	14.4	11	23	17.1	15	20.2	12.1	14.4	22.9	8.2
10 - Extremely well (10)	464	250	54	32	29	226	79	586	193	125	151	38	30	30	9
	16.5	12.9	16.1	18.4	24	15.5	9.8	32.4	17.2	23.1	21.9	12.2	28.8	16.4	13
Top 3 Boxes (NET)	1534	952	154	89	68	754	320	1338	624	320	467	136	67	114	34
	54.5	49.3	46.4	50.6	56.1	51.6	39.4	74	55.7	58.9	67.9	44.4	65.4	62.7	46.5
Bottom 3 Boxes (NET)	184	128	33	8	11	55	57	55	51	11	16	21	6	11	7
	6.5	6.6	10	4.4	8.9	3.8	7	3	4.6	2.1	2.4	6.7	6	5.8	10.3
Mean	7.34	7.11	6.82	7.32	7.45	7.33	6.8	8.26	7.47	7.77	7.97	6.99	7.75	7.56	6.74
Standard Deviation	2.1	2.1	2.5	2.1	2.3	2	2.1	1.9	2	1.9	1.8	2.1	2.3	2.2	2.4
Standard Error	0	0	0.1	0.2	0.2	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.2	0.3

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A10 1 2 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services perform on...

- Summary table Providing a service that is value for money -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Providing a service that is value for money - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	113	37	10	0	0	17	7	24	20	6	13	2	1	11	1
	4	1.9	3	0	0.4	1.1	0.9	1.3	1.8	1	1.8	0.6	1	6.1	1.3
2 (2)	55	30	7	1	4	18	8	10	11	7	6	2	6	3	3
	2	1.5	2	0.4	3.2	1.3	1	0.6	1	1.2	0.8	0.5	5.6	1.8	4.8
3 (3)	68	32	13	4	6	18	19	23	18	5	18	6	3	6	4
	2.4	1.6	4	2.3	4.9	1.2	2.3	1.3	1.6	0.9	2.6	1.9	2.8	3.5	5.2
4 (4)	69	68	16	8	3	40	34	38	53	25	19	7	3	8	3
	2.4	3.5	4.7	4.6	2.6	2.7	4.1	2.1	4.8	4.6	2.8	2.4	2.9	4.4	3.6
5 (5)	264	197	33	10	7	116	88	80	95	33	50	29	3	17	7
	9.4	10.2	9.9	5.6	5.8	7.9	10.8	4.4	8.5	6.1	7.3	9.4	3	9.4	9.6
6 (6)	208	153	50	24	14	137	110	120	108	60	82	33	5	21	10
	7.4	7.9	15.2	13.7	11.6	9.4	13.6	6.6	9.7	11	12	10.6	5.1	11.5	14
7 (7)	363	320	44	32	19	223	134	242	186	106	121	45	8	33	12
	12.9	16.5	13.4	18.5	15.6	15.3	16.5	13.4	16.6	19.6	17.6	14.6	8	18.3	17
8 (8)	477	397	43	34	20	311	136	397	280	112	174	62	26	36	6
	16.9	20.5	13	19.1	16.5	21.3	16.8	21.9	25	20.7	25.3	20.1	25.3	19.5	8.6
9 (9)	460	266	46	24	25	214	109	370	167	91	102	56	17	23	11
	16.4	13.8	13.9	13.5	20.8	14.7	13.5	20.5	15	16.7	14.8	18.3	16.6	12.4	15.2
10 - Extremely well (10)	737	434	70	39	23	367	167	503	181	99	103	66	31	24	15
	26.2	22.5	20.9	22.3	18.6	25.1	20.6	27.8	16.1	18.2	15	21.6	29.8	13.3	20.3
Top 3 Boxes (NET)	1675	1097	159	96	68	892	412	1270	628	302	378	184	74	82	32
	59.5	56.8	47.8	54.9	55.9	61	50.8	70.3	56.1	55.6	55	60.1	71.6	45.2	44.1
Bottom 3 Boxes (NET)	236	98	30	5	10	53	34	57	48	17	36	9	10	21	8
	8.4	5.1	9.1	2.7	8.5	3.6	4.2	3.2	4.3	3.1	5.3	3	9.4	11.3	11.8
Mean	7.51	7.51	7.1	7.63	7.45	7.74	7.38	8.09	7.41	7.56	7.39	7.72	7.83	6.82	7.02
Standard Deviation	2.4	2.2	2.4	1.9	2.2	2	2.1	1.9	2	1.9	2	1.9	2.4	2.4	2.5
Standard Error	0	0	0.1	0.1	0.2	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.2	0.3

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A10 1 3 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services oerform on...

- Summary table Providing programmes that are relevant to me -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Providing programmes that are relevant to me - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	67	38	11	1	3	16	7	20	14	5	7	3	1	4	3
	2.4	2	3.4	0.6	2.1	1.1	0.9	1.1	1.2	0.8	1	1	1	2.2	4.2
2 (2)	48	37	9	3	4	21	14	17	6	6	5	2	6	2	1
	1.7	1.9	2.6	1.7	3	1.4	1.8	0.9	0.5	1.1	0.8	0.8	6.2	1	0.9
3 (3)	57	64	14	8	4	30	35	23	27	4	5	10	4	2	0
	2	3.3	4.1	4.6	3	2.1	4.3	1.3	2.4	0.8	0.7	3.4	3.6	1	0
4 (4)	106	94	22	11	2	52	35	32	55	18	11	20	0	4	12
	3.8	4.9	6.7	6.5	2	3.6	4.3	1.8	4.9	3.4	1.6	6.6	0	2.2	16.9
5 (5)	250	187	43	16	8	115	110	68	75	25	30	21	3	10	3
	8.9	9.7	13	9.1	6.9	7.9	13.5	3.7	6.7	4.6	4.3	6.8	3	5.4	4.2
6 (6)	289	246	38	21	10	167	120	118	121	56	55	37	5	21	5
	10.3	12.7	11.4	11.9	8.4	11.4	14.7	6.5	10.8	10.2	8	12.1	4.4	11.3	7
7 (7)	437	355	51	24	19	298	181	219	209	85	118	56	14	31	10
	15.5	18.4	15.2	13.6	15.3	20.4	22.3	12.1	18.7	15.7	17.2	18.4	14.1	17.2	14.3
8 (8)	685	414	47	31	28	330	131	353	266	133	189	81	19	45	9
	24.4	21.4	14.1	17.8	23.2	22.6	16.1	19.6	23.7	24.5	27.4	26.4	18.3	24.7	12.6
9 (9)	429	258	46	27	22	223	98	428	171	92	133	32	26	37	15
	15.2	13.4	13.7	15.3	18.5	15.3	12	23.7	15.3	17	19.4	10.3	25.3	20.5	20.4
10 - Extremely well (10)	445	240	53	33	21	208	82	529	177	118	136	44	25	26	14
	15.8	12.4	15.9	18.9	17.6	14.2	10.1	29.3	15.9	21.8	19.8	14.3	24.1	14.5	19.5
Top 3 Boxes (NET)	1560	912	140	91	72	761	311	1311	614	344	458	156	70	109	38
	55.4	47.2	43.7	52	59.3	52.1	38.3	72.5	54.9	63.3	66.6	51	67.7	59.7	52.8
Bottom 3 Boxes (NET)	172	139	33	12	10	67	56	59	46	15	17	16	11	8	4
	6.1	7.2	10.1	6.9	8.1	4.6	6.9	3.3	4.1	2.8	2.4	5.2	10.8	4.2	5.2
Mean	7.32	7.04	6.82	7.25	7.45	7.36	6.85	8.19	7.44	7.8	7.92	7.21	7.79	7.58	7.16
Standard Deviation	2.1	2.1	2.4	2.2	2.2	2	2	1.9	2	1.9	1.7	2	2.3	1.9	2.5
Standard Error	0	0	0.1	0.2	0.2	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.1	0.3

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A10 1 4 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services perform on...

- Summary table Providing a service I am satisfied with -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Providing a service I am satisfied with - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	57	26	10	2	1	10	8	16	15	5	8	1	2	4	1
	2	1.4	3.1	1	1.2	0.7	1	0.9	1.3	0.9	1.1	0.2	1.9	2.2	1.5
2 (2)	51	38	13	5	3	22	12	13	11	7	6	4	2	7	1
	1.8	1.9	3.9	2.6	2.6	1.5	1.5	0.7	0.9	1.2	0.9	1.3	2.1	3.8	1.5
3 (3)	80	41	12	7	4	21	20	18	20	7	4	4	5	3	3
	2.8	2.1	3.7	4.1	3	1.4	2.4	1	1.8	1.3	0.6	1.2	4.7	1.5	3.7
4 (4)	64	60	14	6	8	45	50	36	37	6	10	18	1	3	9
	2.3	3.1	4.3	3.4	6.5	3.1	6.1	2	3.3	1.1	1.5	5.7	1.4	1.6	11.9
5 (5)	211	224	40	15	7	115	94	58	71	31	33	29	5	16	6
	7.5	11.6	12.1	8.6	5.6	7.9	11.5	3.2	6.3	5.7	4.8	9.5	4.6	8.9	8.9
6 (6)	257	221	47	24	10	172	134	90	97	62	65	31	2	20	6
	9.1	11.4	14.3	13.8	8.6	11.7	16.6	5	8.6	11.4	9.5	10	1.8	10.8	9
7 (7)	420	354	41	25	21	262	148	207	205	99	123	78	12	28	7
	14.9	18.3	12.4	14.5	17.3	19.3	18.3	11.4	18.3	18.2	17.9	25.4	11.5	15.6	9
8 (8)	694	433	41	32	25	349	156	384	276	114	178	67	17	51	10
	24.7	22.4	12.4	18.5	20.4	23.8	19.2	21.2	24.6	20.9	25.9	21.8	16.4	27.8	13.7
9 (9)	491	270	58	27	20	225	104	430	193	98	122	37	25	21	13
	17.5	14	17.4	15.6	16.6	15.4	12.8	23.8	17.2	18.1	17.8	12	24.2	11.3	18.6
10 - Extremely well (10)	490	265	54	32	22	219	87	555	197	117	138	40	32	30	16
	17.4	13.7	16.3	18	18.4	15	10.7	30.7	17.6	21.6	20	12.9	31.2	16.4	22.4
Top 3 Boxes (NET)	1675	968	153	91	67	793	347	1369	665	329	438	143	74	101	39
	59.5	50.1	46.1	52	55.4	54.3	42.7	75.8	59.4	60.6	63.7	46.7	71.8	55.6	54.7
Bottom 3 Boxes (NET)	188	104	36	14	8	53	40	47	45	16	18	8	9	14	5
	6.7	5.4	10.7	7.7	6.8	3.6	4.9	2.6	4	3	2.6	2.7	8.9	7.5	6.5
Mean	7.48	7.21	6.92	7.27	7.38	7.45	6.96	8.31	7.61	7.82	7.85	7.26	8.01	7.28	7.25
Standard Deviation	2.1	2	2.4	2.2	2.2	1.9	2	1.8	1.9	1.8	1.8	1.8	2.3	2.2	2.4
Standard Error	0	0	0.1	0.2	0.2	0	0.1	0	0.1	0.1	0.1	0.1	0.2	0.2	0.3

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A10 1 5 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services perform on...

- Summary table Being a service I would recommend to others -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Being a service I would recommend to others - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	2439	1680	268	146	95	1217	680	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	73	36	8	2	3	22	12	25	20	4	14	1	3	8	3
	2.6	1.9	2.5	1.4	2.7	1.5	1.5	1.4	1.8	0.7	2.1	0.5	3	4.2	4
2 (2)	60	39	11	1	7	14	16	10	11	1	2	4	4	3	1
	2.1	2	3.2	0.4	5.9	0.9	2	0.5	1	0.5	0.3	1.5	4.2	1.6	1.7
3 (3)	65	54	15	6	5	36	32	15	30	10	16	9	1	6	5
	2.3	2.8	4.5	3.4	3.8	2.5	3.9	0.8	2.7	1.8	2.3	2.9	0.8	3.5	7.2
4 (4)	89	90	20	7	1	65	34	27	39	16	9	18	0	8	6
	3.2	4.7	5.9	3.9	1.2	4.5	4.2	1.5	3.5	2.9	1.3	5.7	0	4.2	8
5 (5)	279	259	43	14	9	140	113	84	91	35	41	29	4	16	2
	9.9	13.4	13.1	8.1	7	9.6	14	4.6	8.2	6.5	6	9.3	3.7	8.5	3
6 (6)	240	221	43	24	9	157	143	102	107	58	65	48	5	16	11
	8.5	11.4	12.9	13.6	7.1	10.7	17.6	5.6	9.6	10.7	9.4	15.8	4.7	8.9	15
7 (7)	465	344	42	27	20	271	147	197	189	96	112	58	15	35	8
	16.5	17.8	12.5	15.4	16.1	18.6	18.1	10.9	16.9	17.6	16.2	18.9	14.4	19.3	10.5
8 (8)	599	400	47	35	23	344	139	369	257	119	186	65	21	45	9
	21.3	20.7	14.2	20	18.7	23.5	17.1	20.4	23	21.8	27	21.2	20.6	24.6	13
9 (9)	442	241	51	30	22	199	92	378	182	90	127	33	21	28	11
	15.7	12.4	15.3	16.8	18.2	13.7	11.4	20.9	16.2	16.5	17.5	10.9	20.4	15.4	14.9
10 - Extremely well (10)	503	248	53	30	23	212	83	601	192	114	126	41	29	18	16
	17.9	12.8	15.8	16.8	19.3	14.5	10.2	33.3	17.1	21	18.3	13.4	28.2	9.8	22.6
Top 3 Boxes (NET)	1543	888	150	94	68	755	315	1349	630	322	429	139	71	91	36
	54.8	46	45.2	53.7	56.2	51.7	38.7	74.6	56.3	59.4	62.4	45.5	69.2	49.8	50.5
Bottom 3 Boxes (NET)	198	130	34	9	15	73	60	49	61	16	32	15	8	17	9
	7	6.7	10.3	5.2	12.4	5	7.4	2.7	5.5	3	4.7	4.8	8	9.2	12.9
Mean	7.33	6.99	6.86	7.38	7.27	7.27	6.78	8.26	7.44	7.72	7.68	7.1	7.92	6.99	7.04
Standard Deviation	2.2	2.1	2.4	2.1	2.5	2	2.1	1.9	2.1	1.9	1.9	2	2.3	2.2	2.6
Standard Error	0	0	0.1	0.2	0.2	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.2	0.3

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A10 1 6 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does services perform on...

- Summary table Making content available for a long period of time -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	ITV Hub+	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	Netflix	Amazon Prime Video	Now TV	Sky On Demand (Sky Go)	UKTV Play	Disney Life	Virgin TV Catch-up/Virgin Media Anywhere	Hayu
Base: Making content available for a long period of time - Unweighted	2868	1976	321	165	109	1452	811	1651	1045	488	667	300	98	195	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	2814	1932	332	176	122	1461	812	1807	1119	543	688	306	103	182	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	2439	1680	268	146	95	1217	690	1379	881	416	572	260	89	162	55
1 - Not at all well (1)	77	35	10	3	4	14	3	21	15	4	6	6	4	5	2
	2.7	1.8	3	1.8	3	1	0.4	1.2	1.3	0.8	0.9	2	4	2.9	2.7
2 (2)	71	32	9	1	3	24	14	10	6	5	5	2	2	2	1
	2.5	1.7	2.8	0.4	2.6	1.7	1.7	0.5	0.5	0.9	0.7	0.6	2.3	1.2	4.2
3 (3)	72	73	17	3	1	27	24	11	17	10	13	11	1	7	1
	2.5	3.8	5.1	1.9	0.7	1.9	3	0.6	1.5	1.8	1.8	3.4	0.8	3.8	0.9
4 (4)	123	86	14	11	5	46	37	28	19	16	13	12	1	2	8
	4.4	4.2	4.2	6.3	3.9	3.1	4.6	1.5	1.7	3	1.8	4.1	1	1	10.9
5 (5)	327	242	41	14	7	150	122	67	74	44	40	34	1	22	6
	11.6	12.5	12.4	7.8	5.8	10.2	15	3.7	6.6	8.1	5.9	11	0.9	12	8.3
6 (6)	323	245	44	19	13	195	141	117	110	64	56	44	6	16	6
	11.5	12.7	13.1	10.8	10.8	13.4	17.4	6.5	9.8	11.8	8.1	14.4	6.3	8.9	8.3
7 (7)	509	372	52	35	22	270	151	231	178	85	116	45	14	33	10
	18.1	19.3	15.8	20.1	17.8	18.5	18.6	12.8	15.9	15.7	16.9	14.5	14	18.1	13.7
8 (8)	584	413	50	27	28	303	158	343	292	116	184	66	15	35	12
	20.7	21.4	15.2	15.4	23.4	20.8	19.5	19	26.1	21.3	26.8	21.6	14.8	19.2	16.3
9 (9)	362	205	43	28	20	197	85	397	196	92	118	48	26	38	8
	12.9	10.6	13	15.7	16.7	13.5	10.4	22	17.5	16.9	17.2	15.7	25.7	20.7	10.6
10 - Extremely well (10)	367	235	51	35	19	234	77	582	212	107	137	39	31	22	17
	13	12.1	15.4	19.7	15.4	16	9.4	32.2	19	19.7	19.9	12.7	30.3	12.3	24
Top 3 Boxes (NET)	1312	853	145	89	68	734	320	1322	701	314	440	153	73	95	37
	46.6	44.1	43.6	50.8	55.5	50.3	39.4	73.2	62.6	57.9	63.9	50	70.8	52.2	50.9
Bottom 3 Boxes (NET)	219	141	36	7	8	66	41	43	38	19	23	18	7	14	6
	7.8	7.3	10.9	4.3	6.3	4.5	5.1	2.4	3.4	3.5	3.4	6	7.1	7.9	7.9
Mean	6.99	6.94	6.85	7.4	7.35	7.31	6.85	8.29	7.73	7.61	7.8	7.14	8.08	7.23	7.11
Standard Deviation	2.2	2.1	2.4	2.1	2.2	2	1.9	1.8	1.9	2	1.8	2.1	2.3	2.2	2.5
Standard Error	0	0	0.1	0.2	0.2	0.1	0.1	0	0.1	0.1	0.1	0.1	0.2	0.2	0.3

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A10 2 1 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does BBC iPlayer perform on...

- Summary table BBC iPlayer -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: BBC iPlayer - Unweighted	2868	2868	2868	2868	2868	2868
	100	100	100	100	100	100
Base: BBC iPlayer - Weighted	2814	2814	2814	2814	2814	2814
	100	100	100	100	100	100
Base: BBC iPlayer - Effective base	2439	2439	2439	2439	2439	2439
1 - Not at all well (1)	66	113	67	57	73	77
	2.4	4	2.4	2	2.6	2.7
2 (2)	38	55	48	51	60	71
	1.3	2	1.7	1.8	2.1	2.5
3 (3)	80	68	57	80	65	72
	2.8	2.4	2	2.8	2.3	2.6
4 (4)	85	69	106	64	89	123
	3	2.4	3.8	2.3	3.2	4.4
5 (5)	233	264	250	211	279	327
	8.3	9.4	8.9	7.5	9.9	11.6
6 (6)	318	208	289	257	240	323
	11.3	7.4	10.3	9.1	8.5	11.5
7 (7)	460	363	437	420	465	509
	16.4	12.9	15.5	14.9	16.5	18.1
8 (8)	634	477	685	694	599	584
	22.5	16.9	24.4	24.7	21.3	20.7
9 (9)	436	460	429	491	442	362
	15.5	16.4	15.2	17.5	15.7	12.9
10 - Extremely well (10)	464	737	445	490	503	367
	16.5	26.2	15.8	17.4	17.9	13
Top 3 Boxes (NET)	1534	1675	1560	1675	1543	1312
	54.5	59.5	55.4	59.5	54.8	46.6
Bottom 3 Boxes (NET)	184	236	172	188	198	219
	6.5	8.4	6.1	6.7	7	7.8
Mean	7.34	7.51	7.32	7.48	7.33	6.99
Standard Deviation	2.1	2.4	2.1	2.1	2.2	2.2
Standard Error	0	0	0	0	0	0

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A10 1 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver oerform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a wide range of programmes to choose from - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	66	32	34	1	16	9	9	13	18	32	20	15	15	17	35	32	62	2	3	18	19	25	13	53	13	62	5	22	13	16	27	66	48	25	66	31	64	1
	2.4	2.3	2.4	0.2	2.8	1.8	1.9	2.8	5	3.7	2.3	2.1	2.7	2.5	2.2	2.6	2.5	0.9	2.2	2.3	2.7	2.5	1.7	2.3	2.8	2.4	2.2	2	2.6	2.9	2.4	2.4	2.6	1.9	2.4	1.9	2.4	1.4
	D				D		D	D	ADFGJ	AD																							s					
2 (2)	38	18	20	3	4	5	3	15	8	23	12	13	7	6	25	13	33	2	2	10	9	14	2	31	7	37	1	17	3	8	11	38	21	13	38	17	36	0
	1.3	1.3	1.4	0.6	0.7	1.1	0.6	3.1	2.3	2.8	1.4	1.8	1.2	0.9	1.6	1.1	1.4	0.9	1.3	1.3	1.3	1.5	0.2	1.4	1.5	1.4	0.4	1.5	0.6	1.5	1	1.3	1.1	1	1.3	1.1	1.3	0
	J							ADEFG	AEG	ADEFG																												
3 (3)	80	47	33	16	21	16	8	10	8	19	25	20	15	19	45	35	66	8	5	18	19	29	32	69	9	71	8	23	15	13	34	80	51	45	80	49	73	4
	2.8	3.4	2.3	3.9	3.7	3.2	1.8	2.1	2.3	2.2	2.9	2.8	2.9	2.8	2.8	2.9	2.7	4.4	3.6	2.4	2.7	3	4.2	3	3.9	2.8	3.9	2.1	3.1	2.3	3	2.8	2.7	3.4	2.8	3	2.7	6.3
	C																						A															
4 (4)	85	38	47	28	22	11	12	8	4	12	32	21	11	22	52	33	79	3	2	26	24	29	25	63	19	68	16	39	8	20	30	85	63	56	85	67	83	1
	3	2.7	3.3	6.6	3.8	2.2	2.6	1.7	1.2	1.5	3.6	2.9	2.1	3.2	3.3	2.7	3.2	1.7	1.1	3.4	3.4	3	3.3	2.8	4	2.6	7.4	3.5	1.6	3.6	2.7	3	3.4	4.2	3	4.1	3	1.4
	HIJ			AFGHIJ	HIJ																													Anv		Anv		
5 (5)	233	100	133	40	55	40	37	37	25	62	66	50	38	78	117	116	212	9	8	78	57	77	67	186	33	205	25	80	46	39	87	233	143	104	233	122	212	16
	8.3	7.2	9.3	9.4	9.5	8.2	7.6	7.6	6.8	7.3	7.6	6.9	7.1	11.4	7.3	9.5	8.6	4.7	5.2	10.3	8.1	7.8	8.8	8.2	7.2	7.9	11.7	7.2	9.4	6.9	7.7	8.3	7.7	7.9	8.3	7.5	7.8	22.5
	J		AB											AYZac		a																						
6 (6)	318	186	132	87	69	48	49	38	27	64	82	78	59	100	159	159	270	25	18	89	76	106	87	262	41	290	28	136	54	51	118	318	204	181	318	205	303	15
	11.3	13.4	9.3	20.8	12	9.8	10.3	7.8	7.3	7.6	9.4	10.7	11.1	14.5	10	13	11	13.5	11.9	11.7	10.8	10.7	13.4	11.6	8.8	11.2	13.1	12.2	10.9	9.1	10.4	11.3	11	13.7	11.3	12.6	11.2	20
	CHIJYc	AC		AEFGHIJ	HIJ									AYZc		AYc																		Amnrs		Amnr		
7 (7)	460	227	233	72	98	98	87	60	45	105	147	136	86	92	283	178	395	40	20	105	133	157	125	367	82	411	47	180	81	95	172	460	300	228	460	287	451	7
	16.4	16.3	16.4	17	17.1	20.1	18.2	12.4	12.3	12.4	16.9	18.7	16.1	13.5	17.7	14.6	16.1	21.9	13.9	13.8	18.8	15.9	16.4	16.2	17.6	15.9	21.9	16.1	16.4	17.1	15.1	16.4	16.1	17.3	16.4	17.7	16.6	9.5
	HIJ				HIJ	AHIJ	HIJ							Abd		Abd																						
8 (8)	634	321	313	70	138	106	113	123	84	207	204	182	122	125	387	247	547	39	42	160	159	227	155	514	108	596	33	261	109	127	259	634	402	288	634	365	610	19
	22.5	23	22	16.6	24	21.8	23.5	25.4	22.8	24.3	23.5	25.1	22.9	18.3	24.2	20.3	22.3	21.4	28.7	21.1	22.6	23	20.3	22.7	23.2	23.1	15.2	23.3	22.1	22.9	22.8	22.5	21.6	21.8	22.5	22.4	22.5	26.2
	Db				D		D	D	D	D	b	Abd			Abd																						
9 (9)	436	215	222	55	69	91	72	82	68	150	144	108	91	94	251	185	389	25	21	120	113	156	132	350	75	411	26	183	76	83	197	436	295	188	436	249	427	6
	15.5	15.4	15.6	13.1	11.9	18.6	15.1	16.9	18.5	17.6	16.5	14.8	17.2	13.7	15.7	15.2	15.8	13.7	14.3	15.8	16	15.8	17.3	15.4	16.2	15.9	11.9	16.4	15.4	14.8	17.3	15.5	15.9	14.3	15.5	15.3	15.7	8.7
	G					E		E	ADE	AE																										g		
10 - Extremely well (10)	464	210	254	49	83	65	89	98	79	177	140	104	88	132	244	220	401	31	26	136	97	167	124	371	78	435	26	177	89	105	201	464	332	191	464	235	456	3
	16.5	15.1	17.9	11.7	14.4	13.3	18.6	20.3	21.4	20.8	16	14.3	16.6	19.2	15.2	18.1	16.3	16.9	17.8	17.9	13.7	17	16.3	16.4	16.9	16.8	12.1	15.8	18.1	18.9	17.7	16.5	17.9	14.5	16.5	14.5	16.8	4.3
	DZcgq		A				DF	ADEF	ADEF	ADEF				Zc		Z																		qs	Amqrs		qs			
Top 3 Boxes (NET)	1534	746	788	174	290	262	274	303	231	533	488	394	301	351	882	652	1336	95	90	416	369	551	411	1235	262	1442	84	621	273	315	657	1534	1029	667	1534	850	1493	29
	54.5	53.5	55.5	41.5	50.4	53.6	57.2	62.6	62.8	62.7	56	54.2	56.6	51.3	55.2	53.6	54.5	52.1	60.9	54.8	52.3	55.8	53.9	54.5	56.4	55.8	39.4	55.5	55.5	56.6	57.8	54.5	55.3	50.6	54.5	52.2	55	39.1
	Dqs				D	D	DE	ADEF	ADEF	ADEFG																							qs	qs		qs	q		
Bottom 3 Boxes (NET)	184	97	87	20	41	30	19	39	35	74	56	48	37	43	105	79	161	11	10	46	47	68	47	153	29	170	14	62	31	37	72	184	119	83	184	97	173	5
	6.5	6.9	6.1	4.7	7.1	6.1	4	8	9.6	8.7	6.5	6.7	6.9	6.2	6.6	6.5	6.6	6.2	7.1	6	6.7	6.9	6.2	6.7	6.2	6.6	6.5	5.6	6.3	6.6	6.4	6.5	6.4	6.3	6.5	6	6.4	7.5
	G				G			G	ADFG	ADG																												
Mean	7.34	7.3	7.38	6.99	7.14	7.37	7.56	7.51	7.49	7.51	7.37	7.32	7.41	7.26	7.35	7.33	7.32	7.44	7.51	7.34	7.25	7.36	7.36	7.33	7.4	7.38	6.86	7.39	7.42	7.42	7.46	7.34	7.38	7.22	7.34	7.28	7.37	6.54
	DEq					D	ADE	ADE	DE	ADE																							q	qs		q	q		
Standard Deviation	2.1	2.1	2.2	1.9	2.1	2	2	2.3	2.4	2.3	2.1	2.1	2.1	2.2	2.1	2.2	2.2	2	2.1	2.2	2.1	2.2	2.1	2.1	2.2	2.1	2.1	2.1	2.1	2.2	2.1	2.1	2.2	2.1	2.1	2.1	2.1	1.9
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0.2

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A10 1 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver oerform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a service that is value for money - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service that is value for money - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	113	62	51	8	30	16	9	23	26	49	38	33	21	21	71	42	102	6	5	35	32	35	31	90	20	103	10	36	17	31	43	113	83	55	113	59	105	2
	4	4.4	3.6	2	5.2	3.4	1.9	4.7	7.1	5.7	4.3	4.5	3.9	3.1	4.4	3.5	4.2	3.3	3.3	4.6	4.6	3.5	4.1	4	4.4	4	4.6	3.3	3.5	5.5	3.8	4	4.5	4.2	4	3.6	3.9	2.7
	G				DG			G	ADEGJ	ADG																								s					
2 (2)	55	30	25	5	11	12	9	11	7	18	13	15	13	14	28	27	51	2	2	17	10	24	9	47	7	50	5	16	10	12	20	55	37	32	55	42	54	0
	2	2.1	1.8	1.1	2	2.4	1.8	2.4	1.8	2.2	1.5	2	2.4	2.1	1.8	2.2	2.1	1.1	1.5	2.3	1.4	2.5	1.1	2.1	1.5	1.9	2.4	1.4	2	2.2	1.7	2	2	2.4	2	2.6	2	0
																																				Amr		
3 (3)	68	33	35	14	13	16	7	8	10	18	18	17	15	18	35	33	64	1	2	29	13	22	16	59	6	65	2	24	10	9	26	68	54	33	68	34	64	4
	2.4	2.4	2.4	3.3	2.3	3.4	1.4	1.6	2.8	2.1	2.1	2.3	2.8	2.7	2.2	2.7	2.6	0.3	1.7	3.8	1.9	2.2	2.1	2.6	1.3	2.5	0.9	2.1	2	1.6	2.3	2.4	2.9	2.5	2.4	2.1	2.3	4.8
																																	Amrs	q				
4 (4)	69	37	32	17	12	11	12	9	9	18	23	15	13	18	38	31	64	1	5	19	22	23	17	57	11	59	10	37	3	13	25	69	34	34	69	38	62	6
	2.4	2.6	2.3	3.9	2.2	2.2	2.4	1.9	2.3	2.1	2.6	2.1	2.4	2.7	2.4	2.5	2.6	0.4	3.2	2.5	3.1	2.3	2.3	2.5	2.4	2.3	4.8	3.4	0.6	2.3	2.2	2.4	1.8	2.6	2.4	2.3	2.3	8.2
	Hmn	n																														n		n	n			
5 (5)	264	132	132	53	54	40	49	48	21	68	55	62	48	98	118	146	237	13	8	71	72	94	65	216	39	233	31	97	51	45	105	264	161	105	264	136	239	21
	9.4	9.5	9.3	12.6	9.3	8.2	10.2	9.8	5.6	8	6.3	8.6	9	14.4	7.4	12	9.6	6.9	5.4	9.3	10.1	9.5	8.5	9.5	8.3	9	14.3	8.7	10.4	8	9.2	9.4	8.6	8	9.4	8.3	8.8	29.1
	tYcq			n	i		i	u						AYZacd		AYZac																q			q			
6 (6)	208	106	102	33	59	43	27	25	21	46	66	54	41	47	120	88	183	15	8	58	48	77	66	171	30	190	17	108	43	27	70	208	133	106	208	120	197	10
	7.4	7.6	7.2	7.7	10.3	8.7	5.7	5.3	5.7	5.4	7.5	7.4	7.7	6.9	7.5	7.2	7.5	8.5	5.2	7.7	6.8	7.8	8.6	7.5	6.5	7.3	7.9	9.6	8.8	4.9	6.2	7.4	7.1	8	7.4	7.4	7.2	13.5
	Hij				AGHIJ	Hij																																	
7 (7)	363	176	187	57	81	63	73	54	35	89	122	106	61	73	228	135	307	37	16	102	97	108	105	291	63	329	29	152	60	66	154	363	246	178	363	220	349	13
	12.9	12.7	13.1	13.5	14.1	12.8	15.3	11.1	9.7	10.5	14	14.6	11.5	10.7	14.3	13.1	12.5	20.2	11	13.4	13.8	11	13.7	12.8	13.6	14.2	13.6	13.6	12.3	11.9	13.6	12.9	13.2	13.5	12.9	13.5	12.9	18
	Ijkl				I		IJ					bd			Abd																							
8 (8)	477	228	248	51	93	95	84	88	65	153	150	141	88	98	291	185	397	34	42	114	114	169	134	381	84	442	30	202	77	96	181	477	298	220	477	283	466	8
	16.9	16.4	17.5	12.2	16.2	19.5	17.5	18.2	17.7	18	17.3	19.4	16.5	14.3	18.2	15.2	16.2	18.8	28.3	15.1	16.2	17.1	17.5	16.8	18.2	17.1	14.2	18	15.7	17.3	15.9	16.9	16	16.7	16.9	17.4	17.2	10.6
	D				D		D	D	D			Abd			Ab																						
9 (9)	460	229	231	46	77	96	83	92	65	157	167	120	83	91	287	174	402	32	17	118	128	157	128	358	89	439	20	194	85	96	185	460	298	197	460	259	453	3
	16.4	16.4	16.3	11	13.4	19.8	17.4	19.1	17.6	18.5	19.1	16.5	15.6	13.3	18	14.3	16.4	17.5	11.8	15.5	18.1	15.9	16.8	15.8	19.2	17	9.5	17.4	17.2	17.3	16.3	16.4	16	15	16.4	15.9	16.7	4.5
	Dkd				ADE		D	DE	D	ADE	Abd				Abd																						
10 - Extremely well (10)	737	360	377	137	144	96	126	125	109	234	218	163	150	205	382	355	646	42	42	197	170	279	192	596	114	676	60	252	135	161	328	737	516	358	737	437	726	7
	26.2	25.9	26.5	32.6	25	19.7	26.3	25.9	29.6	27.5	25.1	22.5	28.3	30	23.9	29.2	26.3	23	28.8	25.9	24.1	28.3	25.1	26.3	24.6	26.2	27.8	22.5	27.5	29	28.9	26.2	27.8	27.2	26.2	26.8	26.7	8.9
	FZG			AEF			F	F	AF	F			Z	AZc		AZc																		Amr				
Top 3 Boxes (NET)	1675	818	857	235	315	288	294	306	238	544	535	425	321	393	960	714	1446	109	102	429	412	605	454	1335	288	1557	110	648	297	354	693	1675	1112	776	1675	979	1644	18
	59.5	58.7	60.3	55.8	54.6	59	61.2	63.2	64.9	64	61.5	58.5	60.4	57.5	60.1	58.7	58.9	59.3	68.9	56.5	58.4	61.2	59.5	58.9	62	60.2	51.5	57.9	60.4	63.5	61	59.5	59.8	58.8	59.5	60.1	60.6	24.5
	E						E	DE	ADE	ADE																												
Bottom 3 Boxes (NET)	236	125	111	27	55	44	25	42	43	85	69	64	49	54	134	102	217	9	10	81	55	81	56	196	33	218	17	76	37	52	89	236	174	120	236	135	223	6
	8.4	8.9	7.8	6.4	9.5	9.1	5.2	8.6	11.8	10	8	8.9	9.1	7.9	8.4	8.4	8.8	4.8	6.5	10.7	7.8	8.2	7.4	8.7	7.2	8.4	7.9	6.8	7.5	9.2	7.8	8.4	9.3	9.1	8.4	8.3	8.2	7.5
	G				G	G		G	ADGJ	AG																							Amr	s				
Mean	7.51	7.46	7.57	7.56	7.32	7.41	7.72	7.57	7.55	7.56	7.61	7.43	7.53	7.47	7.52	7.5	7.48	7.73	7.79	7.36	7.47	7.58	7.55	7.49	7.61	7.54	7.22	7.48	7.62	7.6	7.63	7.51	7.53	7.49	7.51	7.56	7.56	6.15
							AEF																																
Standard Deviation	2.4	2.5	2.4	2.4	2.5	2.4	2.2	2.5	2.7	2.6	2.4	2.4	2.5	2.5	2.4	2.5	2.5	2.1	2.3	2.5	2.4	2.4	2.4	2.4	2.4	2.4	2.6	2.3	2.4	2.5	2.4	2.4	2.5	2.5	2.4	2.4	2.4	2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0	0.3

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23 May 2019

A10 1 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing programmes that are relevant to me - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing programmes that are relevant to me - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	67	31	36	4	14	6	12	16	15	31	19	19	15	14	38	29	63	0	3	22	16	24	12	53	13	61	6	18	8	15	22	67	50	26	67	30	63	3
	2.4	2.2	2.5	0.8	2.5	1.2	2.6	3.3	4	3.6	2.1	2.7	2.8	2	2.4	2.4	2.6	0.3	2.3	2.9	2.3	2.4	1.5	2.3	2.8	2.4	2.8	1.6	1.5	2.7	1.9	2.4	2.7	2	2.4	1.8	2.3	4.1
	s							DF	ADF	ADF																						s	s		s			
2 (2)	48	25	23	4	11	10	5	8	9	18	15	11	9	13	26	22	44	2	2	20	6	18	8	37	10	44	4	17	5	10	16	48	31	17	48	18	41	6
	1.7	1.8	1.6	1	1.9	2	1.1	1.7	2.6	2.1	1.7	1.6	1.8	1.9	1.6	1.8	1.8	0.8	1.3	2.7	0.9	1.8	1	1.6	2.1	1.7	1.7	1.6	1.1	1.7	1.4	1.7	1.6	1.3	1.7	1.1	1.5	8.6
	s																															s	s		s			
3 (3)	57	27	30	12	11	10	6	11	6	17	20	19	7	11	39	18	49	4	5	11	17	21	18	47	8	48	9	22	7	11	24	57	38	32	57	35	53	3
	2	1.9	2.1	2.9	2	2	1.3	2.3	1.6	2	2.3	2.6	1.3	1.7	2.4	1.5	2	2.2	3.1	1.5	2.4	2.1	2.4	2.1	1.7	1.9	4	2	1.4	1.9	2.3	2	2	2.4	2	2.2	1.9	4.5
															A																							
4 (4)	106	56	50	30	25	13	15	10	12	22	29	25	22	30	54	52	90	8	6	28	25	37	32	79	16	97	9	37	20	19	43	106	71	66	106	76	98	4
	3.8	4	3.5	7.2	4.4	2.7	3.2	2.2	3.2	2.6	3.3	3.5	4.1	4.4	3.4	4.3	3.7	4.3	4	3.7	3.6	3.7	4.1	3.5	3.5	3.8	4.2	3.3	4	3.4	3.8	3.8	3.8	5	3.8	4.7	3.6	5.8
	Hij			AFGHij																														Amnr		Amr			
5 (5)	250	132	119	48	55	39	41	44	24	67	58	54	53	86	111	139	216	19	10	78	60	79	64	207	30	222	24	92	42	40	90	250	165	101	250	125	232	13
	8.9	9.4	8.4	11.5	9.5	7.9	8.6	9	6.4	7.9	6.6	7.4	9.9	12.5	7	11.4	8.8	10.6	6.9	10.2	8.5	8	8.3	9.1	6.5	8.6	11.4	8.3	8.5	7.3	7.9	8.9	8.9	7.7	8.9	7.7	8.6	17.6
	fYcs			i						i			Yc	AYZc		AYZc																s			s			
6 (6)	289	134	155	61	56	57	51	36	27	64	81	89	44	75	170	119	244	25	16	79	63	102	86	224	60	259	28	107	42	69	107	289	168	155	289	183	279	9
	10.3	9.6	10.9	14.5	9.8	11.8	10.7	7.5	7.5	7.5	9.3	12.3	8.3	11	10.6	9.8	9.9	13.9	11	10.4	8.9	10.3	11.3	9.9	12.9	10	13.1	9.6	8.6	12.5	9.4	10.3	9	11.8	10.1	11.3	10.3	12.3
	Hijn			AHIj		Hij	j					AYac			v																	n		Amnr	n	n		
7 (7)	437	241	196	79	96	84	80	56	42	98	137	133	69	97	271	166	391	23	18	104	122	164	116	370	59	400	37	193	76	83	184	437	274	221	437	270	419	15
	15.5	17.3	13.8	18.8	16.7	17.1	16.6	11.5	11.6	11.5	15.8	18.3	13	14.2	16.9	13.7	15.9	12.5	12	13.7	17.3	16.7	15.1	16.3	12.8	15.5	17.1	17.3	15.5	14.8	16.2	15.5	14.8	16.8	15.5	16.6	15.4	21
	CHIJ	AC		Hlij	Hij	Hij	Hlij					Aad			Ad																	n		n			
8 (8)	685	337	348	83	156	118	109	127	92	219	230	188	149	119	418	268	593	47	40	166	190	237	186	546	125	635	48	273	127	127	272	685	452	337	685	420	671	10
	24.4	24.2	24.5	19.7	27.1	24.2	22.8	26.3	25.1	25.8	26.4	25.8	28	17.3	26.1	22	24.2	25.5	26.8	21.9	26.9	24	24.3	24.1	26.9	24.6	22.6	24.5	25.8	22.9	23.9	24.4	24.3	25.5	24.4	25.8	24.7	13.9
	bd				D			D		D	bd	b	bd		Abd	b																					
9 (9)	429	211	218	52	75	88	69	84	62	145	136	95	90	107	232	197	380	23	24	120	100	160	124	338	76	405	23	192	78	89	182	429	296	179	429	236	417	8
	15.2	15.1	15.3	12.3	13	18.1	14.4	17.3	16.8	17.1	15.6	13.1	17	15.6	14.5	16.2	15.5	12.7	16.2	15.8	14.2	16.2	16.3	14.9	16.4	15.7	10.7	17.1	16	16	16	15.2	15.9	13.5	15.2	14.5	15.4	11.4
	Zq					DE				AB																						q	q		q	q		
10 - Extremely well (10)	445	199	246	47	76	64	89	92	78	169	147	93	74	132	240	206	384	31	24	132	107	146	118	366	66	414	26	165	87	94	197	445	315	184	445	235	440	1
	15.8	14.3	17.3	11.3	13.1	13	18.6	18.9	21.2	19.9	16.9	12.8	13.9	19.3	15	16.9	15.7	17.1	16.4	17.3	15.1	14.8	15.5	16.1	14.2	16	12.3	14.8	17.6	16.8	17.3	15.8	16.9	13.9	15.8	14.4	16.2	0.9
	DZqs		AB				DEF	ADEF	ADEF	ADEF	Zc			AZac	Z	Za																	qs	Amqrs		qs			
Top 3 Boxes (NET)	1560	747	813	182	307	270	267	302	232	534	513	376	313	357	889	671	1357	101	88	418	396	544	428	1250	267	1454	98	630	292	310	651	1560	1063	699	1560	890	1529	19
	55.4	53.6	57.2	43.2	53.3	55.3	55.8	62.5	63.1	62.7	58.9	51.7	58.9	52.2	55.6	55.1	55.3	55.3	59.4	55	56.1	55	56.1	55.2	57.6	56.2	45.6	56.4	59.4	55.7	57.3	55.4	57.2	53	55.4	54.7	56.3	26.5
	DZq		A		D	D	D	ADEFG	ADEFG	ADEFG	AZbc		Zbd		Z																	q	Amqrs		q	q		
Bottom 3 Boxes (NET)	172	84	88	20	37	25	24	36	30	66	53	50	31	38	103	69	155	6	10	54	39	62	38	137	31	154	18	58	19	35	61	172	118	75	172	83	156	13
	6.1	6	6.2	4.8	6.3	5.2	5	7.4	8.2	7.7	6.1	6.8	5.8	5.6	6.4	5.7	6.3	3.3	6.7	7.1	5.6	6.3	5	6	6.7	5.9	8.6	5.2	4	6.4	5.4	6.1	6.4	5.7	6.1	5.1	5.8	17.2
	s								AG	A																						s	s		s			
Mean	7.32	7.26	7.38	6.97	7.19	7.39	7.44	7.48	7.49	7.48	7.46	7.19	7.33	7.28	7.33	7.3	7.31	7.39	7.39	7.27	7.36	7.31	7.39	7.33	7.32	7.35	6.91	7.41	7.53	7.36	7.44	7.32	7.36	7.24	7.32	7.32	7.37	5.89
	DZ					D	D	DE	ADE	ADE	AZc				Z																	q			q			
Standard Deviation	2.1	2.1	2.2	2	2.1	2	2.1	2.3	2.4	2.3	2.1	2.1	2.1	2.2	2.1	2.2	2.2	1.9	2.2	2.3	2.1	2.1	2	2.1	2.2	2.1	2.2	2	2	2.2	2.1	2.1	2.2	2.1	2.1	2	2.1	2.3
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0.3

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23 May 2019

A10 1 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Providing a service I am satisfied with - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service I am satisfied with - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	57	31	26	2	15	6	4	14	16	30	18	12	13	14	30	27	53	2	1	13	18	21	12	44	13	55	2	22	8	12	27	57	41	21	57	26	55	1
	2	2.2	1.8	0.4	2.6	1.3	0.9	2.9	4.3	3.5	2.1	1.7	2.4	2	1.9	2.2	2.1	1.2	0.7	1.8	2.6	2.1	1.6	1.9	2.8	2.1	0.8	2	1.6	2.1	2.4	2	2.2	1.6	2	1.6	2	1.4
	D				D			DG	ADEG	ADFG																						s						
2 (2)	51	26	25	5	7	14	3	11	10	22	15	15	11	10	30	21	46	2	3	18	9	19	14	46	5	47	4	22	8	9	18	51	39	18	51	24	47	2
	1.8	1.8	1.7	1.2	1.3	2.9	0.6	2.3	2.8	2.6	1.7	2.1	2	1.5	1.9	1.7	1.9	1	2	2.4	1.2	1.9	1.9	2	1.1	1.8	2	1.9	1.5	1.6	1.6	1.8	2.1	1.3	1.8	1.4	1.7	2.8
	G					G		G	AG	AG																						qs						
3 (3)	80	46	34	21	21	9	12	9	8	16	22	20	12	26	42	38	71	6	3	20	17	34	29	66	10	71	8	31	11	7	35	80	48	40	80	45	71	6
	2.8	3.3	2.4	5.1	3.6	1.9	2.6	1.8	2.1	1.9	2.6	2.7	2.2	3.8	2.6	3.1	2.9	3.2	1.9	2.7	2.4	3.4	3.8	2.9	2.1	2.8	3.7	2.8	2.2	1.3	3.1	2.8	2.6	3	2.8	2.8	2.6	8.2
	d			AFHIJ																																		
4 (4)	64	29	35	7	17	9	7	13	10	22	22	19	7	16	40	23	51	6	6	15	15	21	12	53	9	60	4	20	6	22	13	64	42	33	64	38	59	3
	2.3	2	2.5	1.7	3	1.9	1.6	2.6	2.6	2.6	2.5	2.6	1.3	2.4	2.5	1.9	2.1	3.2	4	1.9	2.2	2.1	1.5	2.4	2	2.3	1.8	1.8	1.3	4	1.1	2.3	2.2	2.5	2.3	2.3	2.2	3.8
5 (5)	211	109	101	36	42	30	41	37	25	62	59	49	37	65	108	102	186	10	9	69	60	57	55	162	39	184	26	66	39	41	75	211	126	90	211	110	192	15
	7.5	7.8	7.1	8.5	7.2	6.2	8.5	7.7	6.8	7.3	6.8	6.8	7	9.5	6.8	8.4	7.6	5.7	5.8	9	8.6	5.8	7.2	7.1	8.3	7.1	12.3	5.9	7.9	7.4	6.6	7.5	6.8	6.8	7.5	6.7	7.1	20
	e																																				
6 (6)	257	143	113	72	51	44	34	37	18	55	75	65	46	70	140	116	227	15	12	72	66	89	76	212	36	225	28	112	49	39	101	257	152	140	257	168	246	8
	9.1	10.3	8	17.2	8.9	9	7.1	7.5	5	6.4	8.6	9	8.7	10.2	8.8	9.6	9.2	8	8.3	9.5	9.3	9	10	9.4	7.8	8.7	13.1	10	10	7	8.9	9.1	8.2	10.6	9.1	10.3	9.1	10.8
	C1m			AEFGHIj	i	i				i																						n		Amnr	n	Amnr		
7 (7)	420	210	211	60	101	85	76	61	37	98	134	114	70	102	248	173	362	37	18	104	110	149	103	339	64	384	34	180	91	75	165	420	257	210	420	261	402	18
	14.9	15.1	14.8	14.4	17.5	17.3	15.8	12.6	10.2	11.6	15.4	15.7	13.2	14.9	15.5	14.2	14.7	20.1	12.2	13.6	15.5	15	13.5	15	13.9	14.8	15.9	16.1	18.5	13.4	14.3	14.9	13.8	15.9	14.9	16	14.8	24.5
	Ijn				Hij	Hij	IJ																									n		n	n	n		
8 (8)	694	344	350	93	148	130	115	114	95	208	221	202	140	131	424	271	607	42	41	173	172	261	204	550	124	656	37	293	108	129	288	694	482	330	694	415	683	9
	24.7	24.7	24.7	22	25.8	26.7	24.1	23.5	25.8	24.5	25.4	27.9	26.3	19.1	26.5	22.2	24.7	23	27.5	22.8	24.3	26.4	26.8	24.3	26.8	25.3	17.4	26.2	22	23.1	25.4	24.7	25.9	25	24.7	25.5	25.2	12.8
	bd										b	Abd	bd		Abd	b																Amr						
9 (9)	491	242	249	68	80	90	88	94	70	164	152	131	100	108	283	208	435	27	24	138	126	172	121	403	79	446	43	180	81	112	208	491	320	219	491	272	478	7
	17.5	17.4	17.5	16.2	14	18.5	18.4	19.5	18.9	19.2	17.4	18	18.8	15.8	17.7	17.1	17.7	14.6	16.2	18.1	17.8	17.4	15.8	17.8	17.1	17.2	20.2	16.1	16.5	20.1	18.3	17.5	17.2	16.6	17.5	16.7	17.6	9.8
	g							g	g	AG																												
10 - Extremely well (10)	490	213	276	56	93	70	98	95	79	173	154	98	95	143	252	238	416	37	31	137	113	166	137	391	84	459	28	192	90	111	206	490	354	221	490	271	480	4
	17.4	15.3	19.5	13.3	16.1	14.3	20.4	19.5	21.5	20.4	17.6	13.5	17.9	20.8	15.8	19.5	17	20.1	21.2	18.1	16	16.8	17.9	17.3	18.1	17.8	13	17.2	18.4	20	18.2	17.4	19.1	16.7	17.4	16.6	17.7	5.8
	BZc		AB				DF	DF	ADEF	ADF	Ze			AZc		Azc																Amqrs						
Top 3 Boxes (NET)	1675	799	876	217	322	290	301	302	243	546	527	432	335	381	959	716	1458	105	96	449	411	599	462	1343	288	1561	108	665	280	352	702	1675	1156	769	1675	958	1641	21
	59.5	57.4	61.7	51.6	55.9	59.5	62.9	62.5	66.2	64.1	60.5	59.4	63.1	55.7	60	58.9	59.4	57.7	65	59	58.2	60.6	60.5	59.3	62	60.4	50.6	59.5	56.9	63.2	61.8	59.5	62.2	58.3	59.5	58.9	60.5	28.4
	D		AB			D	DE	DE	ADEF	ADE			bd			b																Amqrs						
Bottom 3 Boxes (NET)	188	104	84	28	43	29	20	34	34	68	55	47	35	50	102	85	170	10	7	52	44	74	56	155	28	173	14	75	26	28	80	188	127	78	188	94	173	9
	6.7	7.4	5.9	6.7	7.4	6	4.1	7.1	9.2	8	6.3	6.5	6.6	7.3	6.4	7	6.9	5.4	4.7	6.9	6.2	7.5	7.3	6.9	6.1	6.7	6.4	6.7	5.4	5	7.1	6.7	6.8	5.9	6.7	5.8	6.4	12.5
	G				G			G	AG	AG																												
Mean	7.48	7.37	7.59	7.27	7.33	7.5	7.74	7.54	7.54	7.54	7.52	7.43	7.58	7.42	7.48	7.49	7.47	7.58	7.69	7.47	7.44	7.49	7.49	7.48	7.54	7.5	7.25	7.5	7.54	7.64	7.57	7.48	7.55	7.48	7.48	7.5	7.52	6.32
	B		AB				ADE																										Amr						
Standard Deviation	2.1	2.1	2.1	2	2.2	2	1.9	2.2	2.4	2.3	2.1	2	2.1	2.2	2.1	2.2	2.1	2	2	2.2	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2	2.1	2.1	2.2	2	2.1	2	2.1	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0.3

Lightspeed Research Registered Office: 4 Millbank, Westminster, London SW1P 3JA T: +44 (0)20 7896 1900

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23 May 2019

A10 1 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Being a service I would recommend to others - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Being a service I would recommend to others - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	73	38	34	2	14	6	9	18	24	42	26	19	14	14	45	28	64	4	5	15	21	29	10	54	16	69	3	27	11	16	33	73	53	29	73	34	68	1
	2.6	2.8	2.4	0.5	2.4	1.2	1.8	3.8	6.5	5	3	2.6	2.6	2.1	2.8	2.3	2.6	2.1	3.3	1.9	2.9	2.9	1.3	2.4	3.5	2.7	1.6	2.5	2.3	2.9	2.9	2.6	2.9	2.2	2.6	2.1	2.5	1.4
	DFI				D			DF	ADEFGHI	ADEFG																							s						
2 (2)	60	34	26	12	12	8	3	11	14	25	22	20	7	11	42	18	53	7	0	16	10	27	17	49	9	54	6	32	9	5	27	60	43	28	60	30	53	5
	2.1	2.5	1.8	2.8	2.1	1.7	0.7	2.2	3.8	2.9	2.5	2.8	1.2	1.6	2.6	1.5	2.2	3.6	0.3	2.1	1.4	2.7	2.2	2.2	1.9	2.1	2.7	2.9	1.9	0.9	2.4	2.1	2.3	2.1	2.1	1.8	2	6.6
	G			G				G	AFG	AG					Ad																						
3 (3)	65	35	30	5	15	14	10	13	8	22	22	19	11	13	41	24	60	2	3	19	18	23	18	53	13	63	3	25	11	13	29	65	40	29	65	35	65	0
	2.3	2.5	2.1	1.2	2.6	2.8	2	2.8	2.2	2.5	2.5	2.7	2	2	2.6	2	2.4	1.2	2.2	2.5	2.6	2.3	2.4	2.3	2.8	2.4	1.2	2.2	2.2	2.3	2.6	2.3	2.2	2.2	2.3	2.2	2.4	0
4 (4)	89	38	51	26	19	12	13	10	8	18	28	19	17	25	47	41	75	6	7	13	31	31	26	71	12	80	9	37	15	15	23	89	58	45	89	58	81	6
	3.2	2.8	3.6	6.1	3.3	2.6	2.8	2.1	2.3	2.2	3.2	2.7	3.2	3.6	3	3.4	3.1	3.5	4.5	1.8	4.4	3.1	3.4	3.1	2.5	3.1	4.3	3.3	3.1	2.7	2.1	3.2	3.1	3.4	3.2	3.6	3	8.2
	J			AFGHIJ																																		
5 (5)	279	147	133	43	64	32	57	52	32	84	79	65	48	88	144	136	252	15	7	94	67	91	75	232	41	248	30	91	51	57	112	279	175	115	279	146	267	9
	9.9	10.5	9.3	10.2	11.1	6.6	11.8	10.6	8.8	9.9	9.1	8.9	9	12.8	9	11.2	10.3	8.3	4.7	12.4	9.5	9.2	9.8	10.3	8.8	9.6	13.8	8.1	10.4	10.2	9.8	9.9	9.4	8.7	9.9	9	9.8	12.2
	Fz				F		F	F		F				AYZc																							
6 (6)	240	130	110	44	53	50	37	32	24	56	68	72	46	53	140	100	210	14	12	81	56	72	70	197	35	223	15	87	43	51	77	240	146	131	240	150	224	12
	8.5	9.3	7.7	10.4	9.1	10.3	7.7	6.6	6.6	6.6	7.8	9.9	8.7	7.8	8.8	8.2	8.6	7.5	8.2	10.6	8	7.3	9.2	8.7	7.5	8.6	7.1	7.8	8.8	9.1	6.8	8.5	7.9	9.9	8.5	9.2	8.2	16.7
	J			J		Hij																												Amnr		n			
7 (7)	465	245	220	73	110	100	73	63	46	109	137	124	91	113	261	204	400	39	23	131	111	157	129	375	76	417	46	214	85	74	184	465	285	225	465	278	452	12
	16.5	17.6	15.5	17.3	19.1	20.5	15.2	13.1	12.6	12.9	15.7	17.1	17.2	16.5	16.3	16.8	16.3	21.3	15.8	17.3	15.7	15.9	16.9	16.5	16.3	16.1	21.3	19.2	17.3	13.2	16.2	16.5	15.3	17.1	16.5	17	16.6	16.6
	Hijn				Hij	AGHij																										n			n	n		
8 (8)	599	294	304	88	126	106	103	99	76	175	190	182	114	113	372	226	518	36	39	152	156	209	162	485	94	558	39	232	92	124	244	599	418	297	599	366	578	15
	21.3	21.1	21.4	20.9	21.9	21.8	21.8	20.3	20.7	20.5	21.8	25.1	21.4	16.5	23.3	18.6	21.1	19.5	26.5	20.1	22.1	21.2	21.3	21.4	20.2	21.6	18.1	20.8	18.7	22.4	21.5	21.3	22.5	22.5	21.3	22.5	21.3	20.7
	bd										b	Abd			Abd																		Amr					
9 (9)	442	212	230	66	70	88	75	87	56	143	150	99	88	104	249	192	394	22	23	119	117	158	118	350	83	414	23	185	82	86	196	442	284	193	442	253	435	5
	15.7	15.2	16.2	15.7	12.2	18.1	15.6	17.9	15.3	16.8	17.2	13.7	16.6	15.2	15.6	15.8	16	12.1	15.3	15.7	16.5	16	15.5	15.5	18	16	10.8	16.6	16.7	15.5	17.3	15.7	15.3	14.6	15.7	15.5	16	7.5
	G					B		G		G	Z				Z																						
10 - Extremely well (10)	503	219	283	63	93	70	100	99	78	177	149	107	96	151	256	247	429	38	28	119	119	192	138	400	86	460	41	187	92	116	211	503	355	227	503	279	491	7
	17.9	15.7	19.9	14.9	16.1	14.4	20.9	20.5	21.2	20.8	17.1	14.7	18.1	22	16	20.3	17.5	20.9	19.2	15.6	16.8	19.4	18.1	17.7	18.6	17.8	19.1	16.7	18.6	20.8	18.6	17.9	19.1	17.2	17.9	17.1	18.1	10.1
	BFZc		AB				DF	F	ADEF	ADEF				AYZc		AZc																		Amns					
Top 3 Boxes (NET)	1543	726	817	217	289	265	278	284	210	494	489	388	298	367	877	666	1341	96	90	390	391	559	418	1235	264	1432	103	604	266	327	651	1543	1058	717	1543	898	1504	28
	54.8	52.1	57.5	51.6	50.2	54.4	58	58.7	57.2	58.1	56.1	53.4	56.1	53.7	54.9	54.7	54.6	52.5	61	51.4	55.4	56.6	54.8	54.5	56.8	55.4	48	54	54.1	58.7	57.3	54.8	56.9	54.4	54.8	55.2	55.4	38.2
	BE		AB				E	E	E	AE																							Amr					
Bottom 3 Boxes (NET)	198	108	90	19	41	27	22	43	46	89	70	58	31	39	128	70	177	13	9	50	49	78	45	156	38	186	12	84	32	34	89	198	137	86	198	99	187	6
	7	7.7	6.4	4.4	7.2	5.6	4.6	8.8	12.5	10.4	8	8	5.8	5.7	8	5.7	7.2	6.9	5.8	6.5	7	7.9	5.9	6.9	8.2	7.2	5.6	7.5	6.5	6.1	7.8	7	7.4	6.5	7	6.1	6.8	8.1
	Gs							DG	ADEFGHI	ADFG					Ad																							
Mean	7.33	7.21	7.44	7.27	7.18	7.44	7.53	7.38	7.17	7.29	7.31	7.21	7.43	7.4	7.27	7.41	7.31	7.36	7.53	7.25	7.3	7.36	7.39	7.32	7.38	7.34	7.21	7.32	7.37	7.47	7.4	7.33	7.37	7.33	7.33	7.37	7.36	6.58
	Bc		AB				AEI																															
Standard Deviation	2.2	2.2	2.2	2.1	2.2	2	2.1	2.4	2.6	2.5	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.1	2.2	2.3	2.1	2.2	2.3	2.2	2.2	2.2	2.2	2.2	2.3	2.2	2.3	2.2	2.2	2.1	2.2	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0	0.3

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23 May 2019

A10 1 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does BBC iPlaver perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Making content available for a long period of time - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Making content available for a long period of time - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
1 - Not at all well (1)	77	41	36	5	26	9	8	14	16	30	19	21	21	16	39	38	72	3	1	14	23	35	16	62	9	70	7	30	20	10	29	77	51	40	77	41	73	1
	2.7	3	2.5	1.1	4.5	1.7	1.7	2.9	4.4	3.5	2.1	2.8	4	2.4	2.5	3.1	2.9	1.8	1	1.8	3.3	3.5	2.1	2.7	2	2.7	3.4	2.6	4.2	1.7	2.6	2.7	2.7	3	2.7	2.5	2.7	1.4
					ADFG				ADFG	D																								k				
2 (2)	71	33	38	9	11	17	8	18	8	26	17	25	14	15	43	28	62	2	5	17	16	30	19	61	10	64	7	26	7	16	30	71	53	36	71	40	65	4
	2.5	2.3	2.7	2.1	1.9	3.5	1.7	3.7	2.3	3.1	2	3.5	2.6	2.1	2.7	2.3	2.5	1.4	3.3	2.2	2.3	3	2.5	2.7	2.1	2.5	3.1	2.4	1.5	2.8	2.7	2.5	2.9	2.7	2.5	2.5	2.4	5.2
												A			V																						
3 (3)	72	32	40	12	21	6	12	7	14	21	25	24	4	19	48	23	67	2	2	23	19	24	15	57	14	66	5	26	18	19	29	72	46	40	72	43	67	4
	2.5	2.3	2.8	2.9	3.6	1.2	2.5	1.5	3.7	2.4	2.9	3.2	0.8	2.8	3	1.9	2.7	1.3	1.2	3.1	2.7	2.5	2	2.5	2.9	2.5	2.2	2.4	3.7	3.4	2.6	2.5	2.5	3.1	2.5	2.7	2.5	6
	a				FH				APH	H	a	a		a	Aa	a																						
4 (4)	123	71	52	31	30	19	9	19	14	33	42	31	20	30	74	50	112	4	4	41	27	44	34	102	14	115	9	48	18	28	39	123	86	71	123	83	117	6
	4.4	5.1	3.7	7.4	5.2	4	1.9	4	3.7	3.9	4.9	4.3	3.8	4.3	4.6	4.1	4.6	2.4	2.7	5.4	3.8	4.5	4.5	4.5	3.1	4.4	4	4.3	3.6	5.1	3.4	4.4	4.7	5.4	4.4	5.1	4.3	8.6
	CD			AGH	G				G																									Anlc				
5 (5)	327	167	160	70	51	45	62	61	38	99	92	84	55	95	176	150	274	21	24	77	85	111	97	256	63	298	28	100	53	64	121	327	208	141	327	182	309	8
	11.6	12	11.3	16.6	8.8	9.2	13	12.6	10.3	11.6	10.6	11.6	10.3	13.9	11	12.4	11.2	11.5	16.3	10.2	12	11.3	12.7	11.3	13.6	11.5	13	8.9	10.9	11.4	10.6	11.6	11.2	10.7	11.6	11.2	11.4	11.6
	E			AEFH			E																															
6 (6)	323	164	160	56	62	65	59	47	35	81	99	80	72	72	179	145	269	31	21	79	84	106	89	271	45	299	24	131	45	63	127	323	182	153	323	188	314	9
	11.5	11.7	11.2	13.4	10.7	13.3	12.3	9.7	9.4	9.6	11.4	11	13.6	10.6	11.2	11.9	11	16.9	14.2	10.3	11.9	10.8	11.6	11.9	9.7	11.6	11.2	11.7	9.1	11.4	11.2	11.5	9.8	11.6	11.5	11.5	11.6	11.7
	Jn				J																											n		n	n	n		
7 (7)	509	256	253	76	100	99	97	73	63	136	179	139	88	101	318	190	451	30	21	147	126	178	136	413	72	459	47	215	98	95	213	509	324	242	509	296	495	14
	18.1	18.4	17.8	18.1	17.4	20.4	20.3	15	17.2	16	20.6	19.1	16.8	14.7	19.9	15.6	18.4	16.5	14.2	19.4	17.9	18	17.8	18.2	16.7	17.8	22	19.3	19.9	17	18.7	18.1	17.4	18.3	18.1	18.2	18.2	18.7
	HJbd				HJ	HJ					Abd	b			Abd																						
8 (8)	584	283	301	66	116	108	101	107	85	193	181	150	105	148	331	252	508	41	31	146	144	218	144	463	105	541	40	219	102	119	241	584	401	260	584	336	563	18
	20.7	20.3	21.2	15.8	20.2	22.1	21.1	22.2	23.1	22.6	20.8	20.7	19.7	21.8	20.8	20.7	20.7	22.5	21.2	19.2	20.4	22.1	18.9	20.4	22.7	20.9	18.7	19.6	20.7	21.5	21.2	20.7	21.5	19.7	20.7	20.7	20.7	24
	D				D			D	D	D																											
9 (9)	362	174	188	56	77	63	56	65	45	110	110	92	82	78	202	160	324	24	13	108	101	115	100	283	73	333	24	168	51	78	137	362	239	161	362	210	355	4
	12.9	12.5	13.2	13.4	13.4	12.8	11.7	13.4	12.3	12.9	12.6	12.7	15.4	11.4	12.6	13.2	13.2	13	8.9	14.2	14.3	11.7	13	12.5	15.4	12.9	11.4	15	10.3	14.1	12.1	12.9	12.9	12.2	12.9	12.9	13.1	5.8
10 - Extremely well (10)	367	174	193	39	82	57	65	73	49	123	106	81	69	111	187	180	314	23	25	108	81	125	114	298	55	341	24	156	80	65	170	367	269	173	367	208	356	5
	13	12.5	13.6	9.3	14.2	11.7	13.7	15.1	13.5	14.4	12.2	11.1	13	16.2	11.7	14.8	12.8	12.6	17	14.2	11.4	12.7	14.9	13.2	11.9	13.2	11.1	13.9	16.3	11.6	15	13	14.5	13.2	13	12.8	13.1	7
	J							D		D				AYZc		Zc																	Amrs				
Top 3 Boxes (NET)	1312	630	682	162	275	227	223	245	180	425	397	323	256	337	720	592	1146	88	69	362	325	459	358	1044	232	1215	88	542	232	263	548	1312	908	595	1312	754	1274	27
	46.6	45.2	48	38.5	47.8	46.7	46.4	50.6	49	49.9	45.6	44.5	48	49.2	45.1	48.7	46.7	48.2	47.1	47.6	46.1	46.5	46.9	46.1	49.9	47	41.1	48.5	47.3	47.2	48.2	46.6	48.9	45.1	46.6	46.3	46.9	36.9
	Dc				D	D	D	AD	D	AD																							Amqrs				
Bottom 3 Boxes (NET)	219	106	114	26	57	32	29	39	38	77	61	70	39	50	130	89	201	8	8	54	59	89	50	181	33	199	19	82	46	44	89	219	150	116	219	124	205	9
	7.8	7.6	8	6.1	9.9	6.5	6	8	10.3	9	7	9.6	7.4	7.3	8.2	7.3	8.2	4.5	5.5	7.1	8.3	9	6.5	8	7	7.7	8.7	7.3	9.4	7.9	7.8	7.8	8.1	8.8	7.8	7.6	7.5	12.6
					G				ADFG	G		A																						k				
Mean	6.99	6.93	7.04	6.73	6.95	7.06	7.12	7.06	6.95	7.01	7.01	6.85	7.03	7.06	6.94	7.05	6.97	7.16	7.08	7.09	6.94	6.91	7.07	6.97	7.09	7	6.81	7.12	7.01	6.97	7.08	6.99	7.04	6.9	6.99	6.98	7.01	6.37
	Dd					D	D																										q			q		
Standard Deviation	2.2	2.2	2.2	2.1	2.4	2.1	2	2.3	2.3	2.3	2.1	2.3	2.3	2.2	2.2	2.2	2.2	2	2.1	2.2	2.2	2.3	2.2	2.2	2.1	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.3	2.3	2.2	2.2	2.2	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0	0.3

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A10 2 2 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub [formerlv ITV plaverl oerform on...

- Summary table ITV Hub [formerly ITV player] -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: ITV Hub [formerly ITV player] - Unweighted	1976	1976	1976	1976	1976	1976
	100	100	100	100	100	100
Base: ITV Hub [formerly ITV player] - Weighted	1932	1932	1932	1932	1932	1932
	100	100	100	100	100	100
Base: ITV Hub [formerly ITV player] - Effective base	1680	1680	1680	1680	1680	1680
1 - Not at all well (1)	25	37	38	26	36	35
	1.3	1.9	2	1.4	1.9	1.8
2 (2)	45	30	37	38	39	32
	2.3	1.5	1.9	1.9	2	1.7
3 (3)	58	32	64	41	54	73
	3	1.6	3.3	2.1	2.8	3.8
4 (4)	87	68	94	60	90	80
	4.5	3.5	4.9	3.1	4.7	4.2
5 (5)	201	197	187	224	259	242
	10.4	10.2	9.7	11.6	13.4	12.5
6 (6)	219	153	246	221	221	245
	11.3	7.9	12.7	11.4	11.4	12.7
7 (7)	345	320	355	354	344	372
	17.9	16.5	18.4	18.3	17.8	19.3
8 (8)	461	397	414	433	400	413
	23.8	20.5	21.4	22.4	20.7	21.4
9 (9)	242	266	258	270	241	205
	12.5	13.8	13.4	14	12.4	10.6
10 - Extremely well (10)	250	434	240	265	248	235
	12.9	22.5	12.4	13.7	12.8	12.1
Top 3 Boxes (NET)	952	1097	912	968	888	853
	49.3	56.8	47.2	50.1	46	44.1
Bottom 3 Boxes (NET)	128	98	139	104	130	141
	6.6	5.1	7.2	5.4	6.7	7.3
Mean	7.11	7.51	7.04	7.21	6.99	6.94
Standard Deviation	2.1	2.2	2.1	2	2.1	2.1
Standard Error	0	0	0	0	0	0

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A10 2 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaver! perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	25	7	18	2	4	6	3	5	6	11	5	9	6	5	14	11	24	1	1	11	8	5	7	21	5	24	1	9	5	6	12	23	25	11	25	14	24
	1.3	0.9	1.7	0.5	1.1	1.7	0.9	1.6	2.2	1.8	0.9	1.8	1.5	1.1	1.3	1.3	1.4	1.1	0.6	2	1.6	0.7	1.2	1.3	1.5	1.4	0.6	1.1	1.8	1.6	1.4	1.3	1.3	1.1	1.3	1.2	1.3
2 (2)	45	30	15	8	13	6	4	7	7	14	14	11	8	12	25	20	38	5	2	15	7	16	11	41	4	41	2	18	5	11	18	42	45	19	45	25	43
	2.3	3.4	1.4	2.5	3.2	1.8	1.3	2.2	2.8	2.5	2.5	2.2	2	2.5	2.3	2.3	2.2	5.1	1.7	2.8	1.4	2.4	2.1	2.6	1.3	2.3	1.8	2.2	1.8	3.1	2.1	2.4	2.3	1.9	2.3	2.1	2.3
	C	AC																																			
3 (3)	58	34	23	9	23	9	5	6	5	12	15	17	9	16	32	26	46	3	6	15	18	13	14	46	10	50	8	26	6	13	13	49	58	33	58	37	52
	3	3.9	2.2	2.8	5.8	2.9	1.5	1.9	2.1	2	2.7	3.4	2.4	3.3	3	2.9	2.7	3	5.6	2.8	3.5	2	2.6	2.9	3.5	2.8	6.2	3.3	2	3.8	1.6	2.8	3	3.4	3	3.1	2.8
	CJ	C			AGHIJ																																
4 (4)	87	36	50	25	22	14	11	7	7	14	25	14	17	30	39	48	74	8	3	14	26	34	21	67	12	74	11	30	7	23	24	77	87	49	87	61	81
	4.5	4.2	4.8	7.7	5.7	4.6	3.4	2.3	2.7	2.5	4.4	2.9	4.5	6.1	3.7	5.4	4.4	8.6	3.1	2.7	5.1	5.2	3.7	4.3	4.1	4.2	8.7	3.8	2.4	6.5	2.8	4.4	4.5	5.1	4.5	5.2	4.4
	HIJZc			AGHIJ	HJ									J		J																					
5 (5)	201	103	98	50	31	37	36	25	22	47	61	46	28	65	108	94	177	10	11	54	60	64	45	157	32	186	13	67	42	33	80	189	201	102	201	116	190
	10.4	11.8	9.3	15.7	7.9	11.7	11.3	7.5	8.7	8	10.8	9.5	7.3	13.2	10.2	10.6	10.4	10.7	9.6	9.8	11.7	9.8	8.2	10	10.7	10.4	10.2	8.5	14	9.2	9.5	10.7	10.4	10.6	10.4	9.8	10.2
	CHJ			AEHIJ										ad		a																					
6 (6)	219	101	118	40	58	37	25	34	24	59	76	62	31	50	138	81	196	11	9	65	46	85	75	191	26	194	25	90	41	33	94	199	219	115	219	135	209
	11.3	11.5	11.2	12.7	14.7	11.7	7.9	10.4	9.6	10	13.4	12.8	7.9	10.2	13.1	9.2	11.5	12	8.1	11.9	9	13.1	13.6	12.1	8.6	10.8	18.8	11.4	13.5	9.4	11.2	11.2	11.3	11.9	11.3	11.5	11.2
	Gad				AGIJ						Aad	ad			Aad																						
7 (7)	345	163	183	64	60	53	68	62	39	101	110	108	69	59	218	128	305	10	25	96	97	111	84	281	56	319	25	137	49	68	171	317	345	176	345	222	338
	17.9	18.6	17.3	20	15.2	16.8	21.3	18.7	15.3	17.2	19.3	22.2	17.9	11.9	20.7	14.5	17.9	10.5	22	17.6	19.1	17.1	15.2	17.8	18.7	17.8	18.8	17.4	16.2	19.2	20.4	17.9	17.9	18.2	17.9	18.8	18.1
	bd				E						bd	Abd	bd		Abd	b																					
8 (8)	461	205	255	49	100	71	78	93	70	163	129	118	100	113	247	214	408	23	28	127	126	155	142	369	81	441	19	192	71	82	206	424	461	226	461	269	450
	23.8	23.4	24.2	15.4	25.5	22.3	24.2	28.4	27.3	27.9	22.7	24.2	25.8	23.1	23.4	24.3	23.9	24.7	25.1	23.2	24.7	23.8	25.2	23.4	27.2	24.6	14.8	24.3	23.4	23.1	24.3	24	23.8	23.4	23.8	22.8	24.1
	D				D		D	AD	D	AD																											
9 (9)	242	108	134	41	30	52	40	45	35	79	68	46	66	61	115	127	219	9	11	73	68	79	73	201	33	230	11	115	35	44	105	224	242	111	242	150	233
	12.5	12.3	12.7	12.8	7.7	16.3	12.5	13.5	13.6	13.5	12.1	9.5	17.1	12.3	10.9	14.4	12.9	9.7	10.1	13.3	13.2	12.2	13.3	12.7	10.9	12.8	8	14.6	11.6	12.4	12.6	12.6	12.5	11.4	12.5	12.7	12.5
	EZc					AE	E	E	E	E			AYZc			Zc																				E		
10 - Extremely well (10)	250	89	161	31	52	32	50	45	40	84	63	55	52	80	118	132	220	13	16	76	55	89	80	205	40	232	16	105	40	41	116	227	250	125	250	148	246
	12.9	10.1	15.3	9.8	13.3	10.2	15.4	13.5	15.6	14.4	11.1	11.3	13.3	16.2	11.2	15	12.9	14.6	14.3	14	10.7	13.6	14.5	13	13.3	13	12.1	13.3	13.3	11.6	13.8	12.8	12.9	12.9	12.9	12.6	13.2
	Bc		AB				DF							AYZc		Yc																					
Top 3 Boxes (NET)	952	402	550	121	182	155	167	183	144	327	260	220	218	254	480	472	846	45	55	276	249	322	291	775	154	904	46	412	146	166	427	874	952	461	952	567	929
	49.3	45.8	52.1	38	46.4	48.8	52.2	55.5	56.5	55.9	45.9	45.1	56.4	51.6	45.5	53.7	49.6	49	49.5	50.5	48.7	49.1	53.5	49.1	51.5	50.4	34.8	52.2	48.3	47.1	50.9	49.4	49.3	47.7	49.3	48.2	49.8
	BDYZc		AB			D	D	ADE	ADE	ADE			AYZc			AYZc							A														
Bottom 3 Boxes (NET)	128	72	56	19	40	20	12	19	18	37	34	36	23	34	71	57	108	8	9	41	33	34	32	107	19	115	11	53	17	30	43	114	128	62	128	76	119
	6.6	8.2	5.3	5.9	10.1	6.4	3.8	5.7	7.1	6.3	6.1	7.5	5.9	6.9	6.7	6.5	6.3	9.2	7.9	7.6	6.4	5.2	5.8	6.8	6.3	6.4	8.7	6.7	5.6	8.6	5.1	6.4	6.6	6.4	6.6	6.5	6.4
	CG	C			AGHI				G																												
Mean	7.11	6.93	7.25	6.76	6.87	7.06	7.36	7.36	7.3	7.33	7.03	7.01	7.35	7.09	7.02	7.21	7.13	6.85	7.17	7.15	7.05	7.16	7.27	7.11	7.17	7.15	6.64	7.22	7.1	6.95	7.27	7.13	7.11	7.07	7.11	7.09	7.14
	BDEc		AB				ADE	ADE	ADE	ADE			AYZc																								
Standard Deviation	2.1	2.1	2.1	2.1	2.2	2.1	1.9	2	2.2	2.1	2	2	2.1	2.2	2	2.2	2.1	2.3	2.1	2.1	2.1	2	2	2.1	2.1	2.1	2.1	2.1	2.1	2.2	2	2.3	2.1	2.1	2.1	2.1	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0

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A10 2 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaverl perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	37	18	19	2	8	7	4	8	8	16	12	6	10	9	18	19	32	3	2	11	11	9	8	33	4	35	2	11	6	9	19	34	37	15	37	18	33
	1.9	2	1.8	0.5	2	2.2	1.3	2.4	3.1	2.7	2.2	1.2	2.6	1.7	1.7	2.1	1.9	3.4	1.6	2	2.2	1.4	1.4	2.1	1.3	1.9	1.3	1.4	2	2.4	2.2	1.9	1.9	1.6	1.9	1.6	1.7
									AD	AD																											
2 (2)	30	16	14	8	7	4	2	3	4	7	8	7	3	11	15	14	28	2	0	8	5	15	12	25	5	19	9	18	3	4	11	26	30	17	30	20	27
	1.5	1.8	1.3	2.6	1.8	1.3	0.8	0.9	1.7	1.3	1.4	1.5	0.9	2.2	1.5	1.6	1.6	2	0	1.4	1	2.3	2.2	1.6	1.5	1.1	6.9	2.3	1.2	1.1	1.4	1.4	1.5	1.7	1.5	1.7	1.5
3 (3)	32	17	14	2	10	7	2	4	7	11	10	8	9	5	18	13	28	2	2	12	9	7	9	26	6	29	2	11	4	10	11	27	32	12	32	17	30
	1.6	2	1.4	0.7	2.7	2.1	0.5	1.1	2.7	1.8	1.8	1.7	2.2	0.9	1.7	1.5	1.6	2.2	1.7	2.2	1.8	1	1.7	1.6	1.9	1.6	1.6	1.4	1.3	2.8	1.3	1.5	1.6	1.2	1.6	1.4	1.6
					G				GJ																												
4 (4)	68	33	36	23	15	10	10	7	4	10	25	14	8	21	39	29	57	2	8	13	24	20	21	56	9	61	7	24	13	10	23	62	68	38	68	50	61
	3.5	3.7	3.4	7.4	3.8	3	3.1	2	1.4	1.8	4.4	2.9	2	4.3	3.7	3.3	3.3	2.6	6.7	2.4	4.7	3	3.8	3.5	3	3.4	5.2	3.1	4.2	2.9	2.8	3.5	3.5	3.9	3.5	4.3	3.3
	IJ			AFGHIJ																																	
5 (5)	197	106	91	41	40	29	31	34	22	56	54	55	31	57	109	88	174	12	9	55	52	68	46	159	32	179	17	70	31	38	78	185	197	99	197	118	188
	10.2	12.1	8.6	12.9	10.1	9.2	9.7	10.3	8.7	9.6	9.5	11.3	8.1	11.6	10.3	10	10.2	13.1	7.9	10	10.1	10.5	8.4	10.1	10.6	10	13.3	8.9	10.3	10.8	9.3	10.5	10.2	10.3	10.2	10	10.1
	C	C																																			
6 (6)	153	75	78	28	38	23	26	16	21	37	45	49	25	34	93	59	142	4	4	38	46	58	50	126	20	134	19	59	26	19	62	141	153	78	153	94	146
	7.9	8.6	7.3	9	9.7	7.2	8.2	4.9	8.1	6.3	7.9	10	6.6	6.9	8.9	6.7	8.3	4.8	3.3	7	8.9	8.9	9.1	8	6.8	7.5	14.1	7.5	8.6	5.3	7.4	8	7.9	8.1	7.9	8	7.8
	HI				H				J			Ad			A																						
7 (7)	320	148	171	59	76	45	52	52	35	87	99	89	52	80	188	132	283	18	16	106	76	100	90	252	56	303	14	136	62	54	144	286	320	163	320	194	305
	16.5	16.9	16.2	18.7	19.4	14.2	16.1	15.8	13.8	14.9	17.5	18.2	13.4	16.3	17.8	15	16.5	20	13.9	19.5	14.9	15.4	16.4	16	18.8	16.9	10.8	17.2	20.4	15.3	17.2	16.1	16.5	16.8	16.5	16.5	16.4
					I										A																						
8 (8)	397	167	230	41	69	68	75	83	61	144	118	104	92	83	222	175	344	17	29	94	124	126	102	328	58	373	22	187	53	65	165	363	397	189	397	230	384
	20.5	19	21.8	12.9	17.6	21.4	23.3	25.1	24	24.6	20.8	21.4	23.8	16.8	21.1	19.9	20.2	18.9	26.1	17.2	24.3	19.4	18.4	20.8	19.4	20.8	16.8	23.7	17.6	18.5	19.8	20.5	20.5	19.6	20.5	19.5	20.6
	D				D	D	ADE	ADE	ADE					NI		h																					
9 (9)	266	119	147	30	49	53	44	56	34	90	81	61	62	62	143	123	239	11	10	91	60	88	77	227	33	252	14	120	42	55	122	242	266	123	266	159	262
	13.8	13.5	13.9	9.5	12.4	16.6	13.8	17	13.2	15.4	14.3	12.6	16	12.6	13.5	14.1	14	11.9	9.2	16.6	11.8	13.6	14	14.4	11	14	10.9	15.2	14.1	15.7	14.6	13.7	13.8	12.7	13.8	13.5	14.1
					D			D		D																											
10 - Extremely well (10)	434	179	256	82	80	72	74	67	59	126	115	93	95	132	208	226	381	20	33	118	103	159	135	347	77	408	25	151	61	89	204	404	434	232	434	276	429
	22.5	20.4	24.2	25.8	20.4	22.8	23.1	20.4	23.1	21.6	20.3	19.2	24.4	26.8	19.7	25.7	22.3	21.2	29.7	21.7	20.2	24.5	24.4	22	25.7	22.8	19	19.1	20.3	25.2	24.3	22.8	22.5	24	22.5	23.5	23
	Zc		A											AYZc		AYZc																					
Top 3 Boxes (NET)	1097	464	633	153	198	193	193	206	154	360	314	259	248	276	573	525	964	48	73	303	288	374	313	902	167	1032	61	459	157	210	491	1009	1097	544	1097	665	1075
	56.8	52.9	60	48.3	50.4	60.8	60.2	62.6	60.3	61.6	55.4	53.2	64.2	56.1	54.4	59.7	56.5	51.9	65	55.5	56.3	57.4	56.9	57.1	56	57.6	46.7	58.1	52	59.4	58.5	57	56.8	56.4	56.8	56.5	57.6
	BDEZc		AB			DE	DE	ADE	DE	ADE			AYZbcd			Zc																					
Bottom 3 Boxes (NET)	98	51	47	12	25	18	8	14	19	34	30	22	22	24	52	46	87	7	4	31	26	31	30	84	14	83	13	40	13	22	41	87	98	44	98	55	89
	5.1	5.8	4.4	3.9	6.5	5.8	2.6	4.4	7.6	5.8	5.3	4.4	5.7	4.8	4.9	5.2	5.1	7.5	3.3	5.8	5	4.7	5.4	5.3	4.7	4.6	9.9	5.1	4.4	6.2	4.9	4.9	5.1	4.5	5.1	4.7	4.8
	G				G				AGJ	G																											
Mean	7.51	7.34	7.65	7.33	7.3	7.6	7.69	7.66	7.51	7.59	7.43	7.41	7.71	7.54	7.42	7.62	7.51	7.28	7.78	7.53	7.39	7.57	7.56	7.5	7.58	7.56	6.9	7.51	7.42	7.59	7.62	7.52	7.51	7.54	7.51	7.53	7.56
	Bc		AB				E	E																													
Standard Deviation	2.2	2.2	2.1	2.2	2.2	2.2	2	2.1	2.3	2.2	2.2	2	2.2	2.2	2.1	2.2	2.2	2.3	2.1	2.1	2.2	2.2	2.2	2.2	2.1	2.1	2.4	2.1	2.1	2.3	2.2	2.3	2.2	2.2	2.2	2.2	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0

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Index Sheet

23 May 2019

A10 2 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaverl oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	38	18	20	9	10	3	1	6	7	14	9	10	11	8	20	18	33	1	3	17	7	8	7	26	12	38	0	8	4	13	14	35	38	18	38	23	37
	2	2	1.9	2.8	2.6	1.1	0.4	1.9	2.9	2.3	1.7	2.1	2.8	1.5	1.9	2.1	1.9	1.1	2.4	3.1	1.4	1.3	1.2	1.6	4	2.1	0	1	1.3	3.6	1.7	2	2	1.8	2	2	2
				G	G				G	G																											
2 (2)	37	21	16	7	8	9	5	3	5	8	11	18	3	5	29	8	34	2	0	13	5	17	16	34	3	29	8	20	9	6	11	30	37	18	37	22	33
	1.9	2.4	1.5	2.2	2	2.9	1.5	0.9	2	1.4	1.9	3.7	0.8	0.9	2.7	0.9	2	2.6	0	2.3	0.9	2.6	2.9	2.1	1	1.6	6	2.5	3	1.6	1.4	1.7	1.9	1.8	1.9	1.9	1.8
	dm											Aabd			AYabd																	m		m		
3 (3)	64	39	25	8	26	12	7	6	5	11	16	19	13	16	36	29	55	4	4	15	17	23	15	55	7	60	5	18	10	15	23	55	64	37	64	39	58
	3.3	4.5	2.4	2.6	6.6	3.9	2.3	1.8	1.9	1.8	2.9	4	3.3	3.2	3.4	3.3	3.2	4.9	3.8	2.7	3.3	3.6	2.7	3.5	2.5	3.3	3.6	2.3	3.5	4.2	2.8	3.1	3.3	3.8	3.3	3.4	3.1
	CJ	C			ADGHIJ																																
4 (4)	94	44	50	16	20	10	16	19	13	32	32	21	17	25	52	42	85	3	5	29	28	28	24	80	11	82	9	35	10	19	38	78	94	50	94	58	89
	4.9	5.1	4.7	5.1	5	3.3	5	5.7	5.2	5.5	5.6	4.2	4.5	5	5	4.8	5	3.3	4.4	5.3	5.5	4.4	4.4	5.1	3.6	4.6	7.2	4.4	3.2	5.2	4.6	4.4	4.9	5.2	4.9	4.9	4.8
	m																																m		m		
5 (5)	187	94	93	38	34	30	34	29	21	49	58	47	27	55	105	82	155	15	14	54	44	57	50	151	30	179	7	68	28	33	77	178	187	89	187	105	176
	9.7	10.7	8.8	12.1	8.7	9.6	10.7	8.7	8.1	8.4	10.2	9.7	6.9	11.2	9.9	9.3	9.1	16.1	12.6	9.8	8.7	8.7	9	9.6	10.2	10	5.7	8.6	9.3	9.3	9.1	10	9.7	9.2	9.7	8.9	9.4
																d																				
6 (6)	246	127	119	67	56	40	34	27	22	49	71	72	36	67	143	103	221	12	9	59	61	100	78	209	27	221	25	90	44	42	99	231	246	150	246	172	236
	12.7	14.5	11.3	21.2	14.1	12.7	10.5	8.4	8.5	8.4	12.5	14.9	9.3	13.7	13.6	11.7	12.9	13.3	8.4	10.8	12	15.4	14.1	13.2	9.1	12.3	18.8	11.5	14.5	12	11.8	13.1	12.7	15.5	12.7	14.6	12.6
	CHIJa	C		AEFGHIJ	HIJ							a			a																			Amnr		Amnr	
7 (7)	355	162	193	53	66	55	63	68	49	118	120	84	68	81	204	150	316	14	20	94	99	124	90	279	64	326	26	142	50	82	147	326	355	171	355	208	342
	18.4	18.5	18.2	16.8	16.7	17.3	19.8	20.7	19.4	20.1	21.2	17.3	17.9	16.5	19.4	17.1	18.5	15.1	17.9	17.1	19.3	19.1	16.3	17.7	21.4	18.2	19.6	18	16.5	23.1	17.6	18.4	18.4	17.7	18.4	17.7	18.3
											A																										
8 (8)	414	181	233	57	76	73	66	81	60	141	114	108	96	96	222	192	366	17	26	113	124	130	113	333	70	390	24	178	63	59	204	388	414	203	414	257	407
	21.4	20.6	22.1	17.8	19.4	23.2	20.7	24.7	23.4	24.1	20.1	22.2	24.7	19.5	21.1	21.8	21.5	18.6	23.6	20.7	24.2	19.9	20.4	21.1	23.3	21.7	18.5	22.5	20.8	16.7	24.3	21.9	21.4	21	21.4	21.8	21.8
										A																											
9 (9)	258	109	149	33	52	50	44	45	34	79	70	60	66	62	130	128	233	12	11	82	68	83	86	214	39	244	13	124	45	49	104	234	258	113	258	150	253
	13.4	12.4	14.1	10.5	13.1	15.7	13.8	13.7	13.2	13.5	12.3	12.3	17	12.7	12.3	14.6	13.6	12.8	10.2	15	13.3	12.7	15.7	13.5	13.2	13.6	10.1	15.7	15	13.8	12.5	13.2	13.4	11.7	13.4	12.7	13.5
													d																							
10 - Extremely well (10)	240	82	158	28	46	33	49	45	39	84	66	47	49	78	113	127	209	11	19	72	58	80	73	199	35	224	14	107	39	37	121	214	240	119	240	142	236
	12.4	9.3	15	8.7	11.7	10.4	15.3	13.6	15.4	14.4	11.7	9.6	12.8	15.8	10.7	14.4	12.3	12.2	16.6	13.1	11.3	12.3	13.2	12.6	11.7	12.5	10.6	13.5	13	10.4	14.4	12.1	12.4	12.3	12.4	12.1	12.7
	BZc		AB			D		AD	AD				AZc		Zc																						
Top 3 Boxes (NET)	912	371	540	118	174	156	160	171	133	304	250	215	211	236	465	447	808	40	56	266	250	292	272	745	144	858	51	408	147	144	429	836	912	434	912	549	895
	47.2	42.3	51.2	37	44.3	49.4	49.8	52	52	52	44.1	44.1	54.4	48	44.1	50.8	47.3	43.7	50.5	48.8	48.9	44.9	49.3	47.2	48.2	47.8	39.1	51.7	48.9	40.9	51.1	47.2	47.2	44.9	47.2	46.7	48
	BDc		AB			D	D	AD	ADE	ADE			AYZc			AYZc																					q
Bottom 3 Boxes (NET)	139	78	61	25	44	25	14	15	17	32	36	48	27	28	84	55	122	8	7	45	29	49	37	115	22	126	13	46	23	33	49	121	139	72	139	84	128
	7.2	8.9	5.8	7.7	11.2	7.8	4.2	4.5	6.8	5.5	6.4	9.8	6.9	5.7	8	6.2	7.1	8.6	6.3	8.2	5.6	7.5	6.8	7.3	7.4	7	9.6	5.9	7.7	9.4	5.8	6.8	7.2	7.5	7.2	7.2	6.8
	CGHJm	AC			AGHIJ							AYbcd			Y																						
Mean	7.04	6.8	7.24	6.65	6.83	7.08	7.28	7.27	7.21	7.24	6.99	6.82	7.26	7.14	6.91	7.2	7.05	6.86	7.17	7.03	7.13	7.01	7.14	7.04	7.06	7.06	6.74	7.25	7.11	6.83	7.21	7.05	7.04	6.96	7.04	7.02	7.08
	BDZc		AB			D	ADE	ADE	DE	ADE			Zc	Z		AZc																						
Standard Deviation	2.1	2.1	2.1	2.1	2.3	2.1	2	2	2.2	2.1	2.1	2.2	2.1	2.1	2.1	2.1	2.1	2.2	2.1	2.3	2	2.1	2.1	2.1	2.2	2.1	2.2	2.1	2.1	2.2	2.1	2.3	2.1	2.1	2.1	2.1	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0

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Index Sheet

23 May 2019

A10 2 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaverl oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	26	13	13	5	2	5	3	6	5	11	6	7	6	7	13	14	25	0	1	11	11	3	4	22	5	23	3	12	4	6	12	23	26	11	26	14	25
	1.4	1.5	1.2	1.5	0.5	1.6	0.9	1.8	2.1	1.9	1.1	1.4	1.6	1.5	1.2	1.5	1.5	0	1	2.1	2.1	0.5	0.8	1.4	1.5	1.3	2.1	1.6	1.5	1.7	1.4	1.3	1.4	1.1	1.4	1.2	1.3
2 (2)	38	21	16	3	11	8	2	4	10	14	7	14	8	8	21	17	34	2	2	10	4	20	12	33	5	34	2	16	4	5	17	33	38	15	38	19	36
	1.9	2.4	1.6	0.9	2.7	2.5	0.8	1.1	4	2.3	1.3	2.8	2.2	1.6	2	1.9	2	2	1.7	1.8	0.8	3	2.2	2.1	1.5	1.9	1.7	2.1	1.2	1.5	2	1.9	1.9	1.6	1.9	1.6	1.9
									ADGHJ	H																											
3 (3)	41	22	19	7	12	5	5	6	5	11	10	12	7	11	22	18	37	2	1	14	9	15	12	32	8	39	2	14	5	12	17	38	41	22	41	24	40
	2.1	2.5	1.8	2.1	3.2	1.6	1.7	1.8	2	1.9	1.8	2.5	1.8	2.3	2.1	2.1	2.2	2.2	1	2.5	1.8	2.2	2.1	2	2.5	2.2	1.3	1.7	1.8	3.3	2	2.1	2.1	2.3	2.1	2.1	2.1
4 (4)	60	34	27	9	23	8	6	8	6	14	18	13	14	15	31	29	48	4	6	16	11	21	23	50	10	55	5	21	12	8	15	49	60	29	60	39	54
	3.1	3.8	2.5	2.9	5.9	2.6	1.8	2.4	2.4	2.4	3.2	2.7	3.7	3	2.9	3.3	2.8	4.9	5.7	2.9	2.2	3.2	4.2	3.2	3.3	3	3.7	2.7	3.8	2.1	1.8	2.8	3.1	3	3.1	3.3	2.9
	m				AGHIJ																												m		m		
5 (5)	224	127	97	59	44	36	32	34	20	53	67	61	27	69	128	96	187	14	19	54	56	77	55	178	38	205	19	73	37	44	88	208	224	125	224	144	212
	11.6	14.5	9.2	18.5	11.3	11.2	10	10.2	7.7	9.1	11.8	12.5	6.9	14.1	12.1	11	11	15.3	16.6	9.9	11.1	11.8	10.1	11.3	12.6	11.5	14.2	9.3	12.4	12.5	10.5	11.7	11.6	12.9	11.6	12.2	11.4
	Cde	AC		AEFGHIJ							a	a		ad	a	a																					
6 (6)	221	100	121	46	46	48	33	25	23	48	69	55	32	65	124	97	199	12	6	67	57	75	60	189	27	195	26	74	31	45	89	203	221	120	221	141	210
	11.4	11.4	11.5	14.6	11.7	15.2	10.3	7.6	8.9	8.2	12.2	11.4	8.2	13.2	11.8	11	11.6	12.8	5.1	12.2	11.2	11.5	11	12	8.9	10.9	19.9	9.3	10.1	12.8	10.6	11.5	11.4	12.4	11.4	12	11.3
	Hij			Hij		AHij								a		a																					
7 (7)	354	165	189	66	69	48	67	67	38	105	119	98	72	66	217	138	311	18	23	109	100	102	95	291	51	327	26	154	49	65	144	333	354	173	354	221	341
	18.3	18.9	17.9	20.7	17.6	15	20.9	20.4	14.7	17.9	20.9	20.1	18.5	13.4	20.6	15.7	18.2	19.1	20.8	19.9	19.5	15.7	17.2	18.4	17.2	18.3	19.6	19.5	16.3	18.5	17.2	18.8	18.3	17.9	18.3	18.8	18.3
	Ibd						I	I		I	Abd	bd			Abd																					
8 (8)	433	186	247	60	92	69	68	77	66	141	135	116	85	98	251	182	388	18	23	110	129	149	119	344	75	409	22	186	67	82	195	401	433	224	433	261	421
	22.4	21.2	23.4	19	23.4	21.9	21.3	23.4	26	24.5	23.8	23.8	21.9	19.8	23.8	20.7	22.7	19.6	20.7	20.2	25.2	22.9	21.5	21.8	24.9	22.8	17.1	23.5	22.3	23.3	23.2	22.7	22.4	23.2	22.4	22.1	22.6
9 (9)	270	113	157	24	49	56	53	53	35	87	75	61	76	58	136	135	247	9	12	81	67	99	91	229	37	258	11	119	49	48	137	246	270	118	270	154	266
	14	12.9	14.9	7.7	12.6	17.8	16.5	16	13.6	14.9	13.2	12.5	19.7	11.9	12.9	15.3	14.5	9.6	10.7	14.8	13.2	15.3	16.5	14.5	12.4	14.4	8.2	15.1	16.4	13.5	16.3	13.9	14	12.2	14	13.1	14.3
	D					D	D	D	D	D			AYZbcd			bd																					
10 - Extremely well (10)	265	95	170	39	44	34	51	50	48	98	61	50	60	94	111	154	231	13	19	75	66	91	80	212	45	248	16	120	43	38	124	236	265	130	265	160	261
	13.7	10.9	16.1	12.2	11.1	10.7	15.9	15.2	18.7	16.8	10.7	10.3	15.5	19.1	10.5	17.5	13.5	14.5	16.7	13.7	12.9	13.9	14.6	13.4	15	13.8	12.1	15.2	14.4	10.7	14.8	13.3	13.7	13.4	13.7	13.6	14
	BYZc		AB						ADEF	AEF			Yzc	AYZc		AYZc																					
Top 3 Boxes (NET)	968	395	574	124	185	159	172	180	149	328	270	227	221	250	497	471	866	40	54	266	262	339	290	785	157	915	49	425	160	168	456	883	968	472	968	575	948
	50.1	45	54.4	38.9	47.1	50.3	53.7	54.6	58.2	56.2	47.7	46.7	57.1	50.8	47.2	53.6	50.7	43.8	48.1	48.7	51.2	52.1	52.6	49.7	52.4	51	37.5	53.8	53	47.5	54.3	49.9	50.1	48.9	50.1	48.9	50.8
	BDc		AB			D	D	D	ADEF	ADE			AYZc			AYZc																					
Bottom 3 Boxes (NET)	104	56	49	14	25	18	11	16	21	36	24	32	21	27	56	48	96	4	4	35	24	37	28	86	17	96	2	42	13	23	46	94	104	48	104	57	101
	5.4	6.4	4.6	4.5	6.4	5.7	3.4	4.7	8.1	6.2	4.2	6.6	5.5	5.4	5.3	5.5	5.6	4.2	3.7	6.4	4.8	5.7	5	5.5	5.6	5.4	1.5	5.4	4.4	6.5	5.5	5.3	5.4	4.9	5.4	4.9	5.4
	C								AGJ																												
Mean	7.21	6.97	7.42	6.89	7	7.16	7.5	7.42	7.37	7.4	7.17	7.03	7.47	7.24	7.11	7.34	7.23	7.06	7.18	7.18	7.26	7.24	7.31	7.2	7.24	7.24	6.84	7.37	7.3	7.07	7.36	7.22	7.21	7.17	7.21	7.19	7.24
	BDEZc		AB				ADEF	ADE	DE	ADE			AYZc			AZc																					
Standard Deviation	2	2.1	2	2	2.1	2	1.9	2	2.2	2.1	1.9	2	2.1	2.2	2	2.1	2	2	2.1	2.1	2	2	2	2	2.1	2	2	2	2	2	2	2	2	2	2	2	2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0

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A10 2 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaverl oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	36	17	20	4	6	6	4	8	8	16	9	9	8	11	17	19	33	2	1	14	11	8	8	26	9	36	0	14	9	9	17	33	36	16	36	22	35
	1.9	1.9	1.8	1.3	1.6	1.9	1.2	2.5	2	2.3	1.5	1.8	2.1	2.3	1.6	2.2	1.9	2.5	1	2.6	2.1	1.2	1.4	1.7	3	2	0	1.7	2.9	2.5	2	1.9	1.9	1.6	1.9	1.9	1.9
									A	A																											
2 (2)	39	27	12	4	11	6	3	5	9	14	14	13	5	8	26	13	33	2	4	9	7	16	11	32	7	36	3	16	4	6	23	36	39	16	39	18	37
	2	3.1	1.2	1.4	2.8	1.9	1.1	1.5	3.7	2.4	2.4	2.6	1.4	1.6	2.5	1.5	1.9	1.9	3.1	1.7	1.4	2.5	1.9	2.1	2.3	2	2.5	2.1	1.4	1.8	2.8	2	2	1.6	2	1.5	2
	C	AC							AGJ																												
3 (3)	54	33	22	6	14	13	7	7	7	14	16	15	11	12	31	23	50	1	3	15	18	17	14	47	6	49	3	20	4	15	18	45	54	29	54	35	53
	2.8	3.7	2	1.8	3.6	4.2	2.3	2.1	2.6	2.4	2.8	3.1	2.8	2.5	3	2.6	2.9	1.6	2.7	2.7	3.4	2.6	2.5	3	2	2.8	2.5	2.6	1.2	4.2	2.1	2.5	2.8	3	2.8	3	2.8
	Cm	C																														m			m		
4 (4)	90	46	44	32	24	10	6	12	5	18	22	28	14	27	50	40	75	5	8	25	24	26	27	70	14	76	13	37	15	14	24	77	90	51	90	64	83
	4.7	5.3	4.1	10	6.1	3.2	1.9	3.8	2.1	3.1	3.9	5.7	3.5	5.4	4.7	4.6	4.4	5.9	7.3	4.7	4.6	4	4.9	4.4	4.5	4.2	9.9	4.7	4.9	3.9	2.8	4.4	4.7	5.3	4.7	5.4	4.4
	GIJ			AFGHIJ	GIJ																															dfi	
5 (5)	259	134	125	60	55	32	45	36	31	67	77	66	44	73	143	116	225	18	12	71	71	83	58	222	31	238	21	92	40	44	104	245	259	133	259	153	248
	13.4	15.3	11.8	19	14	10	14.2	10.8	12.2	11.4	13.6	13.5	11.3	14.8	13.5	13.2	13.2	20	10.5	12.9	14	12.8	10.6	14	10.5	13.3	16.2	11.7	13.1	12.6	12.4	13.8	13.4	13.8	13.4	13	13.3
	CIJ	C		AFHIJ																																	
6 (6)	221	90	131	35	58	38	33	31	26	57	71	65	34	51	136	85	200	10	9	55	62	83	67	182	36	195	25	86	36	40	95	201	221	125	221	147	213
	11.4	10.2	12.5	10.9	14.9	12	10.4	9.4	10.2	9.7	12.6	13.3	8.7	10.4	12.9	9.7	11.7	10.9	7.8	10	12.1	12.8	12.2	11.5	12	10.9	18.9	10.9	11.9	11.3	11.3	11.4	11.4	13	11.4	12.5	11.4
					AHI							ad			Aad																						
7 (7)	344	170	174	42	64	60	60	70	48	118	112	86	76	70	198	146	299	19	21	106	89	105	100	278	56	319	24	141	52	64	153	318	344	148	344	192	329
	17.8	19.4	16.5	13.1	16.3	19	18.7	21.3	18.8	20.2	19.8	17.6	19.6	14.3	18.8	16.6	17.5	20.9	19	19.4	17.4	16.1	18.2	17.6	18.9	17.8	18.1	17.9	17.3	18	18.3	18	17.8	15.3	17.8	16.3	17.6
	Cq						D		AD	b																						qs	q		q		
8 (8)	400	178	222	78	68	75	63	63	53	116	119	101	78	103	220	180	361	13	23	108	116	136	115	325	61	379	17	175	69	77	175	368	400	216	400	259	389
	20.7	20.3	21	24.4	17.4	23.7	19.8	19.1	20.7	19.8	21	20.7	20	20.9	20.8	20.5	21.1	13.6	20.5	19.8	22.8	21	21	20.6	20.3	21.1	13.2	22.2	22.8	21.8	20.8	20.8	20.7	22.3	20.7	22	20.9
9 (9)	241	98	142	24	37	47	50	51	32	83	63	55	65	58	118	123	219	10	11	76	59	84	77	197	39	232	9	102	38	45	116	223	241	104	241	137	234
	12.4	11.2	13.5	7.5	9.5	14.8	15.5	15.4	12.6	14.2	11.1	11.3	16.8	11.8	11.2	14	12.8	10.4	10	14	11.5	12.9	14.1	12.5	13.1	12.9	6.5	12.9	12.5	12.8	13.8	12.6	12.4	10.8	12.4	11.7	12.5
	De				D		DE	DE	D	DE			AYZc																			g					
10 - Extremely well (10)	248	84	164	34	55	29	48	46	35	82	64	51	53	79	115	133	213	11	20	67	54	92	73	201	40	232	16	106	36	39	114	223	248	128	248	149	244
	12.8	9.6	15.6	10.8	13.9	9.3	15	14.1	13.9	14	11.3	10.5	13.8	16.1	10.9	15.1	12.5	12.3	18.1	12.3	10.6	14.1	13.2	12.7	13.4	12.9	12.3	13.4	11.9	11	13.6	12.6	12.8	13.3	12.8	12.6	13.1
	BZc		AB				F		F					AYZc		AZc																					
Top 3 Boxes (NET)	888	360	528	136	160	151	161	160	120	280	246	207	196	240	452	436	793	33	54	251	229	312	265	723	140	843	42	383	143	161	404	814	888	448	888	545	868
	46	41.1	50.1	42.6	40.8	47.7	50.2	48.6	47.2	48	43.4	42.4	50.6	48.8	42.9	49.6	46.4	36.3	48.6	46.1	44.9	48	48.2	45.8	46.8	47	31.9	48.5	47.3	45.6	48.2	46	46	46.4	46	46.3	46.5
	BEc		AB				E		E				Yzc			AYZc																					
Bottom 3 Boxes (NET)	130	76	53	14	31	25	15	20	24	44	38	36	24	31	75	55	115	5	8	38	36	41	32	106	22	122	6	50	17	30	58	114	130	60	130	76	125
	6.7	8.7	5.1	4.4	7.9	8	4.5	6.1	9.5	7.6	6.8	7.5	6.2	6.3	7.1	6.3	6.7	5.9	6.8	7	7	6.3	5.9	6.7	7.3	6.8	4.9	6.4	5.5	8.5	6.9	6.4	6.7	6.2	6.7	6.4	6.7
	C	AC							ADGJ																												
Mean	6.99	6.73	7.21	6.71	6.8	7.01	7.29	7.19	6.98	7.1	6.93	6.81	7.23	7.06	6.88	7.13	7	6.72	7.12	7	6.9	7.08	7.12	6.99	7.03	7.02	6.6	7.09	7.02	6.91	7.1	7	6.99	6.97	6.99	6.97	7.01
	BDZc		AB				ADE	DE		DE			AYZc			AZc																					
Standard Deviation	2.1	2.2	2.1	2.1	2.2	2.1	2	2.1	2.3	2.2	2.1	2.1	2.1	2.2	2.1	2.2	2.1	2.2	2.2	2.2	2.1	2.1	2.1	2.1	2.2	2.1	2	2.1	2.1	2.2	2.1	2.1	2.1	2.1	2.1	2.1	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0

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23 May 2019

A10 2 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub !formerlv ITV plaver! perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	1976	822	1154	283	336	271	317	347	422	769	686	579	323	388	1265	711	1754	91	110	559	510	685	499	1612	316	1840	129	797	307	371	877	1819	1976	912	1976	1125	1910
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	1932	877	1055	318	393	317	321	329	255	584	567	487	387	492	1053	879	1707	92*	112*	546	511	650	551	1579	299	1793	131	789	302	353	839	1770	1932	966	1932	1177	1866
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	1680	640	1091	201	303	262	304	333	399	699	607	515	291	337	1121	627	1494	76	92	474	433	589	443	1375	274	1566	108	677	250	332	739	1542	1680	767	1680	953	1622
1 - Not at all well (1)	35	18	17	6	11	4	4	7	4	11	9	6	11	9	15	20	30	4	1	11	10	9	9	29	6	34	1	9	9	8	14	31	35	11	35	15	32
	1.8	2.1	1.6	1.8	2.8	1.3	1.3	2.1	1.6	1.9	1.5	1.3	2.8	1.9	1.4	2.3	1.8	3.8	1.3	2	2	1.4	1.7	1.8	1.9	1.9	0.6	1.2	3.1	2.2	1.6	1.7	1.8	1.1	1.8	1.3	1.7
	qs																																qs		qs		
2 (2)	32	16	16	6	3	11	3	4	6	10	11	7	7	8	17	15	30	0	2	9	4	17	13	26	6	27	4	10	3	9	18	25	32	15	32	17	30
	1.7	1.9	1.5	1.8	0.7	3.6	0.8	1.1	2.3	1.7	1.9	1.4	1.7	1.7	1.7	1.7	1.8	0	1.8	1.6	0.8	2.7	2.4	1.7	2	1.5	2.9	1.3	0.9	2.4	2.1	1.4	1.7	1.6	1.7	1.5	1.6
	m					AEGH																											m		m		
3 (3)	73	41	32	17	25	8	5	9	8	17	16	16	13	28	32	41	68	2	2	23	14	31	20	59	8	64	9	29	11	16	25	65	73	35	73	44	69
	3.8	4.6	3.1	5.2	6.5	2.7	1.5	2.9	3.1	3	2.9	3.2	3.3	5.7	3	4.7	4	2.2	1.7	4.2	2.7	4.8	3.6	3.8	2.6	3.6	6.9	3.7	3.5	4.6	3	3.7	3.8	3.7	3.8	3.7	3.7
	CGc			G	AFGHIJ									AYc																							
4 (4)	80	37	43	24	18	11	10	11	6	17	30	28	9	13	58	23	65	5	9	16	22	27	19	65	12	69	11	32	15	11	27	75	80	52	80	61	74
	4.2	4.2	4.1	7.5	4.6	3.5	3.2	3.4	2.2	2.9	5.3	5.7	2.4	2.7	5.5	2.6	3.8	5.6	7.7	2.9	4.3	4.1	3.5	4.1	4	3.8	8	4.1	5	3.2	3.2	4.3	4.2	5.4	4.2	5.2	4
	HiJ			AGHIJ							ad	Aabd			Aabd																			Amlc		Ami		
5 (5)	242	127	115	46	50	32	44	35	35	69	69	58	38	76	127	115	218	12	9	68	70	80	57	203	33	223	19	68	37	40	108	226	242	125	242	149	227
	12.5	14.5	10.9	14.6	12.8	10	13.8	10.5	13.6	11.8	12.2	11.9	9.9	15.5	12.1	13	12.7	12.5	8.1	12.4	13.7	12.3	10.3	12.8	10.9	12.5	14.2	8.6	12.4	11.4	12.9	12.8	12.5	13	12.5	12.7	12.2
	C	C												a		a																					
6 (6)	245	112	132	54	43	43	41	36	27	64	72	77	42	54	149	96	208	19	14	64	64	79	66	201	33	230	15	98	41	44	101	230	245	125	245	149	235
	12.7	12.8	12.5	16.9	11	13.7	12.7	11.1	10.6	10.9	12.7	15.8	10.9	10.9	14.1	10.9	12.2	20.3	12.3	11.7	12.6	12.2	12.1	12.7	11.1	12.8	11.5	12.5	13.5	12.5	12.1	13	12.7	12.9	12.7	12.7	12.6
				H								Abd			Ad																						
7 (7)	372	175	197	52	73	50	79	65	54	118	108	107	72	80	216	157	325	16	26	107	105	113	96	292	73	349	20	150	53	75	165	352	372	189	372	236	362
	19.3	20	18.7	16.4	18.5	15.8	24.6	19.6	21.1	20.3	19.1	22	19.8	16.2	20.5	17.8	19.1	16.9	23.3	19.6	20.7	17.4	17.4	18.5	24.5	19.5	15.3	18.9	17.5	21.2	19.6	19.9	19.3	19.6	19.3	20.1	19.4
							ADF					b																				Amr					
8 (8)	413	169	244	50	82	75	65	83	58	141	132	94	94	94	226	188	373	17	22	125	109	140	109	339	69	390	24	202	58	74	181	373	413	190	413	230	408
	21.4	19.3	23.1	15.9	21	23.6	20.1	25.2	22.8	24.2	23.3	19.3	24.3	19.1	21.4	21.4	21.9	18.4	20	22.8	21.4	21.5	19.8	21.5	23	21.7	18	25.6	19.4	20.8	21.8	21.1	21.4	19.7	21.4	19.5	21.9
	Dk		A			D		D	D	AD																							k		k		
9 (9)	205	83	122	30	36	46	29	34	29	64	56	40	48	62	95	109	184	7	11	56	51	77	76	173	21	193	11	91	37	37	91	180	205	95	205	122	198
	10.6	9.5	11.5	9.5	9.1	14.5	9.2	10.5	11.4	10.9	9.8	8.2	12.3	12.5	9.1	12.4	10.8	7.2	9.6	10.2	10	11.9	13.7	11	7.2	10.8	8.2	11.5	12.2	10.5	10.8	10.2	10.6	9.8	10.6	10.4	10.6
	Zc					AEG								Z		Zc							A														
10 - Extremely well (10)	235	97	137	34	51	36	41	44	29	73	64	55	48	68	119	116	206	12	16	68	61	76	86	191	38	214	19	99	38	40	109	213	235	128	235	153	230
	12.1	11.1	13	10.5	13.1	11.3	12.7	13.5	11.3	12.5	11.2	11.3	12.5	13.8	11.3	13.2	12.1	13.2	14.2	12.5	12	11.7	15.6	12.1	12.8	12	14.2	12.5	12.6	11.2	13	12	12.1	13.3	12.1	13	12.3
																							A														
Top 3 Boxes (NET)	853	350	503	114	169	157	135	162	116	278	251	189	190	223	440	413	763	36	49	249	221	293	271	704	128	797	53	392	133	150	382	766	853	413	853	505	836
	44.1	39.9	47.7	35.9	43.1	49.5	42	49.2	45.4	47.6	44.3	38.7	49.1	45.4	41.7	47	44.7	38.7	43.7	45.5	43.3	45.1	49.2	44.6	43	44.5	40.5	49.7	44.2	42.5	45.5	43.3	44.1	42.8	44.1	42.9	44.8
	BDZcm		AB			D		AD	D	AD			Zc			Zc							A										m		m		
Bottom 3 Boxes (NET)	141	75	65	28	39	23	12	20	18	38	36	29	31	46	64	76	128	6	5	43	28	57	42	114	19	125	14	49	23	32	57	121	141	61	141	76	132
	7.3	8.6	6.2	8.8	10	7.4	3.7	6.1	7.1	6.5	6.3	5.9	7.9	9.3	6.1	8.7	7.5	6	4.9	7.9	5.5	8.8	7.7	7.2	6.5	7	10.5	6.3	7.5	9.2	6.8	6.8	7.3	6.4	7.3	6.5	7.1
	CGcm			G	G				G					c		c																m		m		
Mean	6.94	6.77	7.09	6.57	6.82	7.07	7.09	7.14	7.01	7.09	6.93	6.85	7.1	6.93	6.9	7	6.95	6.78	7.06	6.98	6.98	6.91	7.15	6.95	6.99	6.97	6.67	7.16	6.92	6.87	7.03	6.94	6.94	6.95	6.94	6.96	6.98
	BD		AB			D	D	D	D	AD													A														
Standard Deviation	2.1	2.1	2.1	2.2	2.2	2.1	1.9	2.1	2.1	2.1	2.1	2	2.1	2.2	2	2.2	2.1	2.1	2.1	2.1	2	2.2	2.2	2.1	2	2.1	2.3	2	2.2	2.2	2.1	2.3	2.1	2.1	2.1	2.1	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0

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23 May 2019

A10 2 3 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ oerform on...

- Summary table ITV Hub+ -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: ITV Hub+ - Unweighted	321	321	321	321	321	321
	100	100	100	100	100	100
Base: ITV Hub+ - Weighted	332	332	332	332	332	332
	100	100	100	100	100	100
Base: ITV Hub+ - Effective base	268	268	268	268	268	268
1 - Not at all well (1)	10	10	11	10	8	10
	3	3	3.4	3.1	2.5	3
2 (2)	16	7	9	13	11	9
	4.8	2	2.6	3.9	3.2	2.8
3 (3)	7	13	14	12	15	17
	2.2	4	4.1	3.7	4.5	5.1
4 (4)	22	16	22	14	20	14
	6.6	4.7	6.7	4.3	5.9	4.2
5 (5)	43	33	43	40	43	41
	13	9.9	13	12.1	13.1	12.4
6 (6)	44	50	38	47	43	44
	13.4	15.2	11.4	14.3	12.9	13.3
7 (7)	35	44	51	41	42	52
	10.7	13.4	15.2	12.4	12.5	15.8
8 (8)	56	43	47	41	47	50
	16.8	13	14.1	12.4	14.2	15.2
9 (9)	45	46	46	58	51	43
	13.5	13.9	13.7	17.4	15.3	13
10 - Extremely well (10)	54	70	53	54	53	51
	16.1	20.9	15.9	16.3	15.8	15.4
Top 3 Boxes (NET)	154	159	145	153	150	145
	46.4	47.8	43.7	46.1	45.2	43.6
Bottom 3 Boxes (NET)	33	30	33	36	34	36
	10	9.1	10.1	10.7	10.3	10.8
Mean	6.82	7.1	6.82	6.92	6.86	6.85
Standard Deviation	2.5	2.4	2.4	2.4	2.4	2.4
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 3 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i											
Base: Providing a wide range of programmes to choose from - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	10	6	4	0	4	1	0	2	3	5	2	1	4	3	3	7	10	3	5	3	0	9	1	10	4	2	2	6	10	3	10	3	10
	3	3.5	2.5	0	4.7	2.6	0	4.7	7	5.7	1.8	0.9	5.3	4.4	1.4	4.8	3.3	3.2	5	2.1	0	3.4	1.8	3.3	2.2	3.1	1.4	2.1	3	2	3	1.6	3.2
	cmq																												mq		mq		
2 (2)	16	12	4	4	5	4	0	2	1	3	3	1	4	8	4	12	16	6	5	5	4	12	1	15	8	2	5	16	16	3	16	7	16
	4.8	6.9	2.6	6.2	6.3	7.3	0	3.9	2.9	3.5	2.6	1.4	5.6	10	2.1	7.8	5.3	7.3	4.9	4.1	4.1	4.3	2.3	5	4.1	2.9	3	5.1	4.8	1.8	4.8	3.1	5
	Cqq															c												qs	q		q	q	
3 (3)	7	3	4	2	4	0	0	1	1	2	2	1	2	2	3	4	6	1	1	5	1	5	2	6	5	1	4	6	7	3	7	4	6
	2.2	1.8	2.6	2.5	5.5	0	0	1.8	1.6	1.7	2.2	0.9	2.7	2.8	1.7	2.8	2.1	0.8	0.7	4.3	0.9	1.8	4.5	1.9	2.8	1.2	2.3	2.1	2.2	1.6	2.2	1.7	2
4 (4)	22	12	10	6	8	0	4	3	2	5	7	6	1	8	13	9	22	3	7	11	5	18	4	21	11	4	8	21	22	14	22	17	21
	6.6	6.9	6.3	8.6	10.7	0	7.3	6	4.5	5.3	6.3	8.5	1.4	10.5	7.2	5.9	7.2	4	7.5	9.2	4.9	6.5	8.5	7	5.9	6.7	5.1	6.6	6.6	8.3	6.6	8.1	6.7
																d																	
5 (5)	43	24	19	4	14	5	6	10	4	13	18	9	6	10	27	16	40	7	13	20	13	38	5	32	19	10	17	37	43	21	43	26	39
	13	14.3	11.7	6.8	19.2	8.9	12.9	19.6	9.3	15.1	16.1	13.3	8	13.4	15	10.7	13.3	8.2	13.6	16.7	13.5	14	10.4	10.7	10.2	15.5	11.3	11.8	13	12	13	12.2	12.4
	m									n																			m		m		
6 (6)	44	17	27	14	9	7	4	5	6	11	15	12	13	5	27	17	37	18	13	7	10	39	5	38	28	9	22	43	44	26	44	32	42
	13.4	10.1	16.7	21.5	11.5	12.9	7.8	10.4	14.6	12.3	13.6	17.5	16.4	6.2	15.1	11.3	12.4	20.7	13.5	5.6	10.8	14.4	8.8	12.6	15.3	13.1	14.4	13.8	13.4	14.9	13.4	14.9	13.4
			A																														
7 (7)	35	16	19	6	8	4	7	6	5	11	7	11	8	8	18	17	33	7	13	14	14	20	15	35	16	5	17	35	35	23	35	28	35
	10.7	9.6	11.7	8.7	10.9	8.1	13.3	11.8	12.2	12	6.7	15.6	12.3	10.2	10.2	11.2	11	7.8	13.4	11.4	14.2	7.4	29.5	11.8	8.7	7.4	11.1	11.2	10.7	13.4	10.7	12.8	11.2
8 (8)	56	29	27	9	9	13	11	7	8	14	21	13	12	10	33	22	51	17	14	19	19	45	8	51	33	15	26	52	56	30	56	38	51
	16.8	17	16.6	13.9	11.5	23.6	22.6	13.4	19.4	16	19.2	18.1	15.9	13.2	18.8	14.6	16.9	19.9	15.3	15.9	19.9	16.7	15.1	17.2	18.3	22.4	17.1	16.8	16.8	17.5	16.8	17.7	16.1
9 (9)	45	24	21	11	5	9	7	8	4	12	16	8	13	7	24	20	36	11	12	14	13	40	2	40	29	9	24	45	45	22	45	26	42
	13.5	14.1	12.7	17.2	6.6	16.4	15.1	16	11	13.8	15.2	11.4	17	9.3	13.7	13.2	12.1	13	12.4	11.3	13.6	15	4.3	13.4	15.6	13.9	15.6	14.4	13.5	12.5	13.5	12	13.3
10 - Extremely well (10)	54	27	27	10	10	11	10	6	7	13	18	9	12	16	26	27	49	13	13	23	17	44	8	51	31	9	29	50	54	28	54	34	53
	16.1	15.7	16.5	14.7	13	20.2	21	12.4	17.5	14.6	16.3	12.3	15.3	20.1	14.7	17.7	16.4	15.2	13.8	19.4	18.1	16.5	14.9	17.1	17	13.8	18.7	16.1	16.1	16.1	16.1	15.9	16.6
Top 3 Boxes (NET)	154	79	75	30	23	33	29	21	19	39	55	29	37	33	84	70	137	41	39	56	49	130	18	143	93	33	79	147	154	80	154	98	146
	46.4	46.8	45.9	45.8	31.1	60.2	58.7	41.7	47.9	44.4	50.7	41.8	48.3	42.6	47.2	45.4	45.4	48.1	41.4	46.7	51.6	48.2	34.3	47.6	50.9	50	51.4	47.3	46.4	46.1	46.4	45.6	46.1
	E																																
Bottom 3 Boxes (NET)	33	21	12	6	12	5	0	5	4	10	7	2	10	13	9	24	32	10	10	13	5	26	4	31	17	5	10	29	33	9	33	14	32
	10	12.2	7.6	8.6	16.5	9.9	0	10.4	11.5	10.9	6.5	3.2	13.6	17.2	5.3	15.4	10.7	11.3	10.6	10.5	5.1	9.5	8.5	10.2	9.1	7.3	6.7	9.3	10	5.3	10	6.4	10.2
	Zcqu												Zc			AZc												qs	qs		qs		
Mean	6.82	6.7	6.95	6.91	6	7.34	7.61	6.6	6.84	6.7	7.01	6.92	6.89	6.4	6.98	6.64	6.75	6.83	6.61	6.8	7.24	6.85	6.74	6.88	7.02	6.89	7.19	6.9	6.82	7	6.82	6.94	6.82
	E																											Anr					
Standard Deviation	2.5	2.6	2.3	2.3	2.6	2.4	1.9	2.5	2.6	2.5	2.3	2	2.6	2.9	2.2	2.7	2.5	2.5	2.5	2.5	2.2	2.5	2.2	2.5	2.4	2.3	2.3	2.4	2.5	2.2	2.5	2.3	2.5
Standard Error	0.1	0.2	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.4	0.2	0.2	0.1	0.3	0.3	0.2	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

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23 May 2019

A10 3 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ oerform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	10	5	5	1	3	0	0	4	2	6	2	1	4	4	3	7	10	4	4	2	0	9	1	9	1	1	1	10	10	5	10	7	10
	3	3.2	2.8	1	4.4	0	0	8.6	4.6	6.9	1.9	0.9	5	4.6	1.5	4.8	3.3	4.6	4.3	1.7	0	3.3	2.3	3.1	0.7	1	0.7	3.2	3	2.7	3	3.1	3.2
	c									A																							
2 (2)	7	6	1	4	1	0	0	0	2	2	3	0	1	3	3	4	7	4	0	2	0	3	0	6	5	0	1	5	7	3	7	3	7
	2	3.6	0.4	5.7	1.9	0	0	0	4.1	1.8	2.8	0	0.9	3.8	1.7	2.4	2.2	4.8	0.5	1.8	0	1.2	0.9	2	2.6	0	0.7	1.2	2	1.5	2	1.2	2.1
	C																																
3 (3)	13	2	11	2	0	6	0	2	3	5	2	3	7	2	4	9	13	2	8	4	3	8	4	13	7	2	5	13	13	6	13	6	13
	4	1.4	6.7	3	0	11.5	0	3.9	8	5.7	1.4	3.7	9.5	2.5	2.3	6	4.4	1.9	8.7	3	3.6	3	8.2	4.4	4	3.6	3.2	4.3	4	3.4	4	2.7	4.2
	Bc		AB						E				AXc																				
4 (4)	16	5	11	4	6	0	1	2	3	5	11	2	1	2	13	3	12	2	3	8	3	12	4	11	12	5	11	15	16	10	16	11	15
	4.7	2.9	6.5	5.7	7.4	0	1.9	4.2	8.5	6.1	10	2.5	1.4	2.6	7	2	4.1	1.8	3.2	6.4	3.2	4.3	7.7	3.7	6.6	6.9	7	4.8	4.7	5.6	4.7	5.2	4.7
											Aad				Ad																		
5 (5)	33	21	12	4	13	2	4	9	0	9	9	7	5	12	16	17	29	8	9	11	7	30	3	28	10	6	15	27	33	20	33	21	32
	9.9	12.5	7.2	6.2	17.9	4.4	8.3	17.1	1.2	10.1	7.9	10.5	6.9	15	9	11	9.6	9.6	10	9.3	7	11.1	5.6	9.4	5.7	9.5	9.7	8.9	9.9	11.4	9.9	9.6	10
	Cm				Ae					J																			m		m		
6 (6)	50	23	28	8	18	7	8	6	5	11	13	14	10	13	27	24	47	17	9	21	16	40	10	43	26	15	22	46	50	25	50	34	46
	15.2	13.5	16.9	11.6	23.6	11.9	15.9	11.4	13.4	12.3	11.8	20.1	13.6	17.1	15	15.4	15.5	19.6	9.4	17.3	17.1	14.9	19.5	14.2	14.2	22.4	14	14.7	15.2	14.3	15.2	15.7	14.5
7 (7)	44	19	25	8	8	7	9	5	5	11	15	14	9	6	29	15	38	9	16	13	15	38	7	41	27	9	16	40	44	24	44	31	40
	13.4	11.3	15.5	14.4	10.9	12.7	18.2	12.7	12	12.4	14	19.7	11.9	8.2	16.2	10	12.7	9.9	17.3	11.2	15.9	14	12.7	13.8	14.7	14	10.4	12.9	13.4	13.8	13.4	14.6	12.7
8 (8)	43	22	21	5	6	13	12	3	4	7	19	9	11	5	28	15	40	11	11	18	20	30	8	41	27	12	22	42	43	26	43	32	41
	13	13.2	12.8	7.8	8.3	22.9	24.6	6.5	10.6	8.3	17.4	13.1	13.7	8	15.7	9.8	13.5	13.3	11.8	14.9	21.1	11	16	13.7	14.6	18.6	14.2	13.7	13	15.2	13	15	12.8
																					A												
9 (9)	46	25	21	5	10	12	4	10	6	15	16	7	13	10	23	23	42	14	16	12	12	39	7	41	31	4	26	46	46	19	46	29	44
	13.9	14.6	13.1	8.2	12.9	21.8	7.3	19.9	14.3	17.4	15	9.3	17	13.3	12.8	15.1	14	16.3	17.6	9.6	12.7	14.6	12.9	13.6	16.7	6.6	17	14.9	13.9	10.9	13.9	13.6	14.1
																																q	
10 - Extremely well (10)	70	40	30	24	10	8	12	8	9	17	19	14	15	21	33	36	62	16	16	30	18	61	7	66	37	12	35	65	70	37	70	42	69
	20.9	23.6	18.2	36.4	12.7	14.7	23.8	15.6	23.3	19	17.8	20.1	20.2	26.8	18.7	23.5	20.6	18.3	17.2	25	19.3	22.6	14.2	22.1	20	17.4	23	20.9	20.9	21.2	20.9	19.3	21.7
Top 3 Boxes (NET)	159	87	72	34	25	33	27	21	19	40	55	30	39	36	84	75	145	41	43	60	51	130	23	148	94	28	83	153	159	82	159	103	154
	47.8	51.5	44	52.4	33.9	59.5	55.7	42	48.1	44.7	50.3	42.6	50.9	46.1	47.2	48.5	48.1	47.9	46.5	49.5	53.1	48.2	43.1	49.3	51.4	42.6	54.3	49.5	47.8	47.3	47.8	48	48.6
	E																											Anr					
Bottom 3 Boxes (NET)	30	14	16	9	5	6	0	6	5	13	7	3	12	8	10	20	30	10	13	8	3	20	6	29	14	3	7	29	30	13	30	15	30
	9.1	8.3	9.9	9.7	6.3	11.9	0	12.5	16.7	14.4	6.1	4.6	15.8	11	5.5	13.1	10	11.3	13.5	6.4	3.6	7.5	11.3	9.6	7.4	4.6	4.6	9.2	9.3	7.6	9.1	7.1	9.5
	cj								A	A			c			c																	
Mean	7.1	7.23	6.97	7.46	6.55	7.44	7.73	6.67	6.87	6.76	7.12	7.23	7.05	7.01	7.17	7.03	7.08	6.98	6.96	7.24	7.49	7.2	6.8	7.16	7.29	7.01	7.42	7.14	7.1	7.09	7.1	7.14	7.11
Standard Deviation	2.4	2.5	2.4	2.6	2.3	2.1	1.7	2.7	2.8	2.7	2.3	2	2.6	2.7	2.2	2.6	2.4	2.5	2.5	2.3	1.9	2.4	2.3	2.4	2.3	2.1	2.2	2.4	2.4	2.3	2.4	2.3	2.4
Standard Error	0.1	0.2	0.2	0.4	0.3	0.3	0.2	0.4	0.4	0.3	0.2	0.2	0.3	0.4	0.2	0.2	0.1	0.3	0.3	0.2	0.2	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

Index Sheet

23 May 2019

A10 3 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i								q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	11	7	4	0	4	4	0	1	2	4	3	2	4	3	4	7	11	1	4	6	2	11	0	11	4	3	4	11	11	2	11	3	11
	3.4	4.4	2.3	0	4.7	7.2	0	2.6	6.2	4.2	2.3	2.3	5.5	3.6	2.3	4.6	3.7	1.5	4.5	4.7	2.5	4.1	0	3.7	2.4	4.6	2.4	3.6	3.4	1.1	3.4	1.6	3.5
	qs																											qs	qs		qs		
2 (2)	9	7	2	3	3	0	0	1	1	2	4	0	1	4	4	5	9	4	0	4	0	4	1	9	5	0	1	7	9	4	9	4	9
	2.6	3.9	1.2	4.7	4.6	0	0	1.8	2.9	2.3	3.3	0	0.9	5.5	2	3.2	2.8	4.9	0.5	3.2	0	1.6	2.3	2.8	2.8	0	0.7	2.3	2.6	2.5	2.6	2	2.7
3 (3)	14	8	6	3	5	0	1	2	3	5	5	1	4	3	6	7	10	4	4	2	1	11	3	12	7	3	10	12	14	4	14	7	14
	4.1	4.5	3.7	4.3	6.7	0	2.7	3.9	6.9	5.2	4.7	1.6	5.7	4.1	3.5	4.9	3.3	4.8	4.4	1.3	0.9	4	5.4	3.9	4.1	4.4	6.3	3.7	4.1	2.6	4.3	3.1	4.3
	j																																
4 (4)	22	10	12	6	8	0	2	5	2	6	8	3	4	7	11	11	20	5	6	10	4	15	8	20	11	2	6	20	22	15	22	16	21
	6.7	5.8	7.6	9.7	10.4	0	3.8	9.6	4	7.2	7.5	4	5.5	9.3	6.1	7.4	6.7	5.3	6.1	8.3	4	5.4	14.8	6.6	6.1	2.8	3.7	6.5	6.7	8.5	6.7	7.7	6.5
5 (5)	43	25	18	11	7	4	7	10	4	15	17	11	4	11	28	15	41	12	13	16	12	37	6	37	17	10	21	39	43	22	43	27	40
	13	14.6	11.2	16.6	9.6	6.4	14.5	20.7	10.9	16.4	16	15.7	5.2	14	15.9	9.6	13.5	13.5	14	13.2	12.2	13.9	10.8	12.3	9.5	15.5	13.6	12.5	13	12.5	13	12.4	12.6
	a										a				a																	
6 (6)	38	18	20	5	11	7	7	3	4	8	9	10	11	7	19	19	33	10	8	15	11	33	5	34	18	10	18	37	38	16	38	24	36
	11.4	10.8	12	7.7	15.1	12.8	14	6.3	11.4	8.6	8.7	13.9	14.6	9.6	10.8	12.1	11.1	11.8	8.8	12.5	11.5	12.3	9	11.2	9.8	15.6	11.7	11.9	11.4	9.4	11.4	11.2	11.4
7 (7)	51	21	30	15	7	6	9	8	5	13	13	13	10	15	26	24	48	14	20	14	13	39	9	47	25	10	18	49	51	35	51	39	46
	15.2	12.3	18.2	23	9.9	10.7	18	16.9	13.1	15.2	11.7	19.2	12.6	19	14.7	15.8	15.9	16.6	21	11.4	13.6	14.3	16.9	15.8	13.7	15.7	11.5	15.8	15.2	20.1	15.2	18.2	14.7
																														Ave			
8 (8)	47	20	26	7	9	12	8	5	5	10	17	13	13	3	30	16	44	11	15	17	18	34	10	40	29	8	24	42	47	26	47	31	45
	14.1	12.1	16.1	11.4	12	22.5	16.8	9.8	12.7	11	15.7	19	16.8	4.5	17	10.6	14.5	13.3	15.9	14.3	19.2	12.5	19.4	13.4	15.7	11.6	15.7	13.5	14.1	14.8	14.1	14.5	14.2
													d																				
9 (9)	46	22	24	8	9	13	5	6	5	11	12	9	16	9	21	25	39	14	15	10	17	41	4	42	33	6	23	46	46	25	46	34	42
	13.7	12.9	14.5	11.9	11.6	23.8	11	11.5	12.6	12	11.4	12.2	21	11.2	11.7	16	12.9	15.9	16.1	8.3	17.4	15.3	8	14.1	18.1	8.7	15.1	14.7	13.7	14.2	13.7	15.6	13.3
10 - Extremely well (10)	53	31	22	7	12	9	9	8	7	16	20	8	10	15	29	24	46	11	8	28	18	45	7	49	33	14	30	48	53	25	53	30	53
	15.9	18.6	13.2	10.7	15.5	16.6	19.4	16.8	19.2	17.8	18.6	12.1	12.4	19.2	16	15.8	15.4	12.2	8.9	22.9	18.6	16.5	13.5	16.2	18	21.2	19.1	15.5	15.9	14.3	15.9	13.8	16.8
Top 3 Boxes (NET)	145	74	72	22	29	35	23	19	17	36	50	30	38	27	80	65	129	36	38	55	53	120	21	131	95	27	77	135	145	75	145	95	140
	43.7	43.6	43.8	34.1	39.1	63	47	38.1	44.5	40.9	45.6	43.4	50.2	34.9	44.8	42.5	42.9	41.4	40.8	45.5	55.3	44.4	40.8	43.7	51.8	41.5	50	43.7	43.7	43.3	43.7	43.9	44.3
																					A												
Bottom 3 Boxes (NET)	33	22	12	6	12	4	1	4	6	10	11	3	9	10	14	19	30	10	9	11	3	26	4	31	17	6	14	30	33	11	33	14	33
	10.1	12.8	7.2	8.9	16	7.2	2.2	8.3	16	11.7	10.4	3.9	12	13.2	7.9	12.6	9.8	11.3	9.4	9.1	3.4	9.8	7.2	10.4	9.2	9	9.4	9.6	10.1	6.2	10.1	6.7	10.6
	CDqu																											s	qs		qs		
Mean	6.82	6.72	6.93	6.57	6.38	7.51	7.32	6.66	6.71	6.68	6.81	7.02	6.95	6.53	6.9	6.74	6.79	6.74	6.73	6.87	7.43	6.88	6.68	6.83	7.15	6.92	7.1	6.85	6.82	6.97	6.82	6.96	6.83
																					A												
Standard Deviation	2.4	2.6	2.2	2.2	2.7	2.3	2	2.4	2.7	2.5	2.5	2	2.5	2.6	2.3	2.6	2.4	2.4	2.3	2.6	2.1	2.4	2.2	2.5	2.4	2.4	2.4	2.4	2.4	2.2	2.4	2.3	2.5
Standard Error	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

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A10 3 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	10	6	4	0	3	3	1	1	2	3	0	2	4	4	2	8	9	2	3	4	1	9	1	10	1	2	4	10	10	3	10	5	10
	3.1	3.6	2.5	0	4.4	4.8	2.7	2.6	4.8	3.5	0.4	2.3	5.3	5.2	1.2	5.3	3	2.2	3	3.5	1	3.3	2.3	3.4	0.8	2.4	2.4	3.3	3.1	1.8	3.1	2.2	3.2
	Yz																																
2 (2)	13	8	5	0	5	2	1	2	3	5	6	1	5	1	7	6	13	4	5	4	2	11	2	12	5	2	3	10	13	4	13	6	11
	3.9	4.8	3	0	6.6	4.5	1.9	3.9	7	5.2	5.5	1.3	6.7	1.4	3.8	4	4.3	4.4	5.7	3.3	2.6	4.1	3.5	4	2.7	3.7	2.1	3.3	3.9	2.2	3.9	2.7	3.5
	m																												m		m		
3 (3)	12	8	4	6	3	0	0	2	2	4	7	1	1	3	8	4	10	4	2	4	2	7	2	10	9	2	4	12	12	4	12	5	12
	3.7	5	2.4	8.9	4.1	0	0	3.9	4	4	6.7	1.6	1.4	3.9	4.7	2.7	3.3	4.8	1.8	3.3	2.5	2.7	3.8	3.2	5.1	3.2	2.6	4	3.7	2.3	3.7	2.3	3.9
4 (4)	14	6	8	5	2	1	1	4	2	6	5	1	2	7	5	9	14	4	6	5	1	12	2	13	7	2	8	12	14	9	14	11	14
	4.3	3.8	4.9	7.2	2.8	1.8	1.9	8.1	4.5	6.5	4.2	0.9	2.7	9.2	2.9	6	4.8	4.2	6	4.3	1	4.5	4.2	4.5	3.6	3	5	4	4.3	5.4	4.3	5	4.6
	Yz																																
5 (5)	40	23	18	7	13	1	5	10	5	14	9	10	5	17	18	22	36	10	8	18	5	32	8	35	17	14	13	37	40	17	40	20	38
	12.1	13.4	10.8	10.4	17.6	1.8	10.5	19.2	11.6	15.9	8	13.8	6.5	21.8	10.3	14.2	11.8	11.7	8.4	14.5	5.5	12	14.9	11.8	9.2	21.4	8.2	12.1	12.1	9.6	12.1	9.4	12
	J														a																		
6 (6)	47	24	24	8	13	10	9	4	4	8	15	14	13	5	29	18	43	14	15	14	15	41	6	41	21	12	23	45	47	24	47	31	44
	14.3	14.1	14.4	12.4	17.6	17.3	17.7	8.9	9.5	9.2	14	20.4	16.6	6.9	16.5	11.7	14.5	16.1	16.4	11.7	15.7	15.3	12.1	13.8	11.4	17.7	15	14.6	14.3	14	14.3	14.5	13.9
7 (7)	41	25	16	4	13	8	3	5	6	12	11	13	10	6	25	16	35	11	11	13	17	31	10	35	29	5	22	37	41	24	41	32	39
	12.4	14.8	10	5.7	17.9	15.4	6.7	12.2	16.5	14.1	10.6	19.1	13.4	8	13.9	10.7	11.6	12.6	12	10.6	18.3	11.5	19.9	11.8	16	7.8	14.5	12.1	12.4	13.8	12.4	15	12.3
												A																					
8 (8)	41	16	25	8	4	6	13	6	5	11	17	9	10	6	26	16	39	11	15	13	17	36	4	40	23	8	17	38	41	24	41	30	38
	12.4	9.4	15.5	12.4	5.2	10.1	26	12.8	12.1	12.5	15.4	12.8	13	7.3	14.4	10.1	13.1	12.4	16.4	11.1	18	13.2	7.7	13.3	12.5	12.3	11.1	12.4	12.4	14	12.4	14	12
9 (9)	58	26	32	15	9	16	6	8	4	12	18	8	17	14	27	31	51	17	15	19	15	44	11	52	38	9	31	57	58	35	58	42	56
	17.4	15.2	19.7	22.6	11.8	29.8	11.5	16	11.5	14	16.8	12.1	22.4	18.2	15	20.3	17.1	20	16.5	15.5	15.8	16.5	21.3	17.5	20.7	12.8	20.3	18.4	17.4	20.1	17.4	19.3	17.8
10 - Extremely well (10)	54	27	27	13	9	8	10	6	7	13	20	11	9	14	31	23	50	10	13	27	19	45	5	50	33	10	29	49	54	29	54	34	53
	16.3	15.9	16.7	20.4	12.1	14.8	21	12.4	18.7	15.1	18.4	15.7	12	18.1	17.4	15.1	16.5	11.6	13.7	22.1	19.6	16.9	10.2	16.7	18.1	15.6	18.7	15.9	16.3	16.8	16.3	15.8	16.8
Top 3 Boxes (NET)	153	68	85	36	22	30	29	20	16	37	55	28	36	34	83	70	140	38	44	59	51	125	21	142	94	27	77	145	153	88	153	106	147
	46.1	40.6	51.9	55.4	29.1	54.7	58.6	41.1	42.3	41.6	50.6	40.6	47.4	43.6	46.7	45.5	46.7	44	46.7	48.7	53.4	46.5	39.3	47.5	51.3	40.7	50.1	46.8	46.1	50.9	46.1	49	46.6
	E		A																														
Bottom 3 Boxes (NET)	36	23	13	8	11	5	2	5	6	11	14	4	10	8	17	18	32	10	10	12	8	28	5	32	16	6	11	33	36	11	36	15	34
	10.7	13.4	8	8.9	15.1	9.1	4.4	10.4	15.8	12.7	12.6	5.2	13.4	10.5	9.7	11.9	10.6	11.4	10.5	10	6.1	10.2	8.6	10.7	8.5	9.4	7.3	10.6	10.7	6.3	10.7	7.2	10.6
	qs																											qs	qs		qs		
Mean	6.92	6.7	7.14	7.28	6.28	7.38	7.42	6.59	6.67	6.62	7.05	7.07	6.85	6.66	7.06	6.76	6.92	6.81	6.86	7.04	7.5	6.92	6.8	6.94	7.29	6.69	7.26	6.94	6.92	7.24	6.92	7.16	6.94
	E		A																		A									Aztec		Aztec		
Standard Deviation	2.4	2.5	2.4	2.3	2.5	2.4	2.2	2.4	2.7	2.5	2.4	2.1	2.6	2.6	2.3	2.6	2.5	2.4	2.4	2.5	2.1	2.5	2.3	2.5	2.3	2.4	2.3	2.4	2.4	2.2	2.4	2.3	2.5
Standard Error	0.1	0.2	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.4	0.2	0.2	0.1	0.3	0.3	0.2	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

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A10 3 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i											
Base: Being a service I would recommend to others - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	8	7	2	0	1	2	0	3	2	6	2	1	1	5	2	6	8	4	3	2	0	7	2	8	1	2	2	8	8	6	8	7	8
	2.5	3.9	1.1	0	1.6	2.8	0	7	5.8	6.5	1.7	0.9	0.8	6.9	1.4	3.9	2.8	4.2	3	1.7	0	2.5	3.2	2.8	0.7	2.9	1	2.7	2.5	3.3	2.5	3.4	2.7
	C									A																							
2 (2)	11	8	3	4	4	0	1	1	1	2	3	0	3	5	3	8	9	4	2	4	0	8	0	10	7	2	1	9	11	2	11	4	11
	3.2	4.6	1.9	5.2	4.7	0	2.7	2.1	2.9	2.5	2.4	0	4	6.6	1.4	5.3	3.1	4.3	1.6	3.5	0	2.9	0	3.4	3.8	3.2	0.7	3	3.2	1.2	3.2	1.9	3.4
	op																												q		q		
3 (3)	15	9	6	0	8	3	2	2	1	3	4	3	5	3	7	8	15	5	3	7	6	12	4	13	8	1	6	13	15	6	15	8	14
	4.5	5.2	3.8	0	10.2	4.6	3.5	3.9	3.3	3.6	3.6	4.6	6.1	4.2	4	5.2	5	6	3.2	5.7	5.8	4.3	6.7	4.2	4.3	1.2	4	4.2	4.5	3.5	4.5	3.7	4.5
4 (4)	20	10	10	4	6	2	2	3	2	5	6	2	6	6	8	12	19	3	9	7	6	19	1	20	12	2	7	18	20	9	20	10	19
	5.9	6	5.8	6.2	7.7	4.4	4.2	6.3	5.7	6	5.3	3	7.4	7.9	4.4	7.7	6.4	3.6	9.1	6.2	6	6.9	2.1	6.5	6.3	3.6	4.3	5.9	5.9	5	5.9	4.4	5.9
5 (5)	43	23	21	14	9	0	5	10	5	15	18	11	3	13	28	15	38	13	9	15	7	36	7	35	19	12	21	39	43	21	43	27	42
	13.1	13.4	12.8	21.8	11.8	0	10.8	19.6	13.9	17.1	16.1	15.2	3.3	16.5	15.8	9.8	12.5	15.3	10	12.4	7.6	13.4	13.8	11.6	10.3	18.4	13.6	12.7	13.1	12.1	13.1	12.5	13.3
	a										a	a			a	a																	
6 (6)	43	19	24	8	14	7	5	4	6	9	11	12	12	8	23	20	37	13	12	11	9	35	8	38	23	6	21	42	43	23	43	29	40
	12.9	11.5	14.4	11.6	18.5	12.6	11	7.5	14.2	10.4	10.2	16.6	15.5	11	12.7	13.2	12.2	15.4	13.2	9.1	8.9	12.9	15.8	12.6	12.8	9.4	13.5	13.6	12.9	13.1	12.9	13.4	12.7
7 (7)	42	20	22	6	10	10	7	5	4	9	13	13	13	2	26	15	37	10	13	14	20	28	12	37	22	10	20	36	42	27	42	32	38
	12.5	11.6	13.5	8.2	12.8	17.5	15.4	11	9.7	10.5	11.7	19.3	17.3	2.9	14.7	10.1	12.4	11.7	14.2	11.5	20.6	10.4	23.2	12.4	12	15.8	12.7	11.7	12.5	15.9	12.5	14.9	12.1
												A	d								A												
8 (8)	47	24	23	7	5	10	11	6	8	13	19	12	11	6	30	17	42	12	12	18	14	39	8	44	27	10	20	46	47	24	47	30	43
	14.2	14.2	14.2	11.4	6.6	18.2	23.3	11.1	20.2	15.1	17.4	16.6	14.1	7.8	17.1	10.8	14	13.6	12.9	15.2	15.2	14.3	16	14.6	14.8	15.1	13.2	14.9	14.2	14	14.2	13.9	13.6
									g																								
9 (9)	51	22	29	9	12	15	5	8	3	11	17	4	15	14	22	29	46	15	17	15	17	44	5	46	33	11	30	51	51	30	51	37	49
	15.3	13.1	17.5	14.1	15.4	27	9.6	15.8	6.9	11.9	15.8	6.4	19.5	18.3	12.1	18.9	15.4	17.3	18.1	12	18.2	16.2	9	15.3	17.8	16.1	19.5	16.4	15.3	17	15.3	16.9	15.4
	i2c												z		z	z																	
10 - Extremely well (10)	53	28	25	13	8	7	9	8	7	15	17	12	9	14	29	23	48	7	14	27	17	44	5	50	31	9	27	46	53	26	53	32	52
	15.8	16.6	15	20.4	10.7	13	19.4	15.6	17.5	16.4	15.8	17.4	12	18.1	16.4	15.1	16.1	8.6	14.7	22.6	17.6	16.2	10.2	16.5	17.2	14.3	17.4	14.9	15.8	14.8	15.8	14.9	16.3
Top 3 Boxes (NET)	150	74	76	30	25	32	26	21	17	38	53	28	35	34	81	69	137	34	43	60	49	126	18	139	91	30	77	143	150	79	150	99	143
	45.2	43.9	46.7	46	32.7	58.1	52.4	42.5	44.5	43.4	49	40.4	45.6	44	45.6	44.8	45.6	39.5	45.7	49.9	50.9	46.7	35.2	46.5	49.8	45.5	50.2	46.2	45.2	45.8	45.2	45.7	45.4
	E																																
Bottom 3 Boxes (NET)	34	23	11	4	12	4	3	6	5	11	8	4	8	14	12	22	33	12	7	13	6	26	5	31	16	5	9	31	34	14	34	20	33
	10.3	13.7	6.8	5.2	16.5	7.3	6.2	13	12	12.6	7.2	5.5	10.9	17.2	6.8	14.4	11	14.5	7.8	10.9	5.8	9.7	8.8	10.4	8.8	7.3	5.7	9.9	10.3	8	10.3	9.1	10.6
	Cc															c																	
Mean	6.86	6.67	7.05	6.99	6.31	7.51	7.28	6.56	6.65	6.6	7.02	7.02	6.95	6.39	7.02	6.67	6.84	6.47	6.94	7.04	7.39	6.88	6.69	6.89	7.09	6.95	7.25	6.88	6.86	7	6.86	6.96	6.85
																					A												
Standard Deviation	2.4	2.6	2.2	2.4	2.4	2.1	2.1	2.7	2.6	2.6	2.3	2	2.3	2.9	2.2	2.6	2.4	2.5	2.4	2.5	2.1	2.4	2.1	2.4	2.3	2.3	2.2	2.4	2.4	2.3	2.4	2.3	2.4
Standard Error	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.2	0.2	0.2	0.3	0.4	0.2	0.2	0.1	0.3	0.3	0.2	0.2	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

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A10 3 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does ITV Hub+ perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i								q	r	s	
Base: Making content available for a long period of time - Unweighted	321	143	178	52	58	47	50	51	63	114	118	83	63	57	201	120	286	82	86	118	90	261	54	291	177	61	153	301	321	158	321	200	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	332	169	164	65**	75*	55**	49**	50**	39*	89	109	70*	77*	77**	178	154	300	86*	93*	121	95*	270	52*	300	183	66*	153	310	332	173	332	216	316
	100	100	100	100.0**	100.0*	100.0**	100.0**	100.0**	100.0*	100	100	100.0*	100.0*	100.0**	100	100	100	100.0*	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	268	113	169	38	51	45	48	49	60	104	101	74	56	48	174	104	239	65	73	101	85	219	46	241	148	53	129	251	268	134	268	169	253
1 - Not at all well (1)	10	7	3	0	3	2	0	5	1	6	2	0	2	6	2	8	10	3	5	2	1	9	1	9	2	1	3	10	10	5	10	7	10
	3	4	2	0	3.5	2.8	0	9.4	2.9	6.6	1.8	0	2.2	8.2	1.1	5.2	3.3	3.7	5.3	1.6	1.5	3.3	2.3	2.9	1	2	1.7	3.2	3	3	3	3.1	3.2
	c									A																							
2 (2)	9	6	4	1	4	2	0	1	1	2	3	2	2	2	5	4	9	3	2	4	1	9	0	9	7	2	3	5	9	4	9	4	9
	2.8	3.3	2.3	2	4.7	4.4	0	1.8	2.9	2.3	2.8	3	2.7	2.7	2.9	2.7	2.9	3.2	2.2	3.3	1	3.3	0.9	2.9	4	3.6	2.1	1.6	2.8	2.1	2.8	1.7	2.9
	m																												m		m		
3 (3)	17	12	5	5	9	1	1	0	1	1	5	2	4	6	7	10	17	7	1	9	2	13	1	16	9	4	5	15	17	6	17	10	17
	5.1	7.1	3	7.2	12.5	1.8	1.8	0	2.8	1.2	4.6	2.3	5.5	7.9	3.7	6.7	5.6	7.6	1.5	7.3	2.3	4.9	1.3	5.3	4.7	5.6	3.3	5	5.1	3.2	5.3	4.7	5.3
	CJ				AJ																											q	
4 (4)	14	3	11	3	0	2	3	4	3	7	4	3	5	2	7	8	14	1	8	5	3	10	5	14	7	1	8	14	14	7	14	8	14
	4.2	2	6.5	4	0	2.8	5.7	8.1	8.1	8.1	3.5	3.8	7.2	2.6	3.7	4.9	4.5	1.2	8.1	4.1	3.5	3.5	8.6	4.7	3.6	1.6	5.2	4.5	4.2	3.8	4.2	3.9	4.4
		A						E	AE																								
5 (5)	41	19	22	10	7	4	6	8	6	15	16	8	2	15	24	17	37	16	10	11	10	36	5	37	16	10	14	39	41	20	41	26	40
	12.4	11.4	13.4	15.6	8.7	7	12.1	16.7	16.7	16.7	14.6	11.4	3.2	19.3	13.3	11.3	12.5	18.2	11.2	9.4	10.2	13.3	10.1	12.4	9	15.2	8.9	12.7	12.4	11.5	12.4	12.3	12.6
	a										a				a	a																	
6 (6)	44	21	22	11	13	4	5	6	4	10	13	13	12	5	26	17	40	11	14	15	11	35	7	35	18	8	19	41	44	23	44	29	37
	13.1	12.5	13.7	16.6	17.2	7.5	11	12.2	11	11.6	12	18.8	15.9	6.7	14.7	11.3	13.4	12.3	15.1	12.8	11.4	12.9	12.6	11.8	10.1	12.4	12.4	13.2	13.1	13.4	13.1	13.3	11.7
7 (7)	52	22	30	8	9	10	12	8	5	13	15	12	13	13	27	26	45	13	20	11	19	34	14	49	32	12	24	48	52	35	52	40	47
	15.8	13.2	18.5	12.7	12.6	18.1	23.6	15.8	13.8	14.9	13.7	16.7	17.1	16.5	14.9	16.8	14.8	15.2	21.7	9.2	20	12.6	27.5	16.4	17.3	18.2	15.4	15.4	15.8	20.3	15.8	18.7	14.7
																														m			
8 (8)	50	29	22	9	14	8	9	6	4	10	14	15	16	5	29	21	46	13	15	18	16	42	8	46	35	7	24	48	50	30	50	34	50
	15.2	16.9	13.4	13.8	19.2	15.4	17.7	12.4	9.7	11.2	13.1	21.7	20.6	6.9	16.4	13.7	15.4	15.2	16.3	14.9	17.3	15.7	15.5	15.4	18.9	9.9	15.8	15.5	15.2	17.3	15.2	15.9	16
													d																				
9 (9)	43	22	21	8	5	13	5	7	6	13	15	8	11	9	23	21	39	10	7	23	14	38	5	38	25	6	23	43	43	19	43	23	41
	13	13.1	13	12.2	6	23	11.3	13.4	15.7	14.4	13.8	11.2	14.4	12.3	12.8	13.3	12.9	11.3	7	18.7	15.1	14.3	9.1	12.8	13.4	8.8	14.8	14	13	10.9	13	10.5	12.9
																												c					
10 - Extremely well (10)	51	28	23	10	12	10	8	5	6	11	22	8	9	13	30	22	44	11	11	23	17	44	6	46	33	15	31	46	51	25	51	34	51
	15.4	16.6	14.2	16	15.5	17.3	17.1	10.2	16.3	12.9	20.1	11.1	11.2	16.9	16.6	14.1	14.6	12.2	11.5	18.7	17.5	16.2	12.2	15.4	17.8	22.8	20.5	14.9	15.4	14.4	15.4	15.9	16.2
Top 3 Boxes (NET)	145	79	66	27	31	31	22	18	16	34	51	31	35	28	82	63	129	33	33	63	48	124	19	131	92	28	78	138	145	74	145	91	142
	43.6	46.6	40.6	42	40.7	55.6	46	36	41.7	38.5	47	44	46.2	36	45.8	41.1	42.9	38.7	34.8	52.3	49.9	46.1	36.8	43.7	50.1	41.5	51.1	44.4	43.6	42.6	43.6	42.3	45
Bottom 3 Boxes (NET)	36	24	12	6	16	5	1	6	3	9	10	4	8	15	14	23	36	12	8	15	5	31	2	33	18	7	11	31	36	14	36	21	36
	10.9	14.4	7.3	9.2	20.7	8.9	1.6	11.2	8.7	10.1	9.1	5.4	10.4	18.8	7.7	14.6	11.9	14.5	9	12.2	4.9	11.4	4.4	11.1	9.8	11.2	7	9.9	10.9	8.3	10.9	9.6	11.5
	Ccim				A																								m		m		
Mean	6.85	6.83	6.86	6.88	6.49	7.38	7.33	6.34	6.78	6.53	7.06	7	6.9	6.34	7.04	6.62	6.76	6.54	6.54	7.09	7.34	6.87	6.89	6.84	7.15	6.96	7.28	6.88	6.85	6.93	6.85	6.89	6.85
																					A												
Standard Deviation	2.4	2.5	2.2	2.2	2.6	2.4	1.9	2.6	2.5	2.5	2.4	2	2.3	2.8	2.2	2.5	2.4	2.4	2.3	2.5	2.1	2.4	2.1	2.4	2.3	2.4	2.3	2.3	2.4	2.2	2.4	2.3	2.4
Standard Error	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3	0.2	0.2	0.2	0.3	0.4	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.2	0.1

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A10 2 4 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does STV Plaver oerform on...

- Summary table STV Player -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: STV Player - Unweighted	165	165	165	165	165	165
	100	100	100	100	100	100
Base: STV Player - Weighted	176	176	176	176	176	176
	100	100	100	100	100	100
Base: STV Player - Effective base	146	146	146	146	146	146
1 - Not at all well (1)	0	0	1	2	2	3
	0	0	0.6	1	1.4	1.8
2 (2)	2	1	3	5	1	1
	0.9	0.4	1.7	2.8	0.4	0.4
3 (3)	6	4	8	7	6	3
	3.5	2.3	4.6	4.1	3.4	1.9
4 (4)	8	8	11	6	7	11
	4.8	4.6	6.5	3.4	3.9	6.3
5 (5)	23	10	16	15	14	14
	12.9	5.6	9.1	8.6	8.1	7.8
6 (6)	23	24	21	24	24	19
	12.8	13.7	11.9	13.8	13.6	10.8
7 (7)	26	32	24	25	27	35
	14.5	18.5	13.6	14.5	15.4	20.1
8 (8)	28	34	31	32	35	27
	16	19.1	17.8	18.5	20	15.4
9 (9)	28	24	27	27	30	28
	16.2	13.5	15.3	15.6	16.8	15.7
10 - Extremely well (10)	32	39	33	32	30	35
	18.4	22.3	18.9	18	16.8	19.7
Top 3 Boxes (NET)	89	96	91	91	94	89
	50.6	54.9	52	52	53.7	50.8
Bottom 3 Boxes (NET)	8	5	12	14	9	7
	4.4	2.7	6.9	7.7	5.2	4.1
Mean	7.32	7.63	7.25	7.27	7.38	7.4
Standard Deviation	2.1	1.9	2.2	2.2	2.1	2.1
Standard Error	0.2	0.1	0.2	0.2	0.2	0.2

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23 May 2019

A10 4 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	C	d				i						m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Providing a wide range of programmes to choose from - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2 (2)	2	0	2	1	2	0	1	1	0	0	1	2	0	0	1	2	1	1	2	1	2
	0.9	0	1.9	0.8	1.3	0	0.8	1	0	0	0.5	1	0	0	0.8	1.1	0.7	0.9	0.9	0.7	0.9
3 (3)	6	4	2	3	3	4	5	0	4	3	6	6	4	2	4	2	2	3	6	4	3
	3.5	4.3	2.5	3.3	2.1	6.6	5.2	0.6	5.6	3.9	4.2	4	3.5	3	3.9	1	1.5	3.5	3.5	3.4	1.8
	m																		m	m	
4 (4)	8	1	7	2	5	3	0	8	0	4	5	7	3	1	1	6	5	6	8	6	8
	4.8	1.5	8.6	2.5	4.1	6.3	0	10.3	0	4.7	3.7	4.9	3	2.1	0.9	4.1	5.3	7	4.8	5.3	5.1
			AB																		
5 (5)	23	11	12	7	15	7	8	13	6	7	18	15	11	10	9	20	16	15	23	16	19
	12.8	11.4	14.6	9.3	12.4	14	9.3	16.4	10	8.4	12.4	10	10.6	14.2	10	13.6	15.7	16	12.9	13.7	11.4
6 (6)	23	9	13	6	13	10	13	9	11	8	22	20	13	9	12	18	14	8	23	15	20
	12.8	9.6	16.6	7.6	10.5	18.1	14.4	10.6	16.8	10.5	14.8	13.3	12.8	12.6	13.1	12.5	13.9	8.3	12.8	12.1	12.5
																				q	
7 (7)	26	16	9	10	19	6	16	9	10	13	24	23	17	10	14	21	15	9	26	13	24
	14.5	17.2	11.4	13.2	15.6	12	17.8	11.5	16.3	16.2	16.4	15.4	16.1	15.2	15.6	14.7	14.9	9.8	14.5	11.2	14.7
8 (8)	28	19	9	17	22	7	14	13	10	12	20	24	13	10	13	23	14	13	28	20	28
	16	19.7	11.8	21.7	17.7	12.2	15.7	15.8	16.2	15.2	13.4	16	12.5	14.3	14.7	16.2	14.5	14.7	16	16.7	17.1
9 (9)	28	12	16	16	23	5	18	10	10	18	24	25	23	14	17	23	13	16	28	21	28
	16.2	12.7	20.4	20.2	19	9.8	20.1	12.7	16.2	22.3	16.1	16.4	22	20.6	18.3	16.2	13.4	17.7	16.2	17.2	17.4
10 - Extremely well (10)	32	22	10	17	21	11	15	17	12	15	27	29	20	12	21	30	20	20	32	23	31
	18.4	23.5	12.3	21.2	17.2	21	16.6	21.1	19.2	18.7	18.6	19	19.5	17.9	22.7	20.6	20.1	22.2	18.4	19.6	19
	c																				
Top 3 Boxes (NET)	89	53	36	49	66	23	47	41	33	44	71	79	56	36	51	77	48	49	89	64	88
	50.6	55.9	44.4	63.1	53.9	43.1	52.4	49.6	51.6	56.2	48.1	51.4	53.9	52.9	55.6	53	48	54.5	50.6	53.5	53.5
				Ac																	
Bottom 3 Boxes (NET)	8	4	4	3	4	4	5	1	4	3	7	8	4	2	4	3	2	4	8	5	5
	4.4	4.3	4.4	4.2	3.4	6.6	6	1.6	5.6	3.9	4.7	5	3.5	3	4.7	2.1	2.2	4.4	4.4	4.1	2.8
	m																		m		
Mean	7.32	7.61	6.98	7.74	7.45	7.04	7.48	7.23	7.47	7.59	7.32	7.37	7.58	7.5	7.64	7.49	7.31	7.37	7.32	7.37	7.46
	c			A												Ac					
Standard Deviation	2.1	2	2.1	2	2	2.2	2	2.1	2	2	2	2.1	2	1.9	2	2	2	2.2	2.1	2.1	2
Standard Error	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 4 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	C	d				i						m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Providing a service that is value for money - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2 (2)	1	0	1	1	1	0	1	0	0	0	1	1	0	0	1	1	1	0	1	0	1
	0.4	0	0.9	0.9	0.6	0	0.8	0	0	0	0.5	0.5	0	0	0.8	0.5	0.7	0	0.4	0	0.4
3 (3)	4	2	2	0	1	3	2	1	2	1	3	4	3	0	2	1	0	0	4	1	4
	2.3	2.1	2.6	0.6	1.1	5.1	1.7	1.2	2.4	1.5	2	2.7	2.6	0	2.7	1	0.5	0	2.3	0.8	2.5
	ms																		ms		
4 (4)	8	5	3	3	5	3	3	5	3	5	7	7	4	4	2	5	5	7	8	7	6
	4.6	5.3	3.7	4	4.3	5.3	3.1	6.5	4.3	6.2	4.6	4.8	3.9	5.1	2.3	3.1	4.6	8.1	4.6	6.2	3.6
																		m		m	
5 (5)	10	3	7	3	6	4	2	7	1	4	9	9	5	2	4	8	6	3	10	6	9
	5.6	3.4	8.3	3.4	4.7	7.8	2.6	8.1	2.2	5.4	6.2	6	4.9	2.8	4.1	5.2	6.1	3.5	5.6	5.4	5.5
6 (6)	24	13	11	9	19	5	16	7	12	13	21	22	16	14	12	18	12	8	24	14	22
	13.7	13.4	14	11	15.4	9.8	17.1	8.3	19	16.7	14.6	14.6	15.7	20.5	12.9	12.5	11.6	8.6	13.7	11.4	13.6
7 (7)	32	19	14	12	22	11	16	16	7	13	28	28	20	12	16	31	22	16	32	21	30
	18.5	19.6	17.2	15.4	18	19.7	17.9	19.9	10.1	16.9	19.4	18.5	18.9	16.8	17.3	21.6	22.3	17.3	18.5	17.2	18.2
																Ae					
8 (8)	34	21	13	20	26	7	20	13	17	12	25	25	19	14	20	29	19	17	34	24	31
	19.1	22	15.8	25.8	21.5	13.8	22.5	16.3	26.6	15.7	17.1	16.5	18.6	19.9	21.6	20	18.6	18.9	19.1	20.5	18.6
9 (9)	24	12	11	10	16	8	13	10	11	10	20	22	15	8	14	20	15	15	24	15	24
	13.5	12.9	14.1	13.3	12.9	14.7	14.7	12.7	17.3	13.1	14	14.3	14.6	11.9	15.5	13.7	15.1	16.1	13.5	12.2	14.4
10 - Extremely well (10)	39	20	19	20	26	13	17	21	12	19	32	34	22	16	21	32	21	25	39	31	38
	22.3	21.3	23.4	25.6	21.6	23.7	19.4	25.2	18.2	24.4	21.7	22.2	20.8	22.9	22.8	22.4	20.6	27.5	22.3	26.3	23.2
Top 3 Boxes (NET)	96	53	43	50	68	28	51	44	40	42	77	81	56	38	55	81	54	57	96	71	92
	54.9	56.2	53.3	64.7	56	52.3	56.6	54.1	62	53.2	52.8	53	53.9	54.7	59.9	56.1	54.2	62.3	54.9	59	56.2
				Ae																	
Bottom 3 Boxes (NET)	5	2	3	5	2	3	2	3	2	1	4	5	3	0	3	2	1	0	5	3	5
	2.7	2.1	3.5	1.5	1.7	5.1	2.5	3.2	2.4	1.5	2.5	3.2	2.6	0	3.5	1.3	1.2	0	2.7	0.8	2.8
	ms																		ms		
Mean	7.63	7.67	7.58	7.92	7.67	7.53	7.68	7.61	7.7	7.63	7.59	7.57	7.62	7.71	7.79	7.76	7.67	7.93	7.63	7.8	7.69
Standard Deviation	1.9	1.8	2	1.8	1.8	2.1	1.8	2	1.8	1.9	1.9	1.9	1.8	1.7	1.9	1.8	1.8	1.9	1.9	1.9	1.9
Standard Error	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2

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A10 4 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	C	d				i						m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Providing programmes that are relevant to me - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	1	1
	0.6	0	1.2	0	0	1.8	0	0	0	1.3	0	0	0	0	0	0	0	0	0.6	0.8	0.6
2 (2)	3	1	2	2	3	0	2	1	1	1	2	3	0	1	2	2	1	1	3	2	3
	1.7	1.5	1.9	2.8	2.5	0	2.4	1	2.2	1.8	1.5	2	0	2.1	1.7	1.1	0.7	0.9	1.7	1.9	1.8
3 (3)	8	5	3	4	8	0	5	2	4	4	7	8	4	4	3	4	3	5	8	5	5
	4.6	5.8	3.3	5.6	6.6	0	5.5	2.8	5.5	4.5	5	5.3	3.6	6.3	3.2	2.6	3.1	5.9	4.6	4.5	3.1
	m																		m		
4 (4)	11	6	5	2	6	6	3	8	2	3	11	9	5	4	3	8	9	8	11	10	11
	6.5	6.5	6.5	2.7	4.9	10.4	3.1	9.5	2.5	4.3	7.3	5.7	4.4	5.1	3.3	5.6	8.6	8.6	6.5	8.1	6.4
5 (5)	16	6	10	2	9	7	6	10	5	4	12	16	9	4	5	12	10	5	16	8	16
	9.1	6.4	12.2	3.2	7.4	12.9	6.2	12.7	7	5.3	8.5	10.4	8.8	5.8	5.2	8.5	9.7	5.6	9.1	6.7	9.7
	y				y																
6 (6)	21	10	11	7	15	6	11	9	9	11	18	18	11	10	13	18	13	8	21	10	20
	11.9	10.3	13.7	8.9	12.1	11.2	12.6	10.6	14.4	14.2	12.2	11.7	11.1	13.9	13.9	12.4	13.3	8.7	11.9	8.7	12.2
7 (7)	24	10	14	8	16	8	12	12	7	9	22	19	15	8	13	20	12	10	24	14	21
	13.6	10.7	17.1	10.5	13.1	15	13.7	14.2	11.3	11	15	12.2	14.8	11.5	14	13.7	11.9	10.9	13.6	11.6	13
8 (8)	31	24	7	17	21	10	17	14	11	13	24	26	14	10	18	28	14	14	31	23	28
	17.8	25.2	9.1	22.3	17.5	18.8	18.8	17.7	16.7	16.2	16.3	17.3	14	15.2	19.6	19.5	14.4	15.7	17.8	19	17.2
	C	AC																			
9 (9)	27	7	19	16	20	7	15	11	11	14	22	23	21	13	15	22	18	18	27	22	27
	15.3	7.8	24.1	20.7	16.1	13.5	17.1	14	16.7	18.3	15	15.2	19.8	18.4	16	15.5	17.6	19.9	15.3	18.3	16.4
	B		AB																		
10 - Extremely well (10)	33	24	9	18	24	8	19	14	15	18	28	31	24	15	21	31	21	22	33	24	32
	18.9	25.8	10.8	23.5	19.9	16.6	20.8	17.6	23.6	23.2	19.2	20.1	23.6	21.7	23.1	21.2	20.6	23.9	18.9	20.3	19.6
	C	C																			
Top 3 Boxes (NET)	91	56	36	52	65	26	51	40	37	45	74	80	60	38	54	81	53	54	91	69	87
	52	58.8	44	66.3	53.5	48.6	56.5	49.3	57	57.6	50.5	52.6	57.4	55.2	58.7	56.2	52.7	59.5	52	57.6	53.1
	C			Ac												Ac					
Bottom 3 Boxes (NET)	12	7	5	7	11	1	7	3	5	6	9	11	4	6	4	5	4	6	12	9	9
	6.9	7.3	6.4	8.4	9.1	1.9	7.8	3.8	7.7	7.6	6.4	7.3	3.6	8.4	4.9	3.8	3.8	6.8	6.9	7.2	5.6
	m																		m	m	
Mean	7.25	7.45	7.02	7.74	7.29	7.16	7.47	7.18	7.52	7.5	7.26	7.27	7.68	7.4	7.66	7.52	7.37	7.53	7.25	7.38	7.32
				Ac												Ac					
Standard Deviation	2.2	2.2	2.2	2.2	2.3	2.1	2.2	2.1	2.2	2.3	2.2	2.2	2	2.3	2	2	2.1	2.3	2.2	2.3	2.2
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2

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A10 4 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	c	d				i						m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Providing a service I am satisfied with - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	2	0	2	1	1	1	1	0	0	1	1	1	0	0	1	1	1	0	2	1	2
	1	0	2.1	0.9	0.6	1.9	0.8	0	0	1.3	0.5	0.5	0	0	0.8	0.5	0.7	0	1	0.8	1.1
2 (2)	5	4	1	2	2	2	4	1	4	3	5	5	3	2	4	1	1	3	5	3	2
	2.6	3.8	1.2	2.7	1.7	4.6	4	1.2	5.6	3.9	3.1	3	4.4	3	3.9	0.7	1	3.4	2.6	2.6	1.5
	m																	m	m	m	
3 (3)	7	3	4	3	7	0	3	4	2	3	6	7	3	2	4	4	6	2	7	4	6
	4.1	3.1	5.3	4.3	6	0	2.9	4.7	2.7	4.3	4.4	4.3	3.3	3.3	4.1	2.7	6.4	2.7	4.1	3.6	3.9
																	m				
4 (4)	6	4	2	0	3	3	4	1	4	1	6	6	3	2	0	5	5	3	6	6	5
	3.4	4.4	2.2	0	2.4	5.7	4.6	1	6.5	1.2	4.1	3.9	2.8	3	0	3.5	5	3.2	3.4	5	3.1
5 (5)	15	6	9	7	13	2	5	9	3	4	10	11	6	5	6	13	10	11	15	11	14
	8.6	6.4	11.1	8.7	10.6	3.9	5.3	11.5	4.8	5.3	6.9	7.5	5.8	6.6	6.6	8.8	10.2	11.6	8.6	8.8	8.7
6 (6)	24	12	13	2	14	10	13	12	8	16	22	22	16	15	14	22	14	6	24	11	22
	13.8	12.2	15.7	3.1	11.7	18.6	13.9	14.4	12	20.3	14.7	14.3	15.3	21.3	15	15.1	14.5	6.7	13.8	9.4	13.2
	Yqs				Y					A						qs	q		qs		
7 (7)	25	12	13	10	16	9	12	14	5	9	22	20	13	6	14	22	12	11	25	14	25
	14.5	12.6	16.7	13.4	13.4	17	13.1	16.6	7.4	10.9	15.2	13.1	12.3	9.4	14.8	14.9	12.5	11.6	14.5	11.7	15.5
8 (8)	32	18	14	17	22	11	16	16	14	11	24	28	17	10	15	26	15	15	32	24	29
	18.5	19.3	17.5	21.6	17.7	20.3	17.7	20.2	22	13.4	16.6	18.1	16.7	14.5	16.7	18.2	14.8	16.3	18.5	20.2	17.9
9 (9)	27	15	12	18	22	5	18	10	13	15	24	26	20	12	17	24	16	17	27	19	27
	15.6	16.1	14.9	22.8	17.9	10.2	19.7	11.6	19.6	19	16	17.3	19	17.7	18	16.7	16.1	18.4	15.6	15.8	16.6
				A																	
10 - Extremely well (10)	32	21	11	17	22	10	16	15	13	16	27	27	21	15	19	27	19	24	32	26	30
	18	22	13.2	22.4	18	17.8	17.9	18.8	19.4	20.4	18.6	18	20.4	21.1	20.2	18.8	18.8	26.1	18	22	18.6
																		Ap			
Top 3 Boxes (NET)	91	54	37	52	66	26	50	41	39	42	75	81	58	37	50	78	50	55	91	69	87
	52	57.4	45.6	66.8	53.6	48.3	55.3	50.6	61	52.8	51.1	53.4	56	53.3	54.8	53.7	49.8	60.8	52	58	53.1
				Ac														Acn			
Bottom 3 Boxes (NET)	14	7	7	6	10	3	7	3	5	7	12	12	8	4	8	6	8	5	14	8	11
	7.7	6.9	8.7	7.9	8.3	6.5	7.7	5.8	8.3	9.5	8	7.8	7.8	6.3	8.8	3.9	8	6.1	7.7	7	6.5
	m																m		m		
Mean	7.27	7.48	7.02	7.78	7.31	7.16	7.36	7.35	7.4	7.34	7.27	7.3	7.45	7.41	7.44	7.48	7.19	7.64	7.27	7.44	7.38
				Ac												Ac					
Standard Deviation	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2	2.3	2.3	2.2	2.2	2.2	2.2	2.2	2	2.2	2.2	2.2	2.3	2.1
Standard Error	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 4 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	C	d				i						m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Being a service I would recommend to others - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	2	2	1	0	0	2	2	1	2	0	2	2	2	0	2	1	0	0	2	0	2
	1.4	1.6	1.1	0	0	4.6	1.7	1.1	2.4	0	1.7	1.6	2.4	0	2.7	0.6	0	0	1.4	0	1.5
2 (2)	1	0	1	1	1	0	1	0	0	0	1	1	0	0	1	1	1	0	1	0	1
	0.4	0	0.9	0.9	0.6	0	0.8	0	0	0	0.5	0.5	0	0	0.8	0.5	0.7	0	0.4	0	0.4
3 (3)	6	2	4	2	5	1	2	4	1	4	6	5	2	2	1	5	5	4	6	4	6
	3.4	2	5.1	2.7	4.1	1.8	2.4	4.7	2.3	4.9	4.1	3.5	2.4	3.3	0.9	3.2	4.5	4.5	3.4	3.4	3.7
4 (4)	7	3	4	1	4	3	2	4	1	4	4	7	1	1	1	4	1	2	7	4	6
	3.9	3	5	1.9	3.1	5.8	2.7	4.4	1.5	4.6	2.9	4.5	1.1	2.1	1	2.6	1.4	2.7	3.9	3.6	3.6
	n																		n		
5 (5)	14	8	6	5	11	4	3	11	3	3	13	11	9	7	7	12	10	12	14	13	12
	8.1	8.2	8	6.3	8.7	6.8	3.4	13.7	4.8	3.9	8.6	7.5	8.9	10.6	8.1	8.4	10.4	12.9	8.1	10.6	7.4
6 (6)	24	11	13	4	15	9	14	7	12	14	22	21	15	14	12	20	11	3	24	12	21
	13.6	11.6	15.9	5.4	12.1	17	15.7	8.5	18.2	17.7	15	13.5	14.6	20.9	13.2	13.7	11.5	3.3	13.6	9.9	12.6
	Yq				Y											q	q		q	q	
7 (7)	27	11	16	10	18	8	10	17	7	11	19	24	19	5	16	22	18	10	27	17	26
	15.4	12.1	19.3	13.1	14.7	17.1	11	21	10.3	13.7	13.1	15.5	18.1	7.7	17.5	15.2	17.6	10.6	15.4	14.4	15.8
8 (8)	35	20	15	22	28	7	25	11	13	18	29	27	19	14	15	28	20	22	35	25	35
	20	20.8	19.1	28.4	23.2	12.7	27.2	13	19.7	23.5	20.1	17.9	18.5	20.1	15.8	19.6	19.5	24.1	20	21.1	21.4
				A																	
9 (9)	30	21	9	19	23	6	19	10	19	12	25	27	19	12	17	26	15	20	30	24	27
	16.8	21.8	11	24.3	19	11.9	21.5	12.4	28.8	15	16.8	17.4	17.8	17.7	18.5	18.1	15.4	22.3	16.8	19.9	16.2
	C			A																	
10 - Extremely well (10)	30	18	12	13	18	12	12	17	8	13	25	28	17	12	20	26	19	18	30	20	29
	16.8	18.7	14.7	16.9	14.5	22.2	13.6	21.1	12	16.6	17.2	18.2	16.2	17.6	21.4	18.1	18.9	19.6	16.8	17	17.4
Top 3 Boxes (NET)	94	58	36	54	69	25	56	38	39	43	79	82	55	38	51	81	54	60	94	68	90
	53.7	61.4	44.7	69.6	56.7	46.9	62.3	46.5	60.6	55.2	54.1	53.4	52.6	55.4	55.8	55.8	53.8	66	53.7	58.1	55
	C	C		Ac														Amnrs			
Bottom 3 Boxes (NET)	9	3	6	3	6	3	4	5	3	4	9	9	5	2	4	6	5	4	9	4	9
	5.2	3.6	7.1	3.6	4.7	6.4	4.9	5.8	4.7	4.9	6.3	5.6	4.7	3.3	4.4	4.3	5.2	4.5	5.2	3.4	5.6
Mean	7.38	7.66	7.06	7.89	7.46	7.21	7.57	7.27	7.58	7.44	7.35	7.39	7.43	7.47	7.61	7.53	7.49	7.73	7.38	7.57	7.42
	C			Ac																	
Standard Deviation	2.1	2	2.1	1.8	1.9	2.4	1.9	2.2	2	1.9	2.1	2.1	2	1.9	2.1	2	2	2	2.1	1.8	2.1
Standard Error	0.2	0.2	0.2	0.2	0.2	0.4	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Index Sheet

23 May 2019

A10 4 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does STV Player perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG			Region			Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	AB	ABC1	C2DE	England	Scotland	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	Z	d				i						m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	165	78	87	77	122	43	79	82	54	71	136	145	98	61	88	137	95	80	165	108	157
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	176	95*	81*	78*	122	53**	90*	82*	64*	79*	147	153	104*	69*	92*	145	100*	91*	176	119*	164
	100	100.0*	100.0*	100.0*	100	100.0**	100.0*	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100	100.0*	100
Base: Making content available for a long period of time - Effective base	146	68	83	67	108	39	71	72	48	68	120	130	89	53	77	120	84	69	146	94	141
1 - Not at all well (1)	3	2	1	2	2	1	2	0	2	3	2	2	2	2	2	0	0	2	3	3	1
	1.8	2.2	1.2	2.7	1.7	1.9	2.3	0	3.3	3.9	1.4	1.4	2	3	2.3	0	0	2.3	1.8	2.6	0.6
2 (2)	1	0	1	1	1	0	1	0	0	0	1	1	0	0	1	1	1	0	1	0	1
	0.4	0	0.9	0.8	0.6	0	0.8	0	0	0	0.5	0.5	0	0	0.8	0.5	0.7	0	0.4	0	0.4
3 (3)	3	2	1	1	3	0	1	2	1	1	3	3	1	2	1	1	3	1	3	1	3
	1.9	2	1.8	1.7	2.8	0	0.7	2.3	1	1.8	1.8	1.8	1.4	3.3	0.9	0.8	3.4	1.6	1.9	1.2	1.6
	m																m		m		
4 (4)	11	4	7	3	6	5	5	6	2	6	8	11	7	2	5	7	5	4	11	6	10
	6.3	3.8	9.3	3.4	4.8	9.9	5.1	6.8	3.6	7.9	5.8	7.3	6.6	3.3	5.2	4.6	5.1	4	6.3	5.3	6.2
5 (5)	14	5	9	3	12	1	2	11	2	3	8	13	6	1	3	13	9	10	14	10	13
	7.8	4.8	11.3	4	10.1	2.5	2.3	13.2	3.3	4.1	5.3	8.5	5.4	1.2	3.2	8.8	9.3	10.8	7.8	8.7	7.9
					y																
6 (6)	19	10	9	9	13	6	8	11	8	7	18	16	11	11	13	17	10	8	19	12	19
	10.8	10.7	11	11.1	10.6	11.4	8.4	14	11.7	8.7	12.2	10.6	10.8	16.6	13.8	11.5	10.1	8.8	10.8	10	11.6
7 (7)	35	18	17	12	22	13	19	16	8	13	29	29	19	11	15	32	23	15	35	21	33
	20.1	19.3	20.9	15.9	18	24.8	21.2	19.6	12.2	16.1	20	18.9	18.4	16.5	16.1	21.8	23.1	16.6	20.1	17.6	19.8
8 (8)	27	18	9	11	16	11	18	9	16	9	25	22	16	10	17	23	14	12	27	20	24
	15.4	18.7	11.5	14	13.4	19.8	20.1	10.9	25.3	11.6	17.1	14.6	15.8	15	18.1	16	13.6	13	15.4	16.4	14.6
9 (9)	28	14	14	15	21	6	14	13	9	15	25	24	17	9	12	23	15	16	28	19	28
	15.7	14.5	17.2	19.8	17.4	11.8	15.9	16.2	14.3	19.4	16.7	15.6	16.6	13.3	13.5	15.6	14.8	17.4	15.7	15.8	16.8
10 - Extremely well (10)	35	23	12	21	25	10	21	14	16	21	28	32	24	19	24	29	20	23	35	27	34
	19.7	23.9	14.8	26.4	20.6	17.8	23.1	16.9	25.3	26.4	19.2	21	22.8	27.8	26.1	20.3	19.9	25.5	19.7	22.3	20.5
Top 3 Boxes (NET)	89	54	35	47	63	26	53	36	42	45	78	78	57	39	53	75	48	51	89	65	85
	50.8	57.1	43.5	60.3	51.4	49.5	59.1	44	64.9	57.5	53	51.1	55.3	56.1	57.7	51.9	48.3	55.9	50.8	54.6	51.9
	c			Ac																	
Bottom 3 Boxes (NET)	7	4	3	4	6	1	3	2	3	5	5	6	4	4	4	2	4	4	7	5	4
	4.1	4.2	4	5.3	5.1	1.9	3.8	2.3	4.3	5.8	3.7	3.6	3.5	6.3	4	1.3	4.1	3.9	4.1	3.8	2.6
	m																m		m		
Mean	7.4	7.66	7.1	7.76	7.4	7.4	7.72	7.24	7.77	7.58	7.5	7.41	7.58	7.65	7.67	7.59	7.42	7.62	7.4	7.51	7.52
	c			c												Ac					
Standard Deviation	2.1	2.1	2.1	2.2	2.2	2	2.1	2	2.1	2.4	2	2.1	2.1	2.2	2.1	1.8	2	2.2	2.1	2.2	2
Standard Error	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 2 5 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does S4C Clic oerform on...

- Summary table S4C Clic -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: S4C Clic - Unweighted	109	109	109	109	109	109
	100	100	100	100	100	100
Base: S4C Clic - Weighted	122	122	122	122	122	122
	100	100	100	100	100	100
Base: S4C Clic - Effective base	95	95	95	95	95	95
1 - Not at all well (1)	3	0	3	1	3	4
	2.4	0.4	2.1	1.2	2.7	3
2 (2)	3	4	4	3	7	3
	2.6	3.2	3	2.6	5.9	2.6
3 (3)	5	6	4	4	5	1
	3.9	4.9	3	3	3.8	0.7
4 (4)	3	3	2	8	1	5
	2.3	2.6	2	6.5	1.2	3.9
5 (5)	8	7	8	7	9	7
	6.6	5.8	6.9	5.6	7	5.8
6 (6)	11	14	10	10	9	13
	9.1	11.6	8.4	8.6	7.1	10.8
7 (7)	21	19	19	21	20	22
	17.1	15.6	15.3	17.3	16.1	17.8
8 (8)	23	20	28	25	23	28
	19.3	16.5	23.2	20.4	18.7	23.4
9 (9)	15	25	22	20	22	20
	12.7	20.8	18.5	16.6	18.2	16.7
10 - Extremely well (10)	29	23	21	22	23	19
	24	18.6	17.6	18.4	19.3	15.6
Top 3 Boxes (NET)	68	68	72	67	68	68
	56.1	55.9	59.3	55.4	56.2	55.8
Bottom 3 Boxes (NET)	11	10	10	8	15	8
	8.9	8.5	8.1	6.8	12.4	6.8
Mean	7.45	7.46	7.45	7.38	7.27	7.35
Standard Deviation	2.3	2.2	2.2	2.2	2.5	2.2
Standard Error	0.2	0.2	0.2	0.2	0.2	0.2

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A10 S 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	C			I						m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	3	0	0	1	3	1	1	3	3	2	3	1	2	2	1	3	1	3
	2.4	0.6	0	1.6	2.7	1.8	1.6	2.7	2.8	2.9	4.9	2.2	2	2.5	1.6	2.4	1.2	2.6
2 (2)	3	3	2	2	3	1	2	3	2	3	0	2	3	2	0	3	0	2
	2.6	4	3.6	2.7	3	1.2	4	3	2.1	3.8	0	2.7	3.4	2.3	0	2.6	0	1.6
3 (3)	5	3	0	1	4	3	1	3	5	3	0	4	5	4	2	5	2	5
	3.9	3.2	0.7	1.5	4	5.7	1.9	3.1	4.7	3.3	0.8	5.5	5.1	4.8	3.7	3.9	2.6	4.3
	Yc																	
4 (4)	3	2	0	3	3	0	2	3	1	3	0	0	2	3	2	3	2	3
	2.3	2.7	0	3	2.6	0	3.4	2.6	0.6	3.3	0	0	2.3	3.7	3.5	2.3	2.5	2.5
5 (5)	8	4	3	4	7	3	4	8	8	4	3	1	3	3	4	8	5	5
	6.6	5.3	4.3	4.8	6.7	6.1	7	7.6	7.8	4.2	5.2	1.3	3	4.2	6.9	6.6	5.7	4.6
	m															m		
6 (6)	11	6	6	7	9	2	5	9	8	7	6	3	6	7	3	11	7	9
	9.1	7	9.4	7.8	8.2	3	8.7	8.5	7.8	8.6	10.9	4.9	6.4	8.9	5.3	9.1	7.9	8.1
7 (7)	21	11	7	16	20	8	9	16	17	11	9	11	15	13	10	21	18	21
	17.1	14.1	9.9	16.7	18.7	15.5	14.6	14.7	17.1	12.9	14.6	17.6	16.5	17.5	16.2	17.1	20.7	18.7
	Y			Y														
8 (8)	23	18	13	17	21	11	14	20	18	13	11	16	20	12	16	23	18	20
	19.3	22.6	19.1	18.3	19.4	21	23	19.3	18	15.2	19	24.5	21.8	16.8	27.1	19.3	21.7	18.4
9 (9)	15	10	13	15	13	6	5	15	13	13	10	7	14	12	10	15	11	15
	12.7	12.4	18.4	15.6	11.8	11.6	8.5	14.6	12.8	15.2	16.1	11.4	15.1	15.6	16.2	12.7	13.2	13.9
10 - Extremely well (10)	29	22	24	26	24	18	17	25	27	26	17	19	23	18	12	29	21	28
	24	28	34.6	28.1	22.8	34	27.3	23.9	26.4	30.6	28.6	30	24.2	24	19.4	24	24.4	25.4
			Ac															
Top 3 Boxes (NET)	68	50	50	58	58	36	37	61	58	51	38	43	57	42	38	68	50	64
	56.1	63.1	72.1	61.9	54.1	66.6	58.8	57.8	57.1	60.9	63.7	65.9	61.2	56.2	62.7	56.1	59.3	57.7
			Ac	A														
Bottom 3 Boxes (NET)	11	6	3	5	10	5	5	9	10	8	3	7	10	7	3	11	3	9
	8.9	7.8	4.3	5.7	9.7	8.8	7.5	8.6	9.5	10	5.6	10.4	10.6	9.6	5.4	8.9	3.8	8.4
	Yco												s	s		s		
Mean	7.45	7.7	8.21	7.79	7.35	7.91	7.52	7.45	7.51	7.61	7.83	7.81	7.56	7.46	7.64	7.45	7.77	7.57
			Ac	A													Ac	
Standard Deviation	2.3	2.3	2	2.2	2.4	2.3	2.3	2.4	2.4	2.5	2.2	2.3	2.4	2.4	2	2.3	1.9	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2

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23 May 2019

A10 S 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	C			I						m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Providing a service that is value for money - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.4	0.6	0	0.5	0.4	0	0	0.4	0.5	0	0.8	0.7	0.5	0.6	0	0.4	0	0.4
2 (2)	4	2	1	2	4	2	3	4	3	4	1	3	3	2	2	4	2	4
	3.2	2.2	1.5	2.2	3.7	3.1	5.2	3.7	2.8	4.7	1.7	4.2	3.1	2.3	3.6	3.2	2.6	3.5
3 (3)	6	4	1	4	6	1	4	5	4	5	1	1	6	5	3	6	3	5
	4.9	4.5	2.1	3.8	5.6	1.9	5.7	4.7	3.8	5.9	2.4	1.6	6.5	6.1	5.2	4.9	3.7	4.1
4 (4)	3	2	2	3	2	1	1	3	3	2	2	2	2	1	3	3	3	2
	2.6	2.9	2.2	3.3	2.2	2.3	1.7	3	3.1	2.2	4	3.6	2.5	1.7	4.4	2.6	3.1	2.1
5 (5)	7	4	2	6	7	4	4	7	7	4	1	1	2	3	1	7	4	7
	5.8	5.3	3.1	6	6.6	6.5	5.7	6.6	6.9	5	2.4	1.6	1.9	3.7	2.4	5.8	5	6.3
	m			Y												m		
6 (6)	14	4	5	10	12	5	10	12	8	10	7	8	8	12	7	14	7	12
	11.6	5.2	7.3	11.1	11.1	8.4	15.8	11.4	8.3	12.3	11.9	11.9	9	15.8	11.2	11.6	8	10.9
	B													ms				
7 (7)	19	14	6	10	17	5	6	15	14	8	9	11	17	11	10	19	16	16
	15.6	17.6	9.2	10.5	16.1	9	9.3	14	13.3	9.3	15	17.5	18.5	14.8	17.3	15.6	19.2	14.4
	Yu																	
8 (8)	20	13	15	18	17	10	11	18	17	14	9	9	12	13	8	20	14	18
	16.5	16.4	21.3	19.3	15.6	18.8	17.9	17.1	16.8	16.3	14.7	13.4	12.6	16.9	13.1	16.5	16.7	16.2
	m															m		
9 (9)	25	18	20	23	21	14	11	24	23	19	14	13	22	13	14	25	18	25
	20.8	22.2	29.2	24.1	19.6	25.4	18.2	22.5	22.5	22.5	23.4	20	23.7	17.4	23.7	20.8	21	22.7
			Ab															
10 - Extremely well (10)	23	18	17	18	21	13	13	18	23	18	14	17	20	16	11	23	17	22
	18.6	23.1	24.1	19.1	19.2	24.6	20.5	16.6	22.1	21.7	23.7	25.5	21.7	20.8	19	18.6	20.6	19.4
Top 3 Boxes (NET)	68	49	51	58	58	37	35	60	63	51	37	38	54	41	34	68	49	65
	55.9	61.7	74.6	62.5	54.4	68.8	56.7	56.2	61.4	60.6	61.8	58.9	57.9	55.1	55.8	55.9	58.3	58.3
			Ac	A														
Bottom 3 Boxes (NET)	10	6	2	5	10	3	7	9	7	9	3	4	9	7	5	10	5	9
	8.5	7.3	3.4	6.5	9.7	5	10.8	8.8	7.1	10.6	4.9	6.5	10.1	9	8.9	8.3	6.3	8
	Y																	
Mean	7.45	7.73	8.16	7.63	7.38	7.92	7.35	7.39	7.65	7.51	7.81	7.72	7.6	7.46	7.49	7.45	7.65	7.54
			Ac															
Standard Deviation	2.2	2.2	1.8	2.1	2.3	2.1	2.3	2.2	2.2	2.3	2.1	2.2	2.3	2.2	2.2	2.2	2.1	2.2
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2

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23 May 2019

A10 S 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	C			I						m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Providing programmes that are relevant to me - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	3	0	0	1	3	2	1	1	3	1	1	3	2	2	2	3	2	3
	2.1	0.6	0	1.6	2.3	3.7	1.6	1.4	2.4	1.2	2.5	3.9	1.6	2	3.4	2.1	2.4	2.2
2 (2)	4	2	1	2	3	1	1	3	3	3	1	2	4	4	0	4	0	4
	3	2.8	1.5	1.6	3	1.2	1.7	3	2.5	3.8	2.4	3.4	3.9	4.8	0	3	0	3.2
3 (3)	4	4	0	3	4	2	2	4	2	3	0	2	4	4	2	4	2	4
	3	4.7	0.7	2.7	3.5	2.9	3.4	3.5	1.6	3.9	0.8	2.5	4	4.9	3.5	3	2.5	3.3
				Y														
4 (4)	2	0	2	2	2	2	2	1	2	2	2	2	1	2	2	2	2	2
	2	0	3.6	2.7	1.5	3	2.7	0.8	2.4	2	4.2	2.5	0.9	2.2	2.7	2	2	1.5
5 (5)	8	4	0	6	8	6	5	8	6	5	2	1	2	2	3	8	6	8
	6.9	5.3	0	6.2	7.1	10.4	7.6	7.9	6.1	5.6	3.8	1.3	2.1	2.8	5.7	6.9	7.4	6.8
	Ymn															mn	m	
6 (6)	10	7	5	8	9	2	7	10	7	6	3	3	8	6	2	10	3	9
	8.4	9.3	7.6	8.2	8.2	4.2	11.7	9.2	6.8	6.9	5.6	3.9	8.6	7.8	2.5	8.4	3.5	7.9
	n												n			n		
7 (7)	19	12	11	15	18	5	8	16	18	14	7	11	12	12	12	19	15	19
	15.3	15.1	16.1	16	16.7	8.5	13.2	15	17.3	16.3	12	17.3	17.9	16	20.4	15.3	18.1	16.8
8 (8)	28	19	18	23	21	8	14	24	25	18	12	13	17	19	13	28	20	25
	23.2	23.7	26.3	24.3	20.1	15.6	22.3	22.5	24.4	21.6	20.2	20.4	18.3	26	21.2	23.2	23.6	22.4
	m													m		m		
9 (9)	22	14	15	17	22	14	10	21	17	15	17	14	22	11	13	22	19	19
	18.5	18.3	21.1	18.6	20.1	26.5	16.8	20.3	16.2	17.7	28.5	21.8	23.2	14.7	21.9	18.5	22	17.5
													Aqr					
10 - Extremely well (10)	21	16	16	17	19	13	12	17	21	18	12	15	18	14	11	21	16	20
	17.6	20.2	23.1	18.3	17.5	23.9	19.2	16.5	20.2	21.1	20.1	23.1	19.6	18.7	18.5	17.6	18.6	18.4
Top 3 Boxes (NET)	72	48	49	57	62	36	36	63	62	51	41	42	57	44	37	72	54	65
	59.3	62.2	70.5	61.1	57.8	66	58.2	59.3	60.8	60.4	68.8	65.3	61.1	59.4	61.6	59.3	64.2	58.3
			Ac															
Bottom 3 Boxes (NET)	10	6	2	6	9	4	4	8	7	7	3	6	9	9	4	10	4	10
	8.1	8	2.2	5.9	8.8	7.9	6.7	7.8	6.5	8.8	5.6	9.7	9.5	11.8	6.9	8.1	4.9	8.8
	Y			Y										s				
Mean	7.45	7.65	8.09	7.59	7.43	7.66	7.47	7.48	7.58	7.55	7.82	7.69	7.63	7.35	7.64	7.45	7.75	7.44
			Ac															
Standard Deviation	2.2	2.1	1.7	2.1	2.3	2.4	2.2	2.1	2.2	2.2	2.2	2.4	2.2	2.4	2.2	2.2	2	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.4	0.3	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2

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23 May 2019

A10 5 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	C			i						m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Providing a service I am satisfied with - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	1	0	0	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1
	1.2	0.6	0	1.6	1.4	1.8	1.6	1.4	1.4	1.2	2.5	2.2	0.5	0.6	1.6	1.2	1.2	1.3
2 (2)	3	2	1	1	3	1	1	3	2	3	1	2	3	3	0	3	0	3
	2.6	2.2	1.5	1.1	3	1.2	1.7	3	2.1	3.8	2.4	2.7	3.4	4.2	0	2.6	0	2.8
	x																	
3 (3)	4	3	0	3	4	4	2	3	2	2	0	2	2	4	1	4	1	4
	3	3.2	0.7	2.7	3.4	6.7	3.4	2.4	1.5	2.5	0.8	2.3	1.6	4.8	1.7	3	1.2	3.2
				x										m				
4 (4)	8	6	2	8	8	3	5	7	6	6	1	2	6	4	3	8	6	6
	6.5	7.7	3.3	8.4	7.4	6.2	8.5	6.6	5.6	6.9	1.4	3.4	6.2	5.8	4.9	6.5	7	5.8
				x														
5 (5)	7	3	3	5	5	3	2	5	7	5	4	5	4	1	5	7	5	5
	5.6	3.8	4.8	5.7	4.4	5.3	4	5.2	6.6	5.7	7	7.1	4	1.7	7.9	5.6	6.5	4.6
	n															n		
6 (6)	10	6	5	6	9	2	7	10	10	4	4	5	9	6	6	10	6	10
	8.6	7.6	7.1	6.2	8.4	4.6	11.6	9.5	9.4	4.3	6.1	8.2	9.5	8.1	10.3	8.6	7.3	9.4
7 (7)	21	14	8	13	20	9	9	19	14	10	8	11	14	12	11	21	15	17
	17.3	17.4	10.9	14.3	18.8	16.1	14.2	17.7	13.4	12.2	12.8	17.5	14.6	16.5	18	17.3	17.9	15.1
	x																	
8 (8)	25	17	18	20	22	9	11	20	20	19	16	13	23	17	11	25	19	23
	20.4	21.2	25.9	21.2	20.2	16.4	18	18.7	19.1	23	27	19.4	24.5	22.3	18.1	20.4	22.3	20.5
9 (9)	20	12	15	17	16	12	10	18	19	17	9	9	14	15	11	20	14	20
	16.6	14.9	21.5	17.9	14.8	21.8	16.6	17.1	18.9	20.7	15.9	13.5	15.5	20.2	19	16.6	16.4	18.1
10 - Extremely well (10)	22	17	17	19	20	11	13	19	22	17	14	15	19	12	11	22	17	21
	18.4	21.4	24.2	20.7	18.4	19.7	20.4	18.4	21.9	19.7	24.2	23.6	20.3	15.8	18.5	18.4	20.2	19.2
Top 3 Boxes (NET)	67	46	49	56	57	32	34	57	61	53	40	37	56	44	33	67	50	64
	55.4	57.5	71.6	59.8	53.4	58.1	55	54.2	59.9	63.5	67.1	56.5	60.3	58.3	55.5	55.4	58.9	57.8
			Ac															
Bottom 3 Boxes (NET)	8	5	2	5	8	3	4	7	5	6	3	5	5	7	2	8	2	8
	6.8	8	2.2	5.4	7.7	9.7	6.7	6.8	5	7.5	5.6	7.2	5.5	9.7	3.4	6.8	2.4	7.4
	Yu			Y										mS		s		
Mean	7.38	7.49	8.04	7.5	7.29	7.42	7.36	7.36	7.58	7.51	7.77	7.48	7.54	7.37	7.54	7.38	7.62	7.43
			Ac															
Standard Deviation	2.2	2.2	1.8	2.2	2.3	2.4	2.3	2.2	2.2	2.3	2.2	2.3	2.1	2.3	2	2.2	2	2.2
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2

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23 May 2019

A10 S 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

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	A	B	Y	C			I						m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Being a service I would recommend to others - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	3	2	1	2	3	0	1	3	3	3	2	0	3	2	0	3	0	2
	2.7	2.4	2.1	2	3.1	0	2.3	3.2	3.3	3.4	3.2	0.7	3.6	2.5	0	2.7	0	1.7
2 (2)	7	4	2	5	7	4	5	5	4	6	2	5	6	6	5	7	5	7
	5.9	5.4	2.7	5.8	6.7	7.4	8	5	3.9	7.3	3.1	7.8	6.6	8.2	8.3	5.9	5.9	6.4
				y														
3 (3)	5	3	1	3	5	3	2	5	5	1	1	0	2	0	2	5	4	5
	3.8	3.2	1.9	3.6	4.3	6.2	3.2	4.3	4.5	1.4	2.2	0.7	1.8	0.8	3.4	3.8	4.9	4.1
	mn															mn		
4 (4)	1	1	0	1	1	1	0	1	1	0	1	0	1	0	0	1	0	1
	1.2	1.8	0	1.5	1.4	2.7	0	1.4	1.4	0	2.4	0	1.6	0	0	1.2	0	1.3
5 (5)	9	4	2	6	6	4	4	7	9	4	5	5	4	4	3	9	6	7
	7	4.8	3.3	6.4	6	7.4	6.1	6.9	8.4	5.1	7.6	7.6	4.3	5.5	5.1	7	7.2	6.2
	m			y												m		
6 (6)	9	5	2	4	6	0	4	8	8	4	2	3	6	6	3	9	3	7
	7.1	6.5	3.4	4.3	5.9	0	5.7	7.7	7.5	4.2	3.4	3.9	6.3	8.4	5.6	7.1	3.9	5.9
	c																	
7 (7)	20	11	8	11	20	7	7	15	12	11	11	15	16	13	14	20	16	17
	16.1	13.3	11.2	12.1	18.3	13.7	12	14.5	11.2	12.9	18	23.7	16.7	16.9	22.6	16.1	18.8	14.8
	c																	
8 (8)	23	15	20	21	18	9	11	19	18	17	12	10	20	17	11	23	17	23
	18.7	19.1	28.1	23	17.3	16	17.7	17.7	17.2	20.3	19.9	15.7	21	22.3	18.3	18.7	20.1	20.4
			A	A														
9 (9)	22	15	15	17	18	9	11	21	22	18	11	11	17	13	11	22	17	21
	18.2	19.3	21.2	18.5	17	16.9	18.1	20	21.7	21.7	19.3	17	17.8	16.9	18	18.2	20.4	18.9
10 - Extremely well (10)	23	19	18	21	21	16	17	21	21	20	12	15	19	14	11	23	16	22
	19.3	24	25.8	22.6	20	29.7	26.9	19.4	20.9	23.6	20.9	22.8	20.4	18.6	18.9	19.3	18.8	20.2
Top 3 Boxes (NET)	68	48	52	60	58	34	39	60	61	55	36	36	55	43	33	68	50	66
	56.2	62.4	75.4	64.1	54.3	62.6	62.6	57.1	59.8	65.6	60.1	55.5	59.1	57.8	55.2	56.2	59.3	59.5
			Ac	A														
Bottom 3 Boxes (NET)	15	9	5	11	15	7	8	13	12	10	5	6	11	9	7	15	9	14
	12.4	11.1	6.7	11.5	14.1	13.6	13.5	12.5	11.7	12.1	8.4	9.2	12	11.4	11.6	12.4	10.7	12.2
	y			y														
Mean	7.27	7.53	8.05	7.5	7.2	7.55	7.5	7.29	7.38	7.57	7.52	7.53	7.36	7.34	7.41	7.27	7.5	7.38
			Ac															
Standard Deviation	2.5	2.5	2.1	2.5	2.6	2.6	2.6	2.5	2.5	2.5	2.3	2.3	2.5	2.4	2.3	2.5	2.3	2.4
Standard Error	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.2

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A10 5 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does S4C Clic perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region		Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	AB	ABC1	England	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	Y	Z			i						m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	109	63	63	88	93	48	54	93	95	75	52	61	85	72	54	109	73	102
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	122*	79*	69*	93*	107*	54*	62**	106*	102*	84*	59*	65*	93*	75*	60**	122*	85*	111*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Making content available for a long period of time - Effective base	95	54	57	77	81	41	50	80	84	68	45	52	73	64	47	95	64	90
1 - Not at all well (1)	4	4	1	4	4	0	3	4	2	3	0	0	4	4	2	4	2	4
	3	4.6	1.5	3.8	3.4	0	5.1	3.4	1.5	3.8	0.8	0.7	3.8	4.8	3.5	3	2.5	3.3
				Y														
2 (2)	3	2	1	3	3	2	2	3	2	3	1	3	2	2	1	3	1	3
	2.6	2.8	1.5	2.7	2.5	3.1	3.3	2.6	2.1	3.2	1.7	4.9	2.4	2.9	1.6	2.6	1.2	2.8
3 (3)	1	0	1	1	1	1	1	1	1	0	1	0	0	0	1	1	1	1
	0.7	0	1.2	0.9	0.8	1.5	1.3	0.8	0.8	0	1.4	0	0	0	1.4	0.7	1	0.7
4 (4)	5	2	2	3	5	1	3	5	4	4	3	2	3	5	0	5	1	5
	3.9	1.9	3.4	3.5	4.4	2.4	4.5	4.4	3.8	5	4.6	3.8	3	6.3	0	3.9	1.1	4.2
														1		1		
5 (5)	7	3	3	3	6	4	3	5	7	5	2	3	5	3	2	7	3	5
	5.8	3.8	4	3.7	5.4	6.6	4.6	4.5	6.9	5.8	3.8	5.4	5.2	4.6	4.1	5.8	3.8	4.3
	E																	
6 (6)	13	4	2	7	9	2	5	13	12	7	5	5	10	7	9	13	9	11
	10.8	4.9	3.5	7.7	8.9	3.9	7.4	12.4	11.9	8	8.8	7.2	11.2	9.8	14.6	10.8	10.4	10
	BYc			Y														
7 (7)	22	16	9	16	19	10	8	20	20	11	8	13	16	14	12	22	18	20
	17.8	19.8	13.6	17.3	18.2	18.2	13.5	18.5	19.8	12.6	13.4	19.9	17.2	18.6	20.5	17.8	21.5	17.6
8 (8)	28	20	19	23	25	11	13	24	21	17	16	13	24	16	15	28	20	25
	23.4	25.4	27.8	24.6	23	21	21	22.6	20.7	20.1	26.3	20.7	26	20.9	25.3	23.4	23.3	22.8
9 (9)	20	15	15	18	20	16	14	17	15	19	11	10	15	12	9	20	13	20
	16.7	18.8	22.1	19.6	18.4	30.2	21.8	15.9	14.2	22.6	19.3	15	16.2	15.4	14.8	16.7	15.6	18.3
10 - Extremely well (10)	19	14	15	15	16	7	11	16	19	16	12	15	14	12	8	19	17	18
	15.4	18	21.2	16.2	15	13.2	17.5	14.9	18.3	18.8	19.8	22.5	14.8	16.7	14.1	15.4	19.6	15.9
Top 3 Boxes (NET)	68	48	49	56	60	35	38	57	54	52	39	38	53	40	33	68	50	64
	55.5	62.2	71.2	60.3	56.4	64.3	60.3	53.5	53.3	61.5	65.5	58.2	57.1	53	54.2	55.5	58.6	57.1
			Ac	A														
Bottom 3 Boxes (NET)	8	6	3	7	7	2	6	7	4	6	2	4	5	6	4	8	4	8
	6.3	7.4	4.3	7.4	6.7	4.6	9.2	6.8	4.4	7	3.8	5.6	6.2	7.8	6.5	6.3	4.6	6.8
Mean	7.35	7.57	7.93	7.46	7.36	7.75	7.35	7.28	7.45	7.48	7.76	7.6	7.37	7.2	7.4	7.35	7.68	7.39
			Ac														Ac	
Standard Deviation	2.2	2.3	2	2.3	2.2	1.8	2.5	2.2	2	2.4	2	2.2	2.2	2.4	2.1	2.2	2	2.2
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2

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A10 2 6 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 ifformerlv 4OD) oerform on...

- Summary table All 4 (formerly 4OD) -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: All 4 (formerly 4OD) - Unweighted	1452	1452	1452	1452	1452	1452
	100	100	100	100	100	100
Base: All 4 (formerly 4OD) - Weighted	1461	1461	1461	1461	1461	1461
	100	100	100	100	100	100
Base: All 4 (formerly 4OD) - Effective base	1217	1217	1217	1217	1217	1217
1 - Not at all well (1)	10	17	16	10	22	14
	0.7	1.1	1.1	0.7	1.5	1
2 (2)	20	18	21	22	14	24
	1.4	1.3	1.4	1.5	0.9	1.7
3 (3)	25	18	30	21	36	27
	1.7	1.2	2.1	1.4	2.5	1.9
4 (4)	70	40	52	45	65	46
	4.8	2.7	3.6	3.1	4.5	3.1
5 (5)	132	116	115	115	140	150
	9.1	7.9	7.9	7.8	9.6	10.2
6 (6)	197	137	167	172	157	195
	13.5	9.4	11.4	11.7	10.7	13.4
7 (7)	252	223	298	282	271	270
	17.2	15.3	20.4	19.3	18.6	18.5
8 (8)	318	311	330	349	344	303
	21.8	21.3	22.6	23.9	23.5	20.8
9 (9)	210	214	223	225	199	197
	14.4	14.7	15.3	15.4	13.7	13.5
10 - Extremely well (10)	226	367	208	219	212	234
	15.5	25.1	14.2	15	14.5	16
Top 3 Boxes (NET)	754	892	761	793	755	734
	51.6	61	52.1	54.3	51.7	50.3
Bottom 3 Boxes (NET)	55	53	67	53	73	66
	3.8	3.6	4.6	3.6	5	4.6
Mean	7.33	7.74	7.36	7.45	7.27	7.31
Standard Deviation	2	2	2	1.9	2	2
Standard Error	0.1	0.1	0.1	0	0.1	0.1

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A10 6 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	10	3	7	1	2	0	1	3	3	6	2	2	4	2	4	6	8	1	1	2	2	4	2	9	1	10	0	3	1	3	2	10	9	5	10	5	10
	0.7	0.5	0.9	0.3	0.6	0	0.5	1.3	1.9	1.5	0.4	0.5	1.5	0.6	0.4	1	0.6	1	1.6	0.5	0.5	0.8	0.6	0.8	0.3	0.7	0	0.5	0.3	1	0.4	0.7	0.8	0.6	0.7	0.5	0.7
									AF	A																											
2 (2)	20	14	7	0	6	3	3	6	3	9	8	4	0	9	11	9	19	2	0	10	3	6	2	15	5	19	2	7	1	7	7	18	13	4	20	6	20
	1.4	1.9	0.9	0	1.9	1.3	1.1	2.6	2	2.4	1.7	0.9	0	2.5	1.4	1.4	1.5	1.9	0	2.4	0.7	1.2	0.6	1.3	2.3	1.4	1.5	1.4	0.4	2.4	1.1	1.4	1.1	0.6	1.4	0.6	1.4
		Cqu							D	D	AD			a																		qs	s		qs		
3 (3)	25	10	15	9	2	4	4	3	5	7	9	8	4	5	17	8	24	1	0	3	6	15	6	17	8	22	3	8	2	6	10	21	20	11	25	13	23
	1.7	1.4	2	3	0.5	1.6	1.5	1.3	3.2	2	2.1	2	1.4	1.2	2	1.3	1.9	0.7	0	0.8	1.8	2.9	1.6	1.5	3.4	1.6	2.9	1.5	1.1	1.9	1.6	1.6	1.7	1.4	1.7	1.4	1.6
				E					E																												
4 (4)	70	40	30	21	9	11	13	11	6	17	18	19	12	21	37	33	58	6	6	21	16	20	20	63	5	62	6	29	16	14	36	64	54	39	70	49	65
	4.8	5.5	4.1	7.2	2.7	4.7	5.2	4.8	4.6	4.7	4	4.9	4.5	5.7	4.5	5.2	4.5	6.3	7.6	5.3	4.6	3.9	5.2	5.2	2.4	4.6	6	5.5	7.1	4.6	5.7	4.7	4.7	4.9	4.8	5.1	4.6
				E																																	
5 (5)	132	72	60	32	26	15	29	15	15	30	45	29	18	40	74	58	122	5	4	48	26	48	36	110	13	124	8	52	22	28	47	115	98	55	132	75	120
	9.1	9.9	8.2	11.3	7.7	6.5	11.7	6.8	10.7	8.3	10.4	7.6	6.4	10.9	9.1	9	9.5	5.6	4.3	11.7	7.2	9.4	9.3	9.1	5.8	9.2	8.3	9.8	9.9	9.4	7.5	8.5	8.5	7	9.1	7.8	8.5
	mqs																																		mqs		
6 (6)	197	95	102	49	43	29	32	28	16	44	60	52	40	45	113	85	168	18	10	65	51	52	52	151	34	181	13	76	23	33	81	184	150	117	197	141	187
	13.5	13.1	14	17	12.6	12.8	13.2	12.7	11.4	12.2	13.8	13.7	14.7	12.1	13.7	13.2	13.2	19.3	11.8	16	14.4	10.1	13.6	12.6	15.7	13.4	13.1	14.3	10.3	10.8	12.9	13.7	12.9	14.8	13.5	14.6	13.2
7 (7)	252	124	127	39	58	31	49	43	32	75	84	66	44	58	150	101	217	18	15	69	67	82	61	217	33	229	21	84	41	64	106	235	197	131	252	160	241
	17.2	17.1	17.3	13.7	17	13.6	20	19.5	22.3	20.6	19.1	17.4	16.1	15.7	18.3	15.8	17.1	19.2	18.6	16.9	18.9	15.9	16	18	15	17	21.2	15.9	18	20.9	16.8	17.5	17	16.7	17.2	16.5	17.1
									ADF	ADF																											
8 (8)	318	153	164	43	78	63	49	50	35	85	93	87	59	79	180	138	282	16	17	84	76	122	81	253	61	296	19	115	53	56	147	295	258	164	318	212	313
	21.8	21.1	22.4	15.3	22.9	27.7	20.1	22.5	25	23.5	21.2	22.8	21.6	21.5	21.9	21.6	22.2	17.6	21	20.7	21.4	23.9	21.4	21.1	28.1	22	19.4	21.7	23.5	18.6	23.2	21.9	22.2	20.7	21.8	21.9	22.2
	D				D	AD			D	D																											
9 (9)	210	104	106	43	55	39	34	29	10	40	61	59	48	42	121	89	190	8	9	52	62	76	54	169	35	193	16	80	29	52	85	191	173	115	210	142	207
	14.4	14.4	14.4	14.9	16.2	17.1	13.8	13.3	7.4	11	14	15.6	17.5	11.3	14.7	13.9	14.9	8.3	10.5	12.8	17.4	14.9	14.3	14.1	16.1	14.3	16	15.2	13	17	13.5	14.2	14.9	14.6	14.4	14.6	14.7
	D				I	B	I	J																													
10 - Extremely well (10)	226	110	117	50	61	34	32	34	16	50	58	56	44	68	114	112	185	18	20	53	46	86	66	198	24	213	11	74	37	41	110	212	189	147	226	166	225
	15.5	15.1	15.9	17.4	18	14.9	13	15.2	11.4	13.7	13.3	14.6	16.1	18.4	13.9	17.5	14.6	20	24.5	12.9	13	16.9	17.4	16.5	10.8	15.8	11.5	14	16.5	13.5	17.5	15.7	16.3	18.6	15.5	17.1	16
	J																																	Amnrs		Ar		
Top 3 Boxes (NET)	754	368	387	136	194	135	115	113	62	175	212	202	151	189	414	340	658	42	45	189	183	285	202	621	120	703	47	269	120	149	343	698	620	426	754	519	745
	51.6	50.6	52.7	47.4	57.1	59.7	46.9	50.9	43.8	48.2	48.5	52.9	55.4	51.3	50.6	53	51.7	45.9	56	46.4	51.8	55.7	53.1	51.6	55	52.1	47	51	53.1	49.1	54.2	51.9	53.4	54	51.6	53.6	52.8
	I				GIJ	ADGIJ																											Amr				
Bottom 3 Boxes (NET)	55	27	28	10	10	6	8	12	10	22	18	13	8	16	31	24	51	3	1	15	11	25	11	42	13	51	4	18	4	16	19	50	42	21	55	24	54
	3.8	3.8	3.8	3.4	3	2.7	3.1	5.2	7.2	6	4.1	3.4	2.9	4.4	3.8	3.7	4	3.7	1.6	3.7	3	4.9	2.8	3.5	6	3.8	4.5	3.5	1.7	5.2	3	3.7	3.6	2.6	3.8	2.5	3.8
	qs								AEFG	A																						qs	s		qs		
Mean	7.33	7.28	7.38	7.22	7.58	7.55	7.2	7.28	6.93	7.14	7.23	7.38	7.5	7.27	7.3	7.37	7.31	7.26	7.62	7.12	7.39	7.42	7.42	7.35	7.31	7.34	7.19	7.28	7.4	7.24	7.44	7.35	7.4	7.5	7.33	7.45	7.37
	u				AGIJ	B				J																										Ar	Amr		
Standard Deviation	2	2	1.9	2	1.9	1.8	1.9	2.1	2.1	2.1	1.9	1.9	1.8	2.1	1.9	2	2	2.1	2	2	1.9	2	1.9	2	1.9	2	1.8	2	1.9	2	1.9	2	2	1.9	2	1.9	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 6 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	17	9	7	2	4	3	0	3	5	8	7	3	3	4	10	7	16	1	0	4	3	9	5	15	1	15	2	3	4	6	7	14	10	8	17	10	14
	1.1	1.3	1	0.7	1.3	1.1	0	1.4	3.2	2.1	1.6	0.8	1	1.1	1.2	1	1.2	1.1	0	1	0.8	1.7	1.2	1.3	0.5	1.1	1.5	0.6	1.6	2	1.1	1.1	0.9	1.1	1.1	1	1
									ADG	AG																											
2 (2)	18	8	10	6	1	2	2	5	3	8	6	4	2	6	10	8	15	2	2	5	5	5	6	13	6	16	2	9	2	4	6	17	16	6	18	6	17
	1.3	1.1	1.4	2.1	0.2	0.7	0.6	2.4	2.2	2.3	1.3	1.1	0.7	1.7	1.2	1.3	1.2	1.9	2.2	1.2	1.4	0.9	1.5	1.1	2.6	1.2	2.1	1.7	0.8	1.5	1	1.3	1.4	0.8	1.3	0.7	1.2
	s							E	E	AE																						s	s		s		
3 (3)	18	9	9	2	3	2	4	5	2	7	9	4	0	6	12	6	16	2	1	9	2	5	4	16	2	18	0	5	0	7	7	17	15	6	18	10	17
	1.2	1.3	1.2	0.8	0.8	0.9	1.5	2.2	1.8	2.1	2	1	0	1.6	1.5	0.9	1.2	1.8	1.2	2.2	0.6	0.9	1.1	1.3	0.7	1.4	0	1	0	2.2	1.2	1.3	1.3	0.7	1.2	1	1.2
											a																										
4 (4)	40	24	16	14	9	5	6	3	2	5	8	7	9	16	15	25	36	0	4	13	12	11	9	29	10	34	5	19	8	6	20	38	37	16	40	22	38
	2.7	3.3	2.2	4.9	2.8	2.2	2.5	1.5	1.4	1.5	1.9	1.8	3.4	4.3	1.8	3.9	2.8	0	5.1	3.1	3.4	2.2	2.2	2.4	4.6	2.5	4.9	3.6	3.4	1.8	3.2	2.8	3.2	2.1	2.7	2.2	2.7
	jk			ijl										d		d																	op				
5 (5)	116	62	54	24	20	15	24	18	14	32	30	29	23	33	59	57	104	9	1	44	20	40	28	95	16	107	8	51	25	18	44	100	85	52	116	61	103
	7.9	8.5	7.3	8.4	6	6.7	9.6	8	10.2	8.9	6.9	7.6	8.5	9.1	7.2	8.8	8.1	10.3	1.2	10.8	5.7	7.8	7.4	7.9	7.5	7.9	7.6	9.7	10.9	6.1	7	7.5	7.3	6.6	7.9	6.3	7.3
	mq																																		ms		
6 (6)	137	60	77	26	32	23	26	20	10	30	45	40	23	29	85	52	115	13	8	33	41	41	38	119	16	124	10	48	19	26	51	129	110	66	137	89	131
	9.4	8.3	10.5	9.1	9.5	10	10.7	9.2	7	8.4	10.3	10.5	8.3	8	10.4	8.1	9.1	14.1	10.2	8.2	11.7	7.9	10.1	9.9	7.1	9.2	10.5	9.1	8.5	8.4	8	9.6	9.5	8.3	9.4	9.2	9.3
7 (7)	223	117	106	44	47	29	42	34	27	62	73	62	37	51	135	88	195	15	12	66	57	72	53	187	30	206	16	77	40	46	95	204	177	129	223	154	218
	15.3	16.1	14.5	15.4	13.8	12.8	17	15.5	19.3	17	16.7	16.2	13.6	13.8	16.5	13.7	15.4	16.5	14.5	16.2	16.2	14.1	14	15.5	13.5	15.2	15.8	14.5	17.8	15	15.1	15.2	15.2	16.3	15.3	15.9	15.4
8 (8)	311	151	160	55	77	36	58	50	35	85	107	85	55	64	192	119	282	14	13	95	72	115	76	254	52	293	16	111	48	58	151	287	245	160	311	204	303
	21.3	20.8	21.8	19.1	22.7	15.8	23.6	22.7	24.9	23.5	24.5	22.3	20.1	17.3	23.4	18.5	22.1	15	15.7	23.4	20.2	22.5	20.1	21.1	24	21.7	16.5	21	21.4	18.9	23.9	21.3	21.1	20.3	21.3	21.1	21.5
	f						f		f	f	Abd				Abd																						
9 (9)	214	111	104	25	53	58	29	38	12	51	62	59	40	53	121	93	188	13	9	62	48	79	57	180	25	200	13	87	34	54	83	203	169	118	214	144	212
	14.7	15.2	14.1	8.6	15.5	25.5	11.7	17.4	8.5	13.9	14.2	15.5	14.5	14.4	14.8	14.5	14.8	13.7	11.2	15.1	13.5	15.4	14.9	15	11.6	14.8	12.6	16.5	14.9	17.9	13.2	15.1	14.6	15	14.7	14.9	15
	Gi				Di	ADEGHIi			Gki																												
10 - Extremely well (10)	367	176	191	89	93	55	56	44	30	74	90	89	82	106	179	188	307	24	31	77	94	136	105	296	61	337	28	117	47	80	166	336	298	227	367	268	359
	25.1	24.2	26	30.9	27.3	24.5	22.9	19.6	21.4	20.3	20.6	23.3	29.9	28.8	21.9	29.3	24.1	25.6	38.7	18.9	26.6	26.6	27.5	24.6	27.8	24.9	28.5	22.2	20.7	26.2	26.3	24.9	25.6	28.8	25.1	27.7	25.4
	HJYG			HIJ	HJ								Yc	Yc		AYc																		Amnr		Amr	
Top 3 Boxes (NET)	892	438	454	168	223	149	143	132	77	210	260	233	176	223	493	399	777	50	53	234	214	329	238	730	139	830	57	315	129	192	401	826	711	506	892	616	874
	61	60.2	61.8	58.6	65.6	65.8	58.1	59.7	54.8	57.8	59.3	61.1	64.5	60.5	60.1	62.2	61	54.4	65.6	57.4	60.3	64.4	62.4	60.6	63.4	61.5	57.6	59.7	57	63	63.4	61.4	61.3	64.1	61	63.6	61.9
					ij	i																												Ar		Amr	
Bottom 3 Boxes (NET)	53	26	27	10	8	6	5	13	10	24	21	11	5	16	32	21	46	4	3	18	10	18	14	44	8	49	4	18	5	17	21	49	41	21	53	26	48
	3.6	3.6	3.6	3.6	2.3	2.7	2.1	6	7.2	6.5	4.8	2.9	1.7	4.4	3.8	3.3	3.6	4.7	3.4	4.4	2.8	3.5	3.8	3.6	3.8	3.7	3.6	3.4	2.4	5.7	3.3	3.8	3.6	2.6	3.6	2.7	3.4
	k							AEG	AEFG	AEFG																						s			s		
Mean	7.74	7.71	7.78	7.7	7.94	7.96	7.69	7.57	7.37	7.49	7.61	7.78	7.94	7.72	7.69	7.81	7.72	7.62	8.1	7.5	7.8	7.84	7.82	7.74	7.76	7.76	7.67	7.65	7.59	7.79	7.81	7.75	7.76	7.95	7.74	7.92	7.79
	u				Hij	Hij																												Amnr		Amr	
Standard Deviation	2	2	2	2.1	1.9	1.9	1.8	2.1	2.2	2.2	2	1.9	2	2.2	2	2.1	2	2.1	2.1	2	2	2	2	2	2	2.1	2	2.2	2	2	2.1	2	2	2	1.9	2	1.9	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 6 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	16	9	7	0	1	3	3	6	3	9	4	3	3	6	7	9	14	2	0	5	6	3	1	11	4	15	2	5	1	8	3	16	11	5	16	7	16
	1.1	1.2	1	0	0.4	1.3	1.2	2.9	2.1	2.6	0.8	0.9	1.1	1.7	0.8	1.4	1.1	2.6	0	1.1	1.6	0.7	0.4	0.9	1.7	1.1	1.5	0.9	0.3	2.8	0.5	1.2	0.9	0.7	1.1	0.7	1.1
								ADE	D	ADE																						i					
2 (2)	21	17	4	10	4	2	1	2	3	5	8	4	3	6	12	8	20	1	0	1	3	15	9	14	3	19	2	9	3	1	11	16	16	10	21	10	19
	1.4	2.3	0.5	3.5	1.1	0.7	0.3	0.9	1.9	1.3	1.9	1	1	1.5	1.5	1.3	1.6	0.8	0	0.3	0.9	3	2.3	1.2	1.5	1.4	2.1	1.7	1.1	0.4	1.7	1.2	1.4	1.3	1.4	1.1	1.3
	Cm	AC		AG																															m		
3 (3)	30	16	14	11	5	3	3	3	6	9	10	7	3	10	17	14	28	1	2	10	11	6	10	22	9	27	3	13	3	4	14	29	26	13	30	20	26
	2.1	2.2	2	3.7	1.5	1.1	1.3	1.5	3.9	2.4	2.3	1.7	1.3	2.8	2	2.1	2.2	0.7	2.7	2.5	3.1	1.2	2.6	1.8	3.9	2	3	2.5	1.2	1.3	2.2	2.1	2.2	1.7	2.1	2.1	1.8
									AJ																												
4 (4)	52	25	27	13	12	7	9	6	5	12	12	14	14	12	26	26	43	4	5	17	18	9	16	44	7	46	4	13	10	10	18	45	39	28	52	35	50
	3.6	3.4	3.7	3.9	3.7	3.3	3.8	2.9	3.8	3.3	2.8	3.7	5.1	3.3	3.2	4.1	3.4	4.2	6.2	4.2	5	1.7	4.2	3.6	3.4	3.4	4.4	2.4	4.2	3.3	2.9	3.4	3.4	3.6	3.6	3.6	3.5
5 (5)	115	64	51	19	18	15	27	20	16	36	41	27	18	29	68	47	97	11	4	42	19	36	20	95	14	107	8	53	23	17	54	103	92	38	115	53	104
	7.9	8.8	6.9	6.8	5.2	6.5	11.1	9.1	11.4	10	9.3	7.1	6.7	7.9	8.3	7.4	7.7	12	4.9	10.2	5.4	7.1	5.2	7.9	6.3	7.9	8.4	10	10.4	5.7	8.5	7.6	7.9	4.8	7.9	5.5	7.3
	ns						AE		AE	E																						qs	qs		qs		
6 (6)	167	86	81	29	38	29	25	29	18	46	48	46	25	48	94	73	144	16	6	43	42	59	46	137	26	157	8	60	19	36	65	158	126	82	167	107	158
	11.4	11.8	11.1	10.2	11.2	12.7	10.1	12.9	12.6	12.8	11	12	9.2	13	11.5	11.4	11.3	17	7	10.5	11.9	11.6	12	11.4	11.8	11.6	8.5	11.4	8.4	12	10.3	11.8	10.8	10.4	11.4	11	11.2
																																n					
7 (7)	298	156	143	58	68	31	68	41	33	74	94	77	52	76	171	128	260	19	17	84	70	106	72	247	42	268	28	101	59	60	128	276	231	173	298	213	291
	20.4	21.4	19.4	20.2	20.1	13.6	27.5	18.6	23.2	20.4	21.5	20.1	19.1	20.5	20.8	19.9	20.5	21.1	21.2	20.7	19.9	20.7	19	20.6	19.2	19.8	27.9	19	26.4	19.6	20.2	20.5	19.9	21.9	20.4	22	20.6
	F						AFHij		F	F																											
8 (8)	330	158	172	61	74	54	52	56	33	89	102	102	65	61	204	126	291	16	18	97	83	112	82	273	53	311	19	117	45	76	145	302	259	173	330	213	322
	22.6	21.7	23.4	21.3	21.9	23.8	21.1	25.3	23.6	24.6	23.3	26.8	23.8	16.5	24.9	19.6	22.9	17.6	22.2	23.7	23.5	21.8	21.7	22.7	24.3	23	19	22.2	19.9	24.9	22.9	22.5	22.3	21.9	22.6	22	22.8
	b										b	Abd			Abd																					
9 (9)	223	106	117	47	62	53	24	28	10	38	65	55	46	57	120	104	200	10	10	63	51	87	67	187	31	206	14	89	31	42	98	205	178	131	223	157	220
	15.3	14.6	16	16.5	18.2	23.4	9.7	12.4	7.2	10.4	14.8	14.3	17	15.5	14.6	16.1	15.7	11	12.3	15.3	14.4	17	17.5	15.6	14.1	15.3	13.5	16.8	13.9	13.7	15.5	15.2	15.3	16.6	15.3	16.2	15.6
	GIJ			GIJ	GIJ	AGHIJ			J																											
10 - Extremely well (10)	208	90	117	40	57	31	34	30	15	45	53	47	43	64	101	107	175	12	19	46	51	78	57	172	30	195	12	69	32	50	96	196	183	135	208	154	207
	14.2	12.4	16	14.1	16.8	13.8	13.9	13.6	10.4	12.4	12.2	12.4	15.8	17.3	12.3	16.7	13.7	12.9	23.5	11.4	14.4	15.2	15	14.3	13.8	14.4	11.6	13.1	14.3	16.3	15.2	14.6	15.8	17	14.2	15.9	14.6
	c		A		I								c		c																		Amr	Amr		Ar	
Top 3 Boxes (NET)	761	354	406	148	193	138	110	114	58	172	220	204	154	182	424	336	666	38	47	205	185	276	206	632	114	712	44	275	108	167	339	703	620	439	761	523	749
	52.1	48.8	55.4	51.6	56.9	61	44.7	51.3	41.1	47.3	50.3	53.5	56.6	49.4	51.8	52.4	52.3	41.4	58	50.4	52.2	54	54.2	52.5	52.2	52.7	44.1	52.1	48.1	54.9	53.6	52.3	53.4	55.6	52.1	54	53
	GIJ		AB	I	GIJ	AGHIJ		I		I																							Ar	Amr			
Bottom 3 Boxes (NET)	67	42	26	21	10	7	7	12	11	23	22	14	9	22	36	31	61	4	2	16	20	25	20	48	16	61	7	27	6	14	28	61	52	29	67	37	61
	4.6	5.7	3.5	7.2	3	2.9	2.8	5.2	7.9	6.3	5	3.6	3.3	6	4.4	4.9	4.8	4.2	2.7	4	5.6	4.9	5.3	4	7.1	4.5	6.7	5.1	2.6	4.5	4.4	4.5	4.5	3.6	4.6	3.8	4.3
	C			EG					AEFG	AG																											
Mean	7.36	7.21	7.51	7.28	7.62	7.62	7.25	7.24	6.84	7.09	7.28	7.38	7.51	7.32	7.33	7.4	7.36	7.02	7.71	7.26	7.31	7.46	7.42	7.4	7.26	7.38	7.1	7.33	7.37	7.44	7.43	7.38	7.42	7.58	7.36	7.51	7.41
	BIJ		AB	I	AGHIJ	AGIJ	I	J		J																							Ar	Amnrs			Amr	
Standard Deviation	2	2	1.9	2.1	1.8	1.9	1.8	2	2.1	2.1	1.9	1.8	1.9	2.1	1.9	2	2	2	2	1.9	1.9	2	1.9	2	2.1	1.9	2	2	1.8	2	1.9	1.9	2	1.9	2	1.9	1.9
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 6 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	10	6	5	1	2	3	0	2	3	5	3	4	1	3	7	4	9	1	0	4	2	3	2	9	2	9	2	2	1	5	3	10	6	5	10	7	10
	0.7	0.8	0.6	0.2	0.7	1.1	0	0.9	2.1	1.4	0.6	1.1	0.3	0.8	0.8	0.6	0.7	1.1	0.6	1	0.5	0.6	0.6	0.7	0.8	0.7	1.5	0.4	0.3	1.6	0.5	0.8	0.6	0.7	0.7	0.7	0.7
									ADG																												
2 (2)	22	14	8	3	4	3	5	6	2	8	7	5	1	9	12	11	20	2	0	8	3	9	8	16	6	20	2	10	1	6	7	21	18	11	22	12	21
	1.5	1.9	1.2	1.1	1.2	1.1	1.9	2.7	1.4	2.2	1.6	1.2	0.4	2.5	1.4	1.6	1.6	1.9	0	2	0.8	1.7	2	1.3	2.9	1.5	2.1	1.8	0.6	1.9	1.2	1.6	1.5	1.3	1.5	1.3	1.5
3 (3)	21	10	11	5	2	1	3	1	9	10	9	3	2	6	12	8	20	0	1	6	8	6	2	15	4	20	1	7	3	4	11	19	17	6	21	10	20
	1.4	1.4	1.4	1.7	0.5	0.5	1.1	0.7	6.3	2.8	2.1	0.8	0.7	1.7	1.5	1.3	1.5	0	1	1.4	2.3	1.1	0.5	1.3	2	1.5	0.8	1.3	1.2	1.4	1.8	1.4	1.5	0.8	1.4	1	1.4
	q								ADEFGHI	AEFH																						q			q		
4 (4)	45	25	20	11	15	4	7	6	3	9	9	10	14	12	20	26	36	6	4	13	13	9	13	34	9	40	4	15	10	5	17	40	36	27	45	31	44
	3.1	3.4	2.8	3.7	4.5	1.8	2.9	2.7	1.9	2.4	2.1	2.7	5	3.3	2.4	4	2.8	6.2	5	3.2	3.7	1.8	3.5	2.8	4.2	2.9	3.9	2.9	4.5	1.7	2.6	3	3.1	3.4	3.1	3.2	3.1
	r								r																												
5 (5)	115	63	52	21	21	14	25	19	16	35	35	33	22	25	68	47	106	6	1	40	25	41	30	96	13	111	4	45	16	25	45	104	88	49	115	67	105
	7.9	8.7	7.1	7.3	6.2	6.1	10.1	8.6	11.1	9.6	7.9	8.7	8.1	6.8	8.3	7.4	8.3	6.7	1.8	9.8	7.2	7.9	8	8	6.2	8.2	3.9	8.5	7.3	8.3	7.2	7.7	7.6	6.2	7.9	6.9	7.4
	q								E																							q			q		
6 (6)	172	78	94	35	38	31	35	24	9	32	51	49	31	40	100	71	144	15	9	59	37	48	49	150	17	154	15	63	32	37	59	160	138	81	172	101	160
	11.7	10.7	12.8	12.2	11.2	13.7	14.3	10.6	6.1	8.9	11.7	12.9	11.4	10.8	12.3	11.1	11.3	16.4	11	14.4	10.5	9.4	12.8	12.5	8	11.4	15.1	11.9	14.3	12.1	9.3	11.9	11.9	10.3	11.7	10.4	11.3
	u			t		t	u			t													s								s					
7 (7)	282	144	138	60	66	36	41	45	36	81	96	73	46	68	168	114	244	19	18	80	72	92	74	230	43	257	24	109	44	56	128	265	222	159	282	195	273
	19.3	19.8	18.8	20.7	19.4	15.7	16.6	20.4	25.2	22.2	21.9	19.1	16.9	18.4	20.6	17.8	19.1	20.5	22.6	19.7	20.2	17.9	19.5	19.1	19.8	19	24.4	20.7	19.7	18.3	20.2	19.7	19.1	20.1	19.3	20.1	19.3
									AFG																												
8 (8)	349	177	171	64	79	56	53	63	33	96	103	91	70	85	194	155	310	16	19	91	80	139	84	285	60	327	18	104	56	74	153	315	260	175	349	225	346
	23.9	24.4	23.4	22.2	23.4	24.7	21.8	28.3	23.7	26.8	23.5	23.9	25.6	23	23.7	24.2	24.3	16.8	23.1	22.3	22.7	27.1	22.1	23.7	27.6	24.2	18.1	19.6	24.9	24.4	24.2	23.4	22.4	22.2	23.9	23.3	24.5
	n																																		n		
9 (9)	225	104	122	43	55	48	38	27	15	42	66	59	44	56	125	100	199	13	12	55	61	83	59	183	37	206	20	91	30	48	102	209	186	140	225	166	218
	15.4	14.3	16.6	15	16.1	21.2	15.5	12.3	10.4	11.5	15.1	15.5	16.1	15.3	15.3	15.6	15.7	13.9	14.5	13.5	17.2	16.3	15.6	15.2	17	15.2	19.7	17.2	13.5	15.6	16.1	15.6	16	17.7	15.4	17.1	15.4
	u					AHI																												Amr		Ar		
10 - Extremely well (10)	219	106	113	45	58	32	39	29	17	45	59	54	42	64	113	106	185	15	17	51	52	82	58	186	25	207	10	83	31	45	107	202	190	135	219	155	216
	15	14.6	15.3	15.8	16.9	14	15.9	12.9	11.9	12.5	13.5	14.1	15.4	17.4	13.8	16.5	14.5	16.6	20.6	12.5	14.7	16	15.4	15.4	11.6	15.3	10.5	15.7	13.7	14.7	16.9	15	16.4	17.2	15	16	15.3
																																	Amr	Amr			
Top 3 Boxes (NET)	793	387	406	152	192	135	130	119	65	183	228	204	156	205	432	361	694	44	47	197	193	304	202	653	123	740	48	277	117	167	362	726	636	451	793	546	780
	54.3	53.3	55.2	53	56.4	60	53.2	53.5	46	50.6	52.1	53.4	57.1	55.7	52.7	56.3	54.5	47.4	58.2	48.4	54.6	59.4	53.1	54.3	56.2	54.8	48.3	52.5	52.1	54.8	57.2	54	54.8	57.1	54.3	56.4	55.2
	j				i	ii			j																									Amr		m		
Bottom 3 Boxes (NET)	53	29	24	9	8	6	7	9	14	23	19	12	4	18	31	22	49	3	1	18	13	18	12	40	12	49	4	18	5	15	22	50	42	22	53	29	51
	3.6	4	3.2	3	2.3	2.7	2.8	4.2	9.8	6.4	4.3	3.1	1.5	5	3.8	3.5	3.9	3	1.6	4.5	3.8	3.4	3.1	3.3	5.7	3.6	4.5	3.5	2.3	4.9	3.5	3.7	3.6	2.8	3.6	3	3.6
									ADEFGHI	ADH				a		a																					
Mean	7.45	7.39	7.52	7.48	7.58	7.64	7.44	7.34	7.01	7.21	7.4	7.43	7.54	7.47	7.41	7.5	7.44	7.3	7.77	7.21	7.48	7.6	7.44	7.48	7.36	7.47	7.31	7.47	7.41	7.42	7.6	7.45	7.5	7.62	7.45	7.57	7.48
	u			t	u	u			j																									Amr		Ane		
Standard Deviation	1.9	1.9	1.9	1.8	1.9	1.8	1.9	1.9	2.1	2	1.9	1.9	1.8	2	1.9	1.9	1.9	2	1.8	1.9	1.9	1.8	1.9	1.9	2	1.9	1.9	1.9	1.8	2	1.9	1.9	1.9	1.9	1.9	1.9	1.9
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1

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23 May 2019

A10 6 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s
Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	22	13	9	2	2	4	2	5	7	12	4	7	5	6	11	11	20	1	2	10	3	6	4	18	4	19	4	8	2	6	6	20	16	8	22	10	22
	1.5	1.8	1.3	0.7	0.7	1.6	1	2.4	4.6	3.3	1	1.9	1.7	1.7	1.4	1.7	1.5	1.1	2.2	2.6	0.9	1.1	1.2	1.5	1.8	1.4	3.6	1.6	0.9	2.1	0.9	1.5	1.4	1	1.5	1	1.6
	s								ADEG	AE																									s			
2 (2)	14	11	2	4	0	2	2	3	3	6	5	4	1	5	8	6	13	1	0	2	4	6	2	11	2	14	0	6	0	2	7	14	11	4	14	8	14
	0.9	1.6	0.3	1.4	0	0.7	1	1.1	2.4	1.6	1.1	0.9	0.4	1.2	1	0.9	1	1.4	0	0.4	1.2	1.3	0.4	0.9	1.1	1	0	1	0.2	0.5	1.1	1	1	0.5	0.9	0.8	1
	C	C							AE	E																						ik			ik		
3 (3)	36	20	16	10	11	4	4	5	4	9	17	6	6	7	24	13	33	3	0	8	9	16	10	28	6	34	2	16	7	7	12	31	25	20	36	22	32
	2.5	2.8	2.2	3.3	3.2	1.6	1.4	2.1	2.9	2.4	4	1.6	2.3	1.8	2.9	2	2.6	3.8	0	1.9	2.4	3.2	2.6	2.3	2.6	2.5	2.1	3.1	3	2.4	1.9	2.3	2.2	2.5	2.5	2.3	2.2
											AZ				Z																						
4 (4)	65	29	37	13	21	6	9	9	5	15	17	15	19	14	32	33	57	2	7	19	18	20	24	49	12	60	3	23	12	10	25	59	48	35	65	45	60
	4.5	3.9	5	5.2	6.1	2.7	3.5	4.3	3.8	4.1	3.8	4	7	3.8	3.9	5.2	4.4	1.9	8.6	4.6	5.1	3.9	6.4	4.1	5.4	4.5	3.4	4.3	5.4	3.4	3.9	4.4	4.2	4.5	4.5	4.7	4.3
5 (5)	140	77	62	24	21	20	34	21	19	40	41	30	28	41	70	69	123	12	3	54	29	39	38	122	16	128	9	55	26	27	58	124	103	54	140	75	127
	9.6	10.7	8.5	8.3	6.3	9	13.7	9.4	13.8	11.1	9.3	7.8	10.3	11.2	8.6	10.8	9.7	12.8	3.3	13.4	8.2	7.7	10	10.1	7.3	9.5	9.1	10.4	11.5	9	9.1	9.2	8.9	6.8	9.6	7.7	9
	Eqs						AE		AE	E																						qs	q		qs		
6 (6)	157	75	82	36	36	24	24	20	16	37	53	41	26	37	94	63	139	7	7	50	43	46	47	133	17	144	12	57	19	38	54	144	122	86	157	108	152
	10.7	10.3	11.1	12.4	10.7	10.7	9.8	9.2	11.7	10.1	12	10.8	9.7	10	11.4	9.9	10.9	7.7	9	12.4	12.2	8.9	12.5	11.1	7.6	10.7	11.7	10.8	8.6	12.4	8.5	10.7	10.5	10.9	10.7	11.2	10.7
7 (7)	271	142	129	58	52	32	51	50	28	78	87	73	42	69	160	111	229	23	17	75	63	91	57	220	44	247	23	87	34	59	130	255	219	152	271	183	263
	18.6	19.6	17.6	20.1	15.4	14.1	21	22.6	19.9	21.6	19.8	19.2	15.5	18.7	19.5	17.4	18	24.4	21.4	18.4	17.8	17.8	14.9	18.3	20.3	18.3	22.8	16.6	15.2	19.4	20.6	18.9	18.9	19.3	18.6	18.9	18.6
								EF		EF																											
8 (8)	344	169	175	57	98	53	54	54	28	82	101	94	72	77	195	149	307	19	14	85	83	140	87	275	62	326	14	128	60	64	160	314	276	174	344	226	340
	23.5	23.2	23.9	19.8	28.9	23.4	22	24.4	19.9	22.6	23.1	24.7	26.3	21	23.8	23.2	24.1	20.6	17.8	20.8	23.3	27.4	23	22.9	28.3	24.1	14.4	24.2	26.7	21.2	25.4	23.3	23.8	22.1	23.5	23.4	24.1
					ADI																																
9 (9)	199	89	111	32	41	50	37	26	14	40	54	60	33	53	114	86	179	7	12	59	56	64	50	172	23	188	12	72	31	42	87	184	158	114	199	134	196
	13.7	12.2	15.1	11.1	12.2	21.9	15	11.8	9.7	11	12.3	15.6	12.2	14.3	13.9	13.4	14	7.6	14.8	14.4	15.9	12.4	13.1	14.3	10.6	13.9	11.7	13.7	13.5	13.8	13.8	13.7	13.6	14.5	13.7	13.8	13.9
	d					ADEHIj																															
10 - Extremely well (10)	212	101	111	51	56	32	28	28	16	44	60	51	40	60	111	101	174	17	19	45	45	83	61	174	33	190	21	76	34	48	93	201	182	141	212	158	207
	14.5	13.9	15.1	17.7	16.5	14.3	11.5	12.7	11.2	12.1	13.6	13.5	14.8	16.3	13.6	15.7	13.7	18.8	22.9	11.1	12.8	16.3	16	14.5	15	14.1	21.2	14.4	14.9	15.9	14.8	15	15.7	17.9	14.5	16.3	14.6
																																	Ar	Amrs		Ar		
Top 3 Boxes (NET)	755	358	396	139	196	135	119	108	58	166	215	205	145	190	420	335	660	43	45	189	184	287	198	621	118	704	47	276	124	155	341	689	616	430	755	518	743
	51.7	49.3	54	48.6	57.6	59.6	48.5	48.9	40.8	45.8	49	53.7	53.2	51.6	51.2	52.3	51.8	47	55.5	46.4	52	56.1	52.1	51.6	54	52.1	47.4	52.3	55.2	50.8	53.9	51.9	53.1	54.5	51.7	53.5	52.6
	IJ		A		AGIJ	ADGHIJ				I																							Ar					
Bottom 3 Boxes (NET)	73	45	28	16	13	9	8	12	14	27	26	17	12	17	43	29	65	6	2	20	16	29	16	58	12	67	6	30	9	15	25	65	52	32	73	39	68
	5	6.1	3.8	5.6	3.9	3.8	3.4	5.6	10	7.3	6	4.5	4.3	4.7	5.3	4.6	5.1	6.2	2.2	5	4.6	5.6	4.2	4.8	5.5	4.9	5.7	5.2	4.1	5	3.9	4.8	4.5	4	5	4	4.8
	Cs								AEFGJ	AG																									s			
Mean	7.27	7.16	7.38	7.26	7.44	7.54	7.22	7.17	6.71	6.99	7.19	7.35	7.23	7.31	7.27	7.28	7.25	7.25	7.61	7.05	7.28	7.39	7.26	7.28	7.29	7.28	7.31	7.24	7.32	7.31	7.4	7.3	7.36	7.48	7.27	7.41	7.31
	IJ		A	I	IJ	AIJ	I	J		J																							Amr	Amrs			Amr	
Standard Deviation	2	2.1	2	2.1	1.9	2	1.9	2	2.3	2.2	2	2	2.1	2.1	2	2.1	2	2.1	2.1	2.1	2	2	2	2	2	2	2.2	2.1	2	2	1.9	2	2	2	2	2	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 6 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does All 4 (formerlv 4OD) oerform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	1452	642	810	250	285	193	248	236	240	476	512	445	213	282	957	495	1277	87	74	403	356	518	342	1191	227	1346	97	520	223	305	635	1352	1182	738	1452	914	1404
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	1461	726	734	287	340	226	245	222	141	363	438	382	273	368	819	641	1273	92*	81*	408	354	511	381	1203	219	1350	100*	528	225	304	632	1346	1161	789	1461	969	1412
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	1217	502	767	174	256	187	238	227	228	433	451	400	185	242	851	427	1069	74	62	330	302	439	302	996	199	1128	81	436	176	264	525	1141	995	612	1217	760	1179
1 - Not at all well (1)	14	6	8	3	3	2	1	3	2	5	4	4	3	2	9	6	12	1	1	5	3	4	5	13	1	12	2	4	2	4	3	14	12	7	14	7	14
	1	0.8	1.1	1.1	0.8	0.9	0.5	1.3	1.4	1.4	1	1.1	1.3	0.6	1	0.9	0.9	1.1	1.6	1.2	0.8	0.8	1.4	1	0.3	0.9	2.1	0.8	0.7	1.3	0.4	1.1	1.1	0.9	1	0.7	1
2 (2)	24	16	8	7	4	4	2	3	4	7	8	4	2	11	12	13	22	1	1	8	7	7	6	19	6	22	2	11	1	4	12	21	20	8	24	12	24
	1.7	2.2	1.1	2.4	1.3	1.7	1	1.5	2.5	1.9	1.8	1	0.8	2.9	1.4	2	1.8	0.8	1.8	2	2	1.3	1.5	1.6	2.6	1.7	2.1	2.2	0.3	1.4	1.8	1.6	1.7	1	1.7	1.2	1.7
	Cq																																q		q		
3 (3)	27	12	15	10	5	3	1	6	2	9	7	12	1	7	19	8	24	2	2	12	2	9	9	25	2	25	3	9	5	4	11	22	20	15	27	17	24
	1.9	1.7	2	3.4	1.4	1.4	0.4	2.9	1.7	2.4	1.7	3.1	0.4	1.9	2.3	1.3	1.9	1.8	2.5	3	0.7	1.7	2.5	2.1	1	1.8	2.6	1.7	2	1.4	1.8	1.6	1.8	1.9	1.9	1.7	1.7
	Gm			G				G		G		Aa																								m		
4 (4)	46	20	26	8	11	3	8	10	4	15	15	11	12	8	26	20	40	3	3	15	9	16	15	32	10	42	3	19	10	5	25	42	36	22	46	28	42
	3.1	2.7	3.5	2.9	3.3	1.5	3.4	4.7	2.9	4	3.4	2.8	4.3	2.3	3.1	3.1	3.2	2.8	3.5	3.8	2.6	3.1	3.8	2.7	4.5	3.1	2.7	3.7	4.4	1.8	3.9	3.1	3.1	2.8	3.1	2.9	3
5 (5)	150	83	67	32	24	19	31	22	24	45	48	28	25	49	76	74	131	13	3	49	32	51	36	126	18	136	11	53	28	34	58	128	111	61	150	83	137
	10.2	11.4	9.1	11	6.9	8.3	12.4	9.8	16.7	12.5	10.9	7.3	9	13.4	9.2	11.6	10.3	13.7	3.8	11.9	9	10	9.3	10.5	8.3	10.1	11.4	10	12.5	11.3	9.2	9.5	9.6	7.7	10.2	8.6	9.7
	EZmqs						E		AEFHi	E				Z		Z																q	q		mqs		
6 (6)	195	92	103	54	31	18	40	34	19	52	61	54	34	45	115	80	170	12	12	49	56	66	51	163	25	182	13	66	33	41	75	182	161	103	195	129	187
	13.4	12.6	14.1	18.7	9.2	8.1	16.2	15.1	13.4	14.4	14	14.2	12.5	12.3	14.1	12.4	13.4	13	15.4	11.9	15.8	12.9	13.5	13.6	11.5	13.5	12.9	12.5	14.5	13.5	11.9	13.5	13.9	13.1	13.4	13.3	13.2
	EF			AEF			EF	EF		EF																											
7 (7)	270	138	132	45	71	37	47	40	31	70	88	69	54	59	157	113	234	22	10	83	66	85	46	220	42	250	17	99	42	56	118	250	214	146	270	174	265
	18.5	19	18	15.5	20.9	16.3	19.2	17.9	21.8	19.4	20.1	18.2	19.8	15.9	19.2	17.6	18.4	23.5	12.5	20.3	18.7	16.6	12.2	18.3	19.4	18.5	17.1	18.7	18.6	18.3	18.7	18.6	18.5	18.5	18.5	17.9	18.7
	I																																				
8 (8)	303	142	161	52	67	58	43	52	31	83	85	87	61	70	172	131	267	14	19	81	77	109	85	255	44	281	20	103	44	73	136	283	228	165	303	203	294
	20.8	19.6	21.9	18.3	19.7	25.5	17.5	23.5	22.1	22.9	19.4	22.8	22.4	19	21	20.5	21	14.9	23.7	20	21.8	21.4	22.3	21.2	20	20.8	20	19.6	19.4	24.1	21.5	21.1	19.7	20.9	20.8	20.9	20.8
	n					G																										n			n		
9 (9)	197	103	94	33	59	37	32	23	13	36	56	60	39	42	115	82	170	13	11	47	43	80	55	155	37	183	13	82	27	36	89	181	161	113	197	141	193
	13.5	14.2	12.8	11.3	17.3	16.5	13	10.6	9.2	10	12.8	15.6	14.5	11.4	14.1	12.7	13.4	14.5	13.4	11.5	12.2	15.6	14.6	12.9	16.9	13.5	13.2	15.5	12.1	11.9	14	13.4	13.9	14.4	13.5	14.5	13.7
	U				AHIJ	U																															
10 - Extremely well (10)	234	114	120	45	65	45	40	28	12	40	65	53	41	74	119	115	202	13	18	59	59	85	72	195	34	217	16	81	35	45	105	222	196	149	234	176	232
	16	15.7	16.3	15.5	19	19.7	16.4	12.7	8.3	11	14.9	14	15	20.1	14.5	18	15.9	14	22	14.4	16.7	16.6	18.9	16.2	15.4	16	15.8	15.4	15.5	15	16.5	16.5	16.9	18.9	16	18.1	16.4
	IJ			I	IJ	IJ	IJ							Zi									A										Amr		Ar		
Top 3 Boxes (NET)	734	360	374	130	190	140	115	104	56	160	206	200	142	186	406	328	640	40	48	187	179	274	212	605	114	681	49	267	106	155	330	686	586	427	734	519	719
	50.3	49.5	51	45.1	56	61.8	47	46.7	39.7	44	47.1	52.4	51.9	50.6	49.6	51.2	50.2	43.3	59	45.8	50.5	53.6	55.8	50.3	52.4	50.4	49	50.5	47	50.9	52.1	51	50.4	54.2	50.3	53.6	50.9
	IJ				ADGHIJ	ADGHIJ																	A										Amnr		Amnr		
Bottom 3 Boxes (NET)	66	34	32	19	12	9	5	13	8	21	20	20	7	20	39	27	58	3	5	26	12	20	20	56	9	59	7	25	7	13	26	57	53	29	66	35	63
	4.5	4.7	4.3	6.8	3.6	4	1.9	5.8	5.6	5.7	4.5	5.2	2.4	5.4	4.8	4.2	4.5	3.7	5.9	6.3	3.5	3.9	5.4	4.7	4	4.4	6.9	4.7	3.1	4.2	4	4.3	4.6	3.7	4.5	3.6	4.5
	Gu			G				G	G	G																									s		
Mean	7.31	7.29	7.33	7.07	7.61	7.69	7.32	7.06	6.82	6.97	7.22	7.35	7.4	7.31	7.28	7.34	7.3	7.19	7.54	7.09	7.37	7.42	7.39	7.31	7.39	7.32	7.16	7.31	7.23	7.3	7.38	7.35	7.34	7.52	7.31	7.48	7.34
	HIJ				ADHIJ	ADGHIJ	IJ																									Ar		Amnr		Amnr		
Standard Deviation	2	2	2	2.1	1.9	1.9	1.9	2	2	2	2	2	1.8	2.1	2	2	2	1.9	2.1	2.1	1.9	2	2.1	2	2	2	2.2	2	1.9	1.9	2	2	2	1.9	2	1.9	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 2 7 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does MvS (formerlv Demand S) perform on...

- Summary table MyS (formerly Demand S) -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: MyS (formerly Demand S) - Unweighted	811	811	811	811	811	811
	100	100	100	100	100	100
Base: MyS (formerly Demand S) - Weighted	812	812	812	812	812	812
	100	100	100	100	100	100
Base: MyS (formerly Demand S) - Effective base	690	690	690	690	690	690
1 - Not at all well (1)	13	7	7	8	12	3
	1.6	0.9	0.9	1	1.5	0.4
2 (2)	19	8	14	12	16	14
	2.3	1	1.8	1.5	2	1.7
3 (3)	26	19	35	20	32	24
	3.1	2.3	4.3	2.4	3.9	3
4 (4)	38	34	35	50	34	37
	4.6	4.1	4.3	6.1	4.2	4.6
5 (5)	106	88	110	94	113	122
	13	10.9	13.5	11.5	14	15
6 (6)	136	110	120	134	143	141
	16.7	13.6	14.7	16.6	17.6	17.4
7 (7)	156	134	181	148	147	151
	19.2	16.5	22.3	18.3	18.1	18.6
8 (8)	151	136	131	156	139	158
	18.6	16.8	16.1	19.2	17.1	19.5
9 (9)	89	109	98	104	92	85
	11	13.5	12	12.8	11.4	10.4
10 - Extremely well (10)	79	167	82	87	83	77
	9.8	20.6	10.1	10.7	10.2	9.4
Top 3 Boxes (NET)	320	412	311	347	315	320
	39.4	50.8	38.3	42.7	38.7	39.4
Bottom 3 Boxes (NET)	57	34	56	40	60	41
	7	4.2	6.9	4.9	7.4	5.1
Mean	6.8	7.38	6.85	6.96	6.78	6.85
Standard Deviation	2.1	2.1	2	2	2.1	1.9
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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A10 7 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	13	7	6	2	4	2	1	1	3	4	2	3	2	6	5	8	12	0	1	4	2	5	1	13	0	9	2	1	1	5	6	11	9	5	13	7	13
	1.6	1.8	1.4	1.8	2.7	1	0.9	0.7	2.9	1.6	0.9	1.6	1.4	2.4	1.2	2	1.7	0	2.6	1.8	1.2	1.8	0.6	1.9	0	1.1	4.6	0.3	1	3.6	1.4	1.4	1.3	1.3	1.6	1.3	1.6
2 (2)	19	14	5	7	4	4	1	1	2	2	2	3	3	11	5	13	17	0	2	6	8	2	4	17	2	16	3	8	1	2	13	15	19	10	19	14	19
	2.3	3.5	1.1	6.5	2.5	2.7	0.6	0.7	1.5	1	0.9	1.6	1.7	4.6	1.2	3.5	2.4	0	4	2.6	4.4	0.8	1.6	2.5	1.5	2.1	6	2.6	0.6	1.2	3.2	1.9	2.6	2.7	2.3	2.8	2.3
	Ccm	C		AGHi										AYc																		m		m			
3 (3)	26	13	13	5	5	3	2	6	5	11	9	3	3	10	12	13	23	1	2	6	7	9	8	22	3	22	3	10	2	4	11	24	21	14	26	15	26
	3.1	3.2	3.1	5	2.8	1.9	1.3	4.5	4.4	4.5	3.8	1.6	2.2	4.3	2.8	3.5	3.2	2.3	3.5	2.7	3.7	3.4	3	3.3	2.7	3	6.3	3.1	1.2	2.7	2.6	3.2	3	3.6	3.1	3	3.2
4 (4)	38	15	23	5	7	6	5	7	8	14	13	6	8	11	19	19	32	3	3	14	10	9	11	31	7	35	2	12	3	7	20	32	33	22	38	24	37
	4.6	3.7	5.6	5	4.1	4	3.4	5.1	7.4	6.1	5.6	2.9	5.1	4.8	4.4	4.9	4.6	5.1	5.7	5.8	5.2	3.2	4.3	4.6	5.6	4.7	4.9	3.8	2.4	4.9	4.9	4.3	4.7	5.8	4.6	4.8	4.6
	m																																		m		
5 (5)	106	52	54	19	20	14	20	21	11	32	30	23	20	34	52	54	88	7	7	37	21	31	29	93	10	97	9	30	18	28	40	97	90	57	106	65	103
	13	12.9	13.2	17.6	12.5	9.2	13.7	15.3	10.9	13.4	12.6	11.8	12.9	14.6	12.2	13.9	12.5	13.5	13.5	15.3	11	11.1	11.6	13.7	8.9	12.9	17.4	9.3	14.1	18.6	9.8	12.7	12.8	14.8	13	13	12.9
6 (6)	136	73	63	16	26	31	25	23	15	38	40	38	25	33	77	58	119	12	4	41	23	55	53	107	23	131	5	58	19	19	64	134	115	61	136	85	131
	16.7	17.9	15.5	14.5	15.8	20.6	16.8	16.8	14.4	15.8	16.9	19.6	16.2	14.4	18.1	15.1	17	24.2	8.2	17	12.4	20	21.2	15.8	19.6	17.4	9.5	18	15.1	12.7	15.5	17.5	16.2	15.9	16.7	16.9	16.6
																							A									Anr					
7 (7)	156	73	83	20	25	28	34	27	21	48	48	47	31	31	95	61	135	7	12	53	37	45	43	126	27	146	10	70	25	32	83	153	143	67	156	91	156
	19.2	18.1	20.3	18.6	15.2	18.8	22.9	19.6	21	20.2	20.5	24.3	19.8	13.3	22.2	15.9	19.2	14.4	23.5	21.9	19.9	16.3	17.4	18.5	23.2	19.3	19	21.7	19.2	21.2	20.1	20	20.3	17.4	19.2	18.2	19.6
	b											Abd			Abd																	Ar					
8 (8)	151	67	84	21	33	26	31	20	20	40	44	38	34	36	81	70	128	10	12	35	41	51	43	124	26	142	7	55	17	23	84	144	132	64	151	91	144
	18.6	16.5	20.8	19.4	20.4	17.1	20.5	14.5	20	16.9	18.6	19.7	21.7	15.7	19.1	18.1	18.2	18.7	23.4	14.6	22.3	18.6	17.2	18.2	21.9	18.9	13.7	17.3	13.5	15.3	20.4	18.8	18.6	16.7	18.6	18.1	18.1
9 (9)	89	54	35	6	13	27	16	18	11	28	24	18	15	33	42	48	80	5	5	29	21	31	27	82	6	83	2	45	19	14	46	84	78	36	89	51	88
	11	13.3	8.7	5.2	8	17.4	10.5	13	10.4	11.9	10.1	9.3	9.3	14.4	9.8	12.3	11.4	8.9	8.9	11.9	11.1	11.2	10.8	12	5.5	11	4	14	14.5	9.6	11.1	11	11	9.3	11	10.1	11
	C				AOE																																
10 - Extremely well (10)	79	37	42	7	26	11	14	13	7	20	24	14	15	27	38	41	69	7	3	15	16	38	31	65	13	72	8	32	24	15	45	71	67	48	79	60	78
	9.8	9.1	10.4	6.4	16.1	7.3	9.5	9.8	7	8.6	10	7.5	9.5	11.6	8.9	10.7	9.9	13	6.5	6.4	8.8	13.7	12.3	9.6	11.2	9.5	14.7	10.1	18.5	10.1	11	9.3	9.5	12.4	9.8	11.9	9.9
	m				AFIJ																														Amnr	m	Amnr	
Top 3 Boxes (NET)	320	158	162	34	73	64	60	51	38	89	91	70	63	96	161	159	277	21	20	79	78	120	100	271	45	297	17	133	60	52	175	298	277	148	320	201	309
	39.4	38.9	39.9	31	44.5	41.9	40.5	37.3	37.4	37.3	38.7	36.5	40.6	41.6	37.7	41.2	39.5	40.6	38.9	32.9	42.1	43.5	40.2	39.8	38.5	39.5	32.4	41.3	46.5	35	42.6	39	39.1	38.4	39.4	40	39
Bottom 3 Boxes (NET)	57	34	23	14	13	9	4	6	9	17	13	9	8	26	23	35	51	1	5	17	17	16	13	52	5	46	9	19	4	11	29	49	49	29	57	36	57
	7	8.5	5.6	13.3	7.9	5.6	2.8	5.9	8.9	7.2	5.7	4.8	5.4	11.4	5.3	8.9	7.2	2.3	10.1	7.1	9.3	5.9	5.2	7.7	4.2	6.2	16.9	5.9	2.8	7.5	7.1	6.5	6.9	7.6	7	7.1	7.2
	Gcm			G				G						AYZc																	m					
Mean	6.8	6.75	6.84	6.21	6.92	6.96	7.02	6.82	6.61	6.73	6.84	6.85	6.85	6.66	6.85	6.74	6.8	7	6.59	6.58	6.77	7.02	6.94	6.77	6.94	6.83	6.24	7.01	7.34	6.61	6.91	6.82	6.8	6.74	6.8	6.83	6.79
	D				D	D	D																														
Standard Deviation	2.1	2.1	2	2.2	2.2	2	1.8	2	2.1	2	2	1.8	2	2.4	1.9	2.2	2.1	1.8	2.2	2	2.1	2	2	2.1	1.8	2	2.6	1.9	2	2.2	2.1	2	2	2.1	2.1	2.1	2.1
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.4	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 7 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	7	6	2	3	0	3	0	0	1	1	3	0	2	2	3	4	5	2	0	2	3	1	0	7	0	3	4	3	2	2	4	7	6	3	7	4	7
	0.9	1.4	0.4	2.5	0	2	0	0	1.4	0.6	1.2	0.2	1.6	0.7	0.8	1	0.7	4.1	0	0.6	1.4	0.3	0	1.1	0	0.4	8.4	0.8	1.6	1.6	1	0.9	0.8	0.7	0.9	0.9	0.9
2 (2)	8	8	1	0	4	0	0	2	2	5	2	3	0	3	5	3	8	0	0	4	1	3	1	7	1	8	0	4	0	0	6	6	7	3	8	3	8
	1	1.9	0.2	0	2.2	0	0	1.6	2.4	2	1	1.3	0	1.5	1.1	0.8	1.2	0	0	1.7	0.5	1.2	0.6	1	1.2	1.1	0	1.3	0	0.3	1.6	0.8	1	0.7	1	0.6	1
	Cm	C							FG																										m		
3 (3)	19	12	6	2	6	4	2	2	3	4	7	3	1	8	10	9	17	1	0	6	4	8	5	18	1	16	1	5	2	4	11	17	18	8	19	9	19
	2.3	3	1.6	1.8	3.9	2.6	1.8	1.2	2.5	1.7	2.8	1.7	0.8	3.4	2.3	2.3	2.5	2.8	0	2.4	2	2.9	2.1	2.6	1.1	2.1	1.5	1.5	1.3	2.8	2.6	2.2	2.5	2.2	2.3	1.9	2.4
4 (4)	34	15	19	6	7	8	3	6	3	10	8	7	9	10	15	19	27	2	4	13	6	8	17	28	5	26	4	15	3	5	12	31	27	18	34	25	34
	4.1	3.6	4.6	5.5	4.2	5.2	2	4.8	3.2	4.1	3.4	3.6	5.5	4.4	3.5	4.8	3.8	3	8.4	5.4	3.3	2.8	6.6	4.1	4	3.5	8.8	4.6	2.6	3	2.9	4	3.8	4.6	4.1	5	4.2
																							A													
5 (5)	88	45	43	12	16	8	20	23	9	32	25	20	17	27	45	43	72	10	3	38	13	22	23	78	8	83	5	30	16	22	32	83	75	45	88	51	83
	10.9	11.2	10.5	11.3	9.5	5.3	13.6	16.8	8.9	13.4	10.6	10.4	10.6	11.6	10.5	11.2	10.3	20.5	5.8	15.7	6.9	7.8	9.1	11.5	7.2	11	10.7	9.2	12.3	14.6	7.8	10.8	10.6	11.6	10.9	10.2	10.5
	F					F	AFI		FI																												
6 (6)	110	58	52	22	18	23	19	14	14	28	34	26	18	32	60	50	100	5	5	25	34	41	39	92	18	102	8	46	16	15	60	106	94	49	110	70	106
	13.6	14.2	12.9	20.5	10.9	15.3	12.5	10.2	13.7	11.7	14.5	13.5	11.4	14.1	14.1	13	14.2	9.9	10.6	10.3	18.1	14.9	15.6	13.5	15.1	13.6	14.8	14.2	12.5	10.4	14.6	13.9	13.3	12.7	13.6	13.8	13.3
7 (7)	134	53	81	19	25	31	24	18	15	33	36	41	30	27	77	57	122	6	4	47	30	46	41	112	18	127	6	60	22	24	65	128	117	63	134	79	131
	16.5	13	19.9	17.8	15.4	20.5	16.4	13.4	14.9	14	15.5	21.4	19.1	11.6	18.1	14.8	17.4	10.9	8.8	19.5	16.1	16.5	16.5	16.5	15	16.9	11.2	18.7	17.3	16.2	15.9	16.8	16.6	16.5	16.5	15.8	16.6
	B		AB									Ab																									
8 (8)	136	61	75	9	24	26	31	22	25	47	46	34	23	33	80	56	117	7	11	35	37	44	40	108	26	126	7	58	15	28	65	131	125	54	136	78	133
	16.8	15.1	18.4	8	14.5	16.9	20.7	16	24.8	19.8	19.6	17.8	14.9	14.3	18.8	14.5	16.6	14.3	22.1	14.8	19.8	16.1	16.2	15.9	22.6	16.8	14.6	18	11.6	18.9	15.8	17.2	17.6	14	16.8	15.5	16.8
		D					D		ADEJ	D																							q				
9 (9)	109	64	45	5	21	27	19	24	13	37	34	21	19	36	55	54	96	4	6	35	26	36	31	97	13	107	2	50	23	21	57	107	96	51	109	65	107
	13.5	15.9	11	4.9	12.9	17.7	12.9	17.5	12.6	15.4	14.5	11.1	11.8	15.4	13	14	13.7	8.8	12.1	14.6	13.7	12.9	12.4	14.2	10.8	14.3	4	15.6	17.7	13.9	13.8	14	13.6	13.2	13.5	12.9	13.5
	CD					G		D		D																											
10 - Extremely well (10)	167	84	83	30	44	22	30	25	16	41	40	36	38	53	76	91	138	13	16	36	34	68	52	134	27	154	13	51	30	27	99	148	143	91	167	118	165
	20.6	20.6	20.5	27.6	26.6	14.4	20.3	18.6	15.6	17.3	16.9	18.9	24.3	23.1	17.8	23.6	19.6	25.7	32.2	15	18.2	24.5	21	19.7	23.1	20.4	26	16	23.3	18.3	24	19.4	20.2	23.7	20.6	23.5	20.8
	cm			F	FG																												m	m	Amn		
Top 3 Boxes (NET)	412	209	203	44	88	75	80	71	54	125	120	92	80	121	211	201	351	25	33	106	96	148	123	339	66	387	23	159	68	76	221	386	363	196	412	261	404
	50.8	51.6	49.9	40.5	53.9	49	53.9	52	53	52.4	51	47.9	51	52.8	49.6	52.1	49.9	48.8	66.3	44.3	51.7	53.6	49.5	49.8	56.5	51.4	44.6	49.6	52.5	51	53.6	50.5	51.4	51	50.8	51.9	51
Bottom 3 Boxes (NET)	34	26	9	3	10	2	2	4	6	10	12	6	4	13	18	16	31	4	0	11	7	12	7	32	3	27	5	12	4	7	21	30	30	14	34	17	34
	4.2	6.3	2.1	4.3	6	4.6	1.8	2.8	6.3	4.3	5	3.3	2.3	5.5	4.2	4.2	4.4	7	0	4.7	3.9	4.4	2.8	4.8	2.3	3.6	9.9	3.7	3	4.7	5.2	3.9	4.2	3.6	4.2	3.3	4.3
	C	AC							G																												
Mean	7.38	7.31	7.45	7.19	7.51	7.32	7.55	7.36	7.25	7.31	7.3	7.37	7.5	7.39	7.33	7.43	7.36	7.13	7.95	7.09	7.41	7.57	7.39	7.33	7.62	7.44	6.82	7.33	7.57	7.3	7.52	7.37	7.4	7.45	7.38	7.47	7.39
Standard Deviation	2.1	2.2	1.9	2.3	2.2	2	1.8	2.1	2.1	2.1	2.1	1.9	2.1	2.2	2	2.1	2	2.5	2	2.1	2	2	2	2.1	1.9	2	2.7	2	2.1	2.1	2.1	2	2.1	2.1	2.1	2.1	2.1
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.4	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.4	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 7 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	7	5	2	0	2	2	0	1	2	3	0	1	1	5	1	6	7	0	0	3	0	3	0	7	0	3	2	2	0	5	1	7	5	0	7	2	7
	0.9	1.3	0.4	0	1.3	1	0	1	2	1.4	0	0.6	0.6	2.1	0.3	1.5	1	0	0	1.4	0.3	1.1	0	1	0	0.4	3	0.5	0	3	0.3	0.9	0.8	0	0.9	0.3	0.9
	cq													yc																	s			s		
2 (2)	14	9	5	4	3	3	1	1	3	4	4	1	3	7	4	10	13	0	1	4	2	8	8	9	3	14	0	5	2	0	11	14	13	11	14	11	14
	1.8	2.2	1.3	3.7	1.7	2	0.5	0.7	2.6	1.5	1.6	0.3	1.7	3.1	1	2.5	1.9	0	1.6	1.6	1.1	2.8	3.2	1.3	2.2	1.9	0	1.5	1.6	0.3	2.8	1.9	1.8	2.8	1.8	2.1	1.8
	Zu																																				
3 (3)	35	20	15	6	5	7	5	7	5	12	9	9	6	11	18	17	27	2	6	10	11	7	6	30	5	27	5	11	3	6	15	29	28	16	35	23	34
	4.3	4.8	3.7	5.8	3	4.3	3.2	5.4	5.1	5.2	4	4.6	3.8	4.8	4.2	4.4	3.8	4.9	11	4	5.7	2.5	2.4	4.4	4.1	3.6	9.1	3.5	2.3	3.9	3.6	3.8	3.9	4.3	4.3	4.6	4.3
	m																																		m		
4 (4)	35	18	16	13	5	4	3	5	4	10	13	6	1	14	19	15	27	6	2	11	8	8	7	30	4	28	7	12	8	4	18	33	33	22	35	24	33
	4.3	4.5	4	12	3.1	2.6	1.9	3.8	4.3	4	5.6	3.1	0.8	6.2	4.5	4	3.9	11.7	3.1	4.6	4.3	2.9	2.7	4.4	3.8	3.7	13.3	3.8	5.9	2.4	4.3	4.4	4.7	5.8	4.3	4.8	4.2
	d			AEFGhi							g			ad		d																					
5 (5)	110	60	50	21	23	8	25	19	15	34	33	22	20	34	56	54	97	8	1	41	24	31	31	99	9	102	8	41	12	19	49	101	93	64	110	72	108
	13.5	14.9	12.2	19.4	13.8	5	16.9	13.6	14.7	14.1	14.2	11.6	13	14.7	13.1	14.1	13.8	15.9	2.9	17.1	13.2	11.4	12.6	14.6	7.7	13.6	14.9	12.7	9.5	12.9	11.9	13.2	13.2	16.5	13.5	14.3	13.6
	f			F	F	F	F	f	f	f																								mns				
6 (6)	120	63	56	17	17	27	26	21	12	33	30	39	23	28	69	51	101	8	9	33	31	36	44	101	16	112	8	43	22	23	57	116	98	54	120	71	118
	14.7	15.6	13.9	16.1	10.1	17.6	17.5	15.4	11.5	13.7	12.8	20.1	14.7	12.3	16.1	13.3	14.3	15.5	18.1	13.9	16.9	12.9	17.7	14.9	13.5	14.9	15.6	13.5	16.8	15.4	13.7	15.2	13.8	14.1	14.7	14.2	14.9
												AYbcd			v																	n					
7 (7)	181	71	110	23	34	41	33	29	22	51	54	43	30	55	96	85	159	2	13	57	37	65	58	141	36	170	8	76	25	33	97	175	164	78	181	112	178
	22.3	17.4	27.2	21	20.5	26.6	21.8	21.5	21.7	21.6	22.9	22.2	19.3	23.7	22.6	21.9	22.6	13.7	26.2	23.9	19.7	23.5	23.4	20.7	30.9	22.6	18.4	23.7	19.2	22.4	23.5	23	23.2	20.4	22.3	22.2	22.5
	B		AB																																		
8 (8)	131	69	63	11	32	22	24	21	21	42	40	32	31	28	72	59	110	10	10	37	30	43	34	111	20	128	3	49	17	26	74	122	115	47	131	70	126
	16.1	16.9	15.4	10	19.5	14.4	16.3	15.2	21.1	17.7	17.1	16.7	20.1	12	16.9	15.3	15.6	19.9	19.9	15.6	16	15.5	13.7	16.2	16.8	17	6.8	15.2	13.5	17.2	18	16.1	16.3	12.3	16.1	14	15.9
	N								D																							q	q		q		
9 (9)	98	54	43	7	16	28	19	20	7	27	26	24	23	24	50	47	88	4	5	31	23	34	31	83	13	92	4	44	17	19	43	90	86	45	98	61	94
	12	13.4	10.6	6.2	9.9	18.6	12.9	14.9	6.6	11.4	11.2	12.6	14.7	10.5	11.8	12.2	12.6	7.4	10.6	12.9	12.6	12.3	12.3	12.2	10.8	12.3	8.4	13.8	13.3	12.4	10.5	11.8	12.2	11.6	12	12.1	11.9
	J					AD		J		J																											
10 - Extremely well (10)	82	36	46	6	28	12	13	12	11	22	25	16	17	24	40	42	73	6	3	12	19	42	30	69	12	75	5	38	23	15	47	75	72	47	82	58	80
	10.1	8.9	11.3	5.8	17.1	8	9	8.5	10.5	9.3	10.6	8.1	11.2	10.5	9.5	10.8	10.4	11.1	6.6	5	10.5	15.1	12.1	10.2	10.3	10	10.5	11.7	17.8	10.1	11.3	9.8	10.2	12.2	10.1	11.5	10
					ADFhi																																
Top 3 Boxes (NET)	311	159	152	24	76	62	57	52	39	91	91	72	72	76	163	148	272	20	19	81	73	118	95	263	44	295	13	131	58	59	164	287	274	139	311	188	300
	38.3	39.3	37.3	22	46.5	40.9	38.2	38.6	38.1	38.4	38.9	37.4	46	33.1	38.2	38.3	38.7	38.3	37.1	33.5	39	42.9	38	38.6	37.9	39.2	25.7	40.7	44.6	39.7	39.9	37.7	38.7	36.1	38.3	37.5	37.8
	D				AD	D	D	D	D	D			bd			b																					
Bottom 3 Boxes (NET)	56	34	22	10	10	11	6	9	10	19	13	10	10	23	24	33	47	2	6	17	13	18	14	46	7	45	6	18	5	11	27	50	46	27	56	35	55
	6.9	8.4	5.4	9.5	6	7.3	3.7	7	9.7	8.1	5.6	5.5	6.1	10	5.5	8.4	6.7	4.9	12.6	7	7	6.3	5.6	6.7	6.3	6	12.1	5.6	3.9	7.3	6.7	6.6	6.5	7	6.9	7.1	7
	x								G																												
Mean	6.85	6.73	6.96	6.07	7.15	7.07	6.97	6.86	6.66	6.77	6.89	6.9	7.12	6.57	6.9	6.79	6.88	6.66	6.76	6.62	6.87	7.11	6.98	6.83	7.02	6.92	6.16	7.03	7.23	6.89	6.93	6.84	6.88	6.77	6.85	6.84	6.84
	D				D	D	D	D		D			bd			b																					
Standard Deviation	2	2.1	1.9	2	2.1	1.9	1.8	2	2.2	2.1	2	1.8	1.9	2.2	1.9	2.1	2	2	2	1.9	2	2.1	2	2	1.9	1.9	2.3	2	2	2.1	2	2	2	2.1	2	2	2
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 7 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	8	7	1	0	2	3	0	0	3	3	1	0	2	4	1	7	8	0	0	2	2	3	0	7	1	5	2	0	0	5	3	8	7	0	8	2	8
	1	1.8	0.2	0	1.3	2	0	0	2.9	1.3	0.4	0.2	1.6	1.9	0.3	1.7	1.1	0	0.9	0.9	1.1	1.3	0	1.1	0.8	0.6	3	0.1	0	3	0.7	1.1	0.9	0	1	0.3	1
	Ccs	C							AGHJ																							s			s		
2 (2)	12	6	6	2	2	2	1	3	2	5	3	2	2	5	5	7	11	0	1	4	2	5	3	9	3	12	0	5	1	0	6	12	11	6	12	8	11
	1.5	1.4	1.6	1.8	1.4	1	0.8	2.2	2	2.1	1.2	1.1	1.5	2	1.2	1.8	1.5	0	2.6	1.5	1.1	1.8	1.3	1.4	2.3	1.6	0	1.5	0.6	0.3	1.5	1.6	1.5	1.7	1.5	1.6	1.4
3 (3)	20	8	11	2	7	4	1	1	4	5	7	5	4	3	12	7	17	1	1	6	6	5	8	17	3	16	4	5	2	3	9	17	16	11	20	12	20
	2.4	2.1	2.7	1.8	4.5	2.9	0.5	0.7	4.2	2.2	3	2.6	2.6	1.5	2.8	1.9	2.5	1.6	2.6	2.4	3.4	2	3.4	2.5	2.2	2.1	7.5	1.7	1.6	2.3	2.1	2.2	2.2	3	2.4	2.5	2.5
					G				GHJ																												
4 (4)	50	32	17	17	9	5	6	9	4	13	12	8	8	22	20	29	43	4	3	21	8	14	12	41	5	44	6	18	9	5	28	45	48	32	50	34	47
	6.1	7.9	4.3	15.8	5.5	3.2	3.8	6.4	4.1	5.4	5.1	4.4	4.9	9.4	4.8	7.6	6	7.6	6.5	8.7	4.4	4.9	4.8	6.1	4.5	5.8	11.7	5.5	7.3	3.4	6.8	5.9	6.7	8.3	6.1	6.8	6
	Cc	C		AEFGHIJ										d																		m	Amn				
5 (5)	94	48	46	15	20	10	25	14	10	24	23	22	18	30	45	48	78	8	5	31	16	31	22	80	11	85	8	32	13	21	38	84	78	51	94	56	89
	11.5	11.7	11.3	13.7	12.2	6.8	16.5	10.2	9.8	10	9.9	11.5	11.7	13	10.6	12.5	11	15.9	10.7	13	8.4	11.1	8.8	11.8	9.1	11.3	16.6	10	9.8	14	9.2	11.1	11	13.3	11.5	11.2	11.2
							AF																												s		
6 (6)	134	65	69	12	24	33	28	19	18	37	46	36	26	27	82	53	120	10	4	33	41	46	50	115	19	125	9	58	18	28	61	128	114	57	134	82	131
	16.6	16.1	17	11.5	14.9	21.7	18.4	13.9	17.8	15.5	19.6	18.6	16.3	11.9	19.2	13.7	17	18.7	8.9	13.7	22.1	16.5	20.2	16.9	16.1	16.6	17.7	17.9	13.9	18.7	14.8	16.7	16.2	14.7	16.6	16.3	16.5
											b				Ab																						
7 (7)	148	66	82	22	30	25	25	29	18	47	39	41	19	50	79	69	131	7	8	53	28	50	40	128	17	136	9	52	27	31	71	145	132	62	148	88	146
	18.3	16.4	20.2	19.8	18.5	16.1	16.7	21.6	17.3	19.8	16.6	21.2	12.1	21.7	18.7	17.8	18.6	13.3	16	21.9	14.8	18.3	15.9	18.8	15	18.1	16.9	16.3	20.5	20.8	17.3	19	18.6	16.1	18.3	17.4	18.5
												a		a		a																Ar					
8 (8)	156	85	71	20	25	32	28	30	20	50	52	42	32	31	94	62	134	10	11	47	38	49	48	127	26	151	3	64	21	25	90	148	135	70	156	100	155
	19.2	20.8	17.5	18.9	15.3	21	18.9	21.9	19.5	20.9	22	21.9	20.2	13.3	21.9	16.1	19	19.8	21.5	19.7	20.2	17.7	19.3	18.7	22.4	20.1	6.2	19.8	16.1	16.5	21.8	19.4	19.1	18.2	19.2	19.9	19.5
	b										b	b			Ab																					
9 (9)	104	50	55	9	23	23	18	19	14	32	31	19	25	29	50	54	90	5	9	25	28	36	36	84	18	102	3	48	23	13	59	99	93	49	104	64	101
	12.8	12.3	13.4	8.2	13.8	14.8	11.9	13.7	13.6	13.6	13.2	10	16	12.6	11.8	14	12.7	8.9	17.7	10.4	15.2	13.2	14.3	12.3	15.4	13.5	5.2	14.9	18.2	8.7	14.2	12.9	13.2	12.9	12.8	12.7	12.7
10 - Extremely well (10)	87	39	48	9	21	16	18	13	9	22	21	16	20	29	37	50	73	7	6	19	17	37	30	72	14	77	8	39	16	18	48	77	75	45	87	57	85
	10.7	9.5	11.8	8.5	12.7	10.6	12.3	9.6	8.9	9.3	9	8.4	13.1	12.6	8.7	12.8	10.4	14.2	12.6	7.8	9.3	13.3	11.8	10.5	12.1	10.3	15.1	12.2	12	12.2	11.6	10.1	10.6	11.7	10.7	11.3	10.7
	cm																																		m		
Top 3 Boxes (NET)	347	173	174	39	69	71	64	61	43	104	104	77	77	89	181	166	296	22	26	91	83	122	113	283	58	331	14	151	60	56	196	324	303	165	347	221	340
	42.7	42.6	42.7	35.6	41.8	46.4	43.1	45.2	41.9	43.8	44.2	40.3	49.4	38.5	42.4	42.9	42.2	42.9	51.7	37.9	44.7	44.2	45.5	41.5	50	43.9	26.6	46.9	46.2	37.4	47.6	42.5	42.8	42.8	42.7	43.9	43
Bottom 3 Boxes (NET)	40	21	18	4	12	9	2	4	9	13	11	8	9	12	19	21	36	1	3	11	10	14	12	34	6	32	5	11	3	8	18	37	33	18	40	22	39
	4.9	5.2	4.5	3.5	7.2	5.9	1.4	2.8	8.1	5.5	4.6	4	5.6	5.4	4.3	5.5	5.1	1.6	6.1	4.8	5.6	5.1	4.7	4.9	5.3	4.3	10.5	3.4	2.3	5.7	4.3	4.8	4.6	4.6	4.9	4.4	4.9
	G				G				AGHJ	GH																											
Mean	6.96	6.85	7.07	6.59	6.93	7.09	7.1	7.11	6.79	6.98	7	6.95	7.1	6.83	6.98	6.94	6.94	7.01	7.16	6.76	7.01	7.06	7.11	6.93	7.17	7.01	6.28	7.16	7.23	6.84	7.11	6.96	6.97	6.92	6.96	7	6.97
Standard Deviation	2	2.1	1.9	2	2.1	2	1.8	1.8	2.2	2	1.9	1.8	2.1	2.2	1.8	2.1	2	1.9	2.2	1.9	2	2	1.9	2	2	1.9	2.3	1.9	1.9	2.1	2	2	2	2	2	2	2	2
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 7 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	12	7	5	1	1	3	0	2	6	8	2	4	3	3	6	6	12	0	0	6	3	4	1	12	0	10	2	5	0	3	5	11	10	1	12	3	12
	1.5	1.8	1.3	0.6	0.5	2	0	1.6	5.5	3.3	0.9	2.1	2.2	1.2	1.4	1.6	1.7	0	0.9	2.4	1.4	1.3	0.6	1.7	0.4	1.4	4.3	1.5	0	1.9	1.2	1.4	1.5	0.4	1.5	0.6	1.6
	qs								AEGJ	AG																						qs	qs		qs		
2 (2)	16	9	7	3	6	1	0	3	4	7	7	4	2	3	11	5	15	0	1	4	3	7	5	13	3	15	1	5	2	0	11	15	15	9	16	9	15
	2	2.1	1.8	2.4	3.5	0.6	0	1.9	4	2.8	2.8	2.3	1.3	1.2	2.6	1.3	2.1	0.9	2	1.6	1.8	2.6	1.9	1.9	2.7	1.9	2.8	1.6	1.3	0.3	2.8	2	2.1	2.2	2	1.8	1.9
					G				AFG	G																											
3 (3)	32	17	15	8	9	8	3	3	1	4	8	6	2	16	14	18	25	3	4	7	9	9	8	28	4	28	2	12	1	6	16	31	26	23	32	24	31
	3.9	4.2	3.6	7.2	5.6	5	2.3	2	0.9	1.5	3.4	3	1.5	6.9	3.2	4.7	3.6	5.1	8.1	2.9	4.8	3.3	3.2	4.1	3.4	3.7	3.8	3.6	0.9	4.2	4	4	3.7	5.9	3.9	4.8	3.9
	u			n	u									Aa		a																	Amnr				
4 (4)	34	17	18	8	7	6	3	4	6	10	11	7	8	9	17	17	27	3	4	12	6	10	13	29	5	29	5	15	6	3	19	29	32	17	34	21	34
	4.2	4.1	4.4	7.4	4.4	4.2	2.2	2.9	5.5	4	4.6	3.4	5.3	3.8	4.1	4.4	3.9	5.5	7.4	4.9	3	3.5	5.2	4.3	4.6	3.9	10.4	4.7	4.5	2.2	4.6	3.7	4.6	4.4	4.2	4.3	4.3
	m																															m			m		
5 (5)	113	71	43	18	27	9	23	24	13	36	34	17	20	43	51	62	98	9	2	37	24	37	28	97	11	107	5	36	15	24	54	99	96	58	113	71	111
	14	17.4	10.6	16.8	16.3	5.7	15.7	17.6	12.3	15.3	14.4	9	12.6	18.6	12	16.2	14	18.4	4.7	15.6	13.1	13.3	11.4	14.3	9.7	14.2	10.5	11.1	11.9	16	13.2	12.9	13.5	15	14	14.1	14.1
	CFZcm	AC		F	F		F	F	f	f				Zc		Z																m			m		
6 (6)	143	71	72	22	25	36	26	18	15	33	39	39	23	42	78	65	128	8	7	46	36	46	58	120	20	128	11	60	27	26	59	139	119	65	143	90	140
	17.6	17.6	17.6	20.6	15.2	23.7	17.6	13.4	14.6	13.9	16.6	20.2	14.6	18.5	18.2	16.9	18.2	15.7	13.4	19.3	19.2	16.7	23.1	17.7	17.4	17	22.2	18.6	21.1	17.6	14.2	18.2	16.9	17	17.6	17.9	17.6
	j					Hij																	A									n					
7 (7)	147	67	79	20	26	25	32	22	21	43	40	39	32	36	79	68	121	10	13	48	25	48	43	126	16	139	8	52	23	34	71	142	131	64	147	84	141
	18.1	16.6	19.5	18.6	15.9	16.7	21.7	16.1	20.4	18	17.2	20.2	20.3	15.7	18.5	17.6	17.3	20.4	25.6	20.1	13.7	17.3	17.1	18.6	14.1	18.5	15.2	16.3	17.5	22.5	17.1	18.6	18.6	16.6	18.1	16.8	17.8
8 (8)	139	64	75	15	21	24	25	32	22	54	43	39	27	31	81	58	120	6	11	33	38	50	31	113	25	132	6	51	18	25	72	134	123	56	139	80	136
	17.1	15.8	18.5	13.8	13	15.6	17	23.5	21.3	22.6	18.2	20.2	17.3	13.4	19.1	15	17.1	11.8	21	13.8	20.3	18	12.5	16.7	21.3	17.5	11.7	16	14	16.6	17.5	17.6	17.3	14.5	17.1	16	17.2
	j							AE		AE																											
9 (9)	92	46	46	8	21	19	18	19	8	27	24	21	26	22	45	47	84	5	3	30	26	28	31	77	14	90	2	48	20	11	53	86	83	45	92	61	89
	11.4	11.4	11.3	7	12.9	12.5	11.7	13.8	7.9	11.3	10.2	11	16.5	9.4	10.5	12.2	12	9.8	6.1	12.6	14.1	10	12.6	11.4	11.7	12	4	14.9	15.7	7.7	12.8	11.2	11.7	11.8	11.4	12.1	11.2
									j							j																				
10 - Extremely well (10)	83	36	47	6	21	21	18	10	8	17	28	16	13	26	44	39	71	6	5	16	16	39	31	64	17	75	8	37	17	16	51	79	72	47	83	58	82
	10.2	9	11.5	5.5	12.7	14	11.8	7.1	7.7	7.3	11.8	8.6	8.3	11.4	10.3	10.1	10.2	12.3	10.7	6.8	8.7	14.1	12.5	9.4	14.6	10	15.1	11.6	13	11	12.5	10.3	10.2	12.3	10.2	11.6	10.4
	j				j																																
Top 3 Boxes (NET)	315	147	168	29	63	64	61	60	38	98	94	76	66	78	170	144	276	17	19	80	80	116	94	255	56	297	16	137	55	53	176	299	277	148	315	200	308
	38.7	36.2	41.3	26.4	38.6	42	40.6	44.4	36.9	41.2	40.1	39.8	42.1	34.1	40	37.3	39.3	34	37.8	33.2	43	42.1	37.6	37.5	47.6	39.5	30.8	42.5	42.7	35.2	42.8	39.1	39.2	38.5	38.7	39.7	38.8
	D				D		D		D																												
Bottom 3 Boxes (NET)	60	33	27	11	16	12	3	7	11	18	17	14	8	21	31	29	51	3	6	17	15	20	14	53	8	52	6	22	3	10	33	57	51	33	60	36	58
	7.4	8.1	6.7	10.2	9.7	7.7	2.3	5.5	10.4	7.6	7.1	7.4	5	9.3	7.2	7.6	7.3	6	11	6.9	8.1	7.2	5.7	7.7	6.5	7	10.9	6.8	2.3	6.5	8	7.4	7.3	8.5	7.4	7.3	7.3
	G			G	G	G			G	G																											
Mean	6.78	6.63	6.93	6.24	6.73	6.99	7.11	6.88	6.48	6.71	6.82	6.83	6.94	6.58	6.82	6.73	6.79	6.74	6.72	6.6	6.83	6.93	6.88	6.72	7.08	6.82	6.36	6.94	7.16	6.78	6.89	6.81	6.8	6.78	6.78	6.84	6.78
	Di		A			Di	ADIJ	D																								Ar					
Standard Deviation	2.1	2.1	2	2	2.2	2.1	1.8	2	2.3	2.1	2.1	2	2	2.1	2.1	2.1	2.1	2	2.1	2	2.1	2.1	2	2.1	2.1	2	2.4	2.1	1.9	2	2.2	2.1	2.1	2.1	2.1	2.1	2.1
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 7 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Mv5 (formerlv Demand 5) perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	811	374	437	89	133	129	149	141	170	311	279	228	126	178	507	304	704	49	50	233	188	283	228	674	124	756	49	313	125	156	412	769	710	351	811	465	790
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	812	406	407	108*	164	153	149	136	102	238	235	192	156	230	426	386	703	51*	50*	240	186	276	249	681	117	752	51*	321	129	149	411	763	707	385	812	503	793
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	690	296	413	63	120	125	143	135	161	281	244	210	112	157	453	269	599	42	43	194	159	247	211	571	111	646	42	268	106	142	342	657	605	297	690	395	671
1 - Not at all well (1)	3	2	1	0	1	1	0	0	1	1	1	2	0	0	3	0	3	0	0	2	0	1	2	3	0	3	0	2	0	0	2	3	3	1	3	1	3
	0.4	0.4	0.4	0	0.5	0.7	0	0	1.1	0.5	0.4	1	0	0	0.7	0	0.4	0	0	0.8	0.3	0.2	0.8	0.4	0	0.4	0	0.7	0	0	0.5	0.4	0.4	0.2	0.4	0.2	0.4
2 (2)	14	9	5	1	0	6	1	4	2	6	3	3	3	5	6	8	11	0	3	4	4	2	4	12	1	14	0	4	1	0	10	14	14	5	14	6	14
	1.7	2.2	1.2	0.9	0	3.7	0.9	2.7	2.2	2.5	1.2	1.5	1.8	2.3	1.3	2.1	1.6	0	5.7	1.7	2.4	0.9	1.4	1.8	1.2	1.8	0	1.2	0.5	0.3	2.4	1.8	1.9	1.3	1.7	1.3	1.7
						E			E																												
3 (3)	24	9	16	6	3	7	2	3	5	7	9	3	4	8	12	12	21	4	0	10	5	6	8	22	2	21	4	7	7	3	13	21	21	14	24	15	24
	3	2.1	3.9	5.2	2	4.4	1.1	1.9	4.4	3	3.8	1.8	2.6	3.4	2.9	3.1	3	7	0	4.1	2.9	2	3.3	3.3	1.7	2.8	6.9	2.3	5.5	2.3	3.3	2.7	3	3.7	3	3	3.1
	m																																		m		
4 (4)	37	19	18	12	11	0	3	7	5	12	9	9	3	17	17	20	34	2	1	12	8	13	8	32	5	30	7	14	5	7	19	33	33	22	37	24	35
	4.6	4.7	4.5	10.9	6.9	0	1.8	4.9	4.8	4.9	3.7	4.5	2.2	7.2	4.1	5.2	4.8	4.6	2.8	4.9	4.5	4.9	3.3	4.7	4.5	4	14.1	4.5	3.6	4.9	4.5	4.6	4.6	5.7	4.6	4.8	4.5
	F			AFG	FG			F	F	F						g																					
5 (5)	122	74	47	25	24	18	25	18	12	31	39	24	27	33	63	59	109	5	6	47	22	39	36	108	8	109	11	43	14	24	56	112	105	68	122	80	118
	15	18.4	11.7	23.2	14.5	11.6	16.4	13.6	12	12.9	16.5	12.5	17.1	14.2	14.7	15.3	15.5	10.4	12.5	19.7	11.8	14.2	14.3	15.9	6.7	14.5	21.1	13.3	10.8	15.9	13.5	14.7	14.8	17.7	15	15.9	14.9
	C	AC		EJ																																	
6 (6)	141	72	70	16	19	32	34	21	19	40	36	41	24	41	77	65	119	12	9	37	40	42	45	118	22	135	6	57	19	28	59	135	120	63	141	88	138
	17.4	17.7	17.1	14.6	11.8	21.2	22.8	15.4	18.4	16.7	15.4	21.1	15.2	17.7	18	16.7	17	22.5	16.9	15.6	21.4	15.2	18.1	17.4	18.7	17.9	12.1	17.8	14.8	19	14.3	17.7	16.9	16.3	17.4	17.5	17.4
						E	E																														
7 (7)	151	64	87	19	31	24	27	32	20	51	42	41	30	38	83	68	131	7	12	49	37	44	44	117	29	143	7	59	24	32	77	143	136	67	151	84	149
	18.6	15.7	21.5	17.2	18.6	15.8	17.8	23.2	19.1	21.5	17.8	21.4	19.2	16.7	19.4	17.7	18.6	13	24.4	20.4	20	16	17.6	17.2	24.5	19	14	18.3	18.4	21.5	18.6	18.7	19.3	17.3	18.6	16.8	18.8
			AB																																		
8 (8)	158	84	75	19	40	23	31	22	24	46	53	31	34	40	84	74	134	12	9	35	37	62	43	133	26	147	7	59	23	26	82	150	131	61	158	95	153
	19.5	20.6	18.4	17.4	24.2	14.8	20.9	16.5	23.2	19.4	22.6	16.2	21.8	17.5	19.8	19.2	19	24.5	17.6	14.5	19.7	22.5	17.1	19.5	21.9	19.5	14.2	18.5	17.8	17.5	19.9	19.6	18.5	15.8	19.5	18.9	19.3
	h																															q	q		q	q	
9 (9)	85	42	43	3	20	26	12	16	8	24	23	22	17	23	45	40	78	2	5	27	17	34	33	74	9	82	2	43	18	12	50	84	80	39	85	55	84
	10.4	10.4	10.5	2.7	12.2	16.8	8.2	12	7.7	10.1	9.7	11.7	11	9.8	10.6	10.3	11.1	4.4	9.9	11.1	9.4	12.2	13.1	10.8	7.7	10.9	3.9	13.3	13.7	8.3	12.3	11	11.3	10	10.4	10.9	10.6
	D				D	ADG		D		D																							Ad					
10 - Extremely well (10)	77	32	44	9	15	17	15	13	7	21	21	16	14	26	36	40	64	7	5	18	14	33	28	60	15	69	7	32	19	16	44	67	66	46	77	55	74
	9.4	7.9	10.9	7.9	9.3	11	10.2	9.9	7.1	8.7	8.9	8.2	9.2	11.2	8.6	10.4	9.2	13.7	10.2	7.3	7.6	11.8	11.1	8.8	13.1	9.2	13.8	10.1	14.9	10.4	10.6	8.8	9.3	11.9	9.4	10.9	9.4
	m																																	m	m	m	
Top 3 Boxes (NET)	320	158	162	30	75	65	59	52	39	91	97	69	65	89	166	154	276	22	19	79	68	128	103	267	50	298	16	135	60	54	176	301	276	145	320	204	311
	39.4	39	39.8	28	45.7	42.6	39.3	38.3	38	38.2	41.2	36.1	41.9	38.5	38.9	39.9	39.2	42.5	37.7	32.9	36.7	46.5	41.3	39.2	42.7	39.6	31.8	41.9	46.4	36.2	42.8	39.4	39	37.7	39.4	40.6	39.3
					D																															q	
Bottom 3 Boxes (NET)	41	19	22	7	4	13	3	6	8	14	13	8	7	13	21	20	35	4	3	16	10	9	14	38	3	38	4	13	8	4	25	37	38	20	41	22	41
	5.1	4.6	5.5	6.1	2.5	8.8	2	4.5	7.7	5.9	5.4	4.3	4.4	5.8	4.9	5.2	4.9	7	5.7	6.6	5.5	3.5	5.4	5.5	2.9	5	6.9	4.1	6	2.6	6.2	4.9	5.3	5.2	5.1	4.4	5.2
						AEG			EG																												
Mean	6.85	6.75	6.94	6.28	7.04	6.97	6.98	6.92	6.68	6.82	6.85	6.84	6.96	6.78	6.85	6.85	6.84	6.89	6.89	6.59	6.78	7.1	6.95	6.79	7.18	6.87	6.39	6.98	7.18	6.89	6.93	6.85	6.84	6.8	6.85	6.9	6.85
	D				D	D	D	D		D																											
Standard Deviation	1.9	1.9	1.9	1.9	1.8	2.1	1.7	1.9	2	1.9	1.9	1.9	1.8	2	1.9	1.9	1.9	2	2	2	1.9	1.9	2	1.9	1.8	1.9	2.1	1.9	2	1.8	2	1.9	1.9	2	1.9	1.9	1.9
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.3	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 2 8 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Netflix perform on...

- Summary table Netflix -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Netflix - Unweighted	1651	1651	1651	1651	1651	1651
	100	100	100	100	100	100
Base: Netflix - Weighted	1807	1807	1807	1807	1807	1807
	100	100	100	100	100	100
Base: Netflix - Effective base	1379	1379	1379	1379	1379	1379
1 - Not at all well (1)	16	24	20	16	25	21
	0.9	1.3	1.1	0.9	1.4	1.2
2 (2)	16	10	17	13	10	10
	0.9	0.6	0.9	0.7	0.5	0.5
3 (3)	23	23	23	18	15	11
	1.3	1.3	1.3	1	0.8	0.6
4 (4)	29	38	32	36	27	28
	1.6	2.1	1.8	2	1.5	1.5
5 (5)	71	80	68	58	84	67
	3.9	4.4	3.7	3.2	4.6	3.7
6 (6)	117	120	118	90	102	117
	6.5	6.6	6.5	5	5.6	6.5
7 (7)	199	242	219	207	197	231
	11	13.4	12.1	11.4	10.9	12.8
8 (8)	336	397	353	384	369	343
	18.6	21.9	19.6	21.2	20.4	19
9 (9)	416	370	428	430	378	397
	23	20.5	23.7	23.8	20.9	22
10 - Extremely well (10)	586	503	529	555	601	582
	32.4	27.8	29.3	30.7	33.3	32.2
Top 3 Boxes (NET)	1338	1270	1311	1369	1349	1322
	74	70.3	72.5	75.8	74.6	73.2
Bottom 3 Boxes (NET)	55	57	59	47	49	43
	3	3.2	3.3	2.6	2.7	2.4
Mean	8.28	8.09	8.19	8.31	8.28	8.29
Standard Deviation	1.9	1.9	1.9	1.8	1.9	1.8
Standard Error	0	0	0	0	0	0

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A10 8 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a wide range of programmes to choose from - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	16	4	12	2	6	3	1	3	1	5	4	3	4	5	7	9	15	1	0	4	6	5	7	14	0	14	3	9	4	4	5	10	6	16	14	16	15	0
	0.9	0.5	1.3	0.3	1	1	0.4	2.1	2	2.1	0.7	0.8	1.1	1.1	0.7	1.1	1	0.7	0	0.9	1.4	0.8	1.1	0.9	0.2	0.9	1.4	1.1	1.1	1.4	0.7	0.7	0.6	0.9	0.9	0.9	0.9	0
			A					D	D	AD																												
2 (2)	16	12	4	4	6	1	2	2	2	3	6	8	1	1	14	2	14	0	1	3	3	8	5	12	4	13	3	5	1	3	2	13	11	16	14	16	16	0
	0.9	1.3	0.5	0.8	1	0.3	0.7	1.2	2.3	1.5	1.1	1.8	0.3	0.2	1.4	0.3	0.9	0	1.7	0.6	0.8	1.2	0.8	0.8	1.5	0.8	1.6	0.6	0.2	1.2	0.3	1	1	0.9	1	0.9	0.9	0
	Cd								F			Abd			Ad																							
3 (3)	23	18	5	8	8	1	2	2	1	3	11	3	6	3	14	9	22	1	0	5	10	7	8	17	5	23	0	12	5	1	9	17	14	23	22	23	21	2
	1.3	2	0.5	1.8	1.5	0.3	0.8	1.4	1.4	1.4	1.9	0.8	1.6	0.8	1.4	1	1.4	0.7	0	1.1	2.2	1	1.3	1.1	1.9	1.4	0	1.5	1.5	0.4	1.3	1.3	1.4	1.3	1.4	1.3	1.2	3.3
	C	C																																				
4 (4)	29	17	12	10	8	6	2	1	2	3	8	6	2	13	14	15	28	0	1	14	3	10	6	21	4	22	7	17	9	3	11	18	15	29	19	29	26	2
	1.6	1.9	1.2	2.1	1.5	1.7	0.9	0.6	2.6	1.2	1.5	1.4	0.6	2.6	1.4	1.8	1.8	0	1.2	2.9	0.8	1.6	0.9	1.4	1.4	1.4	3.5	2.1	2.6	1.2	1.6	1.4	1.5	1.6	1.3	1.6	1.5	3.6
	J															J																						
5 (5)	71	44	27	22	31	8	2	3	4	7	28	10	11	21	38	32	56	6	6	12	15	29	24	57	13	59	11	28	14	10	17	42	34	71	53	71	57	12
	3.9	5	2.9	4.6	5.6	2.4	0.8	2.2	5.9	3.4	5.1	2.4	3.1	4.4	3.9	3.9	3.6	4.5	7	2.5	3.4	4.5	3.6	3.8	5	3.7	6	3.5	4	3.9	2.6	3.2	3.3	3.9	3.5	3.9	3.3	19.7
	CGZmr	C		G	AFG				G		Zc				Z																			mr		mr		
6 (6)	117	61	56	42	31	23	9	9	4	13	26	23	22	46	49	68	99	14	3	23	28	48	40	107	9	97	20	52	29	20	36	77	53	117	90	117	104	11
	6.5	7	6	8.9	5.5	7	3.8	5.6	6.2	5.8	4.7	5.5	6.1	9.7	5	8.1	6.3	10.2	3.3	4.9	6.3	7.4	6.1	7.2	3.7	6	11	6.5	8.4	7.6	5.5	5.8	5.3	6.5	6	6.5	6	17
	Ycnv			G										AYZc		Yc																						
7 (7)	199	105	94	46	52	44	32	19	6	25	63	45	44	47	107	91	175	12	7	54	48	73	63	150	39	183	14	89	29	31	82	151	97	199	171	199	186	9
	11	12	10.1	9.7	9.3	13.2	14.3	12.2	9	11.2	11.3	10.6	12.3	10	11	11	11.1	12.4	8.2	11.4	10.9	11.1	9.7	10.1	15.4	11.4	7.6	11.2	8.5	12	12.5	11.5	9.7	11	11.2	11	10.8	14.9
																																n			n			
8 (8)	336	166	170	74	98	62	48	42	13	55	121	78	69	69	199	138	294	21	16	89	79	126	121	279	46	300	34	148	65	43	118	225	172	336	265	336	326	9
	18.6	18.9	18.3	15.7	17.4	18.6	21.5	27.3	19.4	24.9	21.8	18.4	19.3	14.5	20.3	16.6	18.7	15.6	18.5	18.8	17.9	19.2	18.6	18.8	17.8	18.6	18.5	18.7	19	16.7	17.9	17	17.2	18.6	17.5	18.6	18.9	14.7
	bmv							ADEF		ADE	Abd				Ab																			mr		mr		
9 (9)	416	200	216	109	118	82	56	32	18	50	132	105	80	98	237	179	363	33	17	108	107	148	141	351	56	370	45	171	81	61	146	307	226	416	353	416	397	14
	23	22.8	23.2	23.3	21	24.7	25.1	21	26.3	22.6	23.8	24.9	22.6	20.7	24.3	21.5	23.1	24.6	19.8	22.9	24.1	22.6	21.8	23.7	21.8	22.9	24.3	21.6	23.7	23.4	22.2	23.3	22.5	23	23.2	23	23	21.9
10 - Extremely well (10)	586	252	334	153	203	102	70	40	17	58	156	141	118	171	297	288	504	42	35	161	143	200	233	475	81	533	49	262	106	84	233	458	378	586	519	586	579	3
	32.4	28.7	35.9	32.6	36.2	30.7	31.5	26.3	24.9	25.9	28.1	33.4	33	36	30.4	34.7	32.1	31.3	40.5	34	32.3	30.5	36	32	31.5	33	26.1	33.1	31	32.2	35.4	34.8	37.6	32.4	34.1	32.4	33.5	4.9
	BJYc		AB		AHIJ							Y			Y								A									Aqs	Amqrs		Aqs			
Top 3 Boxes (NET)	1338	618	720	335	418	247	174	115	48	163	409	323	267	338	733	605	1161	96	68	358	328	474	495	1105	183	1203	128	581	251	188	496	991	775	1338	1137	1338	1302	26
	74	70.3	77.5	71.6	74.6	74	78.2	74.6	70.7	73.4	73.7	76.7	74.9	71.3	75	72.8	73.9	71.5	78.7	75.7	74.2	72.4	76.5	74.5	71.1	74.5	69	73.4	73.7	72.2	75.5	75.1	77.3	74	74.8	74	75.4	41.5
	B		AB																														Amqrs					
Bottom 3 Boxes (NET)	55	33	22	14	20	6	4	7	4	11	21	14	11	9	35	20	52	2	1	12	19	20	20	43	9	49	6	26	10	8	15	40	30	55	50	55	52	2
	3	3.8	2.3	3	3.6	1.7	1.9	4.7	5.7	5	3.7	3.4	3	2	3.6	2.4	3.3	1.4	1.7	2.6	4.4	3.1	3.1	2.9	3.5	3.1	3	3.2	2.8	3	2.3	3	3	3	3.3	3	3	3.3
	C								F	AF																												
Mean	8.28	8.1	8.45	8.22	8.29	8.34	8.49	8.12	7.92	8.06	8.17	8.37	8.35	8.27	8.26	8.31	8.26	8.33	8.5	8.35	8.26	8.2	8.39	8.29	8.22	8.31	7.96	8.25	8.22	8.25	8.42	8.37	8.44	8.28	8.34	8.28	8.34	6.93
	BIJ		AB			J	HIJ																									Aqs	Aqrs		Aqs			
Standard Deviation	1.9	1.9	1.8	1.9	2	1.7	1.6	1.9	2.2	2	1.9	1.9	1.8	1.9	1.9	1.9	1.9	1.7	1.8	1.8	1.9	1.9	1.9	1.9	1.9	1.8	2	1.9	1.9	1.9	1.8	1.8	1.8	1.9	1.9	1.9	1.8	1.8
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0.3

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A10 & 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix perform on…

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Providing a service that is value for money - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service that is value for money - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	24	10	14	1	10	2	3	5	3	8	10	6	2	6	16	8	23	1	0	5	7	11	8	18	5	21	3	10	4	5	8	16	10	24	20	24	24	0
	1.3	1.1	1.5	0.2	1.9	0.6	1.2	3.1	4.3	3.4	1.8	1.4	0.6	1.2	1.6	0.9	1.4	0.7	0	1	1.6	1.7	1.2	1.2	1.9	1.3	1.6	1.3	1.1	2.1	1.3	1.2	1	1.3	1.3	1.3	1.4	0
	D				D			DF	ADF	ADF																												
2 (2)	10	6	4	2	3	2	2	2	0	2	4	4	1	1	8	2	10	0	0	4	1	5	5	8	2	8	2	4	2	1	6	8	7	10	10	10	9	1
	0.6	0.7	0.4	0.4	0.5	0.6	0.8	1.3	0	0.9	0.8	0.9	0.3	0.2	0.8	0.3	0.7	0	0	0.9	0.2	0.8	0.8	0.5	0.8	0.5	1.1	0.5	0.6	0.4	0.9	0.6	0.7	0.6	0.7	0.6	0.5	1.7
3 (3)	23	13	11	10	3	2	3	2	2	5	5	7	7	4	12	11	21	0	1	8	2	11	4	18	2	19	4	14	4	2	9	12	9	23	16	23	19	4
	1.3	1.4	1.1	2.2	0.6	0.7	1.2	1.5	3.2	2	0.9	1.8	1.9	0.8	1.3	1.3	1.3	0	1.7	1.6	0.5	1.6	0.6	1.2	0.8	1.2	2	1.8	1.3	1	1.4	0.9	0.9	1.3	1	1.3	1.1	6.5
	mr								EF																									mr		mr		
4 (4)	38	24	15	14	10	4	3	5	2	6	9	13	5	12	22	17	32	4	1	10	3	19	19	31	7	34	3	12	8	7	16	30	22	38	33	38	36	2
	2.1	2.7	1.6	3	1.8	1.2	1.5	3	2.7	2.9	1.6	3	1.3	2.6	2.2	2	2	2.7	1.7	2.1	0.7	2.9	3	2.1	2.5	2.1	1.6	1.6	2.2	2.9	2.4	2.3	2.2	2.1	2.2	2.1	2.1	3.3
	C																																					
5 (5)	80	46	34	22	20	17	9	10	3	12	29	16	10	25	45	35	67	7	6	19	16	32	31	67	11	67	13	32	14	14	20	53	45	80	62	80	68	10
	4.4	5.3	3.7	4.8	3.5	5.1	4.2	6.3	3.7	5.5	5.2	3.8	2.9	5.2	4.6	4.2	4.3	5.5	6.6	4	3.6	5	4.8	4.5	4.2	4.2	7.1	4.1	4	5.3	3	4	4.5	4.4	4.1	4.4	3.9	15.8
	C																																					
6 (6)	120	55	65	24	48	24	8	12	4	16	43	22	17	38	64	55	107	8	4	29	29	50	47	100	18	104	14	48	10	23	39	88	68	120	99	120	108	10
	6.6	6.3	6.9	5.1	8.5	7.2	3.6	7.6	5.7	7	7.7	5.2	4.8	8.1	6.6	6.7	6.8	6.1	4.9	6	6.5	7.6	7.3	6.8	6.9	6.5	7.4	6	2.8	8.9	5.9	6.7	6.7	6.6	6.5	6.6	6.3	15.9
					G																																	
7 (7)	242	133	109	62	64	43	39	24	10	34	65	60	58	60	124	118	209	20	11	66	59	84	74	201	35	219	23	95	50	42	105	200	151	242	219	242	231	10
	13.4	15.2	11.7	13.3	11.5	12.9	17.3	15.6	14.7	15.3	11.6	14.2	16.2	12.6	12.7	14.2	13.3	14.5	12.9	13.9	13.4	12.9	11.4	13.6	13.7	13.5	12.2	11.9	14.5	16.1	15.9	15.2	15	13.4	14.4	13.4	13.3	15.4
	C						E																									Aqrs	Aqs		Aqs			
8 (8)	397	193	204	108	124	69	51	28	17	45	135	90	72	99	225	172	347	27	18	101	104	142	139	323	57	353	43	177	76	55	130	267	199	397	322	397	378	16
	21.9	22	21.9	23.1	22	20.6	23	18.1	24.8	20.2	24.4	21.3	20.3	20.9	23	20.7	22.1	20.2	21.1	21.3	23.5	21.6	21.4	21.8	22.1	21.9	23.3	22.3	22.3	21.4	19.8	20.3	19.9	21.9	21.2	21.9	21.9	26.1
	mn																																	mn	m	mn		
9 (9)	370	182	189	107	102	80	42	27	12	40	108	105	82	76	213	158	323	27	19	90	107	126	128	301	53	341	28	175	79	44	133	273	196	370	306	370	362	5
	20.5	20.7	20.3	22.8	18.1	24.2	18.8	17.9	17.8	17.8	19.4	24.9	22.9	16	21.8	19	20.6	19.8	22.2	19.1	24.2	19.2	19.8	20.3	20.8	21.1	15	22.1	23.2	17.1	20.2	20.7	19.6	20.5	20.1	20.5	21	7.2
	b											Afbcd	bd		Yb	b																						
10 - Extremely well (10)	503	216	287	117	178	90	63	40	16	55	148	99	102	153	247	256	431	41	25	142	114	175	193	416	68	447	53	225	95	65	192	370	297	503	432	503	493	5
	27.8	24.6	30.9	25	31.7	26.9	28.4	25.7	23	24.9	26.7	23.5	28.8	32.3	25.3	30.8	27.5	30.5	29	30	25.8	26.8	29.8	28.1	26.3	27.7	28.7	28.4	27.9	25	29.2	28	29.6	27.8	28.4	27.8	28.6	8.1
	BZc		AB		A									Zc		Zc																						
Top 3 Boxes (NET)	1270	591	679	332	403	239	157	95	45	140	391	294	256	329	685	585	1101	95	62	333	325	443	460	1040	178	1142	124	577	250	165	455	910	693	1270	1060	1270	1233	26
	70.3	67.3	73.1	70.9	71.9	71.6	70.3	61.7	65.6	62.9	70.4	69.7	72	69.3	70.1	70.4	70.1	70.4	72.2	70.4	73.5	67.6	71	70.1	69.2	70.7	66.9	72.8	73.4	63.4	69.2	69	69.1	70.3	69.8	70.3	71.4	41.4
	HIj		AB	HI	HI	HI																																
Bottom 3 Boxes (NET)	57	29	29	14	16	6	7	9	5	14	19	17	10	11	36	21	54	9	1	17	10	27	17	43	9	48	9	28	10	9	24	36	26	57	46	57	52	1
	3.2	3.3	3.1	2.9	2.9	1.9	3.1	5.8	7.3	6.4	3.5	4.1	2.9	2.2	3.7	2.5	3.4	0.7	1.7	3.6	2.4	4.1	2.6	2.9	3.4	3	4.8	3.5	3.3	3.4	3.6	2.8	2.6	3.2	3.1	3.2	3	8.3
								AF	ADEF	ADEF																												
Mean	8.09	7.96	8.2	8.07	8.17	8.19	8.14	7.71	7.69	7.71	8.02	8	8.25	8.12	8.01	8.18	8.07	8.22	8.23	8.12	8.21	7.94	8.11	8.1	8.01	8.11	7.89	8.16	8.2	7.84	8.11	8.1	8.13	8.09	8.1	8.09	8.14	6.73
	HIJk		AB		HIj	HIj	HIj																															
Standard Deviation	1.9	1.9	1.9	1.8	1.9	1.8	1.8	2.2	2.3	2.2	1.9	2	1.7	1.9	2	1.8	1.9	1.7	1.7	1.9	1.8	2	1.9	1.9	2	1.9	2.1	1.9	1.8	2	1.9	1.9	1.9	1.9	1.9	1.9	1.9	2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0.3

Lightspeed Research Registered Office: 4 Millbank, Westminster, London SW1P 3JA T: +44 (0)20 7896 1900

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A10 8 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Providing programmes that are relevant to me - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing programmes that are relevant to me - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	20	6	14	1	4	3	4	6	2	8	8	5	4	3	13	7	19	1	0	2	7	10	6	17	1	18	2	10	4	6	5	12	7	20	18	20	20	0
	1.1	0.7	1.5	0.2	0.8	1	1.6	3.6	3	3.4	1.4	1.2	1	0.7	1.3	0.8	1.2	0.7	0	0.5	1.5	1.5	1	1.1	0.5	1.1	1.2	1.2	1.3	2.4	0.8	0.9	0.7	1.1	1.2	1.1	1.1	0
			A					ADE	DE	ADEF																								n				
2 (2)	17	11	6	6	5	0	1	3	2	5	7	7	1	3	13	4	16	1	0	4	1	11	6	16	1	16	1	4	3	1	7	11	10	17	16	17	15	2
	0.9	1.2	0.7	1.2	1	0	0.4	1.9	3	2.2	1.2	1.6	0.2	0.6	1.4	0.4	1	0.7	0	0.8	0.2	1.7	0.9	1.1	0.3	1	0.4	0.5	1	0.3	1.1	0.8	1	0.9	1.1	0.9	0.9	3.3
								F	AFG	AF					A																				m			
3 (3)	23	14	9	7	8	2	1	2	2	4	10	5	7	1	15	8	20	0	1	9	5	7	7	15	8	17	6	11	5	2	6	14	11	23	17	23	20	3
	1.3	1.6	0.9	1.6	1.4	0.6	0.4	1.5	3	2	1.9	1.1	1.9	0.2	1.5	0.9	1.3	0	1.7	1.9	1	1	1.1	1	2.9	1	3.1	1.4	1.4	1	0.9	1.1	1.1	1.3	1.1	1.3	1.1	5
	b								FG		b					b																						
4 (4)	32	17	15	6	14	5	2	3	2	5	13	4	6	9	17	15	27	3	0	9	9	10	9	27	3	28	3	10	2	6	10	25	21	32	32	32	32	0
	1.8	1.9	1.6	1.2	2.5	1.5	0.9	1.9	3	2.2	2.3	1.1	1.7	1.9	1.7	1.8	1.7	2.2	0	1.9	2	1.5	1.4	1.8	1.2	1.8	1.9	1.3	0.6	2.5	1.5	1.9	2.1	1.8	2.1	1.8	1.8	0
																																			Aqs			
5 (5)	68	36	31	21	29	8	3	5	2	7	23	13	9	23	35	32	58	6	4	9	16	32	19	53	12	57	11	29	15	8	20	33	27	68	44	68	53	11
	3.7	4.1	3.4	4.5	5.1	2.5	1.3	2.9	3	3	4.1	3	2.6	4.9	3.6	3.9	3.7	4.2	4.6	2	3.7	4.9	2.9	3.6	4.6	3.5	5.7	3.7	4.5	3.1	3	2.5	2.7	3.7	2.9	3.7	3	18
	Gmnr				G																													mnr	m	mnr			
6 (6)	118	69	50	34	34	30	9	8	4	12	36	25	18	40	60	58	100	13	5	40	26	34	52	95	18	102	17	60	25	14	36	84	66	118	93	118	109	8
	6.5	7.8	5.3	7.3	6	8.9	3.9	5.5	5.4	5.5	6.4	5.8	5	8.5	6.2	7	6.4	9.6	5.3	8.4	5.8	5.2	8	6.4	7.1	6.3	8.9	7.6	7.3	5.4	5.4	6.4	6.6	6.5	6.1	6.5	6.3	13.2
	c					G																																
7 (7)	219	111	108	56	54	38	34	27	10	37	61	51	37	70	112	107	192	14	12	59	55	78	65	182	30	196	20	87	29	43	88	149	94	219	170	219	209	8
	12.1	12.7	11.6	12	9.7	11.3	15.2	17.5	15	16.7	11.1	12	10.4	14.8	11.5	12.9	12.2	10.1	14	12.5	12.4	11.9	10.1	12.3	11.6	12.2	10.8	10.9	8.5	16.5	13.4	11.3	9.4	12.1	11.2	12.1	12.1	12.7
	nr						E	AE		AE																						n		nr	n	nr		
8 (8)	353	174	179	79	105	70	46	40	14	54	115	86	81	71	201	152	312	25	12	93	86	133	117	290	52	310	43	137	72	48	126	261	178	353	294	353	342	11
	19.6	19.8	19.3	16.8	18.6	21	20.8	26.1	20.1	24.4	20.8	20.3	22.9	15	20.6	18.4	19.9	18.9	14.4	19.7	19.5	20.3	18.1	19.6	20.2	19.2	22.9	17.3	21.1	18.3	19.2	19.8	17.7	19.6	19.3	19.6	19.8	17.4
	bn							ADE		AD	b		bd		b	b																n		n	n	n		
9 (9)	428	209	219	111	126	95	53	27	16	43	133	111	94	90	244	184	374	30	21	105	113	156	153	358	63	389	37	199	74	64	159	328	255	428	375	428	412	12
	23.7	23.8	23.5	23.7	22.5	28.4	23.8	17.7	22.8	19.3	23.9	26.3	26.5	19	24.9	22.2	23.8	22	24.1	22.2	25.6	23.8	23.6	24.2	24.7	24.1	20.1	25.1	21.8	24.7	24.2	24.9	25.4	23.7	24.7	23.7	23.9	19
	b					Abj						b	bd		b	b																			Aqs			
10 - Extremely well (10)	529	231	298	147	182	82	71	33	15	47	150	116	99	164	266	263	451	43	31	142	124	185	213	429	69	481	46	246	111	67	200	400	335	529	461	529	517	7
	29.3	26.3	32.1	31.4	32.5	24.7	31.7	21.1	21.8	21.3	27.1	27.5	27.9	34.5	27.3	31.7	28.7	31.7	35.9	30.1	28.1	28.2	32.9	28.9	27	29.8	24.7	31	32.5	25.8	30.4	30.4	33.4	29.3	30.3	29.3	29.8	11.4
	Hij		AB	Hi	FHij		Hi							AYC									A										Amqrs		Aqs			
Top 3 Boxes (NET)	1311	615	696	336	413	247	170	100	44	144	399	312	275	325	711	600	1138	98	64	341	324	473	483	1077	185	1180	126	581	257	179	485	989	768	1311	1130	1311	1271	30
	72.5	70	74.9	71.9	73.6	74.1	76.3	65.2	64.7	65	71.8	74.1	77.3	68.4	72.8	72.2	72.5	72.6	74.4	72	73.2	72.3	74.6	72.7	71.8	73.1	67.8	73.4	75.4	68.9	73.8	75	76.5	72.5	74.4	72.5	73.6	47.8
	Hij		AB		Hi	Hi	Hii						bd			b																Aqs	Aqrs		Aqs			
Bottom 3 Boxes (NET)	59	31	29	14	17	6	5	11	6	17	25	17	11	7	41	18	55	2	1	15	12	28	20	48	10	50	9	25	12	10	18	38	28	59	50	59	54	5
	3.3	3.5	3.1	3	3.1	1.7	2.3	7	8.9	7.6	4.4	4	3.1	1.5	4.2	2.2	3.5	1.4	1.7	3.2	2.8	4.2	3	3.2	3.8	3.1	4.8	3.1	3.7	3.7	2.8	2.8	2.8	3.3	3.3	3.3	3.1	8.3
	b							ADEFG	ADEFG	ADEFG	bd	b			Abd																					m			
Mean	8.19	8.08	8.3	8.25	8.22	8.25	8.41	7.71	7.66	7.69	8.07	8.21	8.3	8.24	8.13	8.27	8.17	8.26	8.49	8.22	8.21	8.11	8.31	8.19	8.14	8.22	7.89	8.26	8.26	8.07	8.29	8.29	8.37	8.19	8.25	8.19	8.24	7.04
	Hij		AB	Hij	Hij	Hij	Hij																									Aqrs	Aqrs		Aqs			
Standard Deviation	1.9	1.9	1.9	1.8	1.9	1.7	1.7	2.2	2.3	2.2	2	1.9	1.8	1.8	2	1.8	1.9	1.8	1.6	1.8	1.9	2	1.9	1.9	1.8	1.9	2	1.9	1.9	2	1.8	1.8	1.8	1.9	1.9	1.9	1.9	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0.3

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A10 8 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a service I am satisfied with - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service I am satisfied with - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	16	8	8	4	6	0	2	3	2	5	9	2	1	3	12	4	15	1	0	2	4	9	6	12	3	14	2	10	4	4	4	11	8	16	14	16	14	2
	0.9	1	0.8	0.8	1	0	0.8	1.9	3	2.2	1.7	0.6	0.3	0.7	1.2	0.5	1	0.7	0	0.5	0.9	1.3	0.9	0.8	1.3	0.9	1.2	1.3	1	1.4	0.6	0.8	0.8	0.9	0.9	0.9	0.8	3.3
								f	Af	AF	A																											
2 (2)	13	6	7	4	1	6	1	2	0	2	2	7	2	2	9	5	13	0	0	2	2	9	5	10	3	12	1	7	1	1	4	10	8	13	13	13	13	0
	0.7	0.7	0.8	0.8	0.2	1.7	0.4	1.3	0	0.9	0.3	1.7	0.7	0.5	0.9	0.6	0.8	0	0	0.3	0.6	1.4	0.8	0.7	1.1	0.8	0.4	0.9	0.3	0.5	0.6	0.7	0.8	0.7	0.9	0.7	0.8	0
					E							AYc			Y																							
3 (3)	18	9	9	3	9	1	1	2	2	4	6	6	5	1	12	6	13	2	1	9	2	3	8	14	4	16	2	10	4	2	4	12	11	18	14	18	18	0
	1	1.1	0.9	0.6	1.7	0.3	0.4	1.4	2.3	1.7	1.1	1.5	1.3	0.2	1.3	0.7	0.8	1.3	1.7	1.9	0.4	0.4	1.2	0.9	1.7	1	1.1	1.3	1	0.7	0.6	0.9	1.1	1	0.9	1	1	0
									F																												
4 (4)	36	21	15	15	8	4	3	5	2	6	13	5	5	13	18	18	32	4	0	17	4	11	10	32	4	29	7	18	14	3	18	27	21	36	31	36	30	5
	2	2.4	1.6	3.2	1.5	1.1	1.2	3	2.7	2.9	2.3	1.2	1.5	2.7	1.8	2.2	2.1	2.7	0	3.5	1	1.7	1.6	2.2	1.5	1.8	3.9	2.2	4.1	1	2.8	2	2.1	2	2	2	1.7	8.2
5 (5)	58	31	26	14	19	15	5	3	2	5	16	12	9	21	28	30	52	4	2	17	11	24	25	48	9	50	8	16	14	11	13	36	26	58	43	58	51	4
	3.2	3.6	2.8	3	3.3	4.6	2.3	2	2.3	2.1	2.8	2.9	2.5	4.4	2.9	3.6	3.3	2.7	2.5	3.7	2.5	3.6	3.9	3.3	3.3	3.1	4.1	2	4	4.3	2	2.7	2.6	3.2	2.8	3.2	3	6.3
	f																																	f		f		
6 (6)	90	46	45	19	31	18	10	7	4	12	33	23	15	20	56	35	75	10	4	21	24	30	38	70	16	82	7	44	15	10	31	67	48	90	75	90	82	7
	5	5.2	4.8	4.2	5.6	5.4	4.4	4.8	6.5	5.3	5.9	5.4	4.1	4.3	5.7	4.2	4.8	7.2	5.1	4.5	5.4	4.6	5.0	4.7	6.3	5.1	3.8	5.5	4.5	3.7	4.8	5.1	4.7	5	4.9	5	4.7	11.8
7 (7)	207	99	108	50	49	42	30	30	6	36	62	47	33	65	109	98	186	14	5	53	51	83	67	170	30	177	29	91	28	16	72	155	107	207	162	207	192	15
	11.4	11.3	11.6	10.7	8.8	12.5	13.4	19.3	8.7	16.1	11.2	11.1	9.1	13.8	11.1	11.8	11.8	10	6.3	11.1	11.4	12.6	10.4	11.5	11.5	11	15.5	11.5	8.2	11.5	11	11.7	10.7	11.4	10.7	11.4	11.1	23.1
	Ei							ADEi		AEi																						r		f		r		
8 (8)	384	203	181	99	127	69	52	21	16	37	126	87	97	73	213	171	330	29	23	95	91	144	123	324	52	340	42	159	74	57	137	272	189	384	320	384	363	18
	21.2	23.1	19.5	21.2	22.7	20.8	23.3	13.4	24.1	16.7	22.7	20.7	27.4	15.4	21.9	20.5	21	21.9	26.6	20.1	20.7	22	19.1	21.8	20.3	21.1	22.7	20	21.7	21.8	20.8	20.6	18.8	21.2	21.1	21.2	21	28
	ChIbn				H		H		Hi		b		Abn		b	b																n		n		n		
9 (9)	430	211	219	110	124	83	55	42	17	59	139	110	78	103	249	181	377	32	17	107	119	151	146	354	62	390	39	187	85	67	155	322	250	430	375	430	424	3
	23.8	24.1	23.5	23.4	22	24.8	24.4	27.4	25.1	26.7	25	26.2	21.8	21.6	25.5	21.7	24	23.8	19.7	22.7	26.9	23	22.6	23.9	24.2	24.2	20.8	23.7	25	25.8	23.6	24.4	24.9	23.8	24.7	23.8	24.5	5.5
															A																			Aqs				
10 - Extremely well (10)	555	243	312	151	186	96	66	39	17	56	150	121	111	173	271	284	476	40	33	150	133	193	218	449	74	504	48	250	103	76	218	407	336	555	472	555	542	9
	30.7	27.7	33.6	32.2	33.2	28.9	29.5	25.4	25.3	25.4	27	28.7	31.3	36.4	27.7	34.2	30.3	29.8	38.1	31.7	30.2	29.4	33.6	30.3	28.8	31.2	26.5	31.6	30.1	29.3	33.2	30.9	33.5	30.7	31.1	30.7	31.3	13.7
	JYG		AB		J							AYZc			AYc																		Amqrs					
Top 3 Boxes (NET)	1369	657	712	359	437	248	172	102	51	153	415	319	287	349	734	635	1184	102	73	352	344	487	487	1127	188	1234	130	596	262	200	510	1001	775	1369	1168	1369	1328	30
	75.8	74.8	76.6	76.8	77.9	74.5	77.1	66.2	74.5	68.8	74.7	75.6	80.5	73.5	75.1	76.5	75.4	75.4	84.3	74.5	77.8	74.4	75.2	76	73.2	76.4	70	75.3	76.8	76.9	77.6	75.9	77.2	75.8	76.9	75.8	76.9	47.2
	HJ			Hi	HJ		Hi																												Amqs				
Bottom 3 Boxes (NET)	47	24	24	10	16	6	3	2	4	11	17	16	8	8	33	14	42	3	1	13	8	20	19	35	11	42	5	27	8	7	12	33	27	47	41	47	45	2
	2.6	2.7	2.5	2.2	2.9	1.9	1.5	4.6	5.2	4.8	3.1	3.7	2.3	1.8	3.3	1.7	2.6	2	1.7	2.7	1.9	3.1	3	2.4	4.1	2.6	2.7	3.5	2.4	2.6	1.8	2.5	2.7	2.6	2.7	2.6	2.6	3.3
									G	AG		b			A																							
Mean	8.31	8.21	8.39	8.34	8.36	8.3	8.4	8.03	8.04	8.03	8.19	8.27	8.41	8.4	8.23	8.4	8.29	8.29	8.63	8.26	8.42	8.23	8.32	8.31	8.17	8.33	8.07	8.29	8.25	8.32	8.41	8.33	8.4	8.31	8.34	8.31	8.35	7.11
	Hik		A		J		J																										Aqs					
Standard Deviation	1.8	1.8	1.8	1.8	1.8	1.7	1.6	2	2.1	2	1.9	1.8	1.7	1.8	1.9	1.7	1.8	1.8	1.5	1.9	1.7	1.9	1.9	1.8	1.9	1.8	1.9	1.9	1.9	1.8	1.7	1.8	1.8	1.8	1.8	1.8	1.8	2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0.3

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A10 8 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Being a service I would recommend to others - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Being a service I would recommend to others - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	25	14	11	5	6	5	2	3	4	7	5	10	5	4	15	9	24	1	0	7	9	8	10	21	2	21	4	14	3	5	6	16	13	25	22	25	25	0
	1.4	1.6	1.2	1.1	1.1	1.5	0.8	2	5.7	3.1	1	2.4	1.4	0.9	1.6	1.1	1.5	0.7	0	1.6	1.9	1.2	1.6	1.4	0.9	1.3	2.3	1.8	0.7	2.1	0.9	1.2	1.3	1.4	1.4	1.4	1.4	0
									ADEFG	AE																												
2 (2)	10	5	5	1	2	2	2	2	0	2	2	6	0	1	9	1	10	0	0	2	2	7	2	7	3	9	1	3	0	1	6	8	3	10	8	10	10	0
	0.5	0.5	0.5	0.3	0.4	0.6	0.8	1.3	0.7	1.1	0.4	1.5	0	0.2	0.9	0.1	0.6	0	0	0.3	0.3	1	0.3	0.5	1	0.6	0.4	0.4	0	0.4	0.8	0.6	0.3	0.5	0.5	0.5	0.6	0
												Aad			A																	n			n			
3 (3)	15	6	9	5	3	2	1	1	3	4	8	4	1	3	11	4	10	4	1	2	4	4	4	11	4	12	3	9	3	1	7	11	9	15	14	15	14	1
	0.8	0.7	0.9	1	0.6	0.6	0.4	0.9	1.7	1.8	1.4	0.8	0.2	0.8	1.1	0.4	0.6	2.9	0.8	0.4	0.9	0.6	0.7	0.7	1.6	0.7	1.5	1.2	0.9	0.3	1.3	0.8	0.9	0.8	0.9	0.8	0.8	1.5
									ADEFG																													
4 (4)	27	14	13	8	12	1	2	4	1	5	15	2	6	4	18	9	26	0	1	11	4	11	14	20	6	24	2	17	6	2	11	16	16	27	23	27	24	2
	1.5	1.6	1.4	1.7	2.1	0.3	0.8	2.6	1.4	2.2	2.8	0.6	1.6	0.8	1.8	1.1	1.6	0	1.7	2.4	0.9	1.6	2.2	1.4	2.1	1.5	1	2.1	1.8	0.8	1.6	1.2	1.6	1.5	1.5	1.5	1.4	3.3
								G		F	AZgil					Z																				m			
5 (5)	84	49	35	27	23	15	9	5	4	9	17	17	13	37	34	50	70	10	2	27	11	31	27	64	16	81	3	36	17	15	27	56	45	84	64	84	73	9
	4.6	5.6	3.7	5.8	4.2	4.5	4.2	3.3	5.2	3.9	3.1	4	3.6	7.7	3.5	6	4.5	7.6	2.8	5.8	2.6	4.8	4.2	4.3	6.1	5	1.6	4.5	5	5.7	4.1	4.2	4.5	4.6	4.2	4.6	4.2	13.6
	Cyz													AYZc		Yac																						
6 (6)	102	58	44	24	25	28	10	9	6	15	40	15	21	25	55	46	84	10	6	25	22	38	37	85	13	89	13	44	18	14	36	75	57	102	83	102	92	8
	5.6	6.6	4.7	5.2	4.4	8.4	4.5	5.6	8.8	6.6	7.2	3.7	5.9	5.4	5.7	5.6	5.4	7.2	7.1	5.2	5	5.8	5.7	5.7	4.9	5.5	6.9	5.6	5.3	5.3	5.4	5.7	5.7	5.6	5.4	5.6	5.3	13.3
	Cz					AE					Zc				Z																						
7 (7)	197	109	88	49	57	33	31	22	3	25	60	49	32	56	108	88	175	12	9	54	45	76	61	169	26	171	23	83	26	31	73	138	87	197	158	197	186	10
	10.9	12.4	9.5	10.6	10.2	10	14	14.2	4.8	11.3	10.7	11.6	9	11.8	11.1	10.6	11.2	9.1	10.6	11.4	10.2	11.6	9.4	11.4	10	10.6	12.5	10.5	7.7	11.8	11.1	10.5	8.7	10.9	10.4	10.9	10.8	16.3
	Chi						i	i		i																							n		n	n	n		
8 (8)	369	174	196	87	117	72	49	31	15	45	128	81	78	83	209	161	329	23	14	87	107	135	134	309	45	320	48	160	74	54	131	248	184	369	300	369	348	19
	20.4	19.8	21.1	18.5	20.8	21.5	21.9	20	21.4	20.5	23	19.3	21.8	17.5	21.4	19.4	20.9	16.7	16.4	18.4	24.2	20.6	20.7	20.8	17.7	19.8	26.1	20.2	21.8	21	19.9	18.8	18.4	20.4	19.7	20.4	20.2	30.7
	mn																																	mn	m	mn		
9 (9)	378	182	196	94	110	73	49	37	15	52	116	99	84	78	215	163	331	27	18	99	99	133	119	316	56	343	33	159	69	55	125	291	212	378	324	378	365	6
	20.9	20.7	21.1	20	19.5	22	22	24.3	21.7	23.5	20.9	23.5	23.7	16.5	22	19.6	21.1	19.7	20.5	21	22.3	20.3	18.4	21.3	21.6	21.3	17.7	20.1	20.3	21	19	22.1	21.2	20.9	21.3	20.9	21.1	9.4
	b											b	bd		b	b																					
10 - Extremely well (10)	601	268	333	168	206	102	68	40	18	58	165	138	117	182	302	299	511	49	35	158	140	213	238	481	87	545	56	266	124	83	237	458	377	601	524	601	592	7
	33.3	30.6	35.9	35.8	36.7	30.7	30.5	25.7	26.6	26	29.6	32.7	32.8	38.5	30.9	36	32.6	36	40	33.4	31.7	32.5	36.8	32.4	34	33.7	30	33.6	36.5	31.8	36.1	34.7	37.5	33.3	34.5	33.3	34.2	11.9
	HiYc		AB	HI	HI									AYc		Yc							A									Aqs	Arnqrs		Aqs			
Top 3 Boxes (NET)	1349	624	725	348	432	247	166	108	48	155	408	318	279	344	726	623	1171	98	66	345	346	481	492	1105	188	1208	137	586	268	192	493	997	774	1349	1148	1349	1305	33
	74.6	71	78	74.3	77	74.1	74.5	70.1	69.7	70	73.5	75.4	78.3	72.5	74.3	75	74.6	72.5	77	72.9	78.2	73.4	75.9	74.6	73.3	74.8	73.8	74	78.6	73.8	75	75.6	77.1	74.6	75.5	74.6	75.5	51.9
	B		AB		J																														Aqs		Aqs			
Bottom 3 Boxes (NET)	49	25	25	11	11	9	4	6	7	13	15	20	6	8	35	14	44	5	1	11	14	19	17	39	9	42	8	26	5	7	19	35	25	49	44	49	48	1
	2.7	2.8	2.6	2.4	2	2.7	1.9	4.2	10	6	2.8	4.7	1.6	1.7	3.6	1.7	2.8	3.6	0.8	2.4	3.1	2.9	2.6	2.6	3.6	2.6	4.2	3.3	1.6	2.7	2.8	2.7	2.5	2.7	2.9	2.7	2.8	1.5
									ADEFGJ	ADEG		Aabd			Ad																								
Mean	8.28	8.15	8.41	8.32	8.4	8.25	8.32	8.04	7.69	7.93	8.18	8.26	8.4	8.34	8.22	8.36	8.27	8.26	8.57	8.24	8.35	8.24	8.33	8.28	8.22	8.3	8.17	8.23	8.43	8.24	8.34	8.35	8.41	8.28	8.32	8.28	8.33	7.28
	BU		AB	U	HU	I	U																									Aqs	Aqrs					
Standard Deviation	1.9	1.9	1.8	1.9	1.8	1.8	1.7	2	2.5	2.2	1.9	2	1.7	1.9	1.9	1.8	1.9	1.9	1.6	1.9	1.8	1.9	1.9	1.9	2	1.9	1.9	2	1.8	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.7
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0.2

Index Sheet

23 May 2019

A10 8 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Netflix perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Making content available for a long period of time - Unweighted	1651	649	1002	386	476	284	224	165	116	281	591	454	261	345	1045	606	1445	119	74	424	408	613	567	1354	241	1484	161	728	311	236	618	1244	948	1651	1416	1651	1587	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	1807	878	929	468	561	333	223	154	68	222	555	421	356	474	977	830	1571	135	86*	473	442	655	648	1482	257	1614	185	792	341	260	657	1319	1004	1807	1520	1807	1728	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Making content available for a long period of time - Effective base	1379	527	952	272	427	275	215	158	110	257	518	404	227	290	922	517	1207	100	61	349	336	523	493	1135	202	1246	129	612	254	201	518	1050	799	1379	1196	1379	1330	37
1 - Not at all well (1)	21	14	7	3	7	4	2	3	2	5	8	9	1	3	17	5	20	2	0	6	7	7	11	19	3	17	4	11	3	4	4	15	11	21	17	21	21	0
	1.2	1.6	0.8	0.7	1.3	1.1	1.1	1.9	3	2.2	1.4	2.2	0.4	0.7	1.7	0.6	1.3	1.3	0	1.3	1.5	1.1	1.7	1.3	1	1.1	2.3	1.3	0.9	1.6	0.7	1.1	1	1.2	1.1	1.2	1.2	0
	C								D			Ad			Ad																							
2 (2)	10	4	6	2	5	1	0	2	1	3	5	2	0	2	8	2	8	0	0	3	1	4	3	7	3	9	1	3	1	2	4	9	7	10	10	10	10	0
	0.5	0.4	0.6	0.3	0.8	0.3	0	1.1	1.3	1.1	1	0.6	0	0.4	0.8	0.2	0.5	0	0	0.7	0.2	0.6	0.5	0.4	1.2	0.6	0.4	0.4	0.3	0.6	0.7	0.7	0.7	0.5	0.6	0.5	0.6	0
									G																													
3 (3)	11	3	8	2	5	0	2	2	1	3	3	2	2	3	6	6	10	1	0	4	1	5	3	9	3	10	1	8	3	0	5	9	8	11	10	11	11	1
	0.6	0.3	0.9	0.3	0.9	0	0.9	1.3	1.4	1.3	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.8	0	0.8	0.3	0.8	0.4	0.6	1.1	0.6	0.5	1	0.8	0	0.8	0.7	0.8	0.6	0.7	0.6	0.6	1.3
								F	F	F																												
4 (4)	28	14	14	9	8	4	2	4	0	4	7	8	3	10	15	13	26	1	0	5	8	12	8	24	3	25	2	13	2	5	10	16	14	28	20	28	26	2
	1.5	1.6	1.5	2	1.5	1.2	0.8	2.4	0.7	1.9	1.2	1.8	0.9	2.1	1.5	1.6	1.6	0.5	0	1.1	1.9	1.9	1.3	1.6	1.2	1.6	1.2	1.6	0.6	2	1.5	1.2	1.4	1.5	1.3	1.5	1.5	3
5 (5)	67	37	30	16	25	10	6	6	3	9	20	11	13	23	31	36	59	7	1	17	14	28	29	52	11	61	5	27	18	10	18	38	33	67	51	67	58	6
	3.7	4.2	3.2	3.5	4.5	3.1	2.7	3.9	4.3	4	3.6	2.5	3.5	4.9	3.2	4.3	3.8	5.2	0.8	3.5	3.2	4.3	4.4	3.5	4.1	3.8	2.9	3.5	5.2	3.9	2.8	2.9	3.3	3.7	3.4	3.7	3.4	9.1
	m																																	m	m	m		
6 (6)	117	66	51	47	27	22	10	7	4	11	46	26	20	24	73	44	103	13	1	37	18	48	36	94	18	100	15	46	24	19	35	80	59	117	88	117	108	8
	6.5	7.5	5.5	9.9	4.8	6.5	4.7	4.8	5.8	5	8.4	6.3	5.5	5.1	7.5	5.3	6.6	9.8	0.8	7.8	4.1	7.3	5.5	6.4	7	6.2	8.2	5.9	7	7.1	5.3	6.1	5.9	6.5	5.8	6.5	6.3	11.9
	Cr			AEGi							Ad					A																			r		r		
7 (7)	231	132	99	49	81	57	24	15	6	21	75	50	48	57	125	107	199	17	13	61	58	81	76	187	35	199	32	93	39	33	92	158	124	231	182	231	212	17
	12.8	15.1	10.7	10.4	14.4	17.2	10.6	9.7	8.8	9.4	13.4	11.9	13.9	12.1	12.8	12.9	12.7	12.3	14.7	12.8	13	12.4	11.8	12.6	13.7	12.3	17.5	11.7	11.3	12.6	14	12	12.3	12.8	12	12.8	12.2	27.3
	Cr	C				ADGHIJ																												r		r		
8 (8)	343	161	183	79	97	59	53	39	17	56	110	78	71	85	188	155	302	25	15	81	85	135	108	279	51	302	39	161	56	56	116	239	157	343	282	343	325	16
	19	18.3	19.7	16.9	17.2	17.7	23.8	25.2	24.6	25	19.8	18.4	19.8	17.8	19.2	18.7	19.2	18.2	16.9	17.2	19.3	20.6	16.7	18.8	19.9	18.7	21.2	20.4	16.5	21.4	17.7	18.2	15.7	19	18.5	19	18.8	26.1
	n						E	ADE		ADEF																						n		n	n	n		
9 (9)	397	188	209	94	112	87	52	35	16	52	126	103	79	89	228	168	349	22	22	105	111	133	151	324	63	367	28	184	69	52	152	302	226	397	347	397	382	9
	22	21.4	22.5	20.1	19.9	26.1	23.3	23	23.8	23.2	22.6	24.4	22.3	18.7	23.4	20.3	22.2	16.6	25	22.2	25.1	20.3	23.2	21.8	23.9	22.7	15.3	23.2	20.3	20	23.1	22.9	22.5	22	22.8	22	22.1	13.6
																																			Aqs			
10 - Extremely well (10)	582	260	323	167	195	89	72	41	18	59	155	132	118	178	287	295	494	47	36	154	139	202	223	488	69	523	57	246	126	80	220	451	365	582	512	582	575	5
	32.2	29.6	34.7	35.7	34.7	26.8	32.2	26.8	26.5	26.7	27.9	31.3	33	37.5	29.4	35.6	31.5	35.2	41.7	32.5	31.4	30.8	34.4	32.9	26.9	32.4	30.5	31.1	37.1	30.7	33.5	34.2	36.4	32.2	33.7	32.2	33.3	7.5
	FJYq		AB	FJ	FJ									AYc		AYc																Aqs	Arnqrs		Aqs			
Top 3 Boxes (NET)	1322	608	714	341	403	235	177	115	51	167	391	312	267	351	703	619	1145	94	72	340	331	470	482	1092	182	1192	124	591	252	187	488	993	749	1322	1141	1322	1282	30
	73.2	69.3	76.8	72.8	71.9	70.6	79.2	75	74.9	75	70.4	74.1	75.1	74.1	72	74.5	72.9	70.1	83.7	71.9	75.8	71.7	74.4	73.6	70.7	73.8	67	74.6	73.8	72.1	74.3	75.3	74.6	73.2	75.1	73.2	74.2	47.4
	B		AB				AEF																									Aqs			Aqs			
Bottom 3 Boxes (NET)	43	21	22	6	17	5	5	6	4	10	16	14	4	8	31	12	38	3	0	13	9	16	17	34	9	37	6	22	7	6	14	33	26	43	37	43	42	1
	2.4	2.4	2.3	1.3	3	1.4	2	4.2	5.7	4.7	3	3.4	1.1	1.7	3.1	1.4	2.4	2.2	0	2.8	2	2.5	2.7	2.3	3.3	2.3	3.2	2.8	2	2.2	2.1	2.5	2.5	2.4	2.5	2.4	2.4	1.3
								D	ADF	ADF		d			Ad																							
Mean	8.29	8.16	8.41	8.34	8.28	8.26	8.44	8.1	8.05	8.09	8.14	8.26	8.43	8.38	8.19	8.4	8.26	8.24	8.9	8.27	8.36	8.19	8.34	8.31	8.13	8.31	8.08	8.28	8.39	8.2	8.38	8.38	8.4	8.29	8.36	8.29	8.33	7.32
	BYc		AB				J						X			Yc																	Aqs	Aqs		Aqs			
Standard Deviation	1.8	1.9	1.8	1.8	1.9	1.7	1.7	2	2.1	2	1.9	1.9	1.8	1.8	1.9	1.7	1.8	1.9	1.2	1.9	1.8	1.9	1.9	1.8	1.9	1.8	1.9	1.8	1.8	1.9	1.7	1.8	1.8	1.8	1.8	1.8	1.8	1.5
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0.2

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23 May 2019

A10 2 9 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Amazon Prime Video perform on...

- Summary table Amazon Prime Video -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Amazon Prime Video - Unweighted	1045	1045	1045	1045	1045	1045
	100	100	100	100	100	100
Base: Amazon Prime Video - Weighted	1119	1119	1119	1119	1119	1119
	100	100	100	100	100	100
Base: Amazon Prime Video - Effective base	881	881	881	881	881	881
1 - Not at all well (1)	16	20	14	15	20	15
	1.4	1.8	1.2	1.3	1.8	1.3
2 (2)	12	11	6	11	11	6
	1.1	1	0.5	0.9	1	0.5
3 (3)	23	18	27	20	30	17
	2.1	1.6	2.4	1.8	2.7	1.5
4 (4)	45	53	55	37	39	19
	4	4.8	4.9	3.3	3.5	1.7
5 (5)	88	95	75	71	91	74
	7.9	8.5	6.7	6.3	8.2	6.6
6 (6)	113	108	121	97	107	110
	10.1	9.7	10.8	8.6	9.6	9.8
7 (7)	198	186	209	205	189	178
	17.7	16.6	18.7	18.3	16.9	15.9
8 (8)	240	280	266	276	257	292
	21.4	25	23.7	24.6	23	26.1
9 (9)	191	167	171	193	182	196
	17.1	15	15.3	17.2	16.2	17.5
10 - Extremely well (10)	193	181	177	197	192	212
	17.2	16.1	15.9	17.6	17.1	19
Top 3 Boxes (NET)	624	628	614	665	630	701
	55.7	56.1	54.9	59.4	56.3	62.6
Bottom 3 Boxes (NET)	51	48	46	45	61	38
	4.6	4.3	4.1	4	5.5	3.4
Mean	7.47	7.41	7.44	7.61	7.44	7.73
Standard Deviation	2	2	2	1.9	2.1	1.9
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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A10 9 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i									m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	16	7	9	1	8	1	2	2	1	3	7	5	4	1	11	5	16	0	1	7	8	3	13	1	14	2	6	5	3	4	14	6	15	15	16	16
	1.4	1.2	1.7	0.5	2.4	0.5	1.6	1.8	2	1.9	1.6	1.9	1.7	0.4	1.7	1	1.6	0	0.4	2.5	2	0.7	1.4	0.7	1.4	2.1	1.3	2.2	1.9	1	1.6	1	1.8	1.5	1.4	1.5
																															n		n	n		
2 (2)	12	6	6	0	6	2	1	2	1	3	4	0	5	2	5	7	10	0	2	2	5	5	8	4	10	1	3	3	4	7	10	8	9	12	12	12
	1.1	1	1.2	0	1.8	0.7	0.8	1.6	2.1	1.8	1.1	0.2	2.6	0.6	0.7	1.5	1	0	0.8	0.8	1.3	1.2	0.9	2.2	1	1.5	0.7	1.2	2.4	1.5	1.2	1.3	1.1	1.2	1.1	1.1
									b				z																							
3 (3)	23	11	13	11	8	1	2	0	1	1	9	3	4	7	12	11	20	3	6	6	8	11	18	6	23	0	12	5	5	7	15	8	23	21	23	20
	2.1	1.8	2.4	4.5	2.3	0.5	1.4	0	2.1	0.7	2.3	1.1	2	2.8	1.8	2.5	2	3.4	2	2.2	1.9	2.8	2	3.2	2.3	0	2.5	2.4	3.3	1.5	1.7	1.2	2.7	2.1	2.1	1.9
	n			AFHi																													Amns	mn	n	
4 (4)	45	24	21	16	12	7	5	2	2	5	23	9	4	11	29	15	42	3	16	12	13	14	40	4	43	1	13	12	8	17	31	25	36	37	45	41
	4	4.1	3.9	6.3	3.5	3.5	2.9	2.3	4.6	3.1	5	3.4	2	4.5	4.4	3.4	4.3	3.5	5.8	4.2	3.3	3.5	4.4	2.6	4.2	1.5	2.8	5.2	5	3.7	3.6	3.9	4.3	3.7	4	3.8
5 (5)	88	47	42	21	30	11	13	11	2	13	21	22	18	27	43	45	72	10	12	18	41	29	68	16	81	7	25	13	10	30	64	51	66	79	88	85
	7.9	8	7.8	8.3	8.9	5.4	8.1	10.4	3.4	8	5.2	8.4	8.8	11	6.4	10	7.4	11.4	4.4	6.5	10.1	7.5	7.4	9.4	8	7.6	5.4	5.9	6.6	6.7	7.3	7.9	7.7	8	7.9	7.9
	vs									s				y		y																				
6 (6)	113	65	48	31	31	17	13	14	7	21	45	28	24	16	73	40	99	10	34	28	37	27	92	16	99	14	42	19	16	41	93	64	94	101	113	105
	10.1	11.2	9	12.2	9.2	8.2	8.1	13.2	12.7	13	10.9	10.9	11.8	6.5	10.9	8.9	10.2	10.8	11.9	10.1	9.1	7	10.1	9.1	9.8	14.3	9.1	8.6	10.4	9	10.6	9.9	11.1	10.2	10.1	9.7
	u																																			
7 (7)	198	101	97	47	65	35	20	19	12	31	84	48	31	34	133	65	172	19	56	40	76	60	164	33	178	17	72	47	24	75	159	107	151	171	198	191
	17.7	17.4	18	18.4	19.4	17.1	12.3	17.4	22.4	19.1	20.5	18.9	15.3	13.7	19.9	14.4	17.7	20.9	19.7	14.3	18.6	15.6	18	19.3	17.6	17.7	15.4	20.7	15.9	16.6	18.2	16.6	17.7	17.2	17.7	17.7
	G								G		d				Ad																					
8 (8)	240	115	125	40	69	53	45	22	11	33	80	71	39	50	150	89	209	18	59	67	83	81	187	43	216	23	101	37	36	101	187	140	170	211	240	235
	21.4	19.7	23.3	15.9	20.6	25.4	28.1	19.8	20.4	20	19.4	27.6	18.8	20.4	22.6	19.7	21.4	19.9	20.6	24.1	20.3	20.8	20.5	25.1	21.2	23.3	21.7	16.6	23.8	22.2	21.5	21.8	20	21.3	21.4	21.8
						D	AD					AVad			Y																					
9 (9)	191	105	87	43	53	39	29	17	9	26	62	42	39	49	104	87	170	9	49	52	69	79	166	20	172	19	93	39	26	74	148	111	139	174	191	188
	17.1	18	16.1	17	15.8	19.1	18.3	15.8	17	16.2	15.2	16.2	18.8	19.7	15.6	19.3	17.5	10.1	17	18.7	17	20.2	18.2	11.7	16.9	19.7	20	17.3	16.8	16.4	16.9	17.2	16.3	17.6	17.1	17.4
10 - Extremely well (10)	193	104	89	43	54	40	30	19	7	26	77	30	37	50	106	87	164	18	49	47	68	80	157	29	180	12	98	45	21	98	153	123	148	170	193	185
	17.2	17.8	16.7	16.8	16	19.5	18.5	17.7	13.2	16.3	18.7	11.5	18	20.3	15.9	19.2	16.9	19.9	17.3	16.7	16.6	20.6	17.2	16.6	17.7	12.3	21.1	19.9	13.8	21.5	17.5	19.1	17.3	17.2	17.2	17.1
	Z										Zc			Z	Z	Z																					
Top 3 Boxes (NET)	624	323	301	126	176	132	104	58	27	85	219	142	114	149	361	263	542	45	156	166	220	240	510	92	568	54	293	121	83	273	488	373	457	556	624	608
	55.7	55.4	56.1	49.6	52.5	64	64.9	53.3	50.6	52.4	53.3	55.3	55.7	60.3	54	58.2	55.8	50	54.9	59.5	53.9	61.7	55.8	53.4	55.8	55.3	62.8	53.8	54.5	60.1	55.9	58.1	53.6	56	55.7	56.4
	q					ADEii	ADEii															A										q		q	q	
Bottom 3 Boxes (NET)	51	23	28	13	22	4	6	4	3	7	20	8	13	10	29	23	45	3	9	15	21	18	39	11	48	4	21	13	12	18	39	22	48	48	51	48
	4.6	4	5.2	5	6.5	1.7	3.8	3.4	4.3	4.4	5	3.1	6.4	3.9	4.3	5	4.7	3.4	3.2	5.5	5.1	4.7	4.2	6.2	4.7	3.6	4.5	5.8	7.6	4	4.4	3.5	5.6	4.9	4.6	4.5
	F				F				F																								Amns	n		
Mean	7.47	7.5	7.44	7.31	7.3	7.84	7.68	7.45	7.29	7.4	7.45	7.4	7.43	7.61	7.43	7.53	7.46	7.42	7.54	7.48	7.39	7.69	7.49	7.34	7.47	7.45	7.75	7.46	7.24	7.67	7.5	7.59	7.38	7.47	7.47	7.49
	q					ADEii																A										q	Aqrs			q	
Standard Deviation	2	2	2.1	2	2.2	1.8	2	2	2.1	2	2.1	1.9	2.2	2	2	2.1	2	1.9	1.9	2.1	2.1	2	2	2	2	1.9	2	2.2	2.2	2	2	2	2.1	2	2	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 9 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i								m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	20	9	11	1	9	4	3	2	1	3	9	3	5	3	12	8	20	0	4	7	9	6	16	3	16	4	9	4	5	7	17	12	19	19	20	20
	1.8	1.6	2	0.5	2.6	1.9	1.6	1.8	2	1.9	2.1	1.3	2.4	1	1.8	1.7	2	0	1.3	2.4	2.3	1.6	1.7	1.5	1.6	3.6	2	1.9	3.5	1.6	1.9	1.9	2.2	1.9	1.8	1.8
2 (2)	11	4	7	0	7	0	2	1	0	2	2	4	1	1	5	6	10	0	3	2	4	5	7	5	11	0	3	1	1	6	8	5	8	10	11	11
	1	0.6	1.4	0	2.1	0	1.3	1.9	0	1.3	0.4	1.4	2.2	0.5	0.8	1.3	1	0	1.2	0.8	1	1.3	0.7	2.7	1.1	0	0.6	0.5	1.3	1.3	0.9	0.8	1	1	1	1
								D																											
3 (3)	18	9	8	5	8	2	1	1	1	2	7	3	4	4	10	8	17	0	5	2	9	7	17	1	18	0	7	4	3	4	14	11	15	14	18	18
	1.6	1.6	1.6	1.9	2.3	1	0.8	0.7	2.1	1.1	1.6	1.1	2	1.6	1.4	1.8	1.7	0	1.8	0.7	2.3	1.8	1.8	0.5	1.7	0	1.4	1.7	2.2	0.9	1.6	1.7	1.8	1.4	1.6	1.6
4 (4)	53	30	24	19	14	3	7	8	3	11	16	12	10	16	27	26	46	5	8	20	18	15	44	8	47	6	18	13	8	20	33	22	44	46	53	50
	4.8	5.1	4.4	7.3	4.2	1.6	4.1	7.4	5	6.6	3.8	4.6	4.9	6.4	4.1	5.7	4.7	5.6	2.7	7.1	4.4	4	4.8	4.9	4.6	6.6	3.8	5.6	5.2	4.4	3.7	3.4	5.2	4.6	4.8	4.7
	Fmn			E				F		E																							mn	mn	mn	
5 (5)	95	48	47	21	24	18	15	12	5	17	36	21	15	23	57	38	78	10	20	21	37	29	75	17	85	10	29	17	16	32	78	55	72	87	95	88
	8.5	8.2	8.8	8.2	7.3	8.9	9.2	10.6	9.4	10.2	8.8	8.1	7.3	9.4	8.5	8.5	8	11.5	6.9	7.6	9.1	7.4	8.2	9.9	8.4	10	6.2	7.4	10.3	7.3	9	8.6	8.5	8.8	8.5	8.2
6 (6)	108	56	52	27	33	13	16	14	4	18	39	28	20	21	68	40	100	5	37	27	36	27	88	15	98	10	34	17	19	37	84	65	88	96	108	108
	9.7	9.5	9.8	10.7	9.9	6.5	10.1	12.8	7.5	11	9.6	10.9	9.6	8.4	10.1	8.9	10.3	5.9	12.9	9.8	8.9	6.9	9.6	8.8	9.6	10.1	7.2	7.4	12.6	8.2	9.7	10.2	10.3	9.7	9.7	10
	d																																			
7 (7)	186	108	78	48	53	39	21	14	12	26	70	46	27	43	116	70	159	17	59	45	55	59	145	31	171	13	74	42	25	73	153	106	136	169	186	179
	16.6	18.5	14.6	18.8	15.9	18.6	12.8	12.6	22.3	15.8	17.1	17.8	13.2	17.4	17.4	15.5	16.3	19.2	20.7	16.1	13.5	15.2	15.9	18	16.8	13.2	15.8	18.5	16.2	16.2	17.5	16.5	16	17.1	16.6	16.6
	c								GI																											
8 (8)	280	146	134	65	78	59	44	24	10	34	91	79	57	54	170	111	244	27	66	77	101	102	234	40	250	29	106	56	38	107	216	153	197	248	280	265
	25	25.1	25	25.7	23.4	28.6	27.2	21.8	19	20.8	22.1	30.8	27.8	21.7	25.4	24.5	25.1	29.6	23.2	27.6	24.8	26.4	25.6	23.2	24.6	29.9	22.7	24.8	24.9	23.5	24.8	23.8	23.2	25	25	24.6
	q											AhBc			g																				q	
9 (9)	167	84	83	29	57	34	21	16	10	26	73	30	33	31	103	64	146	8	39	41	66	64	138	28	153	14	97	36	18	72	135	97	124	145	167	165
	15	14.4	15.5	11.3	17.2	16.6	13.2	14.6	18.2	15.8	17.7	11.8	16.2	12.6	15.5	14.2	15	9	13.7	14.6	16.2	16.4	15.1	16.1	15.1	14.3	20.7	16.1	11.9	15.8	15.4	15.2	14.6	14.6	15	15.3
											AE				g																					
10 - Extremely well (10)	181	90	90	40	51	34	32	17	8	25	68	31	30	51	100	81	153	17	44	37	72	74	150	25	167	12	91	36	18	95	135	115	148	159	181	174
	16.1	15.5	16.9	15.5	15.1	16.2	19.9	15.9	14.4	15.4	16.7	12.1	14.4	20.9	14.9	17.9	15.8	19.1	15.5	13.3	17.6	19.1	16.4	14.4	16.5	12.3	19.5	16.1	12	20.9	15.5	18	17.4	16.1	16.1	16.2
	z													z																		mv				
Top 3 Boxes (NET)	628	320	308	134	186	127	96	57	28	85	232	141	120	136	372	256	543	52	149	155	239	240	522	92	571	56	294	128	75	274	486	366	470	552	628	604
	56.1	54.9	57.4	52.5	55.7	61.4	60.3	52.2	51.6	52	56.5	54.7	58.3	55.2	55.8	56.6	55.9	57.8	52.5	55.5	58.6	61.9	57.1	53.7	56.1	56.5	63	57	48.8	60.3	55.7	57	55.1	55.6	56.1	56
																						A														
Bottom 3 Boxes (NET)	48	22	27	6	23	6	6	3	2	7	17	10	14	8	27	21	46	0	12	11	23	18	39	8	45	4	19	9	11	18	39	29	42	43	48	48
	4.3	3.8	5	2.5	7	3	3.5	4.4	4.2	4.3	4.2	3.9	6.8	3.1	4.1	4.7	4.7	0	4.3	3.9	5.6	4.7	4.3	4.7	4.4	3.6	4	4.1	6.9	3.9	4.3	4.5	4.9	4.3	4.3	4.6
					AD																															
Mean	7.41	7.4	7.41	7.35	7.31	7.66	7.54	7.19	7.37	7.25	7.48	7.3	7.31	7.48	7.41	7.4	7.38	7.59	7.41	7.29	7.42	7.6	7.43	7.31	7.42	7.24	7.71	7.46	7	7.62	7.4	7.48	7.37	7.39	7.41	7.41
						GI																A														
Standard Deviation	2	2	2.1	1.9	2.2	1.9	2	2.2	2	2.1	2	1.9	2.2	2	2	2.1	2.1	1.8	1.9	2.1	2.1	2	2	2.1	2	2.1	2	2	2.2	2	2	2	2.1	2	2	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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Index Sheet

23 May 2019

A10 9 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i									m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	14	6	8	1	8	0	2	2	1	3	5	4	2	2	9	4	13	1	2	4	7	3	11	1	11	2	4	2	5	4	12	7	14	13	14	14
	1.2	1	1.4	0.4	2.5	0	1.1	1.8	1.2	1.6	1.3	1.5	1.2	0.8	1.4	1	1.3	1.1	0.7	1.3	1.8	0.7	1.2	0.8	1.1	2.3	0.9	0.9	3.5	0.9	1.4	1.1	1.6	1.3	1.2	1.3
					AF																															
2 (2)	6	2	4	1	1	1	0	2	1	3	2	2	2	0	3	2	6	0	0	2	3	0	4	2	5	1	2	1	2	2	3	2	4	4	6	6
	0.5	0.3	0.7	0.3	0.4	0.5	0	1.6	1.7	1.7	0.5	0.6	1.1	0	0.5	0.5	0.6	0	0	0.8	0.8	0	0.4	0.9	0.5	0.7	0.4	0.3	1.3	0.4	0.4	0.3	0.5	0.4	0.5	0.5
										A																										
3 (3)	27	11	16	6	7	5	5	0	3	3	6	8	11	2	13	13	24	0	10	6	8	9	21	5	27	0	7	7	6	9	22	15	23	24	27	26
	2.4	1.8	3	2.5	2.2	2.4	3.3	0	5.4	1.8	1.4	3	5.3	1	2	3	2.4	0	3.6	2.1	1.9	2.3	2.3	2.9	2.6	0	1.5	3	3.8	1.8	2.5	2.4	2.7	2.4	2.4	2.4
									HJ				AJbd			b																				
4 (4)	55	33	22	17	23	2	5	6	2	9	23	11	9	12	34	20	42	8	7	15	20	16	46	9	52	3	20	16	5	23	47	32	48	52	55	54
	4.9	5.7	4	6.8	6.8	0.7	2.9	5.9	4.1	5.3	5.6	4.4	4.2	4.7	5.2	4.5	4.3	8.5	2.6	5.2	4.8	4	5	5.3	5.1	2.8	4.4	7.1	3.1	5	5.4	5	5.6	5.2	4.9	5
	e			f	F			e	f	F																										
5 (5)	75	47	28	20	22	12	8	8	4	12	31	19	8	17	50	24	66	2	16	19	30	24	57	15	67	7	27	14	11	34	58	41	53	69	75	70
	6.7	8	5.2	7.8	6.5	5.7	5.3	7.8	7.4	7.7	7.6	7.4	3.8	6.7	7.5	5.4	6.8	1.8	5.8	7	7.4	6.1	6.3	8.7	6.6	7.5	5.8	6.3	6.9	7.5	6.6	6.5	6.3	6.9	6.7	6.5
	c																																			
6 (6)	121	61	59	39	37	19	8	12	4	16	43	26	27	25	69	52	108	13	34	30	44	27	99	18	111	10	45	19	19	33	79	58	97	97	121	115
	10.8	10.5	11.1	15.5	11.1	9.4	5.2	11.4	7	10	10.5	10.1	12.9	10.3	10.3	11.5	11.1	13.9	12	10.8	10.8	6.9	10.9	10.3	10.9	10.4	9.5	8.5	12.5	7.3	9	9.1	11.4	9.8	10.8	10.6
	Ginnr			G	G																												mnr	m	mnr	
7 (7)	209	110	100	52	61	35	26	25	10	35	76	44	31	58	120	89	181	24	66	46	69	72	175	29	187	20	73	33	32	81	155	98	153	175	209	199
	18.7	18.8	18.6	20.6	18.3	16.9	16.1	22.8	18.7	21.4	18.6	17.1	15	23.6	18	19.7	18.6	26.5	23.1	16.6	16.8	18.6	19.2	16.7	18.4	20.8	15.6	14.5	21	17.9	17.8	15.2	17.9	17.6	18.7	18.5
	nr																														n		n	n	nr	
8 (8)	266	140	125	53	74	63	41	21	13	35	90	84	47	45	174	92	235	16	65	71	100	92	215	47	239	26	110	50	31	110	223	169	202	247	266	260
	23.7	24.1	23.4	20.6	22.2	30.2	25.9	19.4	24.9	21.2	22	32.6	22.7	18.3	26.1	20.3	24.2	18	22.8	25.3	24.4	23.8	23.6	27.4	23.5	26.1	23.6	22.2	20.3	24.2	25.6	26.3	23.7	24.9	23.7	24.1
						ADH						AYabcd			AYb																As	As		As		
9 (9)	171	81	90	25	52	34	34	18	8	26	68	33	36	34	101	70	153	9	39	45	69	72	139	23	155	15	89	47	18	76	140	102	118	157	171	168
	15.3	13.9	16.7	9.8	15.6	16.5	21	16.2	15.1	15.9	16.6	12.8	17.5	13.7	15.1	15.4	15.7	10.3	13.5	16.2	16.9	18.6	15.2	13.4	15.3	15.6	19	21	11.7	16.7	16	15.9	13.8	15.8	15.3	15.6
	Dg						AD																								g			g	g	
10 - Extremely well (10)	177	92	85	40	48	37	31	14	8	22	65	27	34	51	92	85	145	18	45	41	59	74	145	24	163	14	90	36	24	83	134	117	140	154	177	167
	15.9	15.8	15.9	15.8	14.3	17.7	19.2	13	14.4	13.5	15.9	10.5	16.4	20.8	13.8	18.8	14.9	20	15.9	14.7	14.4	19.1	15.9	13.7	16	13.9	19.1	16.1	15.9	18.3	15.4	18.2	16.4	15.5	15.9	15.5
	Zc													Zc	Z	Z																Amrs				
Top 3 Boxes (NET)	614	314	300	118	175	133	106	53	29	82	224	144	116	130	367	247	533	43	149	157	227	239	500	94	558	55	289	134	73	268	497	388	460	558	614	595
	54.9	53.8	56	46.2	52.2	64.4	66.1	48.7	54.4	50.6	54.6	55.9	56.5	52.8	55.1	54.5	54.9	48.2	52.3	56.3	55.7	61.4	54.7	54.5	54.8	55.6	61.9	59.3	47.9	59.1	57	60.4	54	56.3	54.9	55.2
	D				ADEHij	ADEHi	ADEHi															A									Aqs	Amqrs		Aqs		
Bottom 3 Boxes (NET)	46	19	27	8	17	6	7	4	4	8	13	13	16	4	26	20	42	1	12	12	18	12	36	8	43	3	13	10	13	15	37	25	41	41	46	45
	4.1	3.2	5.1	3.1	5	2.9	4.4	3.4	8.3	5	3.2	5.1	7.6	1.8	3.9	4.4	4.3	1.1	4.2	4.1	4.5	3	4	4.6	4.2	3	2.8	4.3	8.5	3.2	4.2	3.8	4.8	4.1	4.1	4.2
									AF				AYbd			b																				
Mean	7.44	7.41	7.47	7.23	7.26	7.81	7.81	7.27	7.27	7.27	7.45	7.28	7.4	7.61	7.38	7.52	7.42	7.49	7.48	7.42	7.39	7.74	7.45	7.31	7.43	7.48	7.72	7.51	7.13	7.6	7.45	7.58	7.37	7.44	7.44	7.43
					ADEHij	ADEHi																A										Amqrs				
Standard Deviation	2	1.9	2	1.9	2.1	1.7	1.9	2	2.1	2	2	1.9	2.1	1.9	1.9	2	2	1.9	1.8	2	2	1.9	2	2	2	1.9	1.9	2	2.2	1.9	2	2	2	2	2	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 9 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s
Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i									m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	15	8	6	1	6	3	2	2	1	3	7	3	2	3	10	5	15	0	1	6	8	1	12	2	13	2	5	4	4	5	13	8	14	14	15	15
	1.3	1.4	1.2	0.3	1.8	1.2	1.6	1.8	2	1.9	1.6	1.3	1.2	1	1.5	1.1	1.5	0	0.4	2.1	2	0.3	1.3	1.1	1.3	2.1	1.2	1.9	2.9	1	1.5	1.2	1.7	1.4	1.3	1.4
	l																																			
2 (2)	11	5	6	4	4	0	2	1	0	1	5	1	2	3	5	5	8	1	1	3	4	3	9	1	10	1	3	5	3	6	6	1	9	9	11	8
	0.9	0.8	1	1.5	1.2	0	1.1	1	0	0.6	1.1	0.3	1.1	1.2	0.8	1.2	0.8	1.1	0.3	1	1	0.8	1	0.6	1	0.8	0.6	2.2	1.7	1.4	0.7	0.2	1	0.9	0.9	0.8
	n																														n			mn	n	
3 (3)	20	7	13	6	7	2	2	1	1	3	10	2	5	3	11	8	18	0	7	6	5	6	17	3	20	0	8	7	3	6	14	15	17	17	20	17
	1.8	1.2	2.4	2.4	1.9	1	1.4	1.3	2.4	1.7	2.3	0.7	2.6	1.2	1.7	1.9	1.9	0	2.6	2.1	1.3	1.5	1.8	1.8	1.9	0	1.6	3	1.7	1.4	1.6	2.4	2	1.8	1.8	1.6
																																m				
4 (4)	37	22	14	9	13	6	3	5	2	6	11	13	8	5	24	13	34	1	8	12	14	10	31	6	33	4	15	4	3	11	27	19	30	34	37	35
	3.3	3.8	2.7	3.4	3.8	3	1.7	4.3	3.3	3.9	2.6	5	4.1	1.9	3.5	2.9	3.5	1	2.7	4.4	3.4	2.7	3.4	3.6	3.2	3.9	3.1	1.7	2	2.4	3.1	3	3.6	3.4	3.3	3.3
5 (5)	71	36	34	18	25	7	9	6	5	11	22	15	14	20	37	34	62	3	21	12	29	25	58	10	62	8	24	14	11	19	48	36	54	61	71	67
	6.3	6.2	6.4	7	7.4	3.4	5.9	5.5	10	7	5.3	5.8	6.9	8	5.5	7.5	6.4	3.8	7.4	4.4	7.1	6.5	6.4	5.7	6.1	8.3	5.1	6.2	7.4	4.3	5.5	5.6	6.4	6.1	6.3	6.2
	m								f																									m	m	
6 (6)	97	49	48	27	23	14	13	15	4	20	40	23	23	11	63	34	85	10	33	27	25	25	79	15	87	9	31	20	15	36	78	56	80	86	97	95
	8.6	8.4	8.9	10.6	6.9	6.6	8.4	14	8.3	12.1	9.9	8.8	11.2	4.4	9.4	7.5	8.8	10.7	11.4	9.8	6.2	6.5	8.7	9	8.6	9	6.6	8.8	9.9	7.9	8.9	8.7	9.4	8.6	8.6	8.8
	b							AEF			b		bd		b	b																				
7 (7)	205	114	91	45	67	36	28	20	10	30	70	61	36	39	131	75	183	15	48	46	89	53	167	35	191	12	72	43	26	91	175	119	153	186	205	197
	18.3	19.6	17	17.6	20	17.2	17.2	18.7	18.6	18.7	17	23.8	17.5	15.7	19.6	16.5	18.9	16.5	17	16.5	21.8	13.6	18.2	20.5	18.8	12.6	16.5	19	16.7	20	20	18.6	18	18.8	18.3	18.3
	i											AYbcd			Y																Aqrs					
8 (8)	276	140	136	61	84	62	37	20	11	31	95	70	41	70	165	111	240	23	73	80	87	109	220	47	246	29	118	49	35	113	213	152	191	245	276	271
	24.6	24	25.3	24	25	30.1	23	18.8	20.4	19.3	23.1	27.2	19.8	28.4	24.7	24.5	24.7	25.1	25.7	28.6	21.3	28	24.1	27.3	24.2	29	25.2	21.6	23.2	24.8	24.4	23.7	22.4	24.7	24.6	25.2
	q					m																												q	q	
9 (9)	193	103	89	39	58	36	30	21	9	30	76	38	37	42	114	79	162	21	40	43	79	72	156	28	172	21	82	41	31	73	148	105	144	167	193	185
	17.2	17.7	16.7	15.4	17.3	17.2	18.7	19.2	16.7	18.4	18.5	14.9	17.8	16.9	17.1	17.4	16.7	23.4	13.9	15.3	19.5	18.6	17	16.4	16.9	20.9	17.5	18.3	20.4	16.1	16.9	16.4	16.9	16.8	17.2	17.2
10 - Extremely well (10)	197	98	99	45	49	42	34	17	10	27	76	32	36	52	108	89	165	17	53	45	67	84	166	24	182	13	105	39	21	94	151	131	159	173	197	186
	17.6	16.8	18.4	17.8	14.7	20.2	21	15.5	18.2	16.4	18.6	12.3	17.8	21.2	16.2	19.6	17	18.4	18.6	15.9	16.5	21.6	18.2	14	17.9	13.2	22.5	17.5	14.1	20.7	17.3	20.3	18.7	17.5	17.6	17.3
	z										zc			z	z	z						A										Amrs				
Top 3 Boxes (NET)	665	341	324	146	191	140	100	58	30	88	247	140	114	164	387	278	567	60	166	167	234	265	541	99	601	62	305	129	88	280	512	388	494	585	665	643
	59.4	58.5	60.4	57.2	57	67.6	62.7	53.5	55.3	54.1	60.2	54.4	55.4	66.5	58	61.5	58.3	66.9	58.2	59.9	57.3	68.1	59.3	57.7	59.1	63.2	65.3	57.3	57.6	61.6	58.6	60.4	57.9	59	59.4	59.7
						AEHi								A2		a						A														
Bottom 3 Boxes (NET)	45	20	25	10	17	5	6	4	2	7	21	6	10	9	26	19	41	1	9	14	17	10	37	6	42	3	18	16	10	18	34	24	40	40	45	40
	4	3.5	4.6	4.1	5	2.2	4	4.1	4.3	4.2	5	2.3	4.9	3.5	4	4.1	4.2	1.1	3.3	5.1	4.2	2.6	4.1	3.5	4.1	3	3.4	7	6.3	3.9	3.8	3.8	4.7	4.1	4	3.7
Mean	7.61	7.6	7.62	7.55	7.46	7.91	7.78	7.45	7.48	7.46	7.63	7.47	7.49	7.82	7.57	7.67	7.56	8	7.61	7.5	7.57	7.91	7.61	7.54	7.61	7.56	7.85	7.5	7.43	7.77	7.62	7.71	7.56	7.59	7.61	7.62
						AEHj																A										gr				
Standard Deviation	1.9	1.9	2	1.9	2	1.8	2	2	2.1	2	2	1.8	2	1.9	1.9	2	2	1.6	1.8	2	2	1.8	2	1.8	1.9	1.9	1.9	2.1	2.1	1.9	1.9	1.9	2	1.9	1.9	1.9
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Index Sheet

23 May 2019

A10 9 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i								m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	20	12	9	2	9	5	2	2	1	3	8	5	3	4	13	7	19	1	2	7	11	5	17	2	17	4	9	4	5	7	17	9	20	19	20	20
	1.8	2	1.6	0.6	2.7	2.3	1.1	1.8	2.6	2	2	2	1.6	1.4	2	1.5	2	1.1	0.7	2.4	2.6	1.3	1.9	1.1	1.6	3.6	1.9	1.6	3.5	1.6	1.9	1.5	2.4	1.9	1.8	1.8
																																	As			
2 (2)	11	5	6	2	5	1	2	0	1	1	3	4	2	1	7	3	8	1	1	1	6	3	9	1	10	1	4	1	5	2	6	5	6	9	11	10
	1	0.8	1.1	0.9	1.4	0.5	1	0	2	0.7	0.8	1.6	1.2	0.4	1.1	0.7	0.9	1.6	0.4	0.5	1.4	0.8	0.9	0.8	1	0.7	0.9	0.6	3.4	0.4	0.7	0.8	0.7	0.9	1	0.9
3 (3)	30	15	16	11	8	3	5	1	3	4	11	8	6	5	19	11	27	0	11	6	11	13	27	3	29	1	10	10	3	11	21	18	25	26	30	27
	2.7	2.5	2.9	4.2	2.3	1.5	3	1	5.3	2.4	2.8	3	3	2.1	2.9	2.5	2.8	0	3.7	2.2	2.6	3.3	3	1.9	2.8	1.5	2.2	4.2	2.2	2.4	2.4	2.8	2.9	2.6	2.7	2.5
									HJ																												
4 (4)	39	16	23	9	20	2	5	2	2	3	13	9	8	9	22	17	32	4	9	7	15	12	30	10	35	4	14	9	7	11	28	19	34	35	39	38
	3.5	2.8	4.3	3.5	6	1	3	1.5	3.2	2.1	3.2	3.4	3.8	3.8	3.3	3.8	3.3	4.2	3.3	2.6	3.8	3	3.2	5.7	3.5	4	2.9	4.1	4.4	2.4	3.2	2.9	4	3.5	3.5	3.5
	F				AF																															
5 (5)	91	55	36	24	29	11	10	15	2	17	32	18	20	21	50	41	75	7	23	26	27	28	71	18	86	6	33	15	17	31	67	42	68	83	91	86
	8.2	9.5	6.7	9.4	8.8	5.3	6.2	13.8	4.2	10.6	7.7	7.2	9.8	8.6	7.5	9.2	7.8	7.6	7.9	9.2	6.7	7.2	7.8	10.4	8.4	6	7	6.5	11.4	6.7	7.6	6.6	8	8.3	8.2	8
	Co							AFGJ																										nm	n			
6 (6)	107	60	48	28	21	20	17	13	8	21	44	28	18	18	72	36	92	13	31	23	38	31	92	13	100	5	43	25	10	45	87	65	90	93	107	103
	9.6	10.3	8.9	11	6.2	9.8	10.6	12.1	15.3	13.2	10.6	11	8.6	7.3	10.8	7.9	9.5	14.3	11	8.2	9.3	7.9	10	7.5	9.9	5	9.2	11.2	6.8	9.9	9.9	10.2	10.6	9.4	9.6	9.5
	E							E	E	E																										
7 (7)	189	97	92	45	62	34	19	19	9	28	70	48	32	40	118	72	170	15	48	48	74	58	156	29	173	16	69	35	26	73	153	100	127	168	189	183
	16.9	16.6	17.2	17.7	18.6	16.6	12.2	17.1	17.4	17.2	17	18.6	15.6	16	17.6	15.8	17.5	16.5	16.8	17.2	18.1	14.8	17.1	16.9	17	16.1	14.8	15.5	17.3	16	17.5	15.6	14.9	16.9	16.9	17
	q																														q			q	q	
8 (8)	257	136	121	49	77	63	37	19	11	30	89	69	48	51	158	99	232	17	72	67	92	94	217	36	229	28	105	48	27	108	202	145	192	230	257	248
	23	23.4	22.5	19.4	22.9	30.5	23.4	17.7	20.3	18.6	21.7	27	23.3	20.8	23.7	21.8	23.8	18.8	25.5	24.1	22.5	24.3	23.7	21.1	22.5	28.4	22.4	21.1	17.4	23.8	23.1	22.5	22.6	23.1	23	23
						ADNi																														
9 (9)	182	102	80	35	55	31	32	20	10	30	68	37	33	43	106	76	157	14	39	51	66	66	142	30	160	22	85	36	25	77	149	114	130	164	182	179
	16.2	17.5	14.8	13.7	16.3	14.9	19.8	18.5	18.1	18.3	16.7	14.5	16.2	17.4	15.8	16.8	16.1	15.3	13.9	18.3	16.2	17.1	15.6	17.5	15.7	21.9	18.1	15.8	16.6	16.9	17.1	17.7	15.2	16.6	16.2	16.6
																																q				
10 - Extremely well (10)	192	86	106	50	50	37	31	18	6	24	72	30	35	55	102	90	159	18	48	43	69	79	153	29	178	12	96	43	26	89	144	125	159	166	192	184
	17.1	14.7	19.8	19.5	14.8	17.7	19.6	16.6	11.6	14.9	17.5	11.7	16.9	22.4	15.2	19.9	16.4	20.5	16.8	15.4	16.8	20.4	16.8	16.9	17.5	12.7	20.5	19.3	17.1	19.7	16.5	19.5	18.6	16.7	17.1	17.1
	Zc		AB								Z			Zc	Z	Z																Amrs	Amrs				
Top 3 Boxes (NET)	630	324	307	134	181	131	101	57	27	84	229	137	116	149	366	265	548	49	160	161	226	240	513	96	567	62	285	126	78	275	495	383	481	560	630	611
	56.3	55.5	57.2	52.6	54	63.1	62.9	52.8	49.9	51.8	55.9	53.2	56.4	60.1	54.8	58.5	56.3	54.6	56.2	57.8	55.5	61.7	56.1	55.5	55.8	63	61.1	56.2	51.1	60.5	56.7	59.7	56.4	56.4	56.3	56.7
						Aij	IJ															A										Amrs				
Bottom 3 Boxes (NET)	61	31	31	15	21	9	8	3	5	8	23	17	12	10	40	22	55	2	14	14	27	21	53	7	56	6	23	14	14	20	44	32	51	54	61	57
	5.5	5.3	5.7	5.8	6.4	4.2	5.1	2.7	9.9	5.1	5.5	6.7	5.8	3.9	6	4.8	5.7	2.7	4.8	5	6.7	5.4	5.8	3.9	5.5	5.8	5	6.4	9	4.4	5	5	6	5.4	5.5	5.3
									HJ	H																										
Mean	7.44	7.39	7.49	7.4	7.26	7.68	7.66	7.46	7.11	7.34	7.45	7.23	7.39	7.68	7.36	7.55	7.43	7.54	7.46	7.47	7.38	7.64	7.42	7.43	7.43	7.5	7.64	7.44	7.13	7.65	7.48	7.61	7.41	7.43	7.44	7.46
						BJ	I							Z								A										Amrjrs				
Standard Deviation	2.1	2	2.1	2.1	2.2	1.9	2	2	2.2	2.1	2.1	2	2.1	2	2.1	2.1	2.1	2	2	2	2.2	2	2.1	2.1	2.1	2.1	2.1	2.1	2.4	2	2	2	2.2	2.1	2.1	2.1
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Index Sheet

23 May 2019

A10 9 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Amazon Prime Video perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region					Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d						i								m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	1045	461	584	209	281	181	166	117	91	208	435	274	154	182	709	336	914	77	259	267	388	348	849	166	954	87	445	204	138	431	825	615	779	929	1045	1008
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	1119	583	536	255	335	207	160	109	54*	163	410	257	205	247	667	452	972	90*	285	279	408	388	914	172	1017	98*	467	225	153	454	873	642	852	992	1119	1078
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	881	375	556	149	253	175	160	113	87	191	381	246	136	152	627	287	772	64	212	225	337	307	713	144	807	71	377	163	119	356	696	519	652	783	881	851
1 - Not at all well (1)	15	10	5	3	6	2	2	1	1	2	8	5	1	1	13	2	14	0	1	6	7	6	13	2	14	1	6	5	5	7	12	6	14	14	15	13
	1.3	1.7	1	1.1	1.9	1	1.1	1	2	1.3	2	1.9	0.6	0.4	1.9	0.5	1.4	0	0.4	2.1	1.8	1.5	1.4	1.1	1.3	1.5	1.2	2.2	3	1.5	1.4	0.9	1.6	1.4	1.3	1.2
															A																					
2 (2)	6	5	1	2	0	1	0	2	1	3	1	3	1	1	4	2	6	0	1	0	5	1	5	1	6	0	2	0	1	2	5	4	3	6	6	5
	0.5	0.8	0.2	0.8	0	0.5	0	1.8	1.2	1.6	0.3	1.2	0.5	0.3	0.6	0.4	0.6	0	0.2	0	1.3	0.3	0.5	0.6	0.6	0	0.3	0	0.7	0.4	0.5	0.7	0.4	0.6	0.5	0.4
								E	E	AE																										
3 (3)	17	4	13	2	8	4	3	0	2	2	10	1	5	2	11	7	17	0	6	5	6	5	14	3	16	1	8	3	2	7	9	8	15	12	17	15
	1.5	0.7	2.4	0.6	2.3	1.7	1.7	0	3	1	2.4	0.3	2.5	0.8	1.6	1.5	1.8	0	2.2	1.9	1.4	1.3	1.6	1.7	1.6	0.8	1.8	1.3	1.6	1.6	1	1.3	1.7	1.2	1.5	1.3
	Zmr		AB						HJ		Z				Z																m			mr		
4 (4)	19	8	11	3	8	3	3	3	0	3	5	5	7	1	11	8	16	3	2	9	6	6	14	5	18	1	1	3	4	4	11	8	12	17	19	19
	1.7	1.4	2	1.2	2.3	1.4	1.6	2.3	0.9	1.8	1.3	2.1	3.5	0.5	1.6	1.9	1.7	3.1	0.7	3.1	1.4	1.5	1.5	3	1.8	0.7	0.3	1.2	2.8	0.9	1.3	1.3	1.4	1.7	1.7	1.8
																B																		B		
5 (5)	74	43	31	24	25	6	8	7	3	10	28	12	11	22	40	34	62	8	20	12	29	24	55	13	68	6	25	16	10	24	58	43	59	66	74	72
	6.6	7.3	5.8	9.5	7.6	3	4.9	6.8	5.4	6.3	6.9	4.7	5.5	9.1	6	7.4	6.3	8.7	7.1	4.3	7.2	6.2	6.1	7.6	6.6	6.4	5.4	7	6.8	5.2	6.7	6.7	6.9	6.7	6.6	6.7
	c			F	F																															
6 (6)	110	72	38	28	38	20	10	11	2	14	38	25	20	27	63	47	95	12	24	29	42	26	94	14	103	7	36	20	22	34	78	64	89	88	110	105
	9.8	12.3	7.1	11.1	11.4	9.6	6.1	10.4	4.6	8.5	9.2	9.9	9.7	10.8	9.5	10.3	9.8	13.6	8.3	10.4	10.4	6.8	10.3	8.4	10.1	7.4	7.7	9.1	14.2	7.5	9	10	10.4	8.9	9.8	9.8
	Cr	AC																															r			
7 (7)	178	82	96	40	53	28	24	20	13	33	64	45	40	29	109	69	162	8	45	42	75	47	144	33	157	19	71	31	18	76	141	100	132	161	178	167
	15.9	14	17.9	15.6	15.7	13.6	15.3	18.5	23.2	20	15.5	17.7	19.4	11.6	16.4	15.2	16.7	9	15.9	14.9	18.4	12.1	15.7	19.4	15.4	19	15.1	13.6	11.8	16.8	16.1	15.5	15.5	16.2	15.9	15.5
	I		A						F																											
8 (8)	292	156	137	57	89	56	48	29	13	42	107	75	44	66	182	110	251	24	86	79	86	114	239	42	261	31	120	64	38	126	233	167	210	261	292	285
	26.1	26.7	25.5	22.3	26.6	27.1	30.1	26.8	24.1	25.9	26.1	29.3	21.3	26.8	27.3	24.3	25.8	26.3	30.3	28.3	21	29.3	26.1	24.3	25.7	31.1	25.7	28.4	25.1	27.8	26.7	26.1	24.6	26.3	26.1	26.5
9 (9)	196	93	103	42	53	45	28	18	9	27	77	42	36	41	119	77	180	11	49	49	82	88	166	24	179	17	101	40	21	80	162	109	153	178	196	194
	17.5	16	19.2	16.6	15.7	22	17.8	16.6	17.3	16.8	18.7	16.5	17.6	16.5	17.9	17	18.5	12.6	17.1	17.6	20	22.8	18.2	14	17.6	17.5	21.6	17.7	13.8	17.7	18.5	17	18	17.9	17.5	18
																						A														
10 - Extremely well (10)	212	111	101	54	55	41	34	17	10	27	73	42	40	58	115	98	170	24	51	49	70	73	169	34	196	15	97	44	31	94	163	132	166	190	212	203
	19	19.1	18.9	21.2	16.5	20	21.5	15.9	18.3	16.7	17.7	16.4	19.4	23.4	17.2	21.6	17.5	26.6	17.8	17.4	17.2	18.3	18.5	20	19.2	15.8	20.9	19.6	20.3	20.6	18.7	20.6	19.5	19.2	19	18.8
	c																																			
Top 3 Boxes (NET)	701	360	341	153	197	143	111	65	32	97	256	160	120	165	416	284	600	59	186	177	238	273	571	100	636	63	318	148	90	300	558	409	529	628	701	683
	62.6	61.7	63.5	60.1	58.8	69.1	69.3	59.3	59.7	59.4	62.5	62.3	58.3	66.7	62.4	62.9	61.8	65.5	65.3	63.3	58.2	70.4	62.9	58.2	62.5	64.3	68.1	65.7	59.2	66.1	63.9	63.6	62.1	63.3	62.6	63.4
						AE	E															A														
Bottom 3 Boxes (NET)	38	19	19	6	14	7	4	3	3	6	19	9	7	3	27	11	37	0	8	11	18	12	32	6	36	2	15	8	8	16	26	18	32	32	38	32
	3.4	3.2	3.6	2.5	4.2	3.2	2.8	2.7	6.3	3.9	4.6	3.4	3.6	1.3	4.1	2.4	3.8	0	2.8	4	4.4	3.1	3.5	3.4	3.5	2.3	3.3	3.4	5.2	3.4	3	2.8	3.7	3.2	3.4	3
Mean	7.73	7.68	7.79	7.72	7.54	7.96	7.96	7.62	7.65	7.63	7.67	7.68	7.67	7.93	7.67	7.81	7.69	7.91	7.81	7.68	7.61	7.91	7.74	7.63	7.72	7.79	7.96	7.78	7.5	7.87	7.79	7.81	7.72	7.76	7.73	7.76
						E	E															A														
Standard Deviation	1.9	1.9	1.8	1.9	1.9	1.8	1.8	1.8	2	1.9	1.9	1.9	1.8	1.7	1.9	1.8	1.9	1.8	1.7	1.9	2	1.8	1.9	1.9	1.9	1.7	1.8	1.9	2.1	1.8	1.8	1.8	1.9	1.9	1.9	1.8
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 2 10 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Now TV oerform on...

- Summary table Now TV -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Now TV - Unweighted	488	488	488	488	488	488
	100	100	100	100	100	100
Base: Now TV - Weighted	543	543	543	543	543	543
	100	100	100	100	100	100
Base: Now TV - Effective base	416	416	416	416	416	416
1 - Not at all well (1)	4	6	5	3	4	4
	0.8	1	0.8	0.5	0.7	0.8
2 (2)	4	7	6	7	3	5
	0.8	1.2	1.1	1.2	0.5	0.9
3 (3)	3	5	4	7	10	10
	0.5	0.9	0.8	1.3	1.8	1.8
4 (4)	14	25	18	6	16	16
	2.7	4.6	3.4	1.1	2.9	3
5 (5)	40	33	25	31	35	44
	7.4	6.1	4.6	5.7	6.5	8.1
6 (6)	54	60	56	62	58	64
	9.9	11	10.2	11.4	10.7	11.8
7 (7)	103	106	85	99	96	85
	19	19.6	15.7	18.2	17.6	15.7
8 (8)	114	112	133	114	119	116
	20.9	20.7	24.5	20.9	21.8	21.3
9 (9)	81	91	92	98	90	92
	15	16.7	17	18.1	16.5	16.9
10 - Extremely well (10)	125	99	118	117	114	107
	23.1	18.2	21.8	21.6	21	19.7
Top 3 Boxes (NET)	320	302	344	329	322	314
	58.9	55.6	63.3	60.6	59.4	57.8
Bottom 3 Boxes (NET)	11	17	15	16	16	19
	2.1	3.1	2.8	3	3	3.5
Mean	7.77	7.56	7.8	7.82	7.72	7.61
Standard Deviation	1.9	1.9	1.9	1.8	1.9	2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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A10 10 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	4	2	2	0	1	0	1	2	1	3	0	1	4	1	4	1	1	3	1	3	1	4	1	0	4	4	2	3	4	4	4
	0.8	0.8	0.8	0	0.8	0	1.1	3.4	0.4	2.2	0	0.6	1.2	0.4	0.9	0.7	0.4	1.4	0.7	0.7	1.6	0.9	0.5	0	1.2	0.8	0.4	0.8	0.8	0.8	0.9
								A																							
2 (2)	4	2	2	0	3	0	1	0	3	0	1	0	3	1	3	0	1	2	2	3	1	3	2	0	0	2	3	4	3	4	4
	0.8	0.8	0.8	0	2	0	1.1	0	1.9	0	1.3	0	1	0.5	0.6	0	0.8	0.8	1	0.6	1.8	0.7	0.9	0	0	0.4	0.8	1.1	0.6	0.8	0.8
	m																											m		m	
3 (3)	3	1	2	1	1	0	0	1	1	1	0	1	2	1	3	1	0	2	0	2	1	3	0	1	3	3	3	2	3	3	3
	0.5	0.3	0.7	0.8	0.5	0	0	1.4	0.5	0.7	0	0.6	0.6	0.4	0.6	0.6	0	0.9	0	0.4	1	0.5	0	1	0.9	0.6	0.8	0.5	0.5	0.5	0.5
4 (4)	14	8	7	6	3	4	2	0	5	0	1	8	5	9	14	8	1	5	6	14	1	11	5	3	7	11	7	5	13	14	13
	2.7	2.7	2.6	4.6	1.6	3.6	2.2	0.7	3.3	0	1.3	5	1.8	3.6	2.8	5.7	0.7	2.3	2.8	3	1	2.3	2.7	3.7	2.2	2.5	2	1.4	2.6	2.7	2.6
	q								r			r		r													q			q	q	
5 (5)	40	18	23	17	5	9	4	5	11	7	6	16	18	22	36	8	9	19	12	29	6	38	12	7	15	34	24	26	37	40	37
	7.4	6.2	8.7	14.2	2.9	8.2	5.5	7.4	7	5.3	6.1	10.2	6.3	8.7	7.5	6	6.3	9.3	5.7	6.4	8.1	7.8	6.7	7.6	4.9	7.6	6.9	6.7	7.4	7.4	7.2
	E			AE																											
6 (6)	54	34	20	9	21	11	7	6	19	10	12	13	29	25	49	11	23	16	23	44	10	48	15	8	27	42	32	39	46	54	50
	9.9	12.1	7.5	7.6	11.9	10.1	9.4	9.2	11.7	7.4	12.8	8.5	9.8	10.1	10.2	7.7	15.9	7.9	11.1	9.7	12.9	9.6	8.6	8.7	9.3	9.3	9.2	10.2	9.3	9.9	9.7
	c																														
7 (7)	103	66	37	30	37	12	13	11	33	31	11	27	65	38	89	27	18	44	29	82	12	92	45	23	54	91	68	76	100	103	94
	19	23.4	14.1	24.3	20.9	11	19.2	17.1	20.4	24.2	12.4	17.1	22.1	15.3	18.5	19.2	12.8	22	14.5	19.5	15.3	18.5	25.6	23.9	18.2	20.2	19.7	19.6	20.1	19	18.3
	CF	C		F									A																As		
8 (8)	114	50	63	17	44	24	11	17	32	31	18	32	63	50	105	29	36	41	44	90	20	108	30	15	63	89	63	94	99	114	108
	20.9	17.7	24.4	14	25	22	15.7	26.7	19.8	23.9	19.6	20.3	21.6	20.1	21.8	20.9	25	20.1	21.8	20.2	24.6	21.7	17.1	16	21.4	19.7	18.1	24.2	19.8	20.8	20.9
	m		A					D																				Amnrs		nr		
9 (9)	81	40	42	13	26	24	10	9	25	23	14	19	48	33	77	31	18	29	39	70	11	73	29	18	48	72	57	47	78	81	80
	15	13.9	16.1	10.5	15	21.2	14.3	13.4	15.5	17.8	15.4	11.9	16.5	13.2	16	22.3	12.3	14.1	19.1	15.6	13.2	14.8	16.3	19.3	16.3	15.9	16.4	12.1	15.6	15	15.6
	q																									q	q			q	q	
10 - Extremely well (10)	125	63	63	29	34	27	22	13	32	24	29	41	56	69	103	24	37	43	48	107	16	115	38	19	76	103	89	91	117	125	121
	23.1	22.1	24.1	24	19.4	23.9	31.4	20.7	19.5	18.5	31.2	25.7	19.1	27.7	21.3	16.9	25.9	21.1	23.5	23.8	20.5	23.1	21.6	19.8	25.6	22.9	25.6	23.4	23.4	23.1	23.4
	c										c			c																	
Top 3 Boxes (NET)	320	152	168	59	104	75	43	39	89	78	61	92	167	153	285	84	90	112	131	267	47	295	97	52	188	264	208	231	293	320	309
	58.9	53.7	64.7	48.4	59.4	67.1	61.5	60.7	54.8	60.2	66.2	58	57.2	61	59	60.1	63.1	55.4	64.3	59.5	58.2	59.6	55.1	55.1	63.3	58.5	60.1	59.7	58.8	58.9	60
	D		AB			D																									
Bottom 3 Boxes (NET)	11	5	6	1	6	0	2	3	5	4	1	2	8	3	10	2	2	6	3	8	4	11	3	1	6	8	7	9	9	11	11
	2.1	1.9	2.3	0.8	3.3	0	2.2	4.8	2.8	2.9	1.3	1.2	2.8	1.2	2	1.3	1.3	3.1	1.7	1.7	4.4	2.1	1.4	1	2.1	1.9	2	2.4	1.9	2.1	2.2
								F																							
Mean	7.77	7.69	7.84	7.54	7.74	7.99	7.99	7.63	7.6	7.81	8.09	7.71	7.69	7.85	7.74	7.73	7.9	7.62	7.9	7.82	7.57	7.78	7.77	7.75	7.95	7.79	7.89	7.79	7.8	7.77	7.79
Standard Deviation	1.9	1.8	1.9	1.9	1.8	1.7	2	2.1	1.9	1.8	1.8	1.9	1.8	1.9	1.9	1.8	1.8	2	1.8	1.8	2	1.9	1.8	1.7	1.8	1.8	1.8	1.8	1.9	1.9	1.9
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 10 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	6	1	5	3	0	0	1	2	2	1	0	3	3	3	6	1	1	4	1	4	2	5	3	0	2	4	4	5	4	6	6
	1	0.3	1.9	2.1	0	0	1.1	3.6	1.2	0.6	0	1.8	1	1.1	1.2	0.7	0.7	1.9	0.5	0.8	2.5	0.9	1.4	0	0.7	1	1	1.3	0.9	1	1.1
								AEF																							
2 (2)	7	3	3	0	5	0	1	0	2	0	4	0	2	4	7	4	1	1	2	7	0	7	1	2	3	6	7	4	7	7	7
	1.2	1.2	1.2	0	3	0	1.1	0.7	1	0.4	4.8	0	0.7	1.8	1.4	2.9	0.8	0.6	1.2	1.5	0	1.3	0.7	2.1	0.8	1.3	1.9	1.2	1.3	1.2	1.3
											Abc																				
3 (3)	5	2	3	1	1	1	1	2	3	1	0	1	4	1	5	0	1	4	3	3	1	4	2	1	3	3	4	2	4	5	4
	0.9	0.6	1.2	0.5	0.5	0.9	1.1	2.4	1.6	1	0	0.6	1.4	0.4	1	0	0.4	2.1	1.3	0.8	1.8	0.8	1.3	0.9	1	0.6	1.1	0.6	0.8	0.9	0.7
4 (4)	25	13	12	9	5	5	4	3	7	6	3	9	13	12	23	4	6	13	5	20	1	21	9	2	10	20	11	14	21	25	24
	4.6	4.6	4.6	7	2.8	4.5	5.2	4.5	4	4.7	3.4	5.8	4.3	4.9	4.7	2.7	4.2	6.5	2.7	4.6	1.8	4.3	5.2	1.7	3.5	4.4	3.3	3.5	4.1	4.6	4.6
5 (5)	33	17	16	4	7	10	6	6	12	6	6	9	18	15	28	9	8	11	13	25	8	32	7	2	18	29	19	18	30	33	31
	6.1	6.2	6.1	3.4	3.8	9.2	8.9	9.1	7.1	4.8	6.3	6	6.1	6.1	5.7	6.6	5.6	5.2	6.4	5.6	10.3	6.5	3.9	1.8	6.1	6.5	5.4	4.8	6	6.3	6
6 (6)	60	36	23	16	19	12	7	5	25	16	5	13	41	18	54	17	17	20	24	51	7	58	14	8	31	52	37	47	58	60	56
	11	12.8	9	13.2	11	10.9	9.9	7.9	15.4	12.5	5.3	8.4	14.1	7.3	11.2	12.4	11.6	10	11.6	11.5	9	11.6	7.8	8.8	10.6	11.5	10.7	12	11.6	11	10.8
	d								Aod				Ad																		
7 (7)	106	64	43	36	33	17	8	13	27	29	15	36	55	51	96	27	27	42	32	82	20	91	38	18	56	87	64	71	92	106	98
	19.6	22.5	16.4	29.4	18.7	15.4	10.7	20	16.4	22.2	16.2	22.7	18.9	20.3	19.8	19.5	18.9	20.8	15.5	18.3	24.9	18.4	21.7	19.2	18.7	19.2	18.5	18.3	18.5	19.6	19
	CGr			AFG																									r		
8 (8)	112	56	56	22	42	24	11	14	30	23	21	38	54	59	104	32	36	35	46	95	16	102	39	16	61	95	70	91	103	112	106
	20.7	19.9	21.6	17.9	23.9	21.3	15.9	21.5	18.7	18	22.4	24	18.4	23.4	21.4	22.9	25.4	17.6	22.7	21.2	20.1	20.6	21.9	16.8	20.5	21	20.3	23.5	20.6	20.7	20.8
																												Ans			
9 (9)	91	47	43	13	36	19	15	8	26	26	16	23	52	39	85	21	28	37	37	78	10	82	33	26	46	70	60	63	86	91	86
	16.7	16.6	16.7	10.7	20.4	16.8	20.8	13	15.7	20.2	17.6	14.3	17.7	15.5	17.6	14.7	19.5	18.3	18.3	17.4	12.7	16.6	18.6	28	15.7	15.6	17.2	16.3	17.2	16.7	16.7
																													m		
10 - Extremely well (10)	99	44	55	19	28	23	18	11	31	20	22	26	51	48	77	25	19	34	40	83	13	94	31	20	66	85	71	72	95	99	98
	18.2	15.4	21.4	15.7	15.8	21	25.4	17.2	18.8	15.7	24	16.4	17.4	19.2	16	17.8	13	16.9	19.8	18.5	16.7	19	17.5	20.8	22.4	19	20.5	18.5	19	18.2	19.1
			A																												
Top 3 Boxes (NET)	302	147	155	54	106	66	43	33	87	70	59	86	157	145	266	77	82	107	124	256	40	278	102	62	174	250	201	226	283	302	290
	55.6	51.9	59.6	44.3	60.1	59.1	62	51.7	53.1	53.9	64	54.7	53.5	58.1	55	55.4	57.8	52.8	60.8	57.1	49.5	56.2	57.9	65.6	58.1	55.5	58	58.4	56.8	55.6	56.4
	D		A		D		D																								
Bottom 3 Boxes (NET)	17	6	11	3	6	1	2	4	6	3	4	4	5	8	17	5	3	9	6	14	3	15	6	3	8	13	14	12	15	17	16
	3.1	2.1	4.3	2.7	3.5	0.9	3.3	6.7	3.9	2	4.8	2.4	3	3.3	3.5	3.6	2	4.6	3	3	4.4	3.1	3.3	3	2.6	2.9	4	3	3	3.1	3.1
								E																							
Mean	7.56	7.5	7.62	7.3	7.68	7.71	7.74	7.25	7.46	7.6	7.77	7.51	7.52	7.61	7.5	7.54	7.58	7.42	7.72	7.6	7.38	7.58	7.63	8.04	7.73	7.57	7.65	7.64	7.61	7.56	7.59
Standard Deviation	1.9	1.8	2.1	1.9	1.8	1.8	2.1	2.2	2	1.8	2.1	1.9	1.9	2	1.9	1.9	1.8	2.1	1.9	1.9	2	2	1.9	1.8	1.9	1.9	2	1.9	1.9	1.9	2
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 10 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	5	2	2	0	2	0	1	2	1	2	0	1	4	1	5	2	0	3	2	4	1	5	2	0	3	3	2	4	4	5	5
	0.8	0.8	0.9	0	1.3	0	1.1	2.4	0.9	1.7	0	0.6	1.3	0.4	1	1.3	0	1.4	1.1	0.9	0.8	0.9	1	0	1	0.7	0.5	1	0.8	0.8	0.9
2 (2)	6	3	3	0	3	1	2	1	4	1	1	0	5	1	6	1	2	3	4	5	1	5	2	2	2	4	6	4	6	6	5
	1.1	0.9	1.3	0	1.6	0.9	2.2	1	2.6	0.5	1.3	0	1.7	0.5	1.3	0.6	1.3	1.7	1.9	1	1.8	1.1	1.4	1.7	0.8	0.9	1.8	1.1	1.2	1.1	1
3 (3)	4	1	3	1	3	0	0	1	2	0	1	1	2	2	3	2	0	1	1	2	2	4	0	2	2	3	2	4	3	4	4
	0.8	0.5	1.1	0.8	1.5	0	0	1.1	1.3	0	1.3	0.6	0.7	0.9	0.6	1.4	0	0.5	0.6	0.5	2.7	0.9	0	2.3	0.7	0.6	0.6	1.1	0.6	0.8	0.8
4 (4)	18	5	13	8	4	3	2	2	5	4	1	8	9	9	15	2	5	7	4	16	2	15	8	4	5	12	9	12	14	18	16
	3.4	1.9	4.9	6.3	2	3.1	2.6	2.5	3.1	3	1	5.3	3.1	3.7	3.1	1.7	3.7	3.7	2	3.6	2.5	3.1	4.4	4	1.7	2.7	2.6	3.1	2.9	3.4	3.1
			A																												
5 (5)	25	15	10	5	6	8	3	3	10	3	1	11	13	12	21	6	0	15	7	22	2	23	7	3	14	24	18	15	24	25	23
	4.6	5.2	4	3.7	3.6	7.4	4.3	4.7	5.9	2.7	1.2	6.9	4.5	4.8	4.3	4.5	0	7.3	3.6	4.9	2.7	4.7	4	3	4.8	5.4	5.2	3.8	4.9	4.6	4.5
																										q					
6 (6)	56	31	25	16	18	9	7	6	16	17	7	16	33	23	51	17	17	17	23	46	6	50	15	9	36	47	36	40	51	56	47
	10.2	10.9	9.6	13.1	10.2	8.3	9.4	9.4	9.5	13.3	7.3	10.2	11.2	9.1	10.6	12	12.1	8.6	11.1	10.4	7.7	10	8.4	9.4	12.1	10.3	10.4	10.3	10.3	10.2	9.2
7 (7)	85	49	37	19	36	13	9	7	27	24	9	25	51	34	77	19	25	33	26	70	10	79	30	19	39	71	45	69	81	85	80
	15.7	17.1	14.1	15.7	20.7	11.8	13.4	11.1	16.6	18.5	9.7	15.9	17.5	13.6	16	13.6	17.9	16.2	12.6	15.7	13	15.9	16.9	20.4	13.2	15.8	12.9	17.8	16.2	15.7	15.6
	n																									n		n	n	n	
8 (8)	133	72	61	31	36	28	20	19	36	28	30	40	63	70	127	46	41	40	52	102	30	122	43	16	69	109	82	94	114	133	129
	24.5	25.4	23.6	25.5	20.3	25	28.1	29.7	21.8	21.3	32.6	25.3	21.6	28	26.2	32.8	28.5	20	25.5	22.7	37.6	24.6	24.1	16.7	23.4	24.1	23.7	24.4	22.9	24.5	25.1
	f																													f	
9 (9)	92	49	44	21	35	18	8	10	29	26	15	22	55	37	81	19	24	38	36	82	8	83	32	20	52	78	65	59	86	92	90
	17	17.1	16.9	17.1	19.7	16.5	11.5	16.3	17.5	20.4	16.7	13.9	18.8	14.9	16.7	14	16.5	18.6	17.9	18.3	10.3	16.8	18.1	21.2	17.6	17.2	18.9	15.2	17.2	17	17.4
																											q				
10 - Extremely well (10)	118	57	61	22	33	30	19	14	34	24	27	34	58	60	98	25	29	44	48	99	17	109	38	20	74	100	82	85	115	118	115
	21.8	20.1	23.6	17.8	19	27	27.2	21.7	20.7	18.5	28.9	21.3	19.8	24.1	20.3	18.2	20	21.9	23.7	22	20.9	22	21.8	21.3	24.8	22.2	23.6	22	23	21.8	22.4
																													Ag		
Top 3 Boxes (NET)	344	178	166	74	104	76	47	43	98	78	72	96	176	168	306	91	93	122	136	282	55	314	113	56	195	286	229	239	314	344	334
	63.3	62.6	64.1	60.3	59.1	68.5	66.9	67.7	60	60.2	78.2	60.5	60.1	67	63.2	65	65	60.6	67	63	68.8	63.4	64	59.2	65.8	63.5	66.1	61.7	63.1	63.3	65
											AYZbcd			b																	
Bottom 3 Boxes (NET)	15	6	9	1	8	1	2	3	8	3	2	2	11	4	14	4	2	7	7	11	4	14	4	4	7	10	10	13	13	15	14
	2.8	2.2	3.4	0.8	4.4	0.9	3.3	4.6	4.9	2.2	2.6	1.2	3.7	1.7	2.8	3.2	1.3	3.6	3.6	2.4	5.3	2.9	2.4	4	2.4	2.3	2.9	3.3	2.6	2.8	2.7
Mean	7.8	7.81	7.79	7.7	7.72	8.02	7.89	7.77	7.65	7.77	8.28	7.71	7.7	7.92	7.77	7.73	7.92	7.7	7.89	7.82	7.75	7.81	7.83	7.78	7.94	7.84	7.9	7.77	7.84	7.8	7.86
											AYcd																				
Standard Deviation	1.9	1.8	2	1.7	1.9	1.8	2	2	2	1.8	1.7	1.8	2	1.8	1.9	1.8	1.6	2	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.8	1.9	1.9	1.9	1.9	1.9
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 10 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	3	1	2	1	0	0	1	1	0	1	0	2	1	1	3	1	0	2	0	3	0	2	1	0	1	3	2	3	3	3	3
	0.5	0.3	0.7	0.8	0	0	1.1	1.4	0	0.6	0	1.2	0.3	0.8	0.6	0.7	0	0.9	0	0.6	0	0.3	0.5	0	0.3	0.6	0.5	0.7	0.5	0.5	0.5
2 (2)	7	2	4	2	3	0	1	1	4	0	1	1	4	2	5	2	1	2	1	4	2	6	1	1	1	3	3	6	5	7	7
	1.2	0.8	1.7	1.3	2	0	1.1	1.1	2.7	0	1.3	0.6	1.5	0.9	1.1	1.6	0.8	0.9	0.6	1	2.7	1.2	0.8	0.8	0.3	0.7	0.8	1.5	1	1.2	1.3
	m																												m		
3 (3)	7	2	5	1	3	1	1	1	2	2	1	1	5	2	7	1	1	5	5	5	1	6	3	3	5	6	5	5	6	7	6
	1.3	0.8	1.8	0.8	2	0.9	1.1	1	1.4	1.9	1.3	0.6	1.6	0.9	1.4	0.9	0.7	2.3	2.6	1.2	1.8	1.2	1.5	3.2	1.7	1.4	1.4	1.3	1.2	1.3	1.3
4 (4)	6	2	4	1	2	1	0	1	3	2	0	1	4	1	5	2	1	2	2	6	0	4	3	1	2	4	3	3	4	6	6
	1.1	0.8	1.4	1.1	1.3	1.3	0	1.4	1.8	1.2	0	0.9	1.5	0.6	1.1	1.6	0.6	1	1.1	1.3	0	0.9	1.7	0.7	0.8	0.8	0.8	0.8	0.9	1.1	1.2
5 (5)	31	17	14	10	7	8	3	3	11	5	2	13	16	15	28	9	10	9	11	24	7	25	14	2	10	28	19	18	28	31	29
	5.7	6.1	5.4	8.3	3.9	6.9	5	4.7	6.8	3.6	2.7	8.2	5.4	6.2	5.8	6.5	7.4	4.3	5.6	5.3	9.1	5.1	7.7	2.4	3.3	6.2	5.5	4.6	5.6	5.7	5.6
6 (6)	62	42	20	15	19	14	6	8	18	13	13	17	31	30	59	10	19	31	21	50	11	56	22	14	36	51	35	44	55	62	59
	11.4	14.8	7.7	12	10.9	12.9	8.9	11.9	11	10.4	14.2	11	10.8	12.2	12.2	6.9	13.1	15.2	10.5	11.2	13.4	11.2	12.5	14.9	12.2	11.4	10.2	11.3	11.1	11.4	11.4
	c	c																													
7 (7)	99	54	45	23	32	18	16	11	28	27	16	27	55	43	90	29	24	37	34	79	14	89	26	16	49	80	62	72	91	99	86
	18.2	19.1	17.2	18.8	18	15.8	22.7	16.7	17.4	20.8	17.4	17.3	18.9	17.4	18.6	21.1	16.9	18.2	16.8	17.7	17	18	14.7	16.4	16.5	17.9	17.9	18.9	18.3	18.2	16.7
8 (8)	114	62	52	17	46	22	13	15	29	32	18	35	61	53	98	37	27	34	41	96	15	108	34	19	60	89	65	81	100	114	111
	20.9	21.8	19.9	13.9	26	20.2	19.2	23.4	17.5	24.9	19.2	22.2	20.8	21.1	20.2	26.4	18.9	16.9	20.3	21.4	14.8	21.9	19.2	19.9	20.1	19.9	18.8	21.1	20.1	20.9	21.5
					D																										
9 (9)	98	46	53	26	29	25	8	10	37	23	12	26	60	38	93	28	27	38	41	80	14	92	32	15	62	85	71	63	95	98	93
	18.1	16	20.3	21.5	16.3	22.1	11.7	16.4	22.5	17.9	13	16.5	20.5	15.2	19.2	20.1	18.6	19	20.3	17.8	17.6	18.7	18	16.2	21	18.8	20.4	16.4	19	18.1	18.1
																											g		g		
10 - Extremely well (10)	117	55	62	26	35	22	20	14	31	24	29	34	55	63	96	20	33	43	45	100	16	107	41	24	71	101	82	87	111	117	116
	21.6	19.5	23.9	21.5	19.6	19.9	29.2	21.9	18.8	18.7	30.9	21.5	18.8	25	19.8	14.4	22.9	21.3	22.2	22.3	19.6	21.6	23.4	25.5	23.9	22.4	23.6	22.4	22.3	21.6	22.5
											e																				
Top 3 Boxes (NET)	329	163	166	70	109	69	42	39	96	80	58	95	176	153	286	85	86	115	128	276	45	308	107	58	193	275	218	232	306	329	320
	60.6	57.4	64.1	57	61.9	62.2	60.1	61.7	58.8	61.5	63.1	60.2	60	61.3	59.2	60.8	60.5	57.2	62.8	61.6	55.9	62.1	60.6	61.6	65	61	62.8	59.9	61.3	60.6	62.5
Bottom 3 Boxes (NET)	16	5	11	4	7	1	2	2	7	3	2	4	10	6	15	4	2	8	6	12	4	14	5	4	7	12	9	14	14	16	15
	3	1.8	4.2	2.9	3.9	0.9	3.3	3.6	4.1	2.5	2.6	2.4	3.4	2.5	3	3.1	1.5	4.1	3.2	2.8	4.5	2.8	2.8	4	2.2	2.7	2.7	3.6	2.8	3	2.9
Mean	7.82	7.74	7.9	7.75	7.77	7.9	7.95	7.78	7.7	7.85	8.07	7.77	7.76	7.88	7.77	7.7	7.88	7.73	7.89	7.85	7.6	7.87	7.79	7.9	8.03	7.85	7.94	7.81	7.87	7.82	7.85
Standard Deviation	1.8	1.7	1.9	1.9	1.8	1.7	1.9	1.9	1.9	1.7	1.8	1.9	1.8	1.8	1.8	1.8	1.7	1.9	1.8	1.8	2	1.8	1.9	1.8	1.7	1.8	1.8	1.9	1.8	1.8	1.8
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 10 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	4	2	2	0	1	0	1	2	1	2	0	1	3	1	4	1	0	3	1	3	1	4	1	0	3	3	1	3	3	4	4
	0.7	0.8	0.6	0	0.8	0	1.1	2.4	0.4	1.7	0	0.6	1	0.4	0.8	0.7	0	1.4	0.7	0.7	0.8	0.8	0.5	0	1	0.7	0.3	0.8	0.6	0.7	0.7
2 (2)	3	0	3	0	2	0	0	1	1	1	1	0	2	1	3	0	2	1	1	3	0	3	1	0	1	1	2	2	2	3	3
	0.5	0	1.1	0	1.1	0	0	1.1	0.5	0.6	1.3	0	0.5	0.5	0.6	0	1.3	0.4	0.6	0.6	0	0.6	0.5	0	0.2	0.3	0.6	0.5	0.4	0.5	0.5
3 (3)	10	7	3	4	4	1	1	0	3	0	3	3	3	6	10	7	0	3	6	9	1	8	2	5	4	6	9	8	10	10	6
	1.8	2.5	1	3	2.3	0.9	1.1	0	2	0	3.6	1.9	1.1	2.5	2	5	0	1.3	2.9	2	1	1.7	1.3	5.3	1.4	1.4	2.6	2	1.9	1.8	1.3
																											m		m		
4 (4)	16	7	9	4	5	1	5	1	7	3	2	4	10	6	15	5	4	5	3	15	1	14	3	2	7	11	8	11	11	16	16
	2.9	2.6	3.4	3.1	2.6	1.3	7.6	1.4	4.4	1.9	2.3	2.7	3.3	2.6	3	3.9	3.1	2.3	1.5	3.3	1.8	2.9	1.8	1.8	2.3	2.3	2.2	2.9	2.3	2.9	3.1
	r						AF																							r	
5 (5)	35	16	20	11	8	6	4	6	12	6	6	12	17	18	31	10	8	13	13	30	5	31	11	7	17	29	23	24	30	35	30
	6.5	5.5	7.5	8.8	4.8	5.1	5.4	10.1	7.2	4.3	6	7.7	5.9	7.1	6.3	7	5.9	6.2	6.4	6.7	6.5	6.2	6.5	7	5.8	6.4	6.6	6.2	6	6.5	5.8
6 (6)	58	38	20	16	14	16	7	5	16	12	8	21	28	30	54	7	15	31	22	38	14	55	26	12	27	48	30	36	53	58	56
	10.7	13.4	7.7	12.8	7.8	14.3	10.5	8.5	9.7	9.6	8.9	13.5	9.7	11.8	11.1	5.3	10.4	15.5	10.6	8.6	18	11.1	14.8	13.1	9.1	10.8	8.6	9.4	10.6	10.7	10.8
	c																									n			n		
7 (7)	96	60	35	24	35	15	11	10	32	29	14	20	61	34	85	25	23	37	30	72	15	86	27	12	54	86	60	82	91	96	92
	17.6	21.2	13.6	19.4	20.1	13.6	16.2	15.6	19.8	22.2	15.2	12.9	20.9	13.8	17.7	18.1	16.1	18.4	14.9	17.2	18.1	17.4	15.2	12.2	18.3	19.2	17.4	21.1	18.3	17.6	18
	C	C											A															Ars			
8 (8)	119	55	63	23	43	24	14	15	38	25	15	40	64	55	109	37	33	39	50	100	16	106	44	19	56	88	67	80	103	119	109
	21.8	19.5	24.4	18.6	24.7	21.6	19.4	23.4	23.6	19.6	16.4	25	21.8	21.9	22.5	26.4	23.4	19.2	24.5	22.4	20.4	21.5	24.8	19.8	18.9	19.6	19.2	20.6	20.6	21.8	21.2
	mr																													mr	
9 (9)	90	41	49	19	24	23	12	13	21	26	17	25	48	42	80	23	29	29	30	74	13	82	21	15	57	81	65	58	86	90	87
	16.5	14.3	18.8	15.2	13.5	20.7	16.5	19.8	13	20.3	18.3	15.9	16.2	16.8	16.6	16.2	20.5	14.2	14.6	16.6	16.8	16.6	11.6	15.3	19.2	18	18.8	15	17.3	16.5	16.9
																										q	q				
10 - Extremely well (10)	114	58	56	23	39	25	16	11	32	26	26	31	57	57	94	24	28	42	47	99	13	107	40	24	71	96	82	83	109	114	111
	21	20.4	21.8	18.9	22.3	22.6	22.2	17.7	19.3	19.8	28.1	19.6	19.6	22.8	19.4	17.2	19.3	20.9	23.3	22	16.3	21.5	22.9	25.3	23.8	21.3	23.8	21.5	22	21	21.6
Top 3 Boxes (NET)	322	154	169	64	106	72	41	39	91	78	58	96	169	154	283	83	90	110	127	273	43	295	105	57	184	266	214	221	298	322	307
	59.4	54.2	65	52.8	60.5	64.8	58.1	60.8	55.9	59.8	62.8	60.6	57.6	61.4	58.6	59.8	63.2	54.4	62.4	61	53.5	59.5	59.4	60.5	62	58.9	61.8	57	59.8	59.4	59.8
			AB																								n				
Bottom 3 Boxes (NET)	16	9	7	4	8	1	2	2	5	3	4	4	8	8	16	8	2	6	9	15	1	15	4	5	8	11	12	13	15	16	13
	3	3.2	2.7	3	4.3	0.9	2.2	3.6	2.9	2.3	4.8	2.5	2.6	3.4	3.3	5.7	1.3	3.1	4.2	3.3	1.8	3	2.3	5.3	2.6	2.4	3.4	3.4	3	3	2.5
																													m		
Mean	7.72	7.63	7.81	7.54	7.74	7.99	7.64	7.63	7.57	7.83	7.89	7.67	7.69	7.75	7.66	7.55	7.84	7.6	7.77	7.75	7.58	7.73	7.73	7.73	7.89	7.78	7.85	7.69	7.78	7.72	7.76
																													Aq		
Standard Deviation	1.9	1.9	1.9	1.9	1.9	1.7	2	2	1.9	1.8	2	1.9	1.8	1.9	1.9	2	1.7	1.9	1.9	1.9	1.8	1.9	1.8	2	1.9	1.8	1.9	1.9	1.9	1.9	1.9
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 10 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Now TV perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	488	216	272	103	139	95	72	79	164	138	68	118	302	186	434	119	126	189	180	400	77	447	153	89	279	409	317	343	450	488	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	543	284	259	122*	176	111*	70*	64*	163	130	92*	158*	293	250	484	139*	143	202	203	448	80*	496	176	95*	297	451	347	387	498	543	514
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100.0*	100	100	100.0*	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	416	179	259	73	126	92	69	73	145	126	61	99	270	160	370	100	107	164	167	341	67	383	129	76	244	348	269	291	386	416	395
1 - Not at all well (1)	4	2	2	0	3	0	1	1	0	2	0	2	2	2	3	1	0	2	1	4	0	4	1	0	2	4	1	4	4	4	4
	0.8	0.8	0.8	0	1.5	0	1.1	1.4	0	1.7	0	1.3	0.8	0.8	0.7	0.7	0	1.1	0.7	1	0	0.9	0.5	0	0.8	1	0.3	1.1	0.9	0.8	0.8
																										n		n	n		
2 (2)	5	2	3	0	3	0	2	0	2	1	2	0	2	2	5	1	2	2	3	5	0	4	2	2	2	4	5	4	5	5	5
	0.9	0.6	1.2	0	1.8	0	2.2	0	1	0.6	2.6	0	0.8	1	1	0.9	1.4	0.8	1.6	1.1	0	0.8	0.9	2.1	0.7	0.9	1.4	1	1	0.9	0.9
3 (3)	10	5	5	4	4	1	1	1	5	1	0	3	7	3	9	1	2	6	7	8	2	10	4	3	4	8	4	8	8	10	10
	1.8	1.7	1.9	2.9	2.1	0.9	1.1	1	3.3	1.1	0	1.8	2.3	1.1	1.8	1	1.1	2.8	3.6	1.7	2.7	2	2.4	3.2	3.3	1.8	1.2	2.1	1.6	1.8	1.9
																			A												
4 (4)	16	6	11	2	7	2	3	2	7	4	3	1	12	5	15	6	5	4	3	15	2	14	2	4	8	13	8	11	13	16	16
	3	2	4.1	1.9	3.7	2.2	4	3.7	4.6	3.3	3.6	0.9	4	1.9	3.1	4.3	3.2	2.1	1.6	3.3	1.9	2.9	1.4	4.4	2.7	2.8	2.4	2.8	2.5	3	3.2
	d																													d	
5 (5)	44	23	21	16	11	9	2	5	11	8	6	20	19	25	39	15	9	16	15	33	8	40	20	5	20	34	26	25	36	44	40
	8.1	8.1	8.2	13.4	6.4	8.1	3.3	8.5	6.5	6.4	6.1	12.5	6.5	10.1	8.1	10.6	6	7.9	7.3	7.4	9.9	8.1	11.4	4.8	6.8	7.6	7.4	6.5	7.3	8.1	7.7
	qr			G																										qr	
6 (6)	64	41	23	13	23	15	5	9	21	14	4	24	36	28	55	13	21	21	14	52	10	62	15	13	30	51	33	43	62	64	60
	11.8	14.3	9	10.3	12.8	13.4	7.2	14.1	13.1	11	4.3	15.5	12.2	11.4	11.4	9.4	14.8	10.3	6.6	11.6	12.9	12.4	8.6	13.3	10	11.4	9.5	11.2	12.5	11.8	11.7
	Cain											a		a															mn	n	
7 (7)	85	53	32	19	30	14	14	8	22	28	11	25	48	36	77	20	21	36	27	68	15	75	23	16	46	74	51	71	77	85	80
	15.7	18.6	12.5	15.8	16.9	12.9	19.6	12.5	13.2	21.5	11.5	15.8	16.9	14.2	15.8	14	14.5	18	13.5	15.5	18.3	15.2	13.2	16.7	15.3	16.5	14.7	18.3	15.4	15.7	15.8
	C									A																		Anrs			
8 (8)	116	50	66	29	30	23	19	15	33	22	22	39	55	60	110	39	32	39	48	95	17	106	35	15	58	91	82	82	103	116	107
	21.3	17.6	25.4	23.7	17.2	20.8	26.4	23.1	20.5	16.8	23.4	24.5	18.9	24.1	22.8	28.1	22.7	19.1	23.5	21.1	21	21.5	19.9	16.2	19.7	20.2	23.6	21.2	20.7	21.3	20.7
			A																								ew				
9 (9)	92	48	43	22	36	17	8	10	35	26	16	15	61	31	84	18	27	38	41	78	11	82	38	19	57	80	57	61	87	92	88
	16.9	17	16.7	17.8	20.4	14.8	11.2	15.3	21.2	20.2	17	9.6	20.8	12.3	17.3	13.2	19.1	18.9	20.1	17.5	13.8	16.6	21.6	20.1	19.2	17.7	16.4	15.9	17.5	16.9	17.1
	bd								bd	b			Abd																		
10 - Extremely well (10)	107	55	52	17	30	30	17	13	27	23	29	28	49	58	87	25	24	38	44	89	16	98	35	18	70	91	80	77	103	107	105
	19.7	19.4	20.1	14.1	17.2	26.7	23.9	20.5	16.5	17.4	31.6	18	16.9	23	18	17.7	17.1	18.9	21.5	19.9	19.5	19.7	20	19.2	23.6	20.2	23.1	19.8	20.6	19.7	20.4
	c					D					AY2bc			b													Amq				
Top 3 Boxes (NET)	314	153	161	68	96	70	43	38	95	71	66	82	166	149	281	82	84	115	132	262	44	286	109	52	185	262	219	220	293	314	299
	57.9	54	62.2	55.7	54.8	62.5	61.4	58.9	58.3	54.4	72	52.1	56.8	59.4	58.1	59.1	58.8	56.9	65.1	58.5	54.3	57.8	61.5	55.4	62.5	58.1	63.1	57	58.8	57.9	58.2
			A								AZbcd			b					A								Amqrs				
Bottom 3 Boxes (NET)	19	9	10	4	10	1	3	2	7	4	2	5	11	7	17	4	4	10	12	17	2	18	7	5	8	16	10	16	17	19	19
	3.5	3	4	2.9	5.4	0.9	4.5	2.4	4.3	3.4	2.6	3.2	3.9	2.9	3.5	2.6	2.5	4.2	5.9	3.7	2.7	3.6	3.9	5.3	2.7	3.6	2.9	4.3	3.5	3.5	3.7
																			A												
Mean	7.61	7.59	7.62	7.47	7.46	7.91	7.72	7.6	7.54	7.58	8.12	7.39	7.56	7.66	7.58	7.52	7.64	7.59	7.76	7.61	7.58	7.59	7.7	7.54	7.84	7.64	7.81	7.6	7.66	7.61	7.62
											About			b													Amqrs		Aq			
Standard Deviation	2	1.9	2	1.8	2.1	1.8	2	2	2	2	1.9	1.9	2	1.9	1.9	1.9	1.8	2	2	2	1.8	2	2	2	1.9	2	1.9	2	1.9	2	2
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 2 11 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Sky On Demand (Sky Go) perform on...

- Summary table Sky On Demand (Sky Go) -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Sky On Demand (Sky Go) - Unweighted	667	667	667	667	667	667
	100	100	100	100	100	100
Base: Sky On Demand (Sky Go) - Weighted	688	688	688	688	688	688
	100	100	100	100	100	100
Base: Sky On Demand (Sky Go) - Effective base	572	572	572	572	572	572
1 - Not at all well (1)	4	13	7	8	14	6
	0.6	1.8	1	1.1	2.1	0.9
2 (2)	5	6	5	6	2	5
	0.7	0.8	0.8	0.9	0.3	0.7
3 (3)	7	18	5	4	16	13
	1.1	2.6	0.7	0.6	2.3	1.8
4 (4)	9	19	11	10	9	13
	1.4	2.8	1.6	1.5	1.3	1.8
5 (5)	34	50	30	33	41	40
	5	7.3	4.3	4.8	6	5.9
6 (6)	67	82	55	65	65	56
	9.8	12	8	9.5	9.4	8.1
7 (7)	93	121	118	123	112	116
	13.6	17.6	17.2	17.9	16.2	16.9
8 (8)	177	174	189	178	186	184
	25.7	25.3	27.4	25.9	27	26.8
9 (9)	139	102	133	122	117	118
	20.2	14.8	19.4	17.8	17.1	17.2
10 - Extremely well (10)	151	103	136	138	126	137
	21.9	15	19.8	20	18.3	19.9
Top 3 Boxes (NET)	467	378	458	438	429	440
	67.9	55	66.6	63.7	62.4	63.9
Bottom 3 Boxes (NET)	16	36	17	18	32	23
	2.4	5.3	2.4	2.6	4.7	3.4
Mean	7.97	7.39	7.92	7.85	7.68	7.8
Standard Deviation	1.8	2	1.7	1.8	1.9	1.8
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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A10 11 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Skv On Demand (Skv Go) oerform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i								q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	4	1	3	2	0	0	0	2	0	2	2	0	1	1	2	2	4	1	3	0	0	2	1	4	4	0	1	2	2	1	4	1	4
	0.6	0.4	0.8	1.9	0	0	0	1.9	0.8	1.4	0.8	0	0.7	0.7	0.5	0.7	0.7	0.4	2	0	0	0.3	0.9	0.6	0.6	0	0.4	0.4	0.4	0.4	0.6	0.3	0.6
2 (2)	5	3	2	0	2	0	0	1	2	3	0	1	2	2	1	4	5	3	1	1	0	3	2	5	5	0	3	3	4	0	5	0	5
	0.7	0.9	0.5	0	1.2	0	0	1.2	3	1.9	0.2	0.4	1.3	1.5	0.3	1.4	0.8	1.4	0.7	0.4	0	0.6	1.3	0.8	0.8	0	1	0.5	0.9	0	0.7	0	0.7
	e								AFG	A																							
3 (3)	7	3	5	1	2	1	2	1	0	1	2	3	2	0	5	2	6	1	3	2	4	5	2	7	6	2	5	5	6	2	7	4	6
	1.1	0.8	1.5	0.7	1.1	0.6	2.4	1.5	0	0.9	0.9	1.7	1.8	0	1.2	0.9	1.1	0.6	1.8	0.9	1.6	1	1.7	1.1	0.9	2.6	1.5	0.9	1.3	0.6	1.3	0.9	1
4 (4)	9	6	4	1	3	3	1	2	0	2	4	3	1	2	7	2	9	1	2	5	4	7	2	9	7	1	3	9	7	6	9	7	8
	1.4	1.6	1.1	1	1.7	1.6	0.9	2.1	0	1.2	1.6	1.7	0.7	1.1	1.7	0.9	1.4	0.7	1.2	2.1	1.3	1.4	1.5	1.5	1.1	1.3	1.1	1.6	1.7	1.5	1.4	1.5	1.2
5 (5)	34	17	18	10	4	9	6	3	2	4	8	5	6	15	13	22	31	9	6	16	13	27	4	30	29	4	6	24	19	17	34	21	33
	5	4.5	5.6	10.3	2.5	5.6	6.3	2.9	3	3	3	3.3	4.7	11	3.1	7.9	5.2	4.8	3.6	6.6	4.7	5	3.5	4.8	4.5	6.9	1.9	4.5	4.4	4.3	5	4.5	5
	Yz			EJ										AYZc		AYc																	
6 (6)	67	40	27	13	18	11	8	11	6	17	25	18	11	13	43	24	57	14	17	26	25	60	6	57	62	9	33	52	33	42	67	48	65
	9.8	10.7	8.7	13.5	10.1	7	7.5	12.5	10	11.5	9.9	11.2	8.1	9.5	10.4	8.8	9.5	7.4	10.5	10.6	9.3	11.1	4.5	9	9.7	14.5	10.4	9.5	7.7	10.6	9.8	10.2	9.7
	n																											n		n	n	n	
7 (7)	93	48	45	16	18	25	16	11	9	20	36	29	11	18	65	28	81	24	30	26	35	66	26	86	82	3	43	73	53	57	93	62	90
	13.6	12.9	14.4	15.8	9.8	15.5	15	12.4	15.3	13.6	14.2	18.3	7.8	12.6	15.8	10.3	13.5	12.7	18.4	10.9	13.1	12.1	20.6	13.6	12.8	5.6	13.6	13.5	12.5	14.4	13.6	13.2	13.5
												Aad			Aa																		
8 (8)	177	90	86	22	51	39	32	17	15	32	75	36	43	23	111	66	151	54	41	57	78	138	36	166	167	10	81	139	115	102	177	120	174
	25.7	24.1	27.6	22.2	28.7	24.3	31.3	20.3	24.6	22	29.5	22.7	31.8	16.4	26.9	24	25.1	27.7	24.6	23.4	28.8	25.3	28.4	26	26.2	16.7	25.4	25.7	27	25.6	25.7	25.7	26.1
	h										h		hij		h	h																	
9 (9)	139	75	64	16	36	32	19	22	14	36	52	35	25	27	87	52	127	43	35	49	49	114	22	135	134	12	68	120	100	76	139	95	135
	20.2	20	20.5	15.7	20.2	19.8	18.8	26	23.2	24.8	20.7	21.9	18.2	19.6	21.1	18.9	21.1	22.1	21.2	20.2	18.2	21	17.7	21.1	21	18.8	21.3	22.2	23.5	19.1	20.2	20.3	20.3
																												Ar	Aqr				
10 - Extremely well (10)	151	91	60	19	44	41	18	17	12	28	49	30	34	38	79	72	130	43	26	60	62	121	25	138	143	21	74	115	88	94	151	109	145
	21.9	24.2	19.2	18.9	24.7	25.5	17.8	19.3	20.1	19.6	19.2	18.9	24.9	27.6	19.1	26.2	21.6	22.2	16	24.8	23	22.3	19.8	21.6	22.4	33.6	23.4	21.3	20.6	23.6	21.9	23.3	21.8
	c																																
Top 3 Boxes (NET)	467	256	211	56	132	112	70	56	40	96	176	101	101	88	277	190	407	139	102	166	189	373	83	438	444	42	223	374	304	272	467	325	454
	67.9	68.3	67.4	56.7	73.6	69.7	67.9	65.5	67.9	66.5	69.4	63.4	74.8	63.6	67.1	69.1	67.8	72	61.8	68.4	70	68.5	65.9	68.7	69.6	69	70.1	69.2	71.1	68.2	67.9	69.4	68.3
					D																								Ar				
Bottom 3 Boxes (NET)	16	7	9	3	4	1	2	4	2	6	5	3	3	3	8	8	15	5	7	3	4	10	5	16	15	2	9	10	11	4	16	6	15
	2.4	2	2.8	2.6	2.3	0.6	2.4	4.6	3.8	4.3	1.9	2.1	3.8	2.2	2	3	2.6	2.4	4.5	1.4	1.6	1.9	4	2.5	2.3	2.6	3	1.8	2.6	1	2.4	1.2	2.3
	mqs							f		f																			mqs		mqs		
Mean	7.97	8.03	7.89	7.59	8.12	8.15	7.9	7.82	7.95	7.87	7.98	7.91	8.05	7.92	7.96	7.98	7.95	8.08	7.71	8.02	8.05	8	7.88	7.98	8.02	8.12	8.07	8.02	8.02	8.06	7.97	8.07	7.98
						g																										Ar	
Standard Deviation	1.8	1.8	1.8	1.9	1.7	1.6	1.6	2	1.8	1.9	1.7	1.7	1.8	2	1.7	1.9	1.8	1.7	1.9	1.8	1.6	1.7	1.8	1.8	1.7	1.9	1.7	1.7	1.7	1.6	1.8	1.6	1.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 11 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Sky On Demand (Sky Go) perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i											
Base: Providing a service that is value for money - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	13	6	7	2	5	1	1	3	0	3	4	2	5	1	7	6	12	2	6	4	6	9	2	10	13	0	6	10	8	6	13	7	13
	1.8	1.5	2.2	1.9	2.7	0.9	0.9	3.4	0.8	2.3	1.8	1.4	3.6	0.7	1.6	2.1	2	1	3.6	1.6	2.3	1.7	2	1.5	2	0	2	1.8	1.8	1.5	1.8	1.6	1.9
2 (2)	6	2	3	0	0	0	2	3	1	4	2	2	2	0	4	2	4	1	1	3	3	4	2	6	6	0	1	5	2	1	6	3	6
	0.8	0.6	1.1	0	0	0	1.6	3.1	2.2	2.7	1	0.9	1.3	0	1	0.6	0.6	0.3	0.4	1.1	0.3	0.7	1.4	0.9	0.9	0	0.4	0.9	0.5	0.2	0.8	0.4	0.9
	q							AEF	EF	AEF																		q			q		
3 (3)	18	10	8	4	3	4	4	2	2	3	5	6	1	6	11	7	15	5	5	5	4	13	6	14	17	1	6	16	10	8	18	9	18
	2.6	2.7	2.5	4.4	1.6	2.3	3.8	2.1	2.7	2.3	2	3.7	0.9	4.2	2.7	2.6	2.5	2.6	2.9	2.2	1.5	2.3	4.4	2.3	2.7	1.3	1.8	3	2.3	2.1	2.6	2	2.7
4 (4)	19	10	9	0	10	2	5	1	2	3	9	7	1	3	16	3	18	4	5	9	8	17	2	19	17	1	8	11	10	10	19	10	18
	2.8	2.8	2.9	0	5.5	0.9	4.5	1.7	3	2.2	3.7	4.2	0.5	1.9	3.9	1.2	3.1	2.3	2.9	3.8	2.9	3.2	1.6	2.9	2.7	1.3	2.5	2.1	2.3	2.4	2.8	2.2	2.7
	m				AF										A																m		
5 (5)	50	32	19	7	11	8	9	9	6	15	15	11	7	17	26	24	45	16	10	18	14	40	9	47	42	4	24	35	34	26	50	28	48
	7.3	8.4	5.9	7.2	6.1	5.3	8.5	10.8	9.5	10.2	5.9	6.9	5.5	12	6.3	8.8	7.5	8.5	6.3	7.5	5.1	7.4	7.5	7.4	6.6	6.7	7.5	6.5	7.9	6.5	7.3	5.9	7.2
6 (6)	82	45	37	18	22	22	10	6	6	12	37	24	7	15	60	22	70	16	25	29	36	65	14	76	73	4	32	66	45	47	82	59	82
	12	12	11.9	17.9	12.1	13.4	9.5	6.5	10.2	8	14.5	14.8	5.1	10.8	14.6	8	11.7	8.3	15	12.2	13.2	11.9	10.8	11.9	11.4	6.4	10.1	12.2	10.5	11.7	12	12.6	12.4
	jad			HI							ad	ad			Aad																		
7 (7)	121	68	53	19	29	33	18	13	10	22	37	33	31	21	70	51	107	29	31	46	47	89	29	111	106	14	61	103	77	71	121	82	116
	17.6	18.2	16.9	18.7	16.3	20.5	17.2	14.8	16.5	15.5	14.4	20.6	22.6	15	16.8	18.7	17.8	15.2	18.8	19.2	17.6	16.4	23	17.5	16.6	23	19.1	19	17.9	17.8	17.6	17.5	17.5
8 (8)	174	90	84	24	46	34	29	25	17	42	72	39	37	26	111	63	155	64	31	59	62	150	24	166	169	13	85	138	120	96	174	117	169
	25.3	24	26.8	24.2	25.4	21.1	27.7	29.2	28.2	28.8	28.4	24.1	27.3	19	26.7	23.1	25.7	33.3	18.9	24.4	23.1	27.5	18.9	26	26.5	21.7	26.7	25.5	28	24	25.3	24.9	25.4
																													Amr				
9 (9)	102	61	41	12	24	31	16	12	7	19	42	16	19	24	58	43	91	25	37	29	47	80	19	96	96	8	40	77	60	65	102	73	98
	14.8	16.2	13.1	11.6	13.4	19.5	15.2	14.5	11.1	13.1	16.6	10	14.3	17.4	14.1	15.8	15.1	13.1	22.2	11.8	17.5	14.7	15.5	15	15.1	13.6	12.6	14.3	14	16.2	14.8	15.7	14.7
	Z														Z																		
10 - Extremely well (10)	103	51	52	14	30	26	11	12	9	21	30	21	26	26	51	52	84	30	15	39	45	78	19	93	100	16	55	80	62	70	103	81	98
	15	13.5	16.7	14	16.9	16	11	14	15.9	14.8	11.7	13.3	18.9	18.9	12.3	18.9	13.9	15.3	9	16.2	16.6	14.3	14.9	14.5	15.6	25.9	17.3	14.7	14.6	17.5	15	17.3	14.8
	c															Yc																Ar	
Top 3 Boxes (NET)	378	201	177	50	100	91	56	50	33	82	144	76	82	77	220	159	329	119	83	127	154	307	62	354	365	38	180	295	242	230	378	271	365
	55	53.7	56.6	49.8	55.7	56.7	53.9	57.6	55.2	56.6	56.8	47.4	60.5	55.4	53.1	57.9	54.8	61.7	50.1	52.5	57.2	56.4	49.3	55.6	57.2	61.2	56.6	54.5	56.7	57.7	55	57.9	54.8
	Z												Z																				
Bottom 3 Boxes (NET)	36	18	18	6	8	5	7	7	3	11	12	10	8	7	22	15	31	8	11	12	11	26	10	30	36	1	13	30	20	15	36	18	36
	5.3	4.8	5.8	6.3	4.3	3.1	6.3	8.6	5.7	7.4	4.8	6	5.8	4.8	5.3	5.3	5.1	4	6.9	4.8	4.1	4.7	7.8	4.7	5.6	1.3	4.2	5.6	4.6	3.8	5.3	3.9	5.5
	s																											qs			s		
Mean	7.39	7.37	7.42	7.28	7.39	7.67	7.22	7.23	7.33	7.27	7.36	7.15	7.63	7.49	7.28	7.56	7.37	7.55	7.19	7.35	7.54	7.41	7.27	7.41	7.44	7.97	7.5	7.4	7.44	7.58	7.39	7.58	7.38
	d																													Aded		Aded	
Standard Deviation	2	2	2.1	1.9	2.1	1.8	2	2.3	2	2.2	2	2	2.1	2	2	2	2	1.9	2.1	2	2	2	2.1	2	2	1.7	2	2	1.9	1.9	2	1.9	2
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 11 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Skv On Demand (Skv Go) oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i											
Base: Providing programmes that are relevant to me - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	7	5	2	1	4	0	0	2	0	2	4	0	1	2	4	3	7	3	2	1	1	5	1	5	7	0	3	3	4	2	7	2	7
	1	1.3	0.5	1	2	0	0	1.9	0.8	1.4	1.4	0	0.7	1.5	0.9	1.1	1.1	1.5	1.4	0.6	0.5	1	0.9	0.8	1	0	1.1	0.5	1	0.5	1	0.4	1
	m																												m		m		
2 (2)	5	2	3	0	2	0	0	2	1	4	1	1	3	0	2	3	4	1	2	2	2	1	4	5	5	1	3	5	4	2	5	2	5
	0.8	0.5	1.1	0	0.9	0	0	2.2	2.2	2.5	0.3	0.9	2.2	0	0.6	1.1	0.7	0.3	1.2	0.8	0.6	0.3	3	0.8	0.8	1.3	0.9	1	1	0.4	0.8	0.4	0.8
								AF	F	AF																		s					
3 (3)	5	4	1	0	1	0	3	0	0	0	2	2	0	1	4	1	5	1	1	2	1	5	0	5	5	0	1	4	2	1	5	2	3
	0.7	1	0.3	0	0.8	0	2.7	0	0.8	0.3	0.8	1.1	0	0.8	0.9	0.4	0.8	0.7	0.8	0.8	0.3	0.9	0	0.7	0.7	0	0.4	0.7	0.4	0.2	0.7	0.4	0.5
							AF																									
4 (4)	11	4	6	4	3	3	1	0	0	0	5	1	3	2	6	5	11	2	3	6	5	7	3	10	9	1	6	8	8	8	11	9	9
	1.6	1.2	2.1	4.4	1.8	1.6	0.8	0	0	0	1.9	0.8	2.5	1.1	1.5	1.8	1.8	1	2	2.4	2	1.2	2.4	1.6	1.3	2.4	2	1.4	1.9	1.9	1.6	1.9	1.4
				J																												
5 (5)	30	15	14	7	3	7	5	5	3	8	10	5	6	9	15	14	28	6	8	14	12	24	3	26	26	3	11	22	17	12	30	16	29
	4.3	4.1	4.6	7.1	1.6	4.3	5	5.7	4.0	5.3	3.9	3.4	4.1	6.4	3.7	5.2	4.7	3.1	5	5.8	4.5	4.4	2.2	4.1	4.1	4.7	3.5	4.2	4	2.9	4.3	3.5	4.3
	q																														q		
6 (6)	55	35	29	8	15	9	10	7	5	12	24	15	5	10	39	16	50	17	14	18	17	40	14	49	46	6	20	45	27	30	55	33	55
	8	6.8	9.4	8.5	8.3	5.8	9.5	8	9.1	8.4	9.6	9.1	3.8	7.5	9.4	5.7	8.4	9	8.7	7.6	6.1	7.4	10.8	7.7	7.2	9.9	6.2	8.3	6.3	7.6	8	7.1	8.2
	n														A													n			n		
7 (7)	118	72	46	24	24	25	19	17	10	27	47	26	23	22	73	45	100	37	26	38	42	98	18	111	108	7	58	92	69	69	118	82	114
	17.2	19.2	14.7	23.9	13.3	15.5	17.9	20.2	16.4	18.7	18.6	16.2	17	15.9	17.7	16.4	16.7	19	15.7	15.5	15.7	17.9	14.1	17.4	17	11.7	18.4	16.9	16.3	17.3	17.2	17.5	17.2
8 (8)	189	107	82	27	58	40	31	15	17	32	72	52	36	29	124	65	154	48	50	56	81	152	35	174	173	14	82	148	121	116	189	135	185
	27.4	28.5	26.2	27.3	32.5	25	30	17.8	28.6	22.2	28.4	32.3	26.3	21.1	29.9	23.7	25.6	24.6	30.4	23.2	30	28	27.5	27.3	27.1	23.4	25.7	27.4	28.4	29	27.4	28.8	27.8
	H				HI				J						A																	
9 (9)	133	66	67	14	34	39	19	18	10	28	49	28	28	28	77	56	122	43	29	51	52	102	28	126	127	11	61	104	84	74	133	90	128
	19.4	17.6	21.5	13.8	18.8	24.2	18.5	21	16.4	19.1	19.4	17.5	20.7	20.1	18.7	20.4	20.4	22	17.6	20.9	19.1	18.8	22.1	19.8	20	17.8	19.3	19.2	19.7	18.5	19.4	19.2	19.3
10 - Extremely well (10)	136	75	61	14	36	38	16	20	12	32	40	30	31	35	70	66	119	36	28	54	57	110	21	125	132	18	72	111	90	87	136	98	131
	19.8	19.9	19.6	14	20.1	23.6	15.7	22.8	20.8	22	15.8	18.6	22.6	25.5	16.9	24.1	19.8	18.8	17.1	22.4	21	20.2	16.8	19.6	20.7	28.7	22.6	20.5	21	21.7	19.8	20.9	19.7
	Yc													Y		Yc																	
Top 3 Boxes (NET)	458	247	211	55	128	117	66	53	39	92	161	109	94	91	271	187	395	126	107	161	189	364	83	426	432	43	215	363	295	276	458	323	444
	66.6	65.9	67.3	55.1	71.4	72.8	64.1	61.5	65.8	63.3	63.6	68.5	69.7	66.8	65.5	68.2	65.8	65.3	65.2	66.5	70.2	66.9	66.5	66.8	67.8	70	67.5	67	69.1	69.2	66.6	68.9	66.7
					D	D																										
Bottom 3 Boxes (NET)	17	11	6	1	7	0	3	4	2	6	6	3	4	3	9	7	16	5	6	5	4	12	5	15	17	1	7	12	10	4	17	5	15
	2.4	2.9	1.9	1	3.7	0	2.7	4.6	3.8	4.3	2.5	2	2.9	2.3	2.3	2.6	2.6	2.5	3.4	2.2	1.4	2.1	4	2.4	2.6	1.3	2.3	2.1	2.4	1.1	2.4	1.1	2.3
	qs				F		F	F	F	F																		s	qs		qs		
Mean	7.92	7.9	7.93	7.55	7.94	8.25	7.81	7.84	7.86	7.85	7.79	7.96	8.01	8.02	7.85	8.01	7.89	7.93	7.75	7.95	8.03	7.95	7.79	7.93	7.96	8.12	8	7.96	7.98	8.06	7.92	8.04	7.93
						ADGU																								Ac		Ac		
Standard Deviation	1.7	1.8	1.7	1.7	1.8	1.5	1.6	2	1.8	1.9	1.7	1.6	1.8	1.8	1.7	1.8	1.8	1.7	1.8	1.8	1.7	1.7	1.9	1.7	1.8	1.8	1.8	1.7	1.8	1.6	1.7	1.6	1.7
Standard Error	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 11 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Sky On Demand /Skv Go) oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	8	4	3	2	2	0	0	3	0	3	4	1	2	1	4	3	7	1	5	1	2	4	2	6	8	0	3	6	5	4	8	4	8
	1.1	1.1	1.1	1.9	1.3	0	0	3.4	0.8	2.3	1.4	0.5	1.7	0.7	1.1	1.2	1.1	0.4	2.8	0.6	0.8	0.8	2	1	1.2	0	0.8	1.1	1.2	0.9	1.1	0.8	1.1
								AF																									
2 (2)	6	4	2	0	1	0	0	3	2	5	4	1	2	0	4	2	5	2	1	2	1	3	3	6	6	0	1	5	4	0	6	1	5
	0.9	1.2	0.5	0	0.8	0	0	3.3	3	3.2	1.5	0.4	1.3	0	1.1	0.6	0.9	1.1	0.7	0.8	0.3	0.6	2.1	1	1	0	0.3	1	1	0	0.9	0.2	0.7
	s							AF	AFG	AF																		s	s		s		
3 (3)	4	0	4	0	2	1	1	0	0	0	1	1	3	0	2	3	4	1	2	1	3	4	0	3	4	0	3	2	1	2	4	3	4
	0.6	0	1.4	0	1.1	0.9	0.9	0	0	0	0.3	0.6	1.9	0	0.4	1	0.7	0.6	1.4	0.3	1.3	0.8	0	0.5	0.7	0	0.8	0.4	0.3	0.4	0.6	0.6	0.7
			AB																														
4 (4)	10	5	5	1	2	3	2	2	1	2	4	3	2	2	7	3	10	2	2	5	5	8	2	9	7	2	6	9	9	5	10	6	10
	1.5	1.3	1.7	0.7	1.4	1.9	1.6	1.9	1.1	1.6	1.6	1.9	1.1	1.1	1.7	1.1	1.6	0.8	1.5	2.3	1.8	1.6	1.3	1.5	1.1	2.7	1.8	1.7	2	1.2	1.5	1.4	1.5
5 (5)	33	19	14	8	5	7	6	3	4	7	8	8	4	13	16	17	30	7	7	16	9	24	5	31	30	4	12	24	16	16	33	20	31
	4.8	5.2	4.3	7.8	2.9	4.6	5.9	3.6	6	4.6	3.1	5.3	3	9.1	3.9	6.1	5	3.8	4.1	6.6	3.5	4.4	3.7	4.9	4.7	7.2	3.9	4.4	3.7	4.1	4.8	4.3	4.7
														Yc		a																	
6 (6)	65	40	25	14	14	14	11	8	4	12	29	17	9	11	46	19	55	14	13	28	31	55	9	59	53	12	25	58	43	47	65	51	64
	9.5	10.6	8.1	14	8	8.7	10.4	9.1	7.2	8.3	11.4	10.6	6.3	7.7	11.1	7	9.1	7.1	7.6	11.7	11.5	10.2	7.2	9.3	8.4	19.2	7.8	10.8	10	11.7	9.5	10.9	9.7
															A													Ar					
7 (7)	123	71	52	29	32	23	20	10	9	18	47	25	27	24	73	51	109	32	37	40	46	93	29	112	112	4	58	94	70	75	123	85	118
	17.9	19	16.6	29.6	18	14.5	19.2	11.4	14.5	12.6	18.7	15.8	19.6	17.3	17.6	18.4	18.2	16.5	22.6	16.5	17.2	17	22.8	17.5	17.6	7	18.3	17.4	16.3	18.9	17.9	18.2	17.7
	i			AFHIi																													
8 (8)	178	87	91	17	54	35	28	25	19	44	66	40	37	35	106	72	153	57	40	57	61	144	32	166	165	6	73	139	120	88	178	110	173
	25.9	23.2	29.2	16.8	30.4	21.5	27.2	28.9	33	30.6	26.2	25.1	27.2	25.1	25.8	26.2	25.5	29.4	24	23.5	22.7	26.5	25.6	26	25.9	10.5	23	25.7	28	22.2	25.9	23.4	26
	B		A		D				DF	D																			Gh		B		
9 (9)	122	70	52	12	24	42	18	16	11	27	48	35	15	23	84	39	111	38	33	40	53	100	18	118	118	15	63	93	71	75	122	89	120
	17.8	18.7	16.7	12.1	13.3	26.1	17.1	18.7	18.1	18.5	19.1	21.9	11.4	16.8	20.2	14.1	18.4	19.6	20.1	16.3	19.5	18.4	14.5	18.5	18.6	24.8	19.7	17.2	16.7	18.7	17.8	19	18
						ADE						a			Aa																		
10 - Extremely well (10)	138	74	63	17	41	35	18	17	10	27	43	29	36	31	71	67	117	40	25	52	58	107	26	127	133	18	75	110	88	87	138	99	133
	20	19.9	20.2	17.2	22.9	21.7	17.7	19.8	16.3	18.3	16.8	17.9	26.5	22.1	17.2	24.3	19.5	20.7	15.3	21.4	21.3	19.7	20.7	20	20.9	28.6	23.6	20.3	20.7	21.9	20	21.2	19.9
	c												Yc		c																		
Top 3 Boxes (NET)	438	231	207	46	119	111	64	58	40	98	158	104	88	89	261	177	381	135	98	148	172	352	76	411	417	39	230	342	279	250	438	298	425
	63.7	61.7	66.2	46	66.6	69.3	62	67.4	67.4	67.4	62.1	64.8	65.1	64	63.2	64.6	63.5	69.8	59.4	61.2	63.6	64.7	60.9	64.5	65.4	63.9	66.2	63.2	65.4	62.8	63.7	63.7	63.9
	D				D	D		D	D	D																							
Bottom 3 Boxes (NET)	18	8	10	2	6	1	1	9	2	8	8	2	2	1	10	8	16	4	8	4	7	12	5	15	18	0	6	13	11	5	18	8	17
	2.6	2.3	3	1.9	3.2	0.9	0.9	6.7	3.8	5.5	3.2	1.5	4.9	0.7	2.5	2.8	2.7	2.1	4.9	1.7	2.5	2.2	4	2.4	2.8	0	2	2.4	2.5	1.4	2.8	1.6	2.5
	qs							AFG		AFG																					qs		
Mean	7.85	7.83	7.86	7.49	7.92	8.11	7.84	7.67	7.76	7.7	7.76	7.88	7.9	7.92	7.8	7.91	7.83	8.04	7.64	7.8	7.9	7.88	7.76	7.87	7.9	8.04	8.02	7.83	7.87	7.95	7.85	7.93	7.85
						AD																											
Standard Deviation	1.8	1.8	1.8	1.8	1.8	1.8	1.6	2.2	1.9	2.1	1.8	1.7	2	1.7	1.8	1.8	1.8	1.6	1.9	1.8	1.8	1.7	1.9	1.8	1.8	1.8	1.7	1.8	1.8	1.7	1.8	1.7	1.8
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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23 May 2019

A10 11 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Sky On Demand /Sky Go) oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i							m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	14	9	5	4	2	1	0	4	4	7	3	4	4	3	7	7	12	2	5	5	1	8	3	14	14	0	3	10	6	3	14	6	14
	2.1	2.5	1.6	4	0.9	0.7	0	4.4	6.2	5.1	1.2	2.7	2.8	2.2	1.8	2.5	2.1	1.2	3	2.1	0.3	1.5	2.4	2.2	2.2	0	1	1.8	1.5	0.8	2.1	1.3	2.1
	Hi							FG	AEFG	AEFG																		q			q	q	
2 (2)	2	0	2	0	0	0	0	1	1	2	1	0	1	0	1	1	2	0	1	1	0	1	1	2	2	0	1	2	1	0	2	0	2
	0.3	0.1	0.5	0	0	0	0	1.2	1.9	1.5	0.4	0	0.8	0	0.3	0.4	0.4	0	0.7	0.4	0	0.2	0.8	0.3	0.3	0	0.3	0.4	0.3	0	0.3	0	0.3
									AB	A																							
3 (3)	16	8	8	0	6	7	1	1	1	2	7	3	3	3	10	6	15	3	4	8	8	14	1	13	13	1	7	13	11	8	16	9	14
	2.3	2.1	2.5	0	3.2	4.7	0.9	1	1.1	1.1	2.9	1.6	1.9	2.2	2.4	2.1	2.5	1.4	2.4	3.4	2.8	2.6	1.2	2	2	1.3	2.2	2.4	2.5	2	2.3	2	2.1
4 (4)	9	6	3	4	3	0	1	0	1	1	1	3	1	4	4	5	9	6	1	3	4	7	1	6	8	1	2	6	3	1	9	1	9
	1.3	1.5	1.1	3.7	1.9	0	1.1	0	1.1	0.4	0.3	1.7	0.9	3	0.9	2	1.5	2.9	0.4	1.1	1.5	1.3	0.9	0.9	1.3	1.3	0.6	1.2	0.8	0.2	1.3	0.2	1.3
	Yqs			E																											qs		
5 (5)	41	23	18	6	10	7	9	6	3	9	16	9	9	7	25	16	35	13	8	14	18	37	4	37	38	3	18	30	25	24	41	25	40
	6	6.1	5.8	6.2	5.6	4.1	8.8	7.2	4.9	6.3	6.5	5.6	6.3	5.2	6.1	5.7	5.9	6.9	4.8	5.7	6.5	6.7	3.1	5.8	5.9	4.7	5.5	5.5	5.8	5.9	6	5.4	6
6 (6)	65	34	30	16	14	14	10	5	6	11	33	11	8	12	45	20	54	16	18	20	28	46	16	60	58	2	30	53	37	43	65	51	64
	9.4	9.2	9.7	15.9	7.9	8.6	9.6	5.7	10.3	7.5	13.2	7.1	6.1	8.5	10.8	7.3	9	8.4	11.1	8.1	10.5	8.5	12.6	9.4	9.1	3.7	9.5	9.7	8.6	10.7	9.4	11	9.6
											AB				Z																		
7 (7)	112	59	52	20	24	24	21	13	9	22	42	30	21	18	72	40	95	32	30	33	47	91	20	106	98	12	48	83	63	72	112	78	107
	16.2	15.8	16.7	20.5	13.2	15.2	20.3	15.6	15.2	15.4	16.6	18.8	15.7	13.2	17.4	14.4	15.9	16.6	18.2	13.7	17.5	16.8	15.8	16.6	15.4	20.3	15.1	15.3	14.8	18.2	16.2	16.7	16
8 (8)	186	99	87	23	51	41	28	24	18	42	68	47	38	32	115	71	166	55	41	70	66	147	33	170	172	17	87	152	124	100	186	124	183
	27	26.3	27.9	23.5	28.6	25.5	27.2	27.9	31.3	29.3	26.8	29.7	28.2	23.3	27.9	25.2	27.6	28.2	25	28	24.6	27.1	26.4	26.7	27	27.4	27.2	28	28.9	25.2	27	26.5	27.5
9 (9)	117	66	51	12	31	38	15	16	6	21	47	28	20	23	74	43	106	32	30	44	46	98	20	116	113	11	63	97	77	68	117	83	113
	17.1	17.7	16.3	12.1	17.6	23.7	14.1	18.1	9.8	14.7	18.4	17.3	14.7	16.8	18	15.8	17.7	16.5	18.5	18	17.1	17.9	15.8	18.2	17.7	18.6	19.9	18	18	17.1	17.1	17.6	17
	d					Ab				d																							
10 - Extremely well (10)	126	70	56	14	38	28	19	16	11	27	35	25	30	36	60	66	105	35	26	44	52	95	26	114	122	14	59	96	81	79	126	91	120
	18.3	18.7	17.8	14	21.1	17.6	18.1	19	18.3	18.7	13.7	15.5	22.5	25.7	14.4	24.1	17.6	18	15.9	18.3	19.1	17.4	21	17.8	19.1	22.6	18.4	17.7	19	19.9	18.3	19.4	18
	Yc											Yc			AYc																		
Top 3 Boxes (NET)	429	235	194	49	121	107	61	56	35	91	149	100	89	91	249	180	378	121	98	158	164	340	79	399	407	42	208	345	282	248	429	297	416
	62.4	62.7	62.1	49.6	67.2	66.7	59.4	64.9	59.4	62.7	58.9	62.5	65.4	65.8	60.3	65.6	62.9	62.6	59.4	65.4	60.8	62.4	63.1	62.6	63.8	68.6	65.6	63.7	65.9	67.2	62.4	63.5	62.5
	D				D	D																							Ar				
Bottom 3 Boxes (NET)	32	18	14	4	7	9	1	6	5	11	12	7	8	6	18	14	29	5	10	14	9	23	5	29	29	1	12	25	18	11	32	15	31
	4.7	4.7	4.6	4	4.1	5.3	0.9	6.7	9.1	7.7	4.5	4.3	5.6	4.4	4.4	5	4.9	2.5	6.2	5.9	3.2	4.3	4.4	4.6	4.5	1.3	3.6	4.6	4.2	2.8	4.7	3.3	4.6
	Gqu							G	AG	AG																		q			qu		
Mean	7.68	7.68	7.68	7.26	7.84	7.86	7.76	7.64	7.32	7.51	7.57	7.65	7.75	7.84	7.6	7.8	7.66	7.71	7.57	7.69	7.75	7.69	7.76	7.7	7.72	8.1	7.83	7.71	7.79	7.83	7.68	7.82	7.67
						Bt																								Ar		Ar	
Standard Deviation	1.9	2	1.9	2	1.9	1.8	1.6	2.2	2.4	2.3	1.8	1.9	2.1	2.1	1.9	2.1	2	1.8	2	2	1.8	1.9	2	1.9	2	1.6	1.8	1.9	1.9	1.7	1.9	1.8	1.9
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 11 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Sky On Demand (Sky Go) perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 15	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d					i											
Base: Making content available for a long period of time - Unweighted	667	324	343	86	146	138	105	94	98	192	277	180	108	102	457	210	581	184	161	236	244	526	125	620	623	53	304	533	424	366	667	432	646
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	688	375	313	99*	179	161	103	86*	59*	145	254	160	135*	139*	414	274	601	194	165	242	270	544	126	637	638	61*	318	541	427	399	688	468	666
	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	572	268	323	60	133	134	101	90	93	176	247	162	98	87	409	184	498	156	140	202	224	451	109	533	536	45	262	456	366	316	572	373	553
1 - Not at all well (1)	6	4	3	1	2	0	1	2	0	2	4	2	1	0	5	1	5	1	2	2	3	5	1	5	6	0	2	4	3	3	6	4	6
	0.9	1	0.8	1	1.3	0	0.8	1.9	0.8	1.4	1.4	1	0.7	0	1.2	0.3	0.9	0.4	1.4	0.9	1.1	0.9	0.9	0.7	1	0	0.7	0.8	0.7	0.7	0.9	0.8	0.9
2 (2)	5	3	2	0	0	1	1	1	1	2	0	2	2	1	2	3	5	1	2	2	0	3	2	5	5	0	1	3	1	1	5	1	5
	0.7	0.8	0.5	0	0	0.7	1.1	1.2	2.2	1.6	0	1.1	1.3	0.8	0.4	1	0.8	0.3	1	0.9	0	0.5	1.3	0.7	0.7	0	0.2	0.6	0.3	0.3	0.7	0.2	0.7
	g								g																					g		
3 (3)	13	7	6	2	4	0	2	5	1	5	6	2	1	3	8	4	11	2	6	3	2	8	4	12	12	2	8	8	9	4	13	4	13
	1.8	1.8	1.8	1.6	2.1	0	1.8	5.3	1.6	3.8	2.4	1.3	1	2.2	2	1.6	1.8	1.1	3.4	1.3	0.9	1.4	3	1.9	1.8	2.6	2.4	1.5	2.1	1.1	1.8	0.9	1.9
	s							AF		AF																			g		s		
4 (4)	13	6	6	5	3	1	2	1	0	1	3	2	3	5	5	8	12	1	5	6	3	7	2	11	11	1	7	8	3	7	13	11	13
	1.8	1.7	2	5.2	1.6	0.9	2	1.2	0	0.7	1.2	1.1	1.9	3.8	1.1	2.9	1.9	0.6	2.8	2.4	1.3	1.4	1.7	1.7	1.7	1.3	2.1	1.5	0.7	1.7	1.8	2.4	1.9
	cn																											n		n	n	no	
5 (5)	40	18	22	11	3	8	8	6	4	10	12	9	7	12	21	19	36	12	3	21	15	36	4	35	36	2	18	31	23	20	40	22	38
	5.9	4.8	7.2	11.1	1.6	5.2	7.6	7.2	6.8	7	4.8	5.6	5.1	8.8	5.1	7	6	6.4	1.8	8.6	5.6	6.6	3.1	5.5	5.6	3.4	5.6	5.7	5.3	5.1	5.9	4.7	5.7
	E			E			E	E	E	E																							
6 (6)	56	28	28	8	17	14	5	6	4	10	29	12	3	11	42	14	45	18	13	14	22	43	12	52	47	3	25	47	37	28	56	37	54
	8.1	7.4	8.9	8.5	9.6	9	5	7	7.5	7.2	11.6	7.7	2.1	8	10.1	5.1	7.5	9.4	8	5.7	8	7.9	9.6	8.1	7.3	5.6	7.8	8.7	8.7	7.1	8.1	7.9	8
	a										Aad	a			Aad	a																	
7 (7)	116	73	44	13	28	35	15	13	12	25	50	31	21	14	81	35	99	33	26	40	52	97	15	111	106	9	61	95	70	71	116	80	111
	16.9	19.5	13.9	13	15.8	21.8	14.5	14.9	20.9	17.4	19.7	19.6	15.4	10.3	19.6	12.9	16.5	16.9	15.9	16.5	19.2	17.8	12.3	17.3	16.6	14.6	19.3	17.5	16.3	17.8	16.9	17.1	16.7
	C										b				Abd																		
8 (8)	184	94	90	26	56	36	31	19	17	36	63	43	44	35	105	79	169	46	53	70	67	150	34	167	171	16	72	142	111	105	184	118	179
	26.8	25.1	28.8	25.9	31	22.2	30.1	22.5	28.8	25	24.8	26.6	32.2	25.3	25.5	28.8	28.1	23.8	32.1	28.8	24.7	27.6	26.7	26.3	26.8	26.6	22.8	26.1	26	26.4	26.8	25.3	26.9
9 (9)	118	64	54	17	30	27	19	16	10	25	40	28	24	27	67	51	104	41	31	32	45	90	28	113	112	8	51	95	84	71	118	87	116
	17.2	17.2	17.2	17.1	16.6	17.1	18	18.4	16.4	17.5	15.6	17.4	17.6	19.4	16.3	18.5	17.3	21.2	18.6	13.2	16.8	16.5	22	17.7	17.5	12.9	16.1	17.6	19.6	17.9	17.2	18.7	17.4
																													Ae				
10 - Extremely well (10)	137	78	59	17	37	37	20	18	9	27	47	30	31	29	77	60	115	39	25	52	61	106	24	127	134	20	73	108	87	88	137	104	132
	19.9	20.8	18.8	16.7	20.5	23.1	19.2	20.5	15	18.3	18.5	18.7	22.6	21.2	18.6	21.9	19.2	19.9	14.9	21.6	22.5	19.5	19.4	20	21	32.8	23	20	20.3	22.1	19.9	22.2	19.8
Top 3 Boxes (NET)	440	237	203	59	122	100	70	53	35	88	150	100	98	92	250	190	388	126	108	154	173	346	85	408	416	44	197	345	282	265	440	309	427
	63.9	63.1	64.8	59.6	68.1	62.5	67.4	61.3	60.2	60.9	59	62.6	72.5	66.1	60.4	69.2	64.6	64.9	65.7	63.6	64	63.6	68.1	64	65.3	72.3	61.9	63.7	65.9	66.4	63.9	66.1	64.1
	Yc												Yc			Yc																	
Bottom 3 Boxes (NET)	23	13	10	3	6	1	4	7	3	10	10	5	4	4	15	8	21	3	10	8	5	16	7	21	22	2	10	16	13	8	23	9	23
	3.4	3.6	3.1	2.6	3.4	0.7	3.5	8.4	4.6	6.8	3.8	3.4	2.9	3	3.6	3	3.5	1.8	5.8	3.2	2	2.9	5.3	3.3	3.5	2.6	3.3	2.9	3.2	2	3.4	1.9	3.5
	Fqs							AF	F	AF																				qs			
Mean	7.8	7.83	7.76	7.52	7.92	8	7.81	7.57	7.63	7.6	7.69	7.79	8.03	7.78	7.73	7.9	7.79	7.94	7.67	7.74	7.93	7.8	7.83	7.82	7.85	8.24	7.84	7.83	7.9	7.96	7.8	7.95	7.8
																														Ae		Ainv	
Standard Deviation	1.8	1.8	1.8	2	1.8	1.6	1.9	2.2	1.8	2.1	1.8	1.8	1.8	1.9	1.8	1.9	1.8	1.7	1.9	1.9	1.8	1.8	1.9	1.8	1.8	1.7	1.8	1.8	1.8	1.7	1.8	1.7	1.8
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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A10 2 12 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does UKTV Play perform on...

- Summary table UKTV Play -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: UKTV Play - Unweighted	300	300	300	300	300	300
	100	100	100	100	100	100
Base: UKTV Play - Weighted	306	306	306	306	306	306
	100	100	100	100	100	100
Base: UKTV Play - Effective base	260	260	260	260	260	260
1 - Not at all well (1)	2	2	3	1	1	6
	0.8	0.6	1	0.2	0.5	2
2 (2)	5	2	2	4	4	2
	1.7	0.5	0.8	1.3	1.5	0.8
3 (3)	13	6	10	4	9	11
	4.2	1.9	3.4	1.2	2.9	3.4
4 (4)	16	7	20	18	18	12
	5.3	2.4	6.8	5.7	5.7	4.1
5 (5)	33	29	21	29	29	34
	10.7	9.4	6.8	9.5	9.3	11
6 (6)	46	33	37	31	48	44
	15	10.6	12.1	10	15.8	14.4
7 (7)	55	45	56	78	58	45
	17.9	14.6	18.4	25.4	18.9	14.5
8 (8)	62	62	81	67	65	66
	20.1	20.1	26.4	21.8	21.2	21.6
9 (9)	37	56	32	37	33	48
	12.1	18.3	10.3	12	10.9	15.7
10 - Extremely well (10)	38	66	44	40	41	39
	12.2	21.6	14.3	12.9	13.4	12.7
Top 3 Boxes (NET)	136	184	156	143	139	153
	44.4	60.1	51	46.7	45.5	50
Bottom 3 Boxes (NET)	21	9	16	8	15	18
	6.7	3	5.2	2.7	4.8	6
Mean	6.99	7.72	7.21	7.26	7.1	7.14
Standard Deviation	2.1	1.9	2	1.8	2	2.1
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1

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A10 12 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does UKTV Plav oerform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	2	1	1	1	1	0	1	0	1	0	1	1	1	2	0	1	1	1	2	2	0	0	2	2	1	1	2	1	2
	0.8	0.8	0.8	1.8	1.8	0	1.1	0	2	0	1.2	0.9	0.7	1	0	1.4	1.4	2	1	0.9	0	0	1.5	0.9	0.4	0.8	0.8	0.7	0.8
2 (2)	5	4	2	0	1	2	3	1	3	1	1	3	2	5	2	0	2	1	5	5	3	1	3	5	5	1	5	2	5
	1.7	2	1.3	0	1.5	5	3.3	1	3.5	1.2	1.3	2.1	1.3	1.8	2.3	0.6	2.4	1.4	2	1.8	2	1.1	1.9	1.8	2.2	0.6	1.7	0.9	1.9
						AE																			q				
3 (3)	13	6	7	7	1	3	4	7	2	0	4	9	4	11	4	1	6	3	10	9	5	4	4	11	9	11	13	12	12
	4.2	3.3	5.4	8.1	1.5	7.3	3.8	7.9	2.5	0	4.3	5.5	2.6	4.2	4.7	1.1	6.2	4.8	3.9	3.1	3.8	6.6	2.5	4	3.7	6.4	4.2	5.3	3.8
4 (4)	16	9	7	2	3	0	3	3	3	2	7	7	9	15	7	3	5	1	16	15	8	1	10	15	14	13	16	14	16
	5.3	5.3	5.3	2.5	5.8	0	3.6	3.7	4.8	3.9	8.2	4.2	6.5	5.6	8.3	3.8	4.8	1.7	6.2	5.1	5.8	1.6	6	5.3	5.8	7.4	5.3	6.3	5.4
5 (5)	33	13	19	7	7	4	11	8	7	5	12	16	17	28	7	11	10	8	27	30	8	5	10	30	24	18	33	21	32
	10.7	7.3	15.4	8.5	11.3	10.5	11	9.1	10	8.6	14.2	9.5	12	10.8	8.8	14.4	9.8	11.8	10.5	10.3	6.4	9.2	6.2	10.4	10.4	10.7	10.7	9.8	10.5
			AB																										
6 (6)	46	24	22	16	6	6	13	11	14	11	10	25	21	42	13	11	19	10	40	46	21	5	21	42	24	22	46	32	45
	15	13.6	17.1	19.2	10.8	16.9	13.1	12	19.2	20.1	11.5	15.2	14.8	16.2	15.6	14.2	18.4	13.5	15.3	16	15.9	7.8	12.6	14.7	10.2	12.7	15	14.8	14.9
	n																							n			n	n	
7 (7)	55	36	19	15	10	3	13	16	11	12	16	27	28	45	14	14	17	13	45	49	27	10	30	52	46	37	55	46	55
	17.9	20.2	14.6	18	17.1	7.3	13.3	17.8	15	21	18.4	16.6	19.4	17.3	16.8	17.8	17.2	18.1	17.5	17.2	20.8	16.7	17.7	18.4	19.6	21.7	17.9	21.2	18.3
	I						I																						
8 (8)	62	35	26	14	16	10	25	17	17	8	20	33	28	56	19	15	21	10	54	59	23	15	39	60	56	31	62	39	62
	20.1	19.6	20.8	17.4	27.1	25.7	26.5	18	23.5	13.8	23.6	20.4	19.7	21.4	23.6	19.9	20.7	13.7	20.7	20.7	17.7	25.4	23.5	21	24	17.8	20.1	17.9	20.5
							A																		Amgrs				
9 (9)	37	29	8	12	10	4	14	13	8	9	6	22	15	26	8	11	7	8	30	36	15	7	25	30	28	19	37	25	37
	12.1	16.4	5.9	15.1	17.8	9.6	14.6	14.4	11.7	17	6.8	13.2	10.8	9.9	9.5	13.8	7.3	11.2	11.7	12.4	11.8	12	14.9	10.6	11.8	10.8	12.1	11.3	12.3
	Cm	AC																									o		
10 - Extremely well (10)	38	21	17	8	3	6	9	15	5	8	9	20	17	31	9	10	12	16	29	36	21	11	22	37	28	19	38	26	35
	12.2	11.5	13.4	9.5	5.2	16.8	9.7	16.1	7.6	14.5	10.5	12.4	12.1	11.8	10.5	13.1	11.8	21.7	11.3	12.7	15.9	19.7	13.2	12.8	11.8	11.1	12.2	11.9	11.8
						HI												A											
Top 3 Boxes (NET)	136	85	51	34	29	19	49	45	31	25	36	75	61	112	36	36	40	33	113	131	59	33	86	126	112	69	136	89	134
	44.4	47.5	40.1	41.9	50.1	52	50.9	48.4	42.9	45.3	40.9	46	42.6	43	43.6	46.8	39.7	46.6	43.7	45.7	45.3	57.1	51.6	44.4	47.6	39.7	44.4	41.1	44.7
																									qs				
Bottom 3 Boxes (NET)	21	11	10	8	3	5	8	6	6	1	6	14	7	18	6	2	10	6	18	17	8	4	10	19	15	13	21	15	19
	6.7	6.2	7.5	9.9	4.8	13.3	8.1	8.9	8	1.2	6.8	8.5	4.6	7	7	3	10.1	8.2	6.9	5.8	5.8	7.7	5.9	6.7	6.4	7.8	6.7	6.8	6.2
						A																							
Mean	6.99	7.15	6.76	6.89	7.03	6.98	7.01	7.17	6.77	7.36	6.73	6.99	6.98	6.9	6.86	7.17	6.73	7.21	6.91	7.05	7.18	7.46	7.22	6.99	7.06	6.83	6.99	6.93	7
Standard Deviation	2.1	2	2.1	2.1	2	2.4	2.1	2.1	2.1	1.8	2.1	2.1	2	2.1	2	2	2.2	2.3	2.1	2	2	2.1	2.1	2.1	2	2.1	2.1	2	2
Standard Error	0.1	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.1	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.1

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23 May 2019

A10 12 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does UKTV Plav oerform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	2	1	1	0	1	1	2	0	0	1	1	0	2	2	0	1	1	0	2	2	0	0	1	2	2	0	2	0	1
	0.6	0.4	0.8	0	1.8	1.8	1.8	0	0	1.2	1.2	0	1.2	0.7	0	1.4	0.7	0	0.7	0.6	0	0	0.6	0.6	0.7	0	0.6	0	0.3
2 (2)	2	1	1	0	0	2	2	1	1	0	0	2	0	1	0	0	1	0	2	2	0	1	1	2	2	0	2	0	2
	0.5	0.5	0.5	0	0	4.2	1.6	1	0.8	0	0	1	0	0.4	0	0.6	0.6	0	0.6	0.5	0.4	1.1	0.7	0.6	0.7	0	0.5	0	0.5
						AE																							
3 (3)	6	2	4	3	2	1	3	2	2	0	2	4	2	3	1	0	2	2	3	6	3	1	5	6	5	3	6	3	5
	1.9	0.9	3.3	3.5	2.8	3.5	3.1	1.7	3.3	0	2.1	2.4	1.3	1.2	1.7	0	1.7	2.8	1.2	2	2.2	1.4	2.8	2	2.1	1.6	1.9	1.3	1.5
4 (4)	7	3	4	1	2	1	3	3	0	2	2	3	4	6	3	1	2	3	6	7	4	0	2	7	5	4	7	5	7
	2.4	1.8	3.2	1.5	3.1	3.7	3.3	3.6	0	3.9	2.2	2	2.8	2.5	4.1	1.5	1.8	4.5	2.4	2.6	3.4	0	1.5	2.6	2.2	2.4	2.4	2.1	2.4
5 (5)	29	16	12	8	5	3	8	6	10	6	7	16	12	27	10	8	9	9	28	26	9	5	12	26	20	19	29	21	28
	9.4	9.2	9.7	10.3	8.3	9.3	8.7	6.7	14.3	10.6	7.6	10	8.7	10.3	11.9	9.9	9.3	12	10.7	9.1	7	9.3	7	9.3	8.6	10.8	9.4	9.6	9.3
6 (6)	33	13	19	9	3	2	5	9	5	5	13	14	19	27	9	12	7	7	28	26	13	5	14	29	24	18	33	23	33
	10.6	7.3	15.3	11.3	5.1	4.3	4.8	9.5	7.2	9.5	15.4	8.5	13.1	10.5	10.4	15	7.1	9.1	10.7	9	9.9	8.4	8.2	10.2	10.4	10.7	10.6	10.5	10.8
	J		AB																										
7 (7)	45	26	18	11	8	4	13	16	8	4	17	23	21	39	12	9	18	14	39	43	18	14	27	45	39	28	45	36	44
	14.6	14.6	14.5	13.8	14.5	12	13.5	16.8	10.6	7.9	19.7	14.1	15.1	14.8	14.6	11.3	17.6	19.6	15.1	14.8	13.5	24.2	16.3	15.7	16.4	16.2	14.6	16.4	14.7
8 (8)	62	36	25	13	20	6	26	15	21	12	14	36	26	55	16	17	22	8	53	60	21	9	36	57	50	33	62	43	62
	20.1	20.1	20.2	16.5	34.5	16.8	27.6	16.2	29.2	21.5	15.8	21.9	18	21.1	19.6	21.7	21.9	11.5	20.3	20.9	15.7	15.4	21.9	19.9	21.3	19.3	20.1	19.9	20.5
	J				AD		AI		AC																				
9 (9)	56	42	14	26	8	6	14	22	10	14	9	33	24	48	9	19	19	14	44	53	34	9	30	49	35	34	56	43	56
	18.3	23.5	11.1	32.4	14.1	15.5	14.7	24.2	14.3	25.7	10.8	19.9	16.6	18.3	11.1	25	18.9	19.8	17.1	18.5	26.3	14.7	18.1	17.1	14.7	19.7	18.3	19.9	18.7
	GH	AC		AHIJ				B				B																	
10 - Extremely well (10)	66	39	27	9	9	11	20	19	14	11	22	33	33	53	22	10	21	15	55	63	28	15	38	63	54	33	66	44	63
	21.6	21.7	21.4	10.8	15.9	28.9	20.9	20.3	20.2	19.8	25.4	20.3	23.2	20.4	26.6	13.5	20.5	20.8	21.3	21.9	21.7	25.4	23	22.1	22.8	19.3	21.6	20.3	21.2
	E					EI																							
Top 3 Boxes (NET)	184	117	67	48	38	23	61	56	46	37	45	102	82	156	47	47	62	37	152	176	83	32	101	168	138	101	184	130	181
	60.1	65.3	52.7	59.6	64.5	61.1	63.2	60.8	63.7	67	51.9	62	57.8	59.7	57.3	60.3	61.3	52.1	58.7	61.3	63.7	55.5	63	59.1	58.8	58.3	60.1	60	60.4
	C	C																											
Bottom 3 Boxes (NET)	9	3	6	3	3	4	6	2	3	1	3	5	4	6	1	2	3	2	6	9	3	1	7	9	8	3	9	3	7
	3	1.8	4.7	3.5	4.6	9.6	6.5	2.7	4.2	1.2	3.3	3.3	2.9	2.3	1.7	2	3	2.8	2.5	3.2	2.5	2.5	4	3.2	3.5	1.6	3	1.3	2.4
	E					A	A																	L	L		L		
Mean	7.72	7.93	7.42	7.63	7.58	7.54	7.56	7.8	7.65	7.83	7.61	7.74	7.69	7.7	7.68	7.62	7.76	7.56	7.67	7.74	7.89	7.83	7.83	7.69	7.69	7.71	7.72	7.79	7.74
	C	C																											
Standard Deviation	1.9	1.8	2.1	1.8	2	2.5	2.2	1.9	1.9	1.9	2	1.9	2	1.9	2	1.8	1.9	2	1.9	1.9	1.9	1.8	1.9	1.9	2	1.8	1.9	1.8	1.9
Standard Error	0.1	0.1	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1

Lightspeed Research Registered Office: 4 Millbank, Westminster, London SW1P 3JA T: +44 (0)20 7896 1900

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A10 12 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does UKTV Plav oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	3	1	2	1	1	1	2	0	2	0	1	2	1	3	0	1	2	1	3	3	0	1	3	3	2	1	3	1	3
	1	0.8	1.3	1.8	1.8	1.7	1.8	0	2.9	0	1.2	1.3	0.7	1.2	0	1.4	2.1	2	1.2	1.1	0	1.1	1.9	1.1	0.7	0.8	1	0.7	1
2 (2)	2	2	1	0	0	2	2	0	1	1	1	1	1	1	1	0	1	0	2	2	1	0	1	2	2	0	2	0	2
	0.8	1	0.5	0	0	6.6	2.6	0.5	0.9	1.2	0.8	0.7	0.9	0.5	0.8	0	0.7	0	0.7	0.9	1	0	0.8	0.9	1	0	0.8	0	0.6
					AEHI	A																							
3 (3)	10	7	3	2	3	1	4	2	2	0	6	4	6	9	5	0	4	2	8	10	7	1	7	10	9	6	10	7	9
	3.4	4.1	2.3	2.5	4.6	3.7	4.3	2.4	2.5	0	7.2	2.4	4.4	3.5	6.5	0	3.7	2.8	3.2	3.6	5.6	1.4	4.4	3.6	4	3.5	3.4	3.4	3
4 (4)	20	9	11	7	3	0	3	7	9	1	3	16	4	17	6	4	8	6	19	19	5	2	8	19	14	14	20	15	20
	6.6	5.3	8.4	9.1	5	1.3	3.5	7.5	12.3	1.7	4	9.6	3.1	6.5	7.1	4.5	7.6	9	7.3	6.5	4.1	3.8	5.1	6.7	6.1	8.1	6.6	6.9	6.7
	d								Ad			Ad																		
5 (5)	21	10	10	2	5	2	7	6	3	4	7	10	11	17	7	4	6	4	18	18	8	9	8	21	18	12	21	13	20
	6.8	5.8	8.2	2.5	8.8	5.5	7.6	6.9	4.7	6.8	8.3	5.9	7.7	6.5	8.1	5.5	6	5	6.9	6.1	6.1	15.2	4.6	7.3	7.5	6.8	6.8	6.1	6.6
6 (6)	37	21	16	12	7	2	9	15	7	4	11	23	14	31	10	4	16	12	33	33	11	6	18	32	23	22	37	28	36
	12.1	11.6	12.6	14.9	12.3	5.9	9.8	16.6	10.4	6.4	12.2	13.9	9.9	11.9	12.6	5.7	15.9	16.8	12.7	11.5	8.6	11.1	13.1	11.4	9.6	13	12.1	12.7	12.3
	n																									n			
7 (7)	56	24	32	13	13	2	20	15	12	9	20	27	29	49	16	20	12	13	46	51	20	7	33	49	46	30	56	43	56
	18.4	13.5	25.2	16.1	22.6	17.5	20.7	16.5	16.6	16.7	22.8	16.6	20.4	18.7	19.6	26.2	12.3	14.7	17.9	17.8	15.6	11.9	19.9	17.4	19.8	17.1	18.4	19.9	18.8
	B		AB																										
8 (8)	81	56	24	19	17	9	27	17	16	24	24	33	48	67	19	25	23	13	69	78	37	12	49	80	67	46	81	55	80
	26.4	31.4	19.4	23.3	29.2	25.3	27.7	18.3	22.6	42.8	27.8	20.2	33.6	25.7	23.6	31.7	22.8	17.9	26.5	27.2	28.1	20.9	29.4	28.1	28.7	26.7	26.4	25.3	26.8
	CN	C											AN											Al					
9 (9)	32	23	8	17	4	5	9	11	9	9	3	20	12	29	6	9	13	7	26	30	20	8	12	25	18	19	32	23	32
	10.3	12.9	6.5	21.5	6.1	14.3	9.3	11.7	12.5	16.3	3.2	12	8.3	10.9	7.5	12	13	9.6	9.9	10.5	15.2	14.2	6.9	8.8	7.6	10.8	10.3	10.6	10.5
	Chm			AHij					b			b	b														mn			
10 - Extremely well (10)	44	24	20	7	6	7	12	18	10	4	11	28	15	38	12	10	16	16	35	43	21	12	27	42	35	23	44	32	42
	14.3	13.5	15.5	8.3	9.5	18	12.8	19.6	14.6	8	12.6	17.4	10.8	14.5	14.3	12.9	16	22.1	13.7	14.9	15.9	20.3	16	14.7	14.9	13.2	14.3	14.5	14
Top 3 Boxes (NET)	156	104	52	43	26	21	48	46	35	37	38	81	75	131	37	44	52	36	130	151	77	32	87	147	120	88	156	109	154
	51	57.9	41.4	53.1	44.9	57.7	49.8	49.6	49.6	67.1	43.5	49.6	52.7	51.2	45.3	56.7	51.8	49.7	50.1	52.6	59.1	55.4	52.3	51.7	51.2	50.7	51	50.4	51.2
	c	AC											b																
Bottom 3 Boxes (NET)	16	11	5	3	4	4	8	3	5	1	8	7	9	14	6	1	7	3	13	16	9	1	12	16	14	7	16	9	14
	5.2	5.9	4.2	4.3	6.4	12	8.6	2.9	6.3	1.2	9.2	4.4	6.1	5.2	7.3	1.4	6.4	4.8	5.1	5.5	6.6	2.5	7	5.6	5.8	4.3	5.2	4	4.7
					A	A																							
Mean	7.21	7.33	7.05	7.23	6.96	7.29	7.09	7.36	7.02	7.68	6.91	7.21	7.21	7.23	7.01	7.56	7.16	7.26	7.15	7.25	7.46	7.45	7.23	7.18	7.2	7.18	7.21	7.27	7.23
													b																
Standard Deviation	2	2	2	2	1.9	2.4	2.1	2	2.3	1.5	2	2.1	1.9	2	2	1.7	2.2	2.2	2	2	2	2	2.1	2	2	2	2	1.9	2
Standard Error	0.1	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.1	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.1

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23 May 2019

A10 12 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does UKTV Plav oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	1	0	1	1	0	1	1	1	1	0	1	0	1
	0.2	0	0.5	0	0	1.7	0.7	0	0.9	0	0	0.4	0	0.2	0	0	0.6	0	0.2	0.2	0	1.1	0.4	0.2	0.3	0	0.2	0	0.2
						A																							
2 (2)	4	2	2	0	1	2	3	0	1	1	2	1	2	3	1	1	1	1	3	4	2	0	2	4	4	1	4	1	3
	1.3	1	1.6	0	1.8	4.9	3	0.5	1.4	1.2	2	0.9	1.7	1	1.2	1.4	0.7	1.4	1.2	1.3	1.3	0	1	1.4	1.6	0.6	1.3	0.5	1.1
						AE																			k				
3 (3)	4	1	2	1	1	2	3	1	2	0	1	3	1	4	2	0	2	1	3	4	3	1	3	4	3	2	4	2	4
	1.2	0.8	1.9	1	1.5	5.5	3	1.4	2.1	0	1.1	1.7	0.6	1.4	2.5	0	1.7	1.2	1.1	1.3	2.2	1.4	1.7	1.3	1.2	1	1.2	1	1.2
						A	A																						
4 (4)	18	14	4	5	6	1	7	7	4	1	6	11	6	14	7	2	6	4	16	15	8	3	11	18	15	11	18	13	16
	5.7	7.7	2.9	6.1	9.6	2.5	6.8	7.4	5.9	1.7	6.4	6.8	4.6	5.6	8.4	2.5	5.6	5.7	6.3	5.2	5.8	4.6	6.4	6.2	6.3	6.5	5.7	6.1	5.5
		G					I																						
5 (5)	29	16	13	6	5	3	8	9	6	4	10	15	14	25	14	4	6	7	26	27	13	10	13	28	24	21	29	22	28
	9.5	9.1	9.9	7.3	8.8	6.8	8.1	9.4	9	6.8	11.6	9.2	9.7	9.5	17.4	5.2	6.3	10.1	9.9	9.3	9.7	16.6	7.7	9.8	10.1	11.9	9.5	10.1	9.3
6 (6)	31	14	17	10	5	0	5	10	7	3	10	17	13	26	6	4	17	7	27	27	11	7	11	27	21	14	31	17	31
	10	7.7	13.3	12.6	8.3	1.3	5.6	10.9	10.4	6.1	11.2	10.7	9.2	10.1	7.1	4.9	16.6	9.2	10.3	9.3	8.1	11.9	6.7	9.3	9	8.1	10	7.8	10.2
	u			k			l																						
7 (7)	78	46	32	21	11	8	19	16	16	18	28	32	46	64	15	27	22	17	69	71	26	6	47	72	63	46	78	63	77
	25.4	25.7	25.1	25.5	18.6	21.6	19.8	17.4	22.7	32	32.1	19.7	32	24.5	18.5	34.8	21.4	23.9	26.4	24.8	19.8	10.4	28	25.3	26.8	26.8	25.4	28	25.7
	Yu										Y		AYu																
8 (8)	67	37	29	19	21	11	32	20	17	16	14	37	30	58	18	17	22	9	55	64	28	10	33	60	47	36	67	45	66
	21.8	20.7	23.3	23.2	35.9	28.3	32.9	21.6	24	28.8	15.6	22.7	20.7	22.2	22.2	22.2	22.2	12.9	21.1	22.3	21.7	17.9	19.8	21.2	20.2	20.7	21.8	20.6	22
					A		A																						
9 (9)	37	27	10	11	4	4	8	15	7	7	7	22	14	34	8	16	10	11	28	37	22	9	27	34	28	23	37	29	37
	12	14.7	8.1	13.5	7.1	10.3	8.3	16.7	10	12.8	8.2	13.7	10	13.1	10.3	20.5	9.6	15.3	10.9	12.8	16.9	16.2	16.2	11.8	12.1	13.5	12	13.4	12.2
	G																												
10 - Extremely well (10)	40	23	17	9	5	6	11	14	10	6	10	23	16	32	10	7	15	15	32	39	19	12	20	39	29	19	40	25	38
	12.9	12.6	13.3	10.8	8.4	17.2	11.8	14.8	13.6	10.5	12	14.2	11.4	12.4	12.5	8.6	15.3	20.5	12.4	13.4	14.6	19.9	12.1	13.6	12.4	10.9	12.9	11.5	12.5
Top 3 Boxes (NET)	143	86	57	39	30	21	51	49	34	29	31	83	60	124	37	40	48	33	115	139	70	31	80	132	105	78	143	99	140
	46.7	48	44.7	47.5	51.4	55.8	53.1	53	47.6	52.2	35.7	50.6	42.1	47.6	45	51.3	47	48.7	44.4	48.5	53.2	53.9	48.1	46.5	44.7	45.1	46.7	45.5	46.8
	b							b				b																	
Bottom 3 Boxes (NET)	8	3	5	1	2	4	6	2	3	1	3	5	3	7	3	1	3	2	7	8	5	1	5	6	7	3	8	3	8
	2.7	1.8	4	1	3.3	12	6.7	1.9	4.4	1.2	3	3	2.8	2.7	3.7	1.4	3	2.5	2.6	2.9	3.4	2.5	3.1	2.9	3.1	1.6	2.7	1.5	2.6
						AEJ	A																						
Mean	7.26	7.31	7.19	7.33	7.06	7.22	7.12	7.39	7.18	7.55	7	7.3	7.22	7.27	6.97	7.59	7.27	7.47	7.19	7.31	7.39	7.39	7.33	7.25	7.19	7.22	7.26	7.29	7.27
Standard Deviation	1.8	1.8	1.9	1.7	1.9	2.4	2.1	1.9	2	1.5	1.8	1.9	1.7	1.8	2	1.5	1.9	2	1.8	1.8	1.9	2.1	1.9	1.9	1.9	1.8	1.8	1.7	1.8
Standard Error	0.1	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	1	0	1	0	0	1	1	0	0	1	0	0	1	1	0	1	0	0	1	1	1	0	0	0	0	1	1	1	1
	0.5	0.3	0.7	0	0	3.7	1.4	0	0.7	1.7	0	0.3	0.6	0.5	0	1.2	0.5	0	0.5	0.5	1.1	0	0.3	0.2	0	0.5	0.5	0.4	0.5
	m					A																					m		
2 (2)	4	3	2	0	1	3	4	1	3	0	1	4	1	3	2	0	1	0	4	4	2	1	3	4	4	1	4	2	4
	1.5	1.4	1.5	0	1.5	7.8	3.9	1	4	0	0.8	2.3	0.5	1	2.4	0	0.6	0	1.5	1.5	1.4	1.1	2	1.6	1.9	0.4	1.5	0.9	1.5
						AE	A																				q		
3 (3)	9	3	6	3	0	1	1	2	1	0	6	3	6	7	4	0	3	3	7	9	6	1	5	8	8	8	9	8	8
	2.9	1.7	4.5	3.5	0	2.5	1	2	1.2	0	7	1.6	4.3	2.8	4.8	0	2.7	4.2	2.6	3	4.4	1.4	2.8	2.7	3.3	4.5	2.9	3.6	2.5
											Ac																		
4 (4)	18	13	5	3	5	1	7	10	4	2	2	14	4	17	6	5	5	7	17	16	8	1	11	18	14	8	18	11	18
	5.7	7.2	3.7	3.6	9.1	3.1	6.8	10.3	6.1	2.9	2.3	8.5	2.6	6.3	7.9	6.4	5	9.8	6.4	5.6	6.3	1.5	6.8	6.2	5.9	4.5	5.7	5	5.9
	d							Abd				Ad																	
5 (5)	29	15	14	7	6	3	10	7	10	3	8	17	12	27	7	4	16	6	25	23	3	8	11	28	22	16	29	18	27
	9.3	8.3	10.8	8.8	10.8	8.6	9.9	7.3	14.4	6	9.5	10.4	8.1	10.3	8	4.9	16.2	8.4	9.6	8.2	2.6	14.4	6.9	9.9	9.2	9.4	9.3	8.1	9
6 (6)	48	24	24	16	6	3	9	12	10	10	16	22	26	44	20	9	15	12	44	47	22	9	26	46	40	28	48	38	48
	15.8	13.3	19.4	19.4	10.1	7.3	9	13	13.9	18.8	18.5	13.4	18.6	16.7	24.1	11	15	16	16.9	16.3	16.7	15.2	15.7	16.2	17.2	16.2	15.8	17.3	15.9
	ij																												
7 (7)	58	35	23	18	12	5	17	19	14	7	18	33	25	49	8	22	19	10	50	53	27	5	29	50	40	35	58	47	58
	18.9	19.6	17.9	22.1	19.6	14.2	17.5	20.2	19.8	12.5	20.8	20	17.6	18.7	10.1	27.8	18.7	13.9	19.2	18.4	20.5	9.1	17.5	17.7	17.1	20.3	18.9	21.4	19.3
8 (8)	65	39	25	15	19	11	29	20	13	16	16	33	32	56	19	19	18	11	53	62	22	13	38	60	52	35	65	43	64
	21.2	21.9	20.1	18.3	31.9	28.3	30.5	21.5	18.1	29.3	18.2	20	22.5	21.8	22.6	25.1	18.2	14.7	20.4	21.7	16.5	22.5	22.8	21.1	22.3	20.4	21.2	19.7	21.4
					A		A																						
9 (9)	33	26	8	12	5	2	7	7	7	10	9	14	20	24	5	11	8	8	26	31	19	8	17	31	23	20	33	23	33
	10.9	14.2	6.3	14.5	8.8	6	7.8	7.7	9.5	18.4	10.7	8.5	13.7	9.3	6.2	13.9	8.3	10.5	10	10.9	14.2	14	10.4	10.7	9.9	11.8	10.9	10.4	11.1
	C	C																											
10 - Extremely well (10)	41	22	19	8	5	7	12	16	9	6	11	25	16	34	11	8	15	16	34	40	21	12	25	39	31	21	41	29	39
	13.4	12.2	15.1	9.8	8.1	18.5	12.1	17	12.4	10.5	12.2	15	11.5	12.9	13.8	9.7	14.7	22.5	13	13.9	16.3	20.8	14.9	13.7	13.2	12	13.4	13.2	13
						J												A											
Top 3 Boxes (NET)	139	87	52	34	29	20	48	43	29	32	36	71	68	114	35	38	42	34	113	134	62	33	80	130	107	76	139	94	137
	45.5	48.3	41.5	42.6	48.9	52.8	50.4	46.2	40	58.1	41.1	43.5	47.8	43.9	42.6	48.7	41.3	47.7	43.4	46.5	47.1	57.3	48.1	45.6	45.4	44.2	45.5	43.3	45.5
Bottom 3 Boxes (NET)	15	6	9	3	1	5	6	3	4	1	7	7	8	11	6	1	4	3	12	15	9	1	8	13	12	9	15	11	13
	4.8	3.3	6.8	3.5	1.5	14	6.3	3	5.8	1.7	7.8	4.2	5.4	4.1	7.3	1.2	3.8	4.2	4.6	5.1	6.8	2.5	5.1	4.5	5.2	5.4	4.8	4.9	4.5
						AEhi	H																						
Mean	7.1	7.2	6.96	7.15	7.07	6.91	7.01	7.16	6.85	7.48	7	7.03	7.19	7.04	6.81	7.35	7	7.24	7.03	7.13	7.22	7.53	7.16	7.1	7.06	7.08	7.1	7.1	7.11
Standard Deviation	2	1.9	2	1.8	1.8	2.6	2.1	2	2.1	1.8	2	2	1.8	1.9	2.1	1.7	2	2.2	2	2	2.1	2	2	2	2	1.9	2	1.9	2
Standard Error	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.1	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.1

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Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	25-34	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	H	I	J	Y	Z	a	b	c	d					i						m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	300	163	137	65	60	62	122	99	83	47	71	182	118	258	82	74	102	65	256	284	122	55	162	281	235	157	300	200	293
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	306	180	127	81*	59*	37*	96	92*	72*	55**	87*	164	142	261	82*	77*	101*	72*	260	288	131	58*	167	285	235	173	306	217	300
	100	100	100	100.0*	100.0*	100.0*	100	100.0*	100.0*	100.0**	100.0*	100	100	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Effective base	260	136	130	61	58	59	111	85	74	41	65	159	106	226	69	66	91	61	220	246	103	45	134	242	202	135	260	173	253
1 - Not at all well (1)	6	5	1	3	1	0	1	4	1	0	1	5	1	4	0	1	3	3	6	2	4	2	5	6	5	5	6	5	6
	2	2.8	0.8	3.6	1.8	0	1.1	3.8	2	0	1.2	3	0.7	1.5	0	1.4	2.9	4	2.3	0.9	2.7	3.6	2.8	2.1	2	2.9	2	2.3	2
2 (2)	2	1	1	0	0	2	2	0	1	1	0	1	1	1	0	0	1	0	2	2	0	1	1	2	2	0	2	0	1
	0.6	0.6	0.5	0	0	4.8	1.9	0.5	0.9	1.2	0	0.7	0.5	0.5	0	0	1.3	0	0.7	0.6	0	1.1	0.4	0.6	0.8	0	0.6	0	0.4
						AEJ																							
3 (3)	11	4	6	5	2	1	2	4	3	0	4	7	4	9	3	3	4	6	9	8	3	3	5	11	8	8	11	8	9
	3.4	2.4	4.9	5.7	3.1	1.7	2.3	4	4.3	0	4.4	4.1	2.7	3.8	3.4	3.7	3.8	7.9	3.3	2.8	2.6	5	3.1	3.7	3.6	4.5	3.4	3.6	3.1
4 (4)	12	5	7	3	1	3	4	5	3	1	3	9	4	10	4	3	3	3	9	12	6	2	7	12	11	9	12	11	12
	4.1	3	5.7	3.8	1.5	7.3	3.8	5.8	4.5	1.7	3.5	5.2	2.8	4	4.7	4.5	3	4.6	3.6	4.3	4.3	3.6	4.4	4.4	4.7	5.2	4.1	4.9	4.2
5 (5)	34	19	14	7	7	3	10	4	9	6	14	13	20	31	15	3	13	7	33	30	8	12	14	32	28	18	34	19	33
	11	10.7	11.3	8.2	12.3	8.1	10.7	4.5	12.6	11.1	16.4	8	14.3	12	17.7	4.5	13.2	9.3	12.5	10.4	6.1	21.5	8.6	11.3	11.9	10.6	11	8.6	10.8
	Yz									Y			Y																
6 (6)	44	23	21	11	7	4	10	8	11	13	12	19	25	38	16	16	6	10	40	44	18	5	22	39	32	21	44	34	43
	14.4	12.9	16.5	13.8	11.1	9.9	10.6	8.5	15.4	22.8	14.3	11.6	17.6	14.6	19.1	20.6	6.4	14.1	15.4	15.3	13.9	9.3	13.3	13.8	13.6	12.3	14.4	15.9	14.4
																												q	
7 (7)	45	24	21	10	10	2	12	18	9	7	10	27	17	40	9	10	21	8	35	42	22	2	22	41	36	26	45	28	44
	14.5	13.3	16.3	12.2	17.3	18	17.6	19.9	12.2	12.7	12	16.5	12.3	15.5	10.8	13.4	20.9	11.6	13.5	14.6	16.7	11.8	13.4	14.4	15.3	14.9	14.5	12.8	14.6
8 (8)	66	38	28	11	20	8	28	19	13	9	25	32	34	56	18	18	20	10	56	62	26	10	41	62	53	37	66	48	66
	21.6	21	22.5	13.9	34.1	21.6	29.3	20.4	18.8	15.6	29.1	19.7	23.8	21.6	22	23.3	19.9	14.3	21.5	21.7	19.7	17	24.2	21.8	22.4	21.1	21.6	22.1	22.1
					AE		AE																						
9 (9)	48	37	11	20	7	4	11	16	15	9	8	31	17	41	10	14	16	10	41	46	24	2	25	44	32	26	48	35	46
	15.7	20.7	8.7	25.2	11.3	11.5	11.4	17	21.6	16.4	9.1	19	11.9	15.7	12.6	18.5	16.1	13.7	15.9	15.9	18	3.5	15.2	15.4	13.8	14.8	15.7	15.9	15.4
	C	AC		AJ					b																				
10 - Extremely well (10)	39	23	16	11	4	6	11	14	5	10	9	20	19	29	8	8	13	15	29	39	21	14	24	35	28	24	39	30	39
	12.7	12.6	12.8	13.5	7.4	17.2	11.2	15.6	7.6	18.4	10.1	12.1	13.3	11	9.7	10.2	12.8	20.5	11.4	13.5	16	23.7	14.1	12.4	11.9	13.7	12.7	13.9	12.9
					J													A											
Top 3 Boxes (NET)	153	98	56	43	31	19	50	49	34	28	42	83	70	126	36	40	49	35	126	147	70	26	90	141	113	86	153	113	151
	50	54.3	43.9	52.5	52.9	50.3	51.9	53	48.1	50.5	48.3	50.8	49.1	48.3	44.3	52	48.8	48.5	48.7	51.1	53.7	44.1	54.1	49.6	48.2	49.6	50	51.9	50.4
Bottom 3 Boxes (NET)	18	10	8	8	3	2	5	8	5	1	5	13	6	15	3	4	8	9	16	12	7	6	10	18	15	13	18	13	17
	6	5.8	6.3	9.3	4.8	6.5	5.5	8.3	7.2	1.2	5.6	7.8	3.9	5.6	3.4	5.1	7.8	11.9	6.3	4.3	5.3	9.7	6.3	6.5	6.3	7.4	6	5.9	5.9
																		A											
Mean	7.14	7.28	6.95	7.18	7.16	7.18	7.16	7.25	6.97	7.47	6.95	7.13	7.16	7.1	6.94	7.25	7.1	7.01	7.06	7.25	7.38	6.85	7.23	7.09	7.04	7.07	7.14	7.2	7.17
Standard Deviation	2.1	2.1	2	2.3	1.8	2.2	2	2.3	2.1	1.9	2	2.2	1.8	2	1.9	1.9	2.2	2.5	2.1	2	2.1	2.5	2.1	2.1	2.1	2.2	2.1	2.1	2.1
Standard Error	0.1	0.2	0.2	0.3	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.1	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.1

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A10 2 13 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Disney Life perform on...

- Summary table Disney Life -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Disney Life - Unweighted	98	98	98	98	98	98
	100	100	100	100	100	100
Base: Disney Life - Weighted	103	103	103	103	103	103
	100	100	100	100	100	100
Base: Disney Life - Effective base	89	89	89	89	89	89
1 - Not at all well (1)	2	1	1	2	3	4
	1.9	1	1	1.9	3	4
2 (2)	3	6	6	2	4	2
	3.1	5.8	6.2	2.3	4.2	2.3
3 (3)	3	3	4	5	1	1
	0.9	2.8	3.6	4.7	0.8	0.8
4 (4)	3	3	0	1	0	1
	2.9	2.9	0	1.4	0	1
5 (5)	8	3	3	5	4	1
	8.2	3	3	4.6	3.7	0.9
6 (6)	6	5	5	2	5	6
	6.2	5.1	4.4	1.8	4.7	6.9
7 (7)	12	8	14	12	15	14
	11.3	8	14.1	11.5	14.4	14
8 (8)	23	26	19	17	21	15
	22.1	25.3	18.3	16.4	20.6	14.8
9 (9)	15	17	26	25	21	26
	14.4	16.6	25.3	24.2	20.4	25.7
10 - Extremely well (10)	30	31	25	32	29	31
	28.9	29.8	24.1	31.2	28.2	30.8
Top 3 Boxes (NET)	67	74	70	74	71	73
	65.4	71.6	67.7	71.8	69.2	70.8
Bottom 3 Boxes (NET)	6	10	11	9	8	7
	6	9.4	10.8	8.8	8	7.6
Mean	7.75	7.83	7.79	8.01	7.92	8.06
Standard Deviation	2.3	2.4	2.3	2.3	2.3	2.3
Standard Error	0.2	0.2	0.2	0.2	0.2	0.2

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A10 13 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	2	2	0	1	1	2	1	1	1	1	0	0	1	2	2	2
	1.9	3.7	0	1.3	1	2.7	1.1	1.1	1.4	1.7	0	0	1.3	2.1	1.9	2
2 (2)	3	3	1	1	3	2	2	3	3	1	3	3	2	3	3	3
	3.1	6	1.6	1.1	3.4	3.1	2.8	3.5	4.5	1.4	4.2	5.7	2.3	3.4	3.1	3.2
	c															
3 (3)	1	1	0	0	1	0	1	1	0	1	1	1	1	1	1	1
	0.9	1.8	0	0	1	0	1.1	1.1	0	1.8	1.3	1.7	1.2	1	0.9	1
4 (4)	3	2	1	3	2	2	2	3	0	2	3	3	2	3	3	3
	2.9	3	2.8	3.9	2.5	3.3	1.8	3.3	0	4	4	5.3	3.1	3.2	2.9	3.1
5 (5)	8	6	2	7	8	7	7	6	6	4	6	7	5	7	8	7
	8.2	12	3	8.5	8.2	9.4	8.7	6.2	9.1	7.5	7.5	11.5	6.2	7.8	8.2	6.6
6 (6)	6	2	4	6	5	5	5	6	4	3	5	2	4	6	6	6
	6.2	4.7	7.5	8.3	5.2	6.9	5.3	7	6	5.3	7	3.7	5.2	6.7	6.2	6.5
7 (7)	12	7	7	9	11	9	9	10	9	6	10	6	11	11	12	12
	11.3	14	13	12	11.4	12.2	10.1	10.6	12.9	10.7	13	11.4	14.1	11.3	11.3	11.7
8 (8)	23	10	12	16	21	17	22	21	13	11	14	8	16	20	23	22
	22.1	19.3	23.4	21.3	22.5	23	25.4	22.9	18.6	19.4	18.6	13.6	20.8	21	22.1	21.9
	n													n	n	
9 (9)	15	9	10	12	14	7	13	14	13	9	12	8	10	14	15	15
	14.4	17.1	19.6	15.2	14.8	10.1	15.5	15.3	17.8	15.6	16.1	14.8	13.6	14.7	14.4	15
10 - Extremely well (10)	30	10	15	22	28	21	24	26	21	19	22	18	25	27	30	29
	28.9	18.4	29.3	28.6	30	29.4	28.2	29	29.7	32.9	28.3	32.4	32.1	28.8	28.9	29
	C															
Top 3 Boxes (NET)	67	29	38	50	64	45	60	61	47	40	48	34	51	62	67	65
	65.4	54.8	72.3	64.9	67.3	62.5	69.2	67.2	66.1	67.8	63.1	60.7	66.6	64.5	65.4	65.9
	C															
Bottom 3 Boxes (NET)	6	6	1	2	5	4	4	5	4	3	4	4	4	6	6	6
	6	11.6	1.6	2.4	5.4	5.8	5	5.7	5.9	4.7	5.5	7.3	4.9	6.4	6	6.2
	c	A														
Mean	7.75	7.11	8.21	7.87	7.86	7.64	7.88	7.83	7.88	7.93	7.76	7.62	7.93	7.72	7.75	7.78
	C															
Standard Deviation	2.3	2.6	1.8	2	2.2	2.3	2.1	2.2	2.2	2.2	2.2	2.5	2.2	2.3	2.3	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2

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A10 13 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Providing a service that is value for money - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	1	1	0	1	1	1	1	1	1	1	0	0	1	1	1	1
	1	1.9	0	1.3	1	1.4	1.1	1.1	1.4	1.7	0	0	1.3	1	1	1
2 (2)	6	4	0	2	5	5	5	5	2	1	3	3	3	4	6	6
	5.6	8.1	0	3.1	5	6.6	5.5	5.2	3.3	1.6	4.3	5.8	4.3	4.5	5.6	5.8
	e															
3 (3)	3	1	1	3	3	1	2	3	1	1	1	1	1	3	3	3
	2.8	1.6	1.6	3.8	3.1	1.1	2.4	3.2	1.2	1.4	1.1	1.5	1.1	3.1	2.8	3
	q													mq	q	
4 (4)	3	1	0	3	3	3	3	1	3	1	3	3	2	3	3	3
	2.9	1.7	0	3.9	3.2	4.2	3.5	1	4.2	1.6	4	5.3	2.7	3.2	2.9	3.1
5 (5)	3	2	2	2	1	2	3	2	3	2	1	1	2	2	3	3
	3	3.2	4.1	2.8	1	3.3	3.6	2.6	4.4	2.9	1	1.3	2.2	1.8	3	3.2
	mr														mr	
6 (6)	5	4	3	5	5	5	3	5	2	4	4	3	2	4	5	4
	5.1	7.1	6.2	6.8	5.5	7.2	3.2	5.7	2.5	7.2	5.6	5.7	3	4.4	5.1	4.3
7 (7)	8	5	2	6	7	4	5	6	7	4	6	4	8	8	8	8
	8	9	4.5	7.5	7.1	5.5	5.8	7	9.4	7.5	7.3	7.7	10.7	8.6	8	8.3
8 (8)	26	13	20	23	25	18	24	24	20	16	20	13	18	24	26	24
	25.3	25.1	37.5	29.9	26.6	24.7	27.3	26.8	27.6	27.6	26.3	23.1	22.8	25.5	25.3	24.3
9 (9)	17	9	8	11	15	11	14	15	11	8	14	7	12	16	17	17
	16.6	17.6	15.1	14.9	15.8	15.4	16.6	16.4	15.8	14.3	18.3	12.8	15.8	16.7	16.6	17.3
10 - Extremely well (10)	31	13	16	20	30	22	27	28	21	20	24	21	28	30	31	30
	29.8	24.8	31	26	31.6	30.5	30.8	30.9	30.1	34.3	32.2	36.7	36	31.2	29.8	29.9
													As			
Top 3 Boxes (NET)	74	36	44	53	70	51	64	68	52	45	58	41	57	70	74	71
	71.6	67.4	83.5	70.8	74	70.7	74.7	74.1	73.5	76.2	76.8	72.7	74.8	73.4	71.6	73.5
Bottom 3 Boxes (NET)	10	6	1	6	9	7	8	9	4	3	4	4	5	8	10	10
	9.4	11.3	1.6	8.1	9.1	9.1	9.1	9.5	5.9	4.6	5.4	7.3	6.7	8.6	9.4	9.8
	m													m	m	
Mean	7.83	7.58	8.4	7.75	7.92	7.75	7.88	7.93	7.96	8.18	8.14	8	8.13	7.94	7.83	7.82
											As		As			
Standard Deviation	2.4	2.5	1.5	2.3	2.3	2.5	2.4	2.3	2.2	2	2.1	2.3	2.2	2.3	2.4	2.4
Standard Error	0.2	0.3	0.2	0.3	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2

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A10 13 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Providing programmes that are relevant to me - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	1	1	0	0	0	1	0	0	0	0	0	0	0	1	1	1
	1	1.9	0	0	0	1.4	0	0	0	0	0	0	0	1	1	1
2 (2)	6	4	0	4	6	5	6	4	5	2	5	5	5	6	6	6
	6.2	8.1	0	5.2	6.7	7.5	7.4	4.7	7.7	3.2	7.1	9.5	6.5	6.7	6.2	6.5
3 (3)	4	2	2	4	4	2	3	4	2	2	1	2	1	4	4	4
	3.6	3.1	3.1	4.9	4	2.3	3.4	4.1	2.3	2.8	1.1	2.9	1.1	3.9	3.6	3.8
	ns													ns	ns	
4 (4)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5 (5)	3	2	2	2	2	1	2	2	2	2	3	3	3	3	3	2
	3	3.2	4.1	2.8	2.5	2	2	2.6	2.4	3.7	4.1	5.5	4.1	3.3	3	2.2
6 (6)	5	1	3	5	3	5	3	5	4	1	2	1	3	3	5	3
	4.4	1.9	6.6	5.9	3.3	6.3	4	5	5	1.8	2.7	1.7	4	3.2	4.4	3.5
	r														r	
7 (7)	14	9	8	12	13	9	12	13	10	11	12	11	10	14	14	14
	14.1	16.2	14.9	15.7	13.8	12.2	13.4	14.6	14.5	18.1	15.9	18.9	13.4	15.2	14.1	14.6
8 (8)	19	11	10	13	17	15	15	17	11	11	12	8	16	15	19	18
	18.3	21.2	19.9	17	18.2	20.9	17.1	18.7	15.8	19	15.6	13.7	20.3	15.7	18.3	18.1
	r														r	
9 (9)	26	13	16	21	26	18	24	25	19	16	20	12	18	25	26	26
	25.3	23.8	29.8	27	27.5	25.3	27.5	27.7	27.1	27.7	26.6	21.6	23.8	26.4	25.3	26.3
10 - Extremely well (10)	25	11	11	17	23	16	22	21	18	14	21	15	21	23	25	24
	24.1	20.7	21.4	21.6	24.1	22.2	25.1	22.5	25.2	23.7	27	26.1	26.7	24.5	24.1	24
Top 3 Boxes (NET)	70	35	37	51	66	50	60	63	49	41	53	35	54	64	70	68
	67.7	65.7	71.2	65.5	69.7	68.4	69.8	68.9	68.2	70.3	69.1	61.4	70.9	66.6	67.7	68.4
													n			
Bottom 3 Boxes (NET)	11	7	2	8	10	8	9	8	7	4	6	7	6	11	11	11
	10.8	13.1	3.1	10.1	10.7	11.2	10.8	8.8	10	6.1	8.2	12.4	7.5	11.7	10.8	11.3
														ns		
Mean	7.79	7.59	8.16	7.79	7.88	7.73	7.89	7.91	7.89	8.09	7.99	7.63	7.99	7.77	7.79	7.81
Standard Deviation	2.3	2.5	1.7	2.2	2.3	2.4	2.3	2.1	2.3	1.9	2.2	2.5	2.2	2.4	2.3	2.3
Standard Error	0.2	0.3	0.2	0.3	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2

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A10 13 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Providing a service I am satisfied with - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	2	2	0	1	1	2	1	1	1	1	0	0	1	2	2	2
	1.9	3.7	0	1.3	1	2.7	1.1	1.1	1.4	1.7	0	0	1.3	2.1	1.9	2
2 (2)	2	2	0	0	2	1	2	2	2	0	2	2	1	2	2	2
	2.3	4.5	0	0	2.5	2	2.8	2.6	3.3	0	3.1	4.2	1.2	2.5	2.3	2.4
3 (3)	5	3	1	4	5	4	4	2	4	2	5	5	5	5	5	5
	4.7	5.1	1.6	5	5.1	5.3	4.6	1.9	5.4	3	6.3	8.5	6.3	5	4.7	4.9
4 (4)	1	0	1	1	0	1	1	1	1	0	0	0	0	0	1	1
	1.4	0	2.8	1.9	0	2	1.7	1.6	2	0	0	0	0	0	1.4	1.5
5 (5)	5	4	2	4	4	3	4	4	3	3	4	3	3	4	5	5
	4.6	6.9	3.4	4.9	4.2	4.2	4.3	4.4	3.8	4.7	4.9	4.7	3.6	3.9	4.6	4.7
6 (6)	2	2	0	1	2	2	2	2	2	2	1	1	1	2	2	2
	1.8	3.5	0	1.2	2	2.6	2.2	2.1	2.6	3.2	1.2	1.6	1.2	2	1.8	1.9
7 (7)	12	6	7	11	11	9	7	12	7	7	7	7	7	10	11	12	12
	11.5	11.9	12.9	13.8	11.6	12.2	8.7	13	9.3	11.9	9.3	12.5	12.7	11.5	11.5	12
8 (8)	17	8	10	12	17	11	16	14	11	11	14	6	12	17	17	17
	16.4	15.5	18.8	15.1	17.8	15.3	18.6	15.6	15.7	19.1	18.7	10.2	15.9	17.7	16.4	17.1
											m			n		
9 (9)	25	13	13	18	23	15	20	21	20	13	22	15	20	23	25	25
	24.2	25.1	23.9	23.4	23.9	21.2	23.6	23.6	27.5	21.5	28.5	26.2	25.7	24	24.2	25.2
10 - Extremely well (10)	32	13	19	26	30	24	28	31	21	21	21	18	25	30	32	31
	31.2	23.7	36.7	33.6	31.9	32.6	32.4	34.2	28.9	34.9	27.9	32.2	32.1	31.3	31.2	31.4
	C															
Top 3 Boxes (NET)	74	34	42	55	70	50	64	67	51	44	57	39	57	70	74	73
	71.8	64.3	79.4	72	73.6	69	74.7	73.4	72.1	75.5	75.2	68.5	73.7	73	71.8	73.7
Bottom 3 Boxes (NET)	9	2	1	5	8	7	7	5	7	3	7	7	7	9	9	9
	8.9	13.3	1.6	6.3	8.6	10	8.5	5.6	10.2	4.6	9.4	12.7	8.8	9.6	8.9	9.3
Mean	8.01	7.54	8.55	8.18	8.12	7.91	8.08	8.22	7.94	8.32	8.08	7.93	8.16	8.05	8.01	8.09
	C															
Standard Deviation	2.3	2.6	1.6	2.1	2.2	2.4	2.3	2.1	2.4	2	2.2	2.4	2.2	2.3	2.3	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2

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A10 13 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Being a service I would recommend to others - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	3	1	0	2	2	3	2	0	2	0	2	2	2	3	3	3
	3	1.9	0	2.7	2.2	4.3	2.4	0	2.9	0	2.8	3.7	2.7	3.2	3	3.1
2 (2)	4	4	0	2	4	3	4	4	3	2	3	3	3	4	4	4
	4.2	8.1	0	2.6	4.5	4.6	5	4.7	4.7	3.2	4.3	5.8	3.7	4.5	4.2	4.3
		A														
3 (3)	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
	0.8	1.6	1.6	1.1	0.9	1.1	0	0.9	1.2	1.4	1.1	1.5	1.1	0.9	0.8	0.8
4 (4)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5 (5)	4	2	1	4	3	1	4	3	1	2	2	2	1	4	4	4
	3.7	3.2	1.4	4.8	3.3	1.4	4.4	3.4	1	2.9	2.2	3	0.9	4	3.7	3.9
	iq													q	q	
6 (6)	5	3	3	3	5	4	3	5	2	5	4	4	5	5	5	5
	4.7	4.9	5.5	3.8	5.1	5.3	3.9	5.3	2.4	8.2	5.1	6.8	6.3	5	4.7	4.9
7 (7)	15	11	7	12	15	10	11	13	13	9	11	7	11	14	15	13
	14.4	21.6	13.3	15.3	15.7	13.5	12.7	14.6	18.3	14.5	15	11.6	15	14.6	14.4	13.1
		A														
8 (8)	21	8	14	17	18	16	20	20	13	14	15	9	15	20	21	20
	20.6	15.2	26.3	21.9	19.1	22.5	23.7	22	18.6	23.1	19.3	15.1	19.1	21.4	20.6	20.4
9 (9)	21	10	13	16	20	14	17	18	15	10	15	9	14	16	21	21
	20.4	19.1	23.9	21.1	20.7	18.8	20.1	20	21	17.5	20	15.4	18	16.9	20.4	21.3
	z														z	
10 - Extremely well (10)	29	13	15	21	27	21	24	27	21	17	23	21	26	28	29	28
	28.2	24	28.1	26.7	28.6	28.4	27.8	29.1	29.8	29.1	30.2	37.1	33.1	29.5	28.2	28.3
												As				
Top 3 Boxes (NET)	71	31	41	54	65	51	62	65	50	41	53	38	54	65	71	69
	69.2	58.8	78.3	69.8	68.4	69.8	71.6	71.2	69.4	69.7	69.6	67.6	70.3	67.8	69.2	69.9
	C															
Bottom 3 Boxes (NET)	8	6	1	5	7	7	6	5	6	3	6	6	5	8	8	8
	8	11.5	1.6	6.3	7.6	10	7.4	5.6	8.8	4.6	8.2	11	7.5	8.6	8	8.3
Mean	7.92	7.57	8.44	7.98	7.95	7.84	7.95	8.1	8	8.1	7.98	7.87	8.07	7.85	7.92	7.91
Standard Deviation	2.3	2.4	1.4	2.1	2.2	2.4	2.2	2	2.3	1.9	2.3	2.6	2.2	2.3	2.3	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2

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A10 13 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Disnev Life perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG		Region	Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Female	AB	ABC1	England		Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C	Y	Z		i					m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	98	57	51	75	90	67	82	87	68	57	73	56	74	91	98	94
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	103*	53*	53**	77*	95*	72*	86*	91*	71*	59*	76*	57*	77*	95*	103*	99*
	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Making content available for a long period of time - Effective base	89	55	47	68	82	62	74	80	63	52	66	51	68	83	89	85
1 - Not at all well (1)	4	2	0	3	3	4	3	1	3	1	2	2	3	4	4	4
	4	3.7	0	4	3.3	5.6	3.6	1.1	4.3	1.7	2.8	3.7	4	4.3	4	4.1
2 (2)	2	2	0	0	2	1	2	2	2	0	2	2	1	2	2	2
	2.3	4.5	0	0	2.5	2	2.8	2.6	3.3	0	3.1	4.2	1.2	2.5	2.3	2.4
3 (3)	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
	0.8	1.6	1.6	1.3	0.9	1.1	0	0.9	1.2	1.4	1.1	1.5	1.1	0.9	0.8	0.8
4 (4)	1	1	0	1	1	1	0	1	0	0	0	0	0	0	1	0
	1	1.9	0	1.3	1	1.4	0	1.1	0	0	0	0	0	0	1	0
5 (5)	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1
	0.9	1.7	0	1.2	1	1.3	1.1	1	0	1.6	1.2	1.6	1.2	1	0.9	0.9
6 (6)	6	4	5	5	5	4	5	5	5	3	6	3	5	6	6	6
	6.3	6.7	10	6.8	5.2	5.1	5.8	5	7	5.1	8.5	5.3	6.5	6.8	6.3	6.5
7 (7)	14	8	7	11	14	7	12	14	10	9	11	9	10	14	14	12
	14	15.7	14	14.7	15.3	9.4	14.3	14.8	13.4	14.6	15	15.7	12.9	15.2	14	12.8
8 (8)	15	8	11	14	13	15	12	15	11	8	10	4	10	13	15	15
	14.8	14.3	20	18.4	13.6	20.1	14.5	16	15.8	13.9	13.4	7.5	13.5	13.5	14.8	15.4
9 (9)	26	14	16	21	26	18	24	24	19	15	17	16	17	23	26	26
	25.7	26.9	30.5	27.2	27.9	25	28	26.9	26.4	25.8	22	27.5	22.4	24.1	25.7	26.7
10 - Extremely well (10)	31	12	13	20	28	21	26	28	20	21	25	19	28	30	31	30
	30.3	23.1	23.9	25.4	29.4	29.1	30	30.7	28.6	36	33	33	37.1	31.9	30.3	30.5
Top 3 Boxes (NET)	73	34	39	55	67	54	63	67	51	44	52	39	56	66	73	72
	70.8	64.3	74.4	70.9	70.9	74.1	72.4	73.5	70.8	75.7	68.3	68	73	69.5	70.8	72.6
Bottom 3 Boxes (NET)	7	5	1	4	6	5	5	4	6	2	5	5	5	7	7	7
	7.1	9.8	1.6	5.1	6.6	8.7	6.3	4.6	8.8	3.1	7	9.4	6.3	7.6	7.1	7.4
Mean	8.08	7.71	8.36	8.07	8.12	7.97	8.17	8.28	8	8.5	8.09	8.04	8.26	8.07	8.08	8.12
Standard Deviation	2.3	2.4	1.4	2.1	2.2	2.4	2.2	1.9	2.3	1.8	2.2	2.4	2.2	2.3	2.3	2.3
Standard Error	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.2	0.3	0.3	0.3	0.2	0.2	0.2

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A10 2 14 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Summary table Virgin TV Catch-up/Virgin Media Anywhere -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Virgin TV Catch-up/Virgin Media Anywhere - Unweighted	195	195	195	195	195	195
	100	100	100	100	100	100
Base: Virgin TV Catch-up/Virgin Media Anywhere - Weighted	182	182	182	182	182	182
	100	100	100	100	100	100
Base: Virgin TV Catch-up/Virgin Media Anywhere - Effective base	162	162	162	162	162	162
1 - Not at all well (1)	4	11	4	4	8	5
	2.2	6.1	2.2	2.2	4.2	2.8
2 (2)	5	3	2	7	3	2
	2.6	1.8	1	3.8	1.6	1.2
3 (3)	2	6	2	3	6	7
	1	3.5	1	1.5	3.5	3.8
4 (4)	10	8	4	3	8	2
	5.7	4.4	2.2	1.6	4.2	1
5 (5)	9	17	10	16	16	22
	5.1	9.4	5.4	8.9	8.5	12
6 (6)	8	21	21	20	16	16
	4.5	11.5	11.3	10.8	8.9	8.9
7 (7)	29	33	31	28	35	33
	16.2	18.3	17.2	15.6	19.3	18.1
8 (8)	43	36	45	51	45	35
	23.4	19.5	24.7	27.8	24.6	19.2
9 (9)	42	23	37	21	28	38
	22.9	12.4	20.5	11.3	15.4	20.7
10 - Extremely well (10)	30	24	26	30	18	22
	16.4	13.3	14.5	16.4	9.8	12.3
Top 3 Boxes (NET)	114	82	109	101	91	95
	62.7	45.2	59.2	55.6	49.8	52.2
Bottom 3 Boxes (NET)	11	21	8	14	17	14
	5.8	11.3	4.2	7.5	9.2	7.9
Mean	7.56	6.82	7.58	7.28	6.99	7.23
Standard Deviation	2.2	2.4	1.9	2.2	2.2	2.2
Standard Error	0.2	0.2	0.1	0.2	0.2	0.2

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A10 14 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Providing a wide range of programmes to choose from - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	4	3	1	3	1	2	3	1	4	1	2	1	1	4	4	4	3	4	4	1	4	1	4
	2.2	3.4	0.8	4.6	2	3.9	2.7	1.5	2.5	2.4	3.5	1.7	2.2	2.3	2.4	2.4	2.8	2.3	3.1	0.7	2.2	0.6	2.3
																			s				
2 (2)	5	3	2	1	1	1	3	2	5	2	2	1	1	4	5	5	3	5	3	4	5	4	5
	2.6	3.1	2.1	1.5	1.9	3.5	2.5	2.8	2.9	4.4	3.6	1.3	1.6	2.3	2.8	2.8	2.5	3.1	2.3	4.9	2.6	3.8	2.7
3 (3)	2	2	0	2	1	1	2	0	2	0	0	1	0	2	1	2	1	1	1	0	2	0	2
	1	1.8	0	2.9	1.4	2.3	1.7	0	1.1	0	0.9	2.1	0	1.1	0.5	1.1	1.3	0.6	0.8	0	1	0	1.1
4 (4)	10	6	4	2	3	2	5	5	8	4	1	2	1	10	8	10	9	8	7	7	10	8	10
	5.7	6.6	4.6	3.3	5	4.1	4.7	7.1	4.6	9.3	2.6	2.8	1.6	6	4.8	6.1	8.3	5.4	6	7.9	5.7	6.8	6
5 (5)	9	2	8	3	2	3	4	5	8	2	3	3	3	8	9	7	3	6	3	5	9	6	6
	5.1	1.8	9.1	5.5	2.4	6.6	4	6.8	5.1	4.3	6.1	4.9	6.3	4.8	5.5	4	3.1	4.2	2.2	5.3	5.1	4.9	3.7
	Bn		AB															m			n		
6 (6)	8	5	3	4	3	2	5	3	5	0	1	3	0	8	7	8	4	8	8	4	8	5	8
	4.5	4.9	4	5.9	4.8	4.5	4.7	4.2	2.8	1	2.9	4.1	0	4.7	3.8	4.8	3.5	5.3	6.6	5.1	4.5	4.7	4.4
7 (7)	29	16	14	9	10	8	18	12	27	8	7	12	6	29	29	28	17	26	15	14	29	19	29
	16.2	15.9	16.5	14	14.3	20.6	16.6	15.5	16.3	15.9	14	18.4	11.2	16.5	16.8	16.2	16.5	16.7	12.8	16.4	16.2	16.7	16.6
8 (8)	43	24	19	19	14	11	24	18	38	15	10	13	10	40	42	43	25	40	29	17	43	25	40
	23.4	24	22.8	30.1	20.4	27	22.8	24.3	23.4	31.6	20.3	19.9	19.6	23.3	24.6	25	23.8	26.1	24.7	19.7	23.4	21.9	23.3
9 (9)	42	21	20	12	19	8	27	15	39	6	16	17	15	38	37	35	24	31	26	20	42	29	39
	22.9	21.6	24.4	19.4	28	20.1	25.1	19.8	23.8	13.2	30.5	26.4	27.8	22	21.9	20.8	22.3	20.1	22.5	23.2	22.9	25.9	22.7
10 - Extremely well (10)	30	17	13	8	13	3	16	14	28	8	8	12	16	30	29	29	17	25	22	15	30	17	30
	16.4	16.9	15.7	12.9	19.7	7.6	15.2	18.1	17.3	17.9	15.7	18.2	29.7	17.2	16.9	16.9	15.9	16.2	18.9	16.9	16.4	14.9	17.2
Top 3 Boxes (NET)	114	62	52	40	46	22	68	47	101	30	34	41	40	108	108	107	66	96	77	52	114	71	110
	62.7	62.5	62.9	62.4	68.1	54.7	63.1	62.1	64.6	62.7	66.4	64.6	77.2	62.4	63.4	62.7	62	62.4	66.1	59.7	62.7	62.6	63.2
Bottom 3 Boxes (NET)	11	8	2	6	4	4	7	3	11	3	4	3	2	10	10	11	7	9	7	5	11	5	11
	5.8	8.3	2.9	8.9	5.3	9.6	6.9	4.3	6.5	6.8	8	5.1	3.7	5.6	5.7	6.2	6.6	6	6.2	5.6	5.8	4.4	6.1
Mean	7.56	7.46	7.68	7.35	7.83	7.1	7.56	7.56	7.62	7.38	7.63	7.8	8.26	7.57	7.59	7.54	7.47	7.53	7.64	7.49	7.56	7.61	7.59
Standard Deviation	2.2	2.3	2	2.3	2.1	2.3	2.2	2.1	2.2	2.3	2.3	2	2	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.1	2.2
Standard Error	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 14 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Providing a service that is value for money - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	11	9	3	3	1	2	4	7	11	4	3	4	4	11	11	11	5	11	8	8	11	8	11
	6.1	8.6	3	4.6	2	6.2	3.6	9.6	6.8	8.8	5.3	6.5	8	6.4	6.5	6.5	4.5	6.9	7.3	8.7	6.1	6.8	6.4
	Yc																						
2 (2)	3	2	1	1	2	1	3	0	3	0	0	3	1	2	3	3	2	3	2	1	3	1	3
	1.8	2.4	1	1.5	2.6	3.6	3	0	2	0	0.9	4.3	1.6	1.4	1.9	1.8	1.7	2.1	1.5	1.5	1.8	1.1	1.8
3 (3)	6	5	2	4	0	3	4	2	5	3	0	2	0	6	5	6	4	5	3	2	6	3	5
	3.5	4.7	2	6.1	0.7	8.6	3.6	3.3	2.9	6.1	0	2.9	0	3.7	3.2	3.7	4	3.1	2.9	2.1	3.5	2.3	2.8
							Y																
4 (4)	8	6	2	2	3	0	3	4	4	0	3	1	0	7	6	8	6	7	6	4	8	4	8
	4.4	5.6	2.9	3.8	4.5	1.2	3.2	6	2.3	0	5.5	1.4	0	4	3.4	4.7	5.5	4.5	4.8	4.8	4.4	3.7	4.6
5 (5)	17	9	8	6	9	3	12	5	16	4	6	6	3	16	15	15	8	13	10	9	17	10	14
	9.4	8.8	10.1	9.7	13.5	7.6	11.3	6.7	9.9	8.5	12.6	8.9	5.4	9.2	8.8	8.7	7.3	8.3	8.6	10.3	9.4	8.7	8
6 (6)	21	11	10	5	7	3	10	11	18	7	3	8	3	20	21	19	12	19	14	11	21	14	20
	11.5	10.9	12.2	8	9.9	8.2	9.3	14.6	11	14.7	6.4	12	5.6	11.6	12.3	11.2	11.8	12.3	11.9	12.5	11.5	12.7	11.4
7 (7)	33	16	17	9	12	9	21	12	31	9	12	11	10	33	32	31	22	27	18	14	33	24	32
	18.3	16.5	20.3	13.8	17.5	22.8	19.5	16.5	19.3	18.6	23	16.9	19.4	19.2	18.5	17.9	20.6	17.4	15.7	16.5	18.3	20.9	18.7
																						q	
8 (8)	36	15	20	19	7	10	17	19	30	10	10	11	9	32	34	36	19	33	24	16	36	20	34
	19.5	15.5	24.3	29.9	10.1	25.7	15.9	24.7	18.4	20.4	18.8	16.6	17.9	18.4	20.2	20.9	18.1	21.1	20.4	17.8	19.5	17.8	19.8
	Yb			A			Y	Y															
9 (9)	23	14	9	8	15	2	17	5	21	5	7	8	6	21	22	20	12	19	15	13	23	17	22
	12.4	13.8	10.7	12.3	22.6	5.5	16.2	6.9	12.9	11.4	14.1	12.9	11.8	12.2	12.7	12	11.8	12	12.9	14.5	12.4	14.6	12.6
					Acd		Ac																
10 - Extremely well (10)	24	13	11	7	11	4	15	9	24	5	7	11	16	24	21	22	16	19	16	10	24	13	24
	13.3	13.1	13.5	10.4	16.6	10.7	14.4	11.7	14.6	11.5	13.5	17.8	30.3	13.9	12.6	12.6	14.7	12.3	14.1	11.4	13.3	11.4	14
Top 3 Boxes (NET)	82	42	40	33	33	17	50	32	75	21	24	30	31	77	78	78	47	70	55	38	82	50	81
	45.2	42.4	48.5	52.6	49.3	41.9	46.5	43.3	45.8	43.3	46.4	47.3	60	44.5	45.4	45.5	44.6	45.5	47.4	43.7	45.2	43.9	46.4
Bottom 3 Boxes (NET)	21	16	5	8	4	2	11	10	19	7	3	9	5	20	20	21	11	19	14	11	21	12	19
	11.3	15.7	6	12.1	5.3	18.4	10.2	12.9	11.8	14.9	6.2	13.6	9.5	11.4	11.5	12.1	10.3	12	11.7	12.3	11.3	10.2	11
	Cl						Y																
Mean	6.82	6.55	7.14	6.88	7.27	6.52	6.99	6.57	6.88	6.69	7.03	6.9	7.6	6.83	6.82	6.77	6.91	6.76	6.82	6.66	6.82	6.85	6.87
					A																		
Standard Deviation	2.4	2.7	2.1	2.4	2.2	2.5	2.4	2.5	2.5	2.5	2.3	2.6	2.6	2.4	2.4	2.5	2.4	2.5	2.5	2.6	2.4	2.4	2.5
Standard Error	0.2	0.3	0.2	0.3	0.2	0.4	0.2	0.3	0.2	0.4	0.3	0.3	0.4	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2

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A10 14 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Providing programmes that are relevant to me - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	4	3	1	3	1	2	3	1	4	1	2	1	1	4	4	4	3	4	4	1	4	1	4
	2.2	3.4	0.8	4.6	2	3.9	2.7	1.5	2.5	2.4	3.5	1.7	2.2	2.3	2.4	2.4	2.8	2.3	3.1	0.7	2.2	0.6	2.3
																			s				
2 (2)	2	0	2	0	1	1	2	0	2	0	1	1	1	1	2	2	2	2	2	2	2	2	2
	1	0	2.1	0	1.2	2.3	1.6	0	1.1	0	1.8	1.3	1.6	0.5	1	1	1.6	1.1	1.5	2	1	1.5	1
3 (3)	2	2	0	2	1	1	2	0	2	0	0	1	0	2	1	2	2	1	1	0	2	0	2
	1	1.8	0	2.9	1.4	2.3	1.7	0	1.1	0	0.9	2.1	0	1.1	0.5	1.1	1.7	0.6	0.8	0.5	1	0.4	1.1
4 (4)	4	2	2	4	0	3	3	1	2	1	0	1	0	3	4	4	2	3	1	1	4	2	3
	2.2	2.3	2.1	6.3	0.7	6.3	2.8	1.4	1.5	2.9	0	1.6	0	1.7	2.4	2.4	2.3	1.8	0.8	1	2.2	1.4	1.7
				A			B																
5 (5)	10	6	4	4	3	1	4	6	8	1	2	4	1	10	10	9	2	9	7	6	10	6	9
	5.4	5.8	5	6.5	4.1	3.4	3.9	7.7	4.8	2.9	4	6.8	2.2	5.7	5.8	5.3	1.9	5.8	5.7	6.3	5.4	5.7	5.2
6 (6)	21	11	10	4	7	2	9	12	18	7	5	6	2	21	20	21	11	18	10	8	21	12	17
	11.3	11	11.8	7	10	4.7	8	16.1	11	15.4	9.1	9.3	3.9	11.9	11.6	12.1	10.5	11.9	8.4	9.6	11.3	10.9	9.8
	c																	B					
7 (7)	31	17	14	8	11	6	18	14	30	9	8	14	6	30	30	28	20	26	21	12	31	19	31
	17.2	17.3	17	12.6	17	15.5	16.4	18.2	18.4	18.1	14.9	21.4	12.2	17.1	17.4	16.5	19.2	17	17.7	13.2	17.2	16.6	18
8 (8)	45	23	22	15	16	12	28	17	37	12	13	11	13	43	40	39	26	38	28	26	45	32	43
	24.7	23.3	26.3	24.2	23.2	30.8	26.1	22.7	22.8	26.1	25.7	17.9	24.5	25	23.4	22.9	24.4	24.5	24.4	29.3	24.7	28.7	24.8
9 (9)	37	22	15	15	15	9	24	13	36	9	15	12	13	35	37	37	23	32	28	14	37	23	37
	20.5	22.3	18.4	23.3	21.9	23.6	22.5	17.6	21.9	19	29.5	18	24.7	20.1	21.9	21.5	21.3	21	24.2	16	20.5	20.4	21.5
																						B	
10 - Extremely well (10)	26	13	14	8	12	3	15	11	24	6	5	13	15	25	23	25	15	21	16	13	26	16	25
	14.5	12.7	16.6	12.5	18.5	7.1	14.3	14.8	14.9	13.2	10.6	19.8	28.9	14.5	13.5	14.9	14.2	13.9	13.4	15.3	14.5	13.8	14.5
Top 3 Boxes (NET)	109	58	51	38	43	25	67	41	97	28	34	36	41	104	100	101	63	91	72	53	109	71	106
	59.7	58.4	61.2	60.1	63.6	61.6	62.9	55.1	59.6	58.2	65.8	55.7	78.1	59.7	58.8	59.3	59.9	59.4	62	60.6	59.7	62.9	60.9
Bottom 3 Boxes (NET)	8	5	2	3	3	3	6	1	8	1	3	3	2	7	7	8	7	6	6	3	8	3	8
	4.2	5.3	2.9	7.4	4.6	8.4	6	1.5	4.7	2.4	6.2	5.1	3.7	3.8	3.9	4.5	6.1	4.1	5.4	3.2	4.2	2.5	4.4
Mean	7.58	7.49	7.7	7.3	7.79	7.25	7.59	7.58	7.62	7.59	7.66	7.6	8.31	7.6	7.56	7.57	7.56	7.57	7.62	7.66	7.58	7.71	7.63
Standard Deviation	1.9	2	1.8	2.3	1.9	2.2	2.1	1.8	2	1.8	2	2	1.8	1.9	1.9	2	2	1.9	2	1.8	1.9	1.7	1.9
Standard Error	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.1	0.3	0.3	0.2	0.3	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.2	0.1

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23 May 2019

A10 14 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Providing a service I am satisfied with - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	4	2	2	2	1	1	2	2	4	2	1	1	1	4	4	4	3	4	4	2	4	2	4
	2.2	2.5	1.9	3.1	2	1.8	1.9	2.8	2.5	4.4	1.7	1.7	2.2	2.4	2.4	2.4	2.8	2.4	3.1	1.8	2.2	1.4	2.4
2 (2)	7	5	2	0	1	1	2	5	7	2	1	4	4	6	7	7	2	7	5	2	7	2	7
	3.8	5.2	2.1	0	1.2	2.3	1.6	6.8	4.2	4.4	1.8	6	7.4	3.5	4	4	1.6	4.5	4.1	7.8	3.8	6.1	4
	c																			Ac			
3 (3)	3	2	1	2	2	1	3	0	3	0	1	1	0	3	2	2	2	1	1	0	3	1	2
	1.5	1.8	1.1	2.9	2.7	2.3	2.6	0	1.7	0	2.7	2.1	0	1.8	1.1	1.1	1.7	0.6	0.8	0.5	1.5	1.2	1.1
	m																				m		
4 (4)	3	1	2	1	1	2	3	0	2	0	0	2	0	3	2	3	0	2	1	0	3	2	3
	1.6	1.5	1.9	1.1	1.2	5.4	2.8	0	1.4	0	0	3.5	0	1.7	1.3	1.8	0	1.5	0.7	0	1.6	1.4	1.7
5 (5)	16	11	6	7	6	5	11	5	14	6	3	6	3	15	14	15	10	15	12	7	16	7	12
	8.9	10.6	6.9	10.6	9.5	12.1	10.4	6.7	8.7	11.8	5.8	8.7	5.3	8.8	8.3	8.7	9.4	9.9	10.6	7.8	8.9	6.1	6.9
6 (6)	20	8	12	6	5	4	9	10	15	6	3	7	3	20	20	20	11	19	10	10	20	15	19
	10.8	7.9	14.1	9	7.4	10.5	8.6	13.9	9.3	12.4	5.1	10.2	6.1	11.3	11.5	11.5	10.2	12.2	8.4	11.8	10.8	13.6	11
																		n					
7 (7)	28	16	12	9	7	9	16	12	25	8	9	9	6	27	27	27	16	25	21	16	28	17	27
	15.6	16.6	14.5	13.6	10.4	22.8	15	16.5	15.5	16	16.9	13.9	10.8	15.4	15.6	15.6	14.9	16.2	17.9	18.2	15.6	15.4	15.7
8 (8)	51	27	23	20	22	9	30	20	45	13	16	17	16	49	48	47	29	43	29	25	51	36	50
	27.8	27.6	28	31.4	32	22.2	28.3	27.1	27.7	26.4	30.4	26.6	30.3	28	28.1	27.4	27.4	28	25.4	28.2	27.8	31.7	28.8
9 (9)	21	9	12	11	6	5	11	9	20	5	10	4	5	18	19	20	15	16	14	9	21	12	19
	11.3	9	14.2	16.6	8.8	13.3	10.5	12.6	12	10.6	20.1	6.5	10	10.2	10.9	11.7	13.8	10.1	11.8	10.4	11.3	10.2	11.2
10 - Extremely well (10)	30	17	13	7	17	3	20	10	28	7	8	13	15	30	29	27	19	23	20	12	30	15	30
	16.4	17.3	15.4	11.6	24.7	7.6	18.3	13.6	17.1	13.9	15.5	20.6	27.9	17.2	16.9	15.8	18	14.7	17.1	13.5	16.4	12.9	17.2
					Ac																		
Top 3 Boxes (NET)	101	53	48	38	44	17	61	40	93	24	34	34	36	96	95	94	63	81	63	46	101	62	99
	55.6	53.9	57.5	59.6	65.5	43	57.1	53.3	56.8	50.9	66	53.7	68.3	55.4	55.9	55	59.3	52.8	54.2	52.1	55.6	54.8	57.3
					Ac																		
Bottom 3 Boxes (NET)	14	9	4	4	4	2	6	2	14	4	3	6	5	13	13	13	7	11	9	3	14	10	13
	7.5	9.6	5.1	6	6	6.2	6.1	9.6	8.4	8.8	6.2	9.9	9.5	7.4	7.5	7.5	6.2	7.4	8	10.2	7.5	8.7	7.4
Mean	7.28	7.15	7.43	7.35	7.64	6.9	7.37	7.15	7.29	7.05	7.7	7.14	7.68	7.28	7.3	7.26	7.48	7.17	7.26	7.1	7.28	7.17	7.35
Standard Deviation	2.2	2.3	2	2	2.1	2	2.1	2.3	2.2	2.3	2	2.4	2.4	2.2	2.2	2.2	2.1	2.2	2.3	2.3	2.2	2.2	2.2
Standard Error	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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23 May 2019

A10 14 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Being a service I would recommend to others - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	8	4	3	5	2	3	5	2	8	3	3	1	1	8	8	8	6	7	6	3	8	3	8
	4.2	4.4	3.9	7.2	3.1	8.5	5.1	2.8	4.6	6.9	6.2	1.7	2.2	4.4	4.4	4.4	5.4	4.6	5.5	2.9	4.2	2.2	4.4
2 (2)	3	2	1	0	1	0	1	2	3	2	0	1	1	2	3	3	1	3	1	3	3	3	3
	1.6	2.1	1	0	1.2	0	0.8	2.8	1.8	4.4	0	1.3	1.6	1.2	1.7	1.7	0.8	1.9	0.7	3.3	1.6	2.6	1.7
3 (3)	6	6	0	2	1	2	3	3	6	4	0	3	0	6	5	6	5	5	4	3	6	3	6
	3.5	6.4	0	2.9	1.4	5.9	3.1	4	3.9	7.4	0	4.4	0	3.8	3.2	3.7	4.8	3.2	3	3.5	3.5	2.7	3.6
		C																					
4 (4)	8	4	4	2	2	1	2	5	7	0	3	4	3	8	8	8	3	7	6	5	8	6	8
	4.2	4	4.4	2.6	2.4	1.8	2.2	7.1	4.2	0	5.7	6.2	5.8	4.4	4.5	4.5	2.6	4.5	4.8	5.8	4.2	5.2	4.4
	C																						
5 (5)	16	10	5	4	4	4	8	8	11	6	1	4	3	15	13	16	9	15	11	8	16	8	11
	8.5	10.2	6.6	5.5	6.3	9.3	7.4	10.2	7	12.4	2.8	6.3	6.2	8.4	7.9	9.1	8.6	9.5	9.7	9.4	8.5	7.3	6.5
6 (6)	16	6	11	7	7	3	10	6	14	3	5	6	3	16	16	15	8	12	7	8	16	11	15
	8.9	5.8	12.6	11.2	10.6	7.8	9.6	8.1	8.3	6.5	9.6	8.7	5	9.4	9.6	8.6	7.4	7.6	6.2	9.5	8.9	10	8.6
7 (7)	35	18	18	13	11	8	20	15	32	7	12	13	11	34	31	32	20	29	21	16	35	21	34
	19.3	17.8	21.1	17.9	15.7	23.6	18.6	20.3	19.8	14.5	23.8	20.4	20.5	19.3	18.4	18.9	19.1	18.8	18.5	18.4	19.3	18.2	19.6
8 (8)	45	23	22	17	22	9	31	14	40	13	10	17	11	43	45	40	25	39	28	21	45	32	44
	24.6	23.2	26.2	26.3	32.2	22.2	28.5	19	24.2	26.6	20.2	27	21.2	24.8	26.3	23.7	23.7	25.2	24.3	24.3	24.6	28.6	25.4
9 (9)	28	13	15	10	11	3	14	14	25	7	10	8	10	25	25	27	18	23	20	13	28	17	27
	15.4	13.4	17.8	15.7	15.8	8.7	13.2	18.5	15.5	15.2	19.8	12.3	19.3	14.4	14.9	15.9	17	15.2	17.5	14.5	15.4	15.1	15.5
10 - Extremely well (10)	18	13	5	7	8	5	12	5	16	3	6	7	10	18	16	16	11	15	11	7	18	9	18
	9.8	12.6	6.4	10.9	11.3	12.2	11.6	7.1	10.1	6.1	11.9	11.7	18.1	10.3	9.2	9.5	10.8	9.5	9.7	8.4	9.8	8.1	10.3
Top 3 Boxes (NET)	91	48	42	34	40	17	57	34	82	23	27	33	31	86	86	84	54	77	60	41	91	59	89
	49.8	49.3	50.4	52.7	59.4	43	53.3	44.7	50.4	48	51.9	51	58.8	49.3	50.3	49	51.5	49.9	51.6	47.2	49.8	51.8	51.2
					A																		
Bottom 3 Boxes (NET)	17	13	4	6	4	6	10	7	17	9	3	5	2	16	16	17	11	15	11	8	17	8	17
	9.2	12.9	4.9	10	5.7	14.4	8.9	9.6	10.3	18.7	6.2	7.4	3.7	9.2	9.3	9.8	10.8	9.7	9.2	9.6	9.2	7.5	9.7
	C																						
Mean	6.99	6.87	7.14	7.06	7.37	6.7	7.12	6.81	6.99	6.51	7.26	7.12	7.59	6.98	6.97	6.93	7.03	6.94	7	6.85	6.99	7.06	7.03
					A																		
Standard Deviation	2.2	2.4	2	2.4	2	2.5	2.2	2.3	2.3	2.6	2.2	2.1	2.1	2.2	2.2	2.3	2.3	2.3	2.3	2.2	2.2	2.1	2.3
Standard Error	0.2	0.2	0.2	0.3	0.2	0.4	0.2	0.3	0.2	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 14 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Virgin TV Catch-up/Virgin Media Anywhere perform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s
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	All respondents	Gender		Age	SEG				Region				Households with children aged under 16	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	55+	AB	C1	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	White	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	J	Y	Z	c	d					i					m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	195	103	92	86	83	51	134	61	175	50	57	68	51	185	185	183	114	165	125	89	195	114	186
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	182	99*	83*	64*	67*	40**	107	75*	163	47*	52*	64*	52**	174	171	171	106*	154	116	88*	182	113*	174
	100	100.0*	100.0*	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0**	100	100	100	100.0*	100	100	100.0*	100	100.0*	100
Base: Making content available for a long period of time - Effective base	162	78	87	77	72	48	120	51	146	38	48	60	45	153	154	151	94	135	104	73	162	93	154
1 - Not at all well (1)	5	5	1	2	1	1	2	3	5	3	1	1	1	5	5	5	2	5	3	3	5	3	5
	2.9	4.6	0.8	3.1	2	1.6	1.9	4.3	3.2	6.8	1.7	1.7	2.2	3	3.1	3.1	1.9	3.1	2.3	3.1	2.9	2.4	3
2 (2)	2	0	2	0	1	1	2	0	2	0	1	1	1	1	2	2	2	2	2	2	2	2	2
	1.2	0.5	2.1	0.7	1.9	2.3	2.1	0	1.4	0	2.7	1.3	1.6	0.8	1.3	1.3	2.1	1.4	1.9	2.5	1.2	2	1.3
3 (3)	7	2	5	4	0	2	2	5	7	4	1	1	1	7	6	7	5	6	2	1	7	2	7
	3.8	2.3	5.5	6.9	0.7	4.5	2.1	6.2	4.2	8.8	2.6	2.1	2.3	4	3.5	4	4.4	3.9	2.1	1.2	3.8	1.9	4
4 (4)	2	1	1	1	1	1	2	0	1	0	1	0	0	2	2	1	0	1	0	1	2	2	1
	1	0.9	1.1	1.4	1.4	2.3	1.7	0	0.6	0	1.8	0	0	1	1.1	0.5	0	0.6	0	1	1	1.6	0.5
5 (5)	22	12	10	9	7	5	12	10	21	7	7	7	3	20	22	20	14	15	10	4	22	9	19
	12	12.2	11.7	14.5	10.4	11.6	10.8	13.6	13	15.3	13.5	10.8	6.2	11.6	12.8	11.5	12.8	9.7	8.9	4.3	12	7.6	10.7
	mqs																	q			mqs	q	
6 (6)	16	10	7	5	7	4	11	5	9	3	1	5	2	15	13	15	8	15	12	9	16	10	15
	8.9	9.7	7.9	8.1	10.6	10.1	10.4	6.7	5.7	6.2	2.9	7.5	3.1	8.9	7.9	9	7.8	10	10.4	10.3	8.9	8.8	8.7
7 (7)	33	22	10	10	10	8	19	14	32	9	9	13	7	32	31	32	22	30	23	16	33	21	31
	18.1	22.7	12.5	16.4	14.3	22.5	17.3	19.1	19.7	19.7	18.1	21	13	18.4	18.3	18.5	20.5	19.3	19.7	18.6	18.1	18.2	18.1
	C																						
8 (8)	35	14	21	15	14	10	24	12	30	8	10	12	9	34	33	31	20	30	23	20	35	25	35
	19.2	14.1	25.4	23.7	20.1	25.1	22	15.3	18.5	17.6	19.2	18.7	18.1	19.4	19.4	18.4	19	19.7	19.4	22.7	19.2	22	20.2
			A																				
9 (9)	38	20	17	10	13	7	20	17	34	8	14	12	14	36	36	35	19	32	24	19	38	26	37
	20.7	20.7	20.7	15.6	20	17.2	19	23.1	21	16	28	19.2	27.7	20.7	20.9	20.6	17.9	20.5	21.1	22	20.7	22.6	21.3
10 - Extremely well (10)	22	12	10	6	13	1	14	9	21	4	5	11	14	21	20	22	14	18	17	13	22	15	21
	12.3	12.3	12.3	9.7	18.6	2.8	12.7	11.6	12.7	9.4	9.7	17.7	25.9	12.2	11.8	13.1	13.5	11.9	14.2	14.3	12.3	12.8	12.2
					Ac																		
Top 3 Boxes (NET)	95	47	49	31	40	18	58	38	85	20	29	36	38	91	89	88	53	80	64	52	95	65	93
	52.2	47.1	58.3	48.9	58.7	45.2	53.7	50.1	52.3	43.1	56.8	55.5	71.6	52.3	52.1	52.1	50.5	52.1	54.8	59	52.2	57.5	53.7
Bottom 3 Boxes (NET)	14	7	7	7	3	3	6	8	14	7	4	3	3	13	13	14	9	13	7	6	14	7	14
	7.9	7.4	8.4	10.2	4.6	8.4	6	10.4	8.8	15.6	7	5.1	6	7.8	7.9	8.4	8.4	8.4	6.3	6.8	7.9	6.2	8.2
Mean	7.23	7.16	7.32	6.93	7.56	6.89	7.31	7.12	7.23	6.65	7.35	7.56	8.06	7.24	7.21	7.24	7.23	7.24	7.44	7.52	7.23	7.45	7.28
Standard Deviation	2.2	2.2	2.1	2.2	2.1	2	2.1	2.3	2.2	2.5	2.1	2	2.1	2.2	2.2	2.2	2.2	2.2	2.1	2.1	2.2	2.1	2.2
Standard Error	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.4	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

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A10 2 15 sum On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. does Havu perform on...

- Summary table Hayu -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: Hayu - Unweighted	67	67	67	67	67	67
	100	100	100	100	100	100
Base: Hayu - Weighted	72	72	72	72	72	72
	100	100	100	100	100	100
Base: Hayu - Effective base	55	55	55	55	55	55
1 - Not at all well (1)	4	1	3	1	3	2
	5.7	1.3	4.2	1.3	4	2.7
2 (2)	2	3	1	1	1	1
	2.6	4.8	0.9	1.5	1.7	4.2
3 (3)	1	4	0	3	5	1
	2.1	5.7	0	3.7	7.2	0.9
4 (4)	5	3	12	9	6	8
	7.5	3.6	16.9	11.9	8	10.9
5 (5)	6	7	3	6	2	6
	8	9.5	4.2	8.9	3	8.3
6 (6)	9	10	5	6	11	6
	13	14	7	9	15	8.8
7 (7)	11	12	10	7	8	10
	14.7	17	14.3	9	10.5	13.7
8 (8)	18	6	9	10	9	12
	25.3	8.6	12.6	13.7	13	16.8
9 (9)	6	11	15	13	11	8
	8.2	15.2	20.4	18.6	14.9	10.6
10 - Extremely well (10)	9	15	14	16	16	17
	13	20.3	19.5	22.4	22.6	24
Top 3 Boxes (NET)	34	32	38	39	36	37
	46.5	44.1	52.4	54.7	50.5	50.8
Bottom 3 Boxes (NET)	7	8	4	5	9	6
	10.3	11.8	5.2	6.6	12.9	7.8
Mean	6.74	7.02	7.16	7.25	7.04	7.11
Standard Deviation	2.4	2.5	2.5	2.4	2.6	2.5
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3

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A10 15 1 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Providing a wide range of programmes to choose from - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	4	1	4	4	2	4	4	3	4	4	4
	5.7	2.1	7.1	6.2	3.4	6.8	7.6	5.3	6.1	5.7	6.2
2 (2)	2	2	2	2	1	2	2	2	2	2	2
	2.6	4	3.2	2.8	2	3.1	3.4	3.2	2.8	2.6	2.8
3 (3)	1	1	0	1	1	1	1	0	1	1	1
	2.1	3.2	0	1	2.6	1.4	1.2	0	2.2	2.1	1.2
4 (4)	5	5	4	5	3	3	3	3	4	5	2
	7.5	10	7.6	8.2	4.7	5.3	5.8	5.6	6.2	7.5	3.4
5 (5)	6	6	6	6	6	4	3	4	4	6	6
	8	12.6	10	8.8	9.9	7.2	4.9	6.3	6.5	8	8.2
6 (6)	9	7	9	9	8	6	7	9	8	9	9
	13	15.9	15.1	14.3	14.5	9.5	13.2	15.2	11.9	13	14.2
7 (7)	11	5	9	8	9	9	6	5	11	11	11
	14.7	11.7	15	11.4	14.7	14.1	10.2	9.2	15.7	14.7	15.9
8 (8)	18	10	13	17	14	17	15	17	17	18	18
	25.3	22.2	23	25.6	24.8	28.7	27.4	30.2	25.9	25.3	27.4
9 (9)	6	4	5	5	5	5	6	6	6	6	5
	8.2	8.9	9.1	7.4	8.5	8.5	10.8	10.3	8.8	8.2	7.6
10 - Extremely well (10)	9	4	6	9	9	9	8	8	9	9	8
	13	9.3	10	14.2	14.9	15.5	15.3	14.7	13.9	13	12.7
Top 3 Boxes (NET)	34	19	24	31	28	32	29	32	33	34	32
	46.5	40.4	42.1	47.3	48.2	52.7	53.6	55.1	48.6	46.5	47.6
Bottom 3 Boxes (NET)	7	4	6	7	5	7	7	5	7	7	7
	10.3	9.4	10.3	10.1	8	11.2	12.2	8.5	11.1	10.3	10.2
Mean	6.74	6.51	6.55	6.71	6.97	6.91	6.87	7.02	6.82	6.74	6.82
Standard Deviation	2.4	2.3	2.4	2.5	2.3	2.5	2.6	2.4	2.5	2.4	2.4
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3

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A10 15 2 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

		Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
	All respondents	Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Providing a service that is value for money - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Providing a service that is value for money - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	1	1	1	1	1	1	1	1	1	1	1
	1.3	2.1	1.7	1.5	1.6	1.6	1.8	1.7	1.4	1.3	1.4
2 (2)	3	1	3	3	1	3	3	3	3	3	3
	4.8	2.9	4.8	5.2	1.1	4.6	6.3	4.8	5.1	4.8	4.2
3 (3)	4	3	4	4	3	3	2	2	3	4	3
	5.7	6.6	7.1	6.2	5	4.8	4.1	3.2	4.3	5.7	4.4
4 (4)	3	2	1	2	2	2	1	1	3	3	2
	3.6	3.9	1.3	2.6	3.1	2.7	1.4	1.4	3.8	3.6	2.6
5 (5)	7	7	6	7	7	5	6	5	7	7	6
	9.5	14.9	10.7	10.4	11.7	9	10.4	9.5	10.2	9.5	8.9
6 (6)	10	5	6	9	7	8	7	9	9	10	10
	14	11.2	10.4	13.3	12.6	13	13.6	15.1	12.9	14	15.2
7 (7)	12	5	9	9	10	11	7	7	12	12	11
	17	11.5	15.4	14	17.6	18.9	13.5	12.1	18.2	17	17
8 (8)	6	6	6	6	4	4	5	5	5	6	6
	8.6	13.6	10.7	9.5	7.6	7.2	9.9	9.2	8	8.6	9.4
9 (9)	11	9	11	10	9	10	10	10	11	11	10
	15.2	19.1	18.9	15.1	15.7	16.5	18.4	17.6	16.3	15.2	15.1
10 - Extremely well (10)	15	6	11	15	14	13	11	15	13	15	15
	20.3	14.1	19.1	22.2	23.9	21.8	20.4	25.4	19.6	20.3	22
Top 3 Boxes (NET)	32	21	28	31	28	28	27	30	30	32	31
	44.1	46.8	48.7	46.7	47.3	45.5	48.8	52.2	44	44.1	46.5
Bottom 3 Boxes (NET)	8	5	8	8	5	7	7	6	7	8	7
	11.8	11.6	13.5	12.9	7.8	10.9	12.2	9.7	10.8	11.8	10
Mean	7.02	6.88	7.08	7.04	7.3	7.15	7.11	7.35	7.03	7.02	7.18
Standard Deviation	2.5	2.4	2.5	2.5	2.3	2.4	2.5	2.5	2.4	2.5	2.4
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3

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A10 15 3 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Providing programmes that are relevant to me - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Providing programmes that are relevant to me - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	3	1	3	3	1	3	3	3	3	3	3
	4.2	2.1	5.3	4.6	1.6	5	5.6	5.3	4.5	4.2	4.6
2 (2)	1	1	0	1	1	0	1	0	1	1	0
	0.9	1.4	0	1	1.1	0	1.2	0	1	0.9	0
3 (3)	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0
4 (4)	12	8	8	11	8	8	6	7	10	12	10
	16.9	18	14.3	17.3	13.9	14.3	11	11.7	14.3	16.9	15.1
5 (5)	3	3	2	3	3	2	2	2	3	3	3
	4.2	6.6	4.1	4.6	5.2	3.6	4	2.9	4.5	4.2	4.5
6 (6)	5	3	3	4	5	5	4	5	5	5	4
	7	6.4	5.3	5.7	8.7	8.3	6.9	8.8	7.5	7	6.2
7 (7)	10	7	8	10	8	8	8	9	10	10	10
	14.3	14.6	14.1	15.6	13.1	13.1	15.3	16.1	15.3	14.3	15.5
8 (8)	9	8	9	9	8	6	7	9	8	9	9
	12.6	18	15.6	13.7	14.1	10.8	13.2	15.7	12.2	12.6	13.6
9 (9)	15	6	14	11	14	13	10	10	13	15	14
	20.4	13.4	23.3	16.1	23.6	21.9	18.9	16.6	19.8	20.4	20.7
10 - Extremely well (10)	14	9	10	14	11	14	13	13	14	14	13
	19.5	19.4	18.1	21.3	18.7	23.2	23.9	22.9	20.9	19.5	19.7
Top 3 Boxes (NET)	38	23	33	34	33	34	30	32	36	38	36
	52.4	50.9	56.9	51.2	56.4	55.7	56	55.3	52.9	52.4	54
Bottom 3 Boxes (NET)	4	2	3	4	2	3	4	3	4	4	3
	5.2	3.5	5.3	5.7	2.8	5	6.9	5.3	5.5	5.2	4.6
Mean	7.16	7.1	7.28	7.1	7.41	7.35	7.35	7.36	7.23	7.16	7.26
Standard Deviation	2.5	2.4	2.5	2.6	2.3	2.5	2.6	2.5	2.5	2.5	2.5
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3

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A10 15 4 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Providing a service I am satisfied with - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Providing a service I am satisfied with - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	1	1	1	1	1	1	1	1	1	1	1
	1.3	2.1	1.7	1.5	1.6	1.6	1.8	1.7	1.4	1.3	1.4
2 (2)	1	0	1	1	1	1	1	0	1	1	1
	1.5	0	1.8	1.6	1.8	1.7	1.9	0	1.6	1.5	1.6
3 (3)	3	3	2	3	3	3	3	3	3	3	3
	3.7	5.8	3.5	4.1	4.6	4.4	4.9	4.7	4	3.7	4
4 (4)	9	4	6	9	2	5	5	6	6	9	9
	11.9	7.8	9.5	13	4.1	8.2	9.2	11.1	8.8	11.9	9.7
	4									4	
5 (5)	6	6	4	6	5	4	4	2	5	6	6
	8.9	14	7.4	8.5	8.7	7.2	7.7	3.7	7.4	8.9	8.7
6 (6)	6	4	6	6	6	5	6	6	6	6	6
	9	9.6	11.2	9.9	9.5	8.4	12	11.3	9.7	9	8.3
7 (7)	7	4	4	5	5	6	1	5	7	7	7
	9	8.7	6.4	7.9	9.3	9.4	2.7	9.5	9.7	9	9.8
8 (8)	10	9	8	10	9	7	9	9	9	10	10
	13.7	19.9	13.8	15	15.5	11.9	16.7	15.1	13.5	13.7	14.9
9 (9)	13	8	11	12	12	13	12	12	13	13	12
	18.6	16.8	19.5	18.8	19.9	22.2	22.8	20.3	20	18.6	18.8
10 - Extremely well (10)	16	7	15	13	14	15	11	13	16	16	15
	22.4	15.3	25.3	19.9	24.8	25	20.4	22.7	24	22.4	22.8
Top 3 Boxes (NET)	39	24	34	35	35	36	33	33	39	39	38
	54.7	51.9	58.6	53.6	60.3	59.1	59.9	58.1	57.4	54.7	56.5
Bottom 3 Boxes (NET)	5	4	4	5	5	5	5	4	5	5	5
	6.5	7.9	6.9	7.1	8	7.7	8.6	6.3	7	6.5	7.1
Mean	7.25	7.02	7.41	7.13	7.53	7.48	7.29	7.43	7.42	7.25	7.33
Standard Deviation	2.4	2.3	2.4	2.4	2.4	2.4	2.5	2.4	2.4	2.4	2.4
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3

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A10 15 5 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Being a service I would recommend to others - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Being a service I would recommend to others - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	3	3	3	3	3	3	3	3	3	3	3
	4	6.3	5	4.4	5	4.8	5.3	5	4.3	4	4.4
2 (2)	1	1	1	1	1	1	1	1	1	1	1
	1.7	2.6	2.1	1.8	2	2	2.2	2.1	1.8	1.7	1.8
3 (3)	5	3	3	4	2	4	3	3	5	5	4
	7.2	6.8	4.8	6.7	4.2	5.9	6.3	4.8	7.7	7.2	5.4
4 (4)	6	5	6	6	4	2	2	3	2	6	5
	8	10.9	10	8.8	6.5	2.9	3.2	5.5	2.6	8	6.9
5 (5)	2	2	2	2	2	1	1	1	2	2	2
	3	4.8	2.7	3.3	3.7	2.2	2.5	1.4	3.3	3	3.3
6 (6)	11	3	9	8	8	11	8	7	11	11	11
	15	5.5	15	11.8	13.8	17.8	14.3	11.7	16.1	15	16.3
7 (7)	8	7	5	8	6	6	7	5	8	8	7
	10.5	14.2	8.7	11.5	9.5	10.2	12	9.3	11.3	10.5	10
8 (8)	9	9	8	8	8	7	4	8	9	9	8
	13	20.5	13.9	12.2	13	10.8	8.1	14.7	12.7	13	12.7
9 (9)	11	6	11	10	9	10	11	10	11	11	10
	14.9	13.8	18.5	14.2	15.3	16.4	19.2	17.2	15.9	14.9	14.2
10 - Extremely well (10)	16	7	11	16	16	16	14	16	16	16	16
	22.6	14.2	19.5	24.8	26.8	26.9	26.2	28.3	24.3	22.6	24.6
Top 3 Boxes (NET)	36	22	30	34	32	33	29	35	36	36	35
	50.5	48.9	51.8	51.7	55.2	54.2	54.1	60.2	52.9	50.5	52
Bottom 3 Boxes (NET)	9	7	7	8	7	8	8	7	9	9	8
	12.9	15.7	11.8	12.9	11.2	12.7	13.9	11.9	13.8	12.9	11.6
Mean	7.04	6.66	7	7.09	7.26	7.31	7.29	7.43	7.21	7.04	7.15
Standard Deviation	2.6	2.7	2.6	2.7	2.7	2.6	2.7	2.7	2.6	2.6	2.6
Standard Error	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.3	0.3

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A10 15 6 On a scale of 1 – 10 where 1 is not at all well and 10 is extremelv well. how well. if at all. does Havu oerform on...

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Female	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	C				m	n	q	r	s	
Base: Making content available for a long period of time - Unweighted	67	50	55	63	54	56	52	54	63	67	61
	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	72*	46**	58*	66*	58*	61**	54**	58**	67*	72*	66*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0**	100.0**	100.0**	100.0*	100.0*	100.0*
Base: Making content available for a long period of time - Effective base	55	47	45	54	45	45	43	45	52	55	50
1 - Not at all well (1)	2	2	2	2	2	2	2	2	2	2	2
	2.7	4.2	3.3	3	3.3	3.2	3.6	3.4	2.9	2.7	2.9
2 (2)	3	1	1	3	1	3	3	3	3	3	2
	4.2	2.1	1.7	4.6	1.6	5	5.6	5.3	4.5	4.2	3.2
3 (3)	1	1	0	1	1	0	1	0	1	1	0
	0.9	1.4	0	1	1.1	0	1.2	0	1	0.9	0
4 (4)	8	5	6	7	4	6	5	5	7	8	6
	10.9	10.9	10.5	10.7	6.5	9.5	9	8.5	9.9	10.9	8.6
5 (5)	6	5	5	6	5	4	3	2	5	6	6
	8.3	10.8	9.2	9.1	9.1	6.2	5.7	3.7	6.8	8.3	9
6 (6)	6	5	5	6	4	5	5	6	5	6	6
	8.3	9.9	9.2	9.1	7.5	7.5	8.4	10.4	6.8	8.3	9
7 (7)	10	5	8	10	9	7	9	9	10	10	10
	13.7	11.6	14.6	15	15.2	12.3	16.3	15.4	14.7	13.7	14.9
8 (8)	12	8	9	10	9	11	10	10	11	12	11
	16.3	16.5	14.7	15.8	15.6	18	17.7	16.9	16.2	16.3	16.2
9 (9)	8	6	8	7	8	7	6	6	8	8	7
	10.6	12.6	13.1	10	13.1	11.3	11.9	13.2	11.3	10.6	10
10 - Extremely well (10)	17	9	14	14	16	16	11	13	17	17	17
	24	20	23.7	21.7	26.9	27	20.7	23.2	25.7	24	26.1
Top 3 Boxes (NET)	37	23	30	31	32	34	27	31	36	37	35
	50.9	49.1	51.6	47.5	55.6	56.3	50.2	53.3	53.3	50.9	52.3
Bottom 3 Boxes (NET)	6	4	3	6	4	5	6	5	6	6	4
	7.9	7.8	5	8.6	6.1	8.3	10.4	8.7	8.4	7.9	6.1
Mean	7.11	6.96	7.25	6.96	7.44	7.29	7.02	7.23	7.22	7.11	7.28
Standard Deviation	2.5	2.5	2.4	2.5	2.4	2.6	2.6	2.5	2.6	2.5	2.4
Standard Error	0.3	0.4	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3

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A11Ar sum On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the following broadcasters or TV services?

- Summary table -
Indicators of small base sizes are based on the effective base

	ITV	Sky	BBC	Channel 4	Channel 5	Netflix	Amazon Prime Video	Now TV	Disney Life	Hayu
Base: All respondents - Unweighted	4021	4021	4021	4021	4021	4021	4021	4021	4021	4021
	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	4028	4028	4028	4028	4028	4028	4028	4028	4028
	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Effective base	3395	3395	3395	3395	3395	3395	3395	3395	3395	3395
1 - Extremely unfavourable (1)	82	225	166	66	100	155	194	174	243	250
	2	5.6	4.1	1.6	2.5	3.8	4.8	4.3	6	6.2
2 (2)	87	148	103	72	112	71	104	130	173	150
	2.2	3.7	2.6	1.8	2.8	1.8	2.6	3.2	4.3	3.7
3 (3)	133	194	88	119	183	99	143	176	193	167
	3.3	4.8	2.2	2.9	4.5	2.5	3.6	4.4	4.8	4.2
4 (4)	190	177	141	213	303	113	177	203	209	141
	4.7	4.4	3.5	5.3	7.5	2.8	4.4	5	5.2	3.5
5 (5)	450	429	321	498	705	372	481	538	461	333
	11.2	10.7	8	12.4	17.5	9.2	11.9	13.3	11.4	8.3
6 (6)	488	349	362	582	661	268	368	397	287	214
	12.1	8.7	9	14.5	16.4	6.6	9.1	9.9	7.1	5.3
7 (7)	707	519	580	842	684	400	500	401	264	170
	17.5	12.9	14.4	20.9	17	9.9	12.4	9.9	6.6	4.2
8 (8)	848	636	831	804	596	590	528	400	240	157
	21.1	15.8	20.6	20	14.8	14.7	13.1	9.9	6	3.9
9 (9)	506	450	714	399	268	555	312	218	138	89
	12.6	11.2	17.7	9.9	6.6	13.8	7.7	5.4	3.4	2.2
10 - Extremely favourable (10)	471	400	676	361	276	717	283	206	143	101
	11.7	9.9	16.8	9	6.8	17.8	7	5.1	3.6	2.5
I don't know this broadcaster or service	65	500	45	72	139	687	937	1186	1676	2257
	1.6	12.4	1.1	1.8	3.5	17.1	23.3	29.4	41.6	56
Low approvers (NET)	492	745	498	470	699	438	618	683	819	708
	12.2	18.5	12.4	11.7	17.4	10.9	15.3	17	20.3	17.6
Medium approvers (NET)	938	779	684	1081	1367	640	850	935	748	546
	23.3	19.3	17	26.8	33.9	15.9	21.1	23.2	18.6	13.6
High approvers (NET)	2532	2004	2801	2406	1824	2263	1623	1224	785	517
	62.9	49.8	69.5	59.7	45.3	56.2	40.3	30.4	19.5	12.8
Mean	6.96	6.47	7.25	6.81	6.25	7.25	6.32	5.94	5.3	4.98
Standard Deviation	2.2	2.6	2.4	2	2.1	2.5	2.5	2.4	2.6	2.6
Standard Error	0	0	0	0	0	0	0	0	0.1	0.1

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A11Ar 1 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- ITV -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: ITV - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: ITV - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: ITV - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	82	46	37	13	16	18	18	8	9	17	20	21	22	19	41	42	72	6	3	18	26	29	23	66	11	73	8	25	17	15	31	48	24	36	60	46	81	2
	2	2.3	1.8	2	1.9	2.6	2.8	1.2	1.6	1.4	1.7	2.1	2.8	1.8	1.9	2.2	2.1	2.4	1.3	1.6	2.5	2.1	2.1	2	1.8	2	2.5	1.6	2.5	1.7	2.2	1.7	1.2	2	1.9	2.1	2.1	1.3
	Jmn						HI																									n		n	n	n		
2 (2)	87	54	33	12	19	16	15	13	12	25	24	21	20	23	45	42	67	10	9	23	24	21	32	74	13	82	6	29	16	19	27	47	25	39	68	44	83	4
	2.2	2.7	1.6	1.9	2.2	2.2	2.3	2	2.3	2.1	2	2.2	2.4	2.1	2.1	2.3	1.9	3.8	4.4	2.1	2.3	1.5	2.8	2.3	2	2.2	1.8	1.8	2.4	2.1	1.9	1.7	1.2	2.1	2.1	2	2.2	3.1
	Cmn	C																														n		n	mn	n		
3 (3)	133	93	40	40	28	20	14	21	10	31	40	34	25	34	74	59	120	9	4	43	28	49	26	113	13	106	24	55	22	25	34	74	50	59	93	70	116	15
	3.3	4.7	2	6.3	3.3	2.9	2.1	3.2	1.9	2.7	3.4	3.5	3.1	3.1	3.5	3.1	3.4	3.3	2.1	3.9	2.7	3.6	2.3	3.5	2.1	2.9	7.3	3.5	3.2	2.8	2.4	2.6	2.5	3.3	2.9	3.2	3	11.1
	Clmnr	AC		AEFGHIJ						J																								m				
4 (4)	190	96	94	28	56	32	28	29	15	44	67	46	38	39	113	77	162	16	6	48	50	64	42	156	28	169	16	70	31	44	50	129	76	91	150	108	172	15
	4.7	4.8	4.6	4.5	6.5	4.6	4.3	4.4	2.9	3.7	5.7	4.7	4.7	3.6	5.3	4.1	4.6	6	3.1	4.4	4.8	4.6	3.8	4.8	4.4	4.6	4.8	4.4	4.6	5	3.5	4.6	3.7	5	4.6	4.9	4.5	11
	Ijkl				AIJ					J	Abj				A																	n		n	n	n		
5 (5)	450	249	201	72	88	91	85	67	47	113	138	111	70	150	229	221	392	31	20	122	109	161	115	368	68	415	29	157	75	91	140	286	171	195	328	236	423	18
	11.2	12.5	9.9	11.3	10.3	13	13	10.2	8.9	9.6	10.1	11.4	8.7	13.9	10.7	11.7	11.2	11.2	10.4	11.2	10.6	11.6	10.3	11.3	10.7	11.3	8.9	9.9	11.2	10.4	9.8	10.2	8.4	10.8	10.1	10.7	11	13.3
	CIJmnr	AC				IJ	IJ							AYacd	a																	n		n	n	n		
6 (6)	488	258	230	96	117	69	68	76	62	138	155	130	83	120	286	203	428	27	27	131	131	165	111	387	74	432	52	203	90	103	173	349	211	209	402	267	462	16
	12.1	12.9	11.3	15.2	13.7	9.9	10.3	11.6	11.8	11.7	13.3	13.4	10.3	11	13.3	10.7	12.2	9.9	13.6	12.1	12.7	11.9	9.9	11.9	11.7	11.8	16	12.8	13.5	11.7	12	12.4	10.4	11.6	12.4	12.1	12	12
	din			FG	F						d	d			Ad																	n			n	n		
7 (7)	707	365	343	128	146	124	129	99	81	180	218	186	117	187	403	304	613	48	39	186	183	244	199	560	127	647	58	268	101	180	248	512	382	348	587	419	678	24
	17.5	18.3	16.8	20.2	17	17.8	19.7	15	15.5	15.2	18.6	19.1	14.5	17.3	18.8	16.1	17.5	17.4	20	17.1	17.7	17.6	17.8	17.2	18.9	17.6	17.8	17	15.2	20.4	17.2	18.2	18.7	19.3	18.2	18.9	17.7	17.7
	Jo			HI			HIJ				a	a			Aad																			A	A	A		
8 (8)	848	403	445	112	168	154	121	159	134	293	231	222	180	214	454	394	749	50	42	230	225	294	272	683	143	799	48	328	142	179	333	644	490	374	717	464	816	25
	21.1	20.2	21.9	17.7	19.5	22.1	18.4	24.2	21.7	24.8	19.8	22.9	22.4	19.8	21.2	20.9	21.3	18	21.2	21.2	21.7	21.2	24.3	21	22.4	21.7	14.6	20.8	21.3	20.3	23.2	22.9	24	20.7	22.2	21	21.3	18.4
								ADEG	ADEG	ADEG													A									Aqrs	Aqrs		A			
9 (9)	506	219	287	56	99	96	83	93	79	172	155	109	120	122	264	242	451	30	21	143	141	167	137	417	79	467	39	233	75	110	193	366	311	207	411	272	494	8
	12.6	11	14.1	8.9	11.6	13.7	12.6	14.1	15.2	14.5	13.3	11.2	14.9	11.3	12.3	12.8	12.8	10.8	10.7	13.1	13.6	12	12.3	12.8	12.5	12.7	11.9	14.7	11.2	12.5	13.4	13	15.3	11.5	12.7	12.3	12.9	5.5
	BD		AB			D		D	ADE	AD			Bf																			q	Amqrs			q		
10 - Extremely favourable (10)	471	178	293	59	100	64	87	88	72	160	121	84	116	149	205	266	401	41	24	134	105	162	143	383	74	436	35	197	91	97	200	335	283	206	380	240	454	8
	11.7	8.9	14.4	9.4	11.7	9.2	13.2	13.4	13.8	13.6	10.4	8.6	14.5	13.8	9.6	14.1	11.4	14.9	11.9	12.3	10.2	11.6	12.8	11.8	11.7	11.9	10.8	12.5	13.6	11	13.9	11.9	13.9	11.4	11.8	10.8	11.8	5.2
	BFJG		AB				F	F	ADF	ADF			AYZc	AYZc		AYZc																	Amqrs					
I don't know this broadcaster or service	65	30	35	16	20	14	8	5	3	7	19	9	13	24	28	37	57	6	2	10	15	32	18	51	5	53	11	14	9	18	8	25	14	42	34	45	58	1
	1.6	1.5	1.7	2.5	2.4	2	1.2	0.7	0.5	0.6	1.6	0.9	1.6	2.2	1.3	2	1.6	2.4	1.2	0.9	1.4	2.3	1.6	1.6	0.8	1.4	3.4	0.9	1.3	2	0.6	0.9	0.7	2.3	1.1	2	1.5	1
	HiJ0mnr			HIJ	HIJ	IJ								Z																			Amnr	mn	mnr			
Low approvers (NET)	492	289	204	93	120	86	76	72	46	117	151	122	105	116	272	220	422	42	22	132	127	163	123	408	66	429	54	178	85	102	142	298	176	225	372	268	451	36
	12.2	14.5	10	14.7	14	12.4	11.5	10.9	8.8	9.9	12.9	12.5	13	10.7	12.7	11.7	12	15.4	11	12.1	12.2	11.8	11	12.5	10.3	11.7	16.5	11.3	12.7	11.6	9.9	10.6	8.6	12.5	11.5	12.1	11.8	26.4
	Clmnr	AC		IJ	IJ	J																										n		mn	mn	mq		
Medium approvers (NET)	938	507	431	168	206	161	153	143	108	251	273	242	153	270	515	423	820	58	47	253	240	326	226	755	142	847	81	360	164	194	314	635	382	405	710	503	885	35
	23.3	25.5	21.2	26.6	23.9	23	23.3	21.7	20.7	21.3	23.4	24.8	19.1	24.9	24	22.4	23.3	21.1	24	23.3	23.2	23.5	20.2	23.2	22.4	23	25	22.8	24.7	22.1	21.8	22.6	18.7	22.4	22.6	22.7	23.1	25.4
	CIJainr	AC		IJ							a	a		ad	a	a																n		n	n	n		
High approvers (NET)	2532	1165	1367	355	513	438	421	439	366	805	725	601	534	672	1326	1206	2213	168	126	693	654	867	751	2043	423	2348	180	1027	408	566	975	1857	1466	1136	2096	1394	2443	65
	62.9	58.5	67.1	56.2	59.7	62.7	64	66.7	70	68.2	62.1	61.7	66.3	62.1	61.9	63.9	63	61.1	63.8	63.7	63.1	62.4	67.2	62.7	66.5	63.8	55.2	65	61.3	64.3	67.8	66	71.9	62.8	64.9	63.1	63.7	47.3
	BD		AB				D	ADE	ADEFG	ADEF													A									Aqrs	Amqrs		Aqs			
Mean	6.96	6.7	7.22	6.65	6.88	6.89	6.97	7.17	7.3	7.23	6.93	6.83	7.13	7	6.88	7.06	6.97	6.88	6.96	7	6.94	6.97	7.1	6.96	7.07	7	6.68	7.09	6.95	6.99	7.18	7.09	7.35	6.94	7.03	6.95	7	6.07
	BDZc		AB				D	ADEF	ADEFG	ADEFG			Azc			Zc							A									Aqrs	Amqrs		Aqs			
Standard Deviation	2.2	2.2	2.1	2.1	2.2	2.2	2.2	2.1	2.1	2.1	2.1	2.1	2.3	2.2	2.1	2.2	2.1	2.3	2.1	2.1	2.1	2.1	2.2	2.2	2.1	2.1	2.3	2.1	2.2	2.1	2.1	2.1	2	2.1	2.1	2.1	2.1	2.2
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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Index Sheet

23 May 2019

A11Ar 2On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Sky -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Sky - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Sky - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Sky - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	225	122	103	20	23	25	56	60	41	101	58	57	47	72	107	119	191	21	12	46	69	76	41	182	39	208	14	17	34	91	72	140	86	57	155	70	216	6
	5.6	6.1	5.1	3.2	2.7	3.6	8.4	9.1	7.9	8.6	4.3	5.9	5.8	6.6	5	6.3	5.5	7.7	6	4.2	6.7	5.5	3.7	5.6	6.2	5.6	4.5	1.1	5.1	10.3	5	5	4.2	3.2	4.8	3.2	5.6	4.2
	DEFGimnqrs						ADEF	ADEF	ADEF	ADEF				Y		Y																mqs	qs		qs			
2 (2)	148	77	71	28	22	23	20	32	23	55	31	35	40	42	66	82	126	13	4	45	42	38	35	113	26	133	13	31	23	31	49	104	80	56	114	66	142	6
	3.7	3.9	3.5	4.5	2.6	3.3	3	4.8	4.4	4.6	2.6	3.6	5	3.8	3.1	4.3	3.6	4.8	2.1	4.2	4.1	2.7	3.1	3.5	4.1	3.6	4	1.9	3.5	3.5	3.4	3.7	3.9	3.1	3.5	3	3.7	4.2
	Ycs							E	E	AE			Yc			Y																s	s					
3 (3)	194	97	97	25	36	37	31	39	27	67	45	44	40	65	89	105	163	16	15	53	48	62	40	175	18	185	7	31	35	71	56	135	80	81	152	99	185	9
	4.8	4.9	4.7	3.9	4.2	5.2	4.6	6	5.2	5.6	3.9	4.5	5	6	4.2	5.6	4.6	5.7	7.5	4.9	4.6	4.5	3.6	5.4	2.9	5	2	2	5.3	8	3.9	4.8	3.9	4.5	4.7	4.5	4.8	6.3
	cm													Yc																		n			n			
4 (4)	177	88	90	35	42	20	33	35	11	47	45	46	33	54	90	87	156	9	8	51	46	59	49	152	17	162	15	28	40	49	47	117	91	87	143	111	156	19
	4.4	4.4	4.4	5.6	4.9	2.8	5	5.4	2.1	3.9	3.8	4.7	4.1	5	4.2	4.6	4.4	3.4	3.9	4.7	4.4	4.3	4.4	4.7	2.6	4.4	4.6	1.8	5.9	5.6	3.2	4.2	4.5	4.8	4.4	5	4.1	13.6
	j			Fi	j		j	Fij		j																										m		
5 (5)	429	205	224	67	105	74	75	64	44	108	118	99	83	129	217	212	378	28	16	110	102	166	119	351	63	381	44	100	83	122	142	266	195	174	317	218	401	21
	10.7	10.3	11	10.7	12.2	10.6	11.4	9.7	8.5	9.2	10.1	10.2	10.3	11.9	10.2	11.2	10.8	9.6	8	10.1	9.8	12	10.6	10.8	10	10.4	13.4	6.4	12.5	13.9	9.9	9.5	9.6	9.6	9.8	9.9	10.4	15
	Jmnr				B																																	
6 (6)	349	155	194	68	92	65	50	47	28	75	111	87	67	83	199	150	297	30	18	99	95	103	101	273	64	304	41	110	74	76	114	263	185	166	293	203	330	14
	8.7	7.8	9.5	10.7	10.7	9.2	7.6	7.1	5.4	6.3	9.5	9	8.4	7.7	9.3	8	8.5	11	9	9.1	9.1	7.4	9.1	8.4	10	8.3	12.7	7	11.1	8.6	7.9	9.3	9.1	9.2	9.1	9.2	8.6	10.3
	IJ		A	B	AHIJ	B																										A						
7 (7)	519	278	241	78	144	100	79	77	40	118	158	133	100	129	290	228	446	38	31	145	118	182	134	408	95	459	56	236	93	78	206	362	261	260	418	323	488	26
	12.9	13.9	11.8	12.3	16.8	14.4	12	11.7	7.7	10	13.5	13.6	12.4	11.9	13.6	12.1	12.7	13.7	15.9	13.3	11.4	13.1	12	12.5	15	12.5	17.1	14.9	14	8.9	14.3	12.8	12.8	14.4	12.9	14.6	12.7	18.9
	CIJ			I	AGHIJ	B	I	IJ		I																								Amnr		Amnr		
8 (8)	636	317	319	118	135	125	108	85	65	150	194	166	115	161	360	276	559	39	36	152	180	227	214	511	98	577	59	389	97	68	262	467	343	330	538	398	618	13
	15.8	15.9	15.6	18.7	15.7	17.9	16.5	12.8	12.5	12.7	16.6	17.1	14.3	14.9	16.8	14.6	15.9	14.1	18.3	13.9	17.4	16.4	19.2	15.7	15.4	15.7	18.1	24.7	14.6	7.8	18.2	16.6	16.8	18.3	16.7	18	16.1	9.6
	HIJ			HIJ		HIJ	IJ								A								A									A		Amr	A	Amr		
9 (9)	450	242	208	67	110	95	63	58	56	115	147	105	96	101	253	197	399	23	24	137	104	158	155	378	61	418	31	322	65	33	188	342	254	231	395	292	434	11
	11.2	12.1	10.2	10.6	12.8	13.6	9.6	8.8	10.8	9.7	12.6	10.8	12	9.3	11.8	10.4	11.4	8.2	12.3	12.6	10	11.4	13.9	11.6	9.6	11.4	9.5	20.4	9.8	3.7	13.1	12.2	12.4	12.8	12.2	13.2	11.3	8.4
	CHIJ				HI	AGHI					B						A						A									A	A	A	A	A		
10 - Extremely favourable (10)	400	209	191	73	94	76	58	53	45	98	118	80	96	106	198	202	351	31	14	126	82	143	154	323	65	370	26	303	63	22	163	287	230	219	342	246	385	7
	9.9	10.5	9.4	11.6	11	10.8	8.9	8.1	8.7	8.3	10.1	8.2	12	9.8	9.2	10.7	10	11.2	7	11.6	7.9	10.3	13.8	9.9	10.3	10.1	8	19.2	9.4	2.5	11.3	10.2	11.3	12.1	10.6	11.1	10	5.4
	JZ												2			2							A										Am	Amrs	A	A		
I don't know this broadcaster or service	500	202	299	51	56	59	85	109	140	249	152	121	87	141	272	228	446	29	20	123	150	173	74	390	90	478	20	10	58	239	139	332	233	146	364	184	482	6
	12.4	10.1	14.7	8.1	6.5	8.5	13	16.5	26.8	21.1	13	12.4	10.9	13	12.7	12.1	12.7	10.6	10	11.3	14.5	12.4	6.7	12	14.1	13	6.3	0.7	8.8	27.2	9.7	11.8	11.4	8.1	11.3	8.3	12.6	4.1
	BDEFGJqs		AB				DEF	ADEF	ADEFGHJ	ADEFGhi																						qrs	qs		qs			
Low approvers (NET)	745	384	361	108	123	105	139	166	103	269	170	182	160	233	352	393	636	59	38	196	205	236	165	623	100	688	49	107	132	242	224	496	337	282	564	347	698	39
	18.5	19.3	17.7	17.2	14.4	15.1	21.1	25.2	19.7	22.8	14.6	18.7	19.9	21.5	16.5	20.8	18.1	21.5	19.5	18	19.8	17	14.8	19.1	15.7	18.7	15	6.8	19.9	27.5	15.6	17.6	16.5	15.6	17.5	15.7	18.2	28.3
	EFYcimnqrs						EF	ADEFIJ	EF	ADEFI		Yc	Y	AYc	Y	AYc																	qs			qs			
Medium approvers (NET)	779	360	419	135	197	138	125	111	72	183	230	186	150	212	416	362	674	57	33	209	196	269	220	624	127	686	85	210	157	198	256	529	381	339	611	421	731	35
	19.3	18.1	20.6	21.4	22.9	19.8	19	16.8	13.9	15.5	19.7	19.1	18.7	19.6	19.4	19.2	19.2	20.6	17	19.2	19	19.4	19.7	19.2	20	18.6	26.2	13.3	23.6	22.5	17.8	18.8	18.7	18.8	18.9	19	19.1	25.3
	IJ		A	B	AHIJ	B	I			I																												
High approvers (NET)	2004	1046	959	336	483	396	309	273	207	480	616	484	407	497	1101	904	1755	130	105	559	484	711	658	1620	319	1825	171	1250	318	201	820	1457	1088	1041	1693	1259	1925	58
	49.8	52.5	47.1	53.3	56.2	56.7	46.9	41.5	39.7	40.7	52.8	49.8	50.6	45.9	51.4	47.9	50	47.3	53.5	51.5	46.8	51.2	58.9	49.7	50.2	49.6	52.5	79.2	47.8	22.8	57	51.8	53.4	57.6	52.4	57	50.2	42.4
	CHIJb	AC		HIJ	AGHIJ	AGHIJ	HIJ				Abd				Abd								A									A	Am	Amrs	A	Amnr		
Mean	6.47	6.49	6.44	6.66	6.77	6.78	6.22	5.92	6.19	6.03	6.73	6.42	6.47	6.23	6.59	6.34	6.5	6.23	6.45	6.6	6.3	6.56	6.92	6.46	6.52	6.47	6.5	7.74	6.33	5.05	6.76	6.58	6.7	6.84	6.61	6.8	6.49	5.86
	GHIJbd			GHIJ	AGHIJ	AGHIJ				J	AZbcd				AZbd								A									A	Amr	Amrs	A	Amr		
Standard Deviation	2.6	2.6	2.5	2.4	2.3	2.4	2.7	2.8	2.9	2.9	2.4	2.6	2.7	2.7	2.5	2.7	2.6	2.7	2.5	2.6	2.6	2.5	2.4	2.6	2.6	2.6	2.3	2	2.5	2.5	2.5	2.6	2.5	2.4	2.5	2.4	2.6	2.3
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2

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23 May 2019

A11Ar 3 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- BBC -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: BBC - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: BBC - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: BBC - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
	84	71	92	61	75	81	95	85	65	76	102	89	72	68	96	73	83	82	85	78	85	87	79	80	91	86	81	79	81	84	87	87	98	87	91	85	78	85	67
1 - Extremely unfavourable (1)	166	83	83	20	37	31	27	28	22	51	43	33	38	53	75	91	149	11	5	39	57	53	37	134	23	146	14	47	29	37	56	66	57	70	105	79	162	1
	4.1	4.2	4.1	3.2	4.3	4.5	4.1	4.3	4.3	4.3	3.7	3.4	4.7	4.9	3.5	4.8	4.2	4	2.7	3.6	5.5	3.8	3.3	4.1	3.6	4	4.4	3	4.3	4.2	3.9	2.3	2.8	3.9	3.3	3.6	4.2	0.8
	cmnr																															m	mn	m	m			
2 (2)	103	55	48	12	17	17	28	18	11	29	30	20	22	31	50	53	85	11	5	29	21	35	26	89	13	89	12	40	15	21	34	46	40	31	66	36	92	9
	2.6	2.8	2.4	1.9	2	2.4	4.3	2.7	2.1	2.4	2.6	2.1	2.7	2.9	2.4	2.8	2.4	4.2	2.5	2.7	2	2.5	2.3	2.7	2	2.4	3.8	2.5	2.3	2.4	2.4	1.6	2	1.7	2	1.6	2.4	6.7
	mnqrs						ADEij																												m				
3 (3)	88	48	40	13	19	19	11	14	11	25	20	23	17	27	44	44	75	6	4	34	18	22	27	79	7	79	9	35	16	18	26	39	39	25	55	39	73	12
	2.2	2.4	2	2.1	2.2	2.8	1.7	2.2	2.1	2.1	1.7	2.4	2.1	2.5	2	2.3	2.1	2.4	1.9	3.2	1.8	1.6	2.4	2.4	1.1	2.1	2.7	2.2	2.3	2	1.8	1.4	1.9	1.4	1.7	1.8	1.9	9
	mqr																																m		m	q		
4 (4)	141	72	69	32	38	24	14	21	13	33	30	40	22	49	70	71	122	11	6	40	34	48	45	122	12	129	10	57	23	22	40	83	55	75	100	87	128	12
	3.5	3.6	3.4	5	4.4	3.5	2.1	3.2	2.4	2.8	2.6	4.1	2.8	4.5	3.3	3.8	3.5	4.2	2.9	3.7	3.3	3.5	4	3.7	1.9	3.5	2.9	3.6	3.4	2.5	2.8	3	2.7	4.1	3.1	4	3.3	8.6
	GHmnr			Gii	Gi							Yc		Y	Y																		mnr		mnr			
5 (5)	321	159	163	57	86	55	54	44	27	70	85	71	72	94	155	166	285	16	14	85	83	118	98	259	57	279	40	126	54	72	83	179	130	131	221	165	293	17
	8	8	8	9	10	7.8	8.2	6.6	5.1	6	7.2	7.3	8.9	8.7	7.3	8.8	8.1	5.9	7.1	7.8	8	8.5	8.8	7.9	8.9	7.6	12.4	8	8.1	8.1	5.8	6.4	6.4	7.3	6.8	7.5	7.6	12.3
	Ucmnr			Ii	AHIJ		1																												m	m			
6 (6)	362	193	170	90	92	63	53	40	25	64	108	84	81	90	192	171	316	23	15	94	85	137	121	306	33	320	39	148	60	71	125	234	165	196	287	228	341	16
	9	9.7	8.3	14.3	10.7	9	8.1	6	4.7	5.5	9.2	8.6	10	8.3	8.9	9.1	9	8.3	7.4	8.6	8.2	9.9	10.9	9.4	5.1	8.7	11.8	9.3	9	8	8.7	8.3	8.1	10.9	8.9	10.3	8.9	11.5
	HIJm			AFGHIij	HIij	Ii	Ij																A											Amnr	m	Amnr			
7 (7)	580	288	293	84	144	114	105	80	54	133	162	165	103	151	326	254	501	49	30	162	160	178	174	480	92	526	52	249	87	121	198	427	301	297	490	359	551	24
	14.4	14.4	14.4	13.4	16.8	16.3	15.9	12.1	10.2	11.3	13.8	16.9	12.8	13.9	15.2	13.5	14.3	15.7	15.4	14.9	15.5	12.8	15.6	14.7	14.4	14.3	15.9	15.8	13.1	13.7	13.8	15.2	14.8	16.4	15.2	16.2	14.4	17.8
	IJ				HIJ	HIJ	HIJ					AYacd			Y																	A		A	A	A		
8 (8)	831	397	434	134	166	134	130	146	122	268	237	235	161	199	472	359	719	56	49	224	217	277	197	643	161	775	54	340	136	193	319	630	428	381	697	472	804	20
	20.6	19.9	21.3	21.2	19.3	19.1	19.7	22.1	23.4	22.7	20.2	24.2	20	18.4	22	19	20.5	20.4	24.8	20.6	21	20	17.7	19.8	25.3	21.1	16.6	21.5	20.4	21.9	22.2	22.4	21	21.1	21.6	21.4	21	14.6
	J								A	A		AYbcd			AYbd																	Amr			A			
9 (9)	714	353	361	86	122	144	121	125	115	240	230	157	156	171	387	327	630	43	38	189	202	238	194	573	118	669	42	283	114	154	289	573	412	299	619	388	691	19
	17.7	17.7	17.7	13.6	14.2	20.7	18.4	19	22	20.3	19.7	16.1	19.4	15.8	18.1	17.3	17.9	15.5	19.5	17.4	19.5	17.2	17.4	17.6	18.5	18.2	12.8	17.9	17.1	17.5	20.1	20.4	20.2	16.5	19.2	17.5	18	14.2
	DE					ADE	DE	DE	ADE	ADE	AZbc				2																	Aqrs	Aqs		Aqs	q		
10 - Extremely favourable (10)	676	320	356	86	120	93	110	142	123	266	215	141	124	196	356	320	591	49	29	178	152	261	183	541	114	629	46	238	130	163	260	528	400	277	571	328	662	6
	16.8	16.1	17.5	13.7	14	13.3	16.8	21.6	23.6	22.5	18.4	14.4	15.4	18.1	16.6	17	16.8	17.9	14.5	16.4	14.7	18.8	16.4	16.6	17.9	17.1	14.1	15.1	19.5	18.5	18.1	18.8	19.6	15.3	17.7	14.8	17.3	4.6
	EFZij							ADEFG	ADEFG	ADEFG	Zc			Z	Z																	Aqrs	Aqrs		Aqs			
I don't know this broadcaster or service	45	26	19	16	18	5	5	1	0	1	9	5	10	21	14	31	38	5	2	12	6	21	14	30	9	37	8	16	4	10	8	10	11	27	21	30	39	0
	1.1	1.3	0.9	2.6	2.1	0.7	0.7	0.1	0.1	0.1	0.8	0.5	1.2	1.9	0.7	1.6	1.1	1.7	1.2	1.1	0.6	1.5	1.2	0.9	1.3	1	2.5	1	0.5	1.1	0.5	0.4	0.5	1.5	0.6	1.4	1	0
	HIJZcmnr			AFGHIij	AGHIJ	J	J							AYZc		AZc																m	mn	m	mnr			
Low approvers (NET)	498	258	241	77	111	92	80	81	57	138	123	117	99	160	239	259	432	40	20	142	130	159	135	424	54	443	45	178	83	97	156	233	191	200	326	241	455	34
	12.4	12.9	11.8	12.2	13	13.1	12.2	12.3	10.9	11.7	10.5	12	12.3	14.8	11.2	13.7	12.3	14.7	10.1	13.1	12.6	11.5	12.1	13	8.5	12	13.8	11.3	12.4	11.1	10.8	8.3	9.4	11.1	10.1	10.9	11.9	25
	Ycmnrs													AYc		Yc																	m	mn	m	mn			
Medium approvers (NET)	684	351	332	147	177	117	107	83	52	135	192	155	152	185	347	337	601	39	28	179	168	254	219	565	89	599	79	274	113	142	208	413	295	328	508	393	634	33
	17	17.6	16.3	23.3	20.7	16.8	16.3	12.6	9.9	11.4	16.5	15.9	18.9	17.1	16.2	17.8	17.1	14.2	14.5	16.4	16.2	18.3	19.6	17.3	14	16.3	24.2	17.3	17	16.2	14.5	14.7	14.5	18.1	15.7	17.8	16.5	23.8
	HIJnnr			AFGHIij	AGHIJ	HIJ	IJ			I													A										mnr	mn	mnr			
High approvers (NET)	2801	1356	1445	391	553	485	466	493	414	907	844	697	544	717	1541	1260	2440	191	146	755	732	954	749	2238	484	2599	194	1110	467	631	1067	2157	1541	1253	2377	1546	2708	70
	69.5	68.1	70.9	61.9	64.3	69.4	70.8	74.9	79.2	76.8	72.2	71.6	67.6	66.2	72	66.8	69.5	69.5	74.3	69.4	70.7	68.7	67.1	68.7	76.1	70.7	59.5	70.3	70	71.7	74.1	76.7	75.6	69.3	73.5	70	70.6	51.2
	DEbd		A		D	DE	ADEF	ADEFGJ	ADEFG		Aabd	bd			Aabd																	Aqrs	Aqrs		Aqs			
Mean	7.25	7.19	7.31	7.05	7.01	7.15	7.23	7.48	7.71	7.59	7.42	7.24	7.19	7.11	7.34	7.15	7.25	7.19	7.41	7.22	7.2	7.32	7.2	7.2	7.52	7.3	6.83	7.28	7.31	7.36	7.46	7.62	7.57	7.26	7.45	7.28	7.3	6.21
	G							ADEF	ADEFGJ	ADEFG	Abd				Abd																	Aqrs	Aqrs		Aqs			
Standard Deviation	2.4	2.4	2.4	2.2	2.3	2.4	2.4	2.4	2.4	2.4	2.3	2.2	2.4	2.5	2.3	2.5	2.4	2.5	2.2	2.4	2.4	2.4	2.3	2.4	2.2	2.4	2.4	2.2	2.4	2.4	2.3	2.1	2.2	2.3	2.2	2.2	2.4	2.3
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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23 May 2019

A11Ar 4 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Channel 4 -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Channel 4 - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Channel 4 - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: Channel 4 - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	66	32	34	11	14	11	9	14	7	21	16	12	22	17	28	38	56	8	1	22	21	13	13	53	7	61	4	25	12	14	17	36	30	34	48	35	64	2
	1.6	1.6	1.6	1.8	1.6	1.6	1.3	2.2	1.4	1.8	1.3	1.2	2.7	1.5	1.3	2	1.6	3	0.5	2	2	1	1.2	1.6	1.1	1.7	1.2	1.6	1.8	1.5	1.2	1.3	1.5	1.9	1.5	1.6	1.7	1.3
	cm												AZc																			m	m					
2 (2)	72	38	35	12	9	14	14	15	7	22	21	13	16	22	34	38	63	6	3	15	23	24	19	62	9	63	8	28	12	10	23	43	23	32	50	37	68	3
	1.8	1.9	1.7	2	1	2.1	2.2	2.3	1.4	1.9	1.8	1.3	2	2.1	1.6	2	1.8	2.4	1.3	1.4	2.3	1.8	1.7	1.9	1.4	1.7	2.6	1.8	1.8	1.1	1.6	1.5	1.1	1.8	1.5	1.7	1.8	2.3
	nr																															n		n	n	n		
3 (3)	119	66	53	19	24	6	26	26	18	44	36	24	25	34	60	59	103	7	8	35	32	35	23	99	17	106	12	47	19	19	39	66	44	34	87	47	108	8
	2.9	3.3	2.6	3	2.8	0.8	3.9	4	3.4	3.7	3	2.5	3.1	3.1	2.8	3.1	2.9	2.5	3.8	3.2	3.1	2.5	2.1	3.1	2.7	2.9	3.6	3	2.9	2.2	2.7	2.3	2.1	1.9	2.7	2.1	2.8	6.3
	Fmnqs			F	F		F	F	F	AF																									mnqs				
4 (4)	213	113	100	35	29	35	28	51	35	86	59	50	50	54	109	104	189	15	6	62	51	76	49	182	25	197	13	85	32	51	62	128	99	71	150	95	194	16
	5.3	5.7	4.9	5.6	3.3	5	4.2	7.7	6.8	7.3	5	5.2	6.2	5	5.1	5.5	5.4	5.5	3.3	5.7	4.9	5.5	4.4	5.6	3.9	5.4	4	5.4	4.8	5.8	4.3	4.6	4.9	3.9	4.6	4.3	5.1	11.6
	Emqrs							AEG	AEG	AEG																													
5 (5)	498	254	245	77	92	86	87	82	74	156	122	112	93	171	234	265	436	27	22	126	123	187	126	391	86	449	46	169	88	113	165	303	187	197	352	235	464	24
	12.4	12.7	12	12.2	10.7	12.3	13.3	12.5	14.2	13.2	10.4	11.5	11.6	15.8	10.9	14	12.4	9.8	11.1	11.6	11.9	13.5	11.3	12	13.5	12.2	14.1	10.7	13.1	12.8	11.5	10.8	9.2	10.9	10.9	10.6	12.1	17.3
	Yotnqrs								g					AYZacd		AfAc																n		n	n	n		
6 (6)	582	313	269	84	127	88	99	101	83	184	179	159	105	140	338	245	509	36	33	173	150	186	166	477	91	535	45	228	111	125	205	398	278	259	455	329	552	20
	14.5	15.7	13.2	13.3	14.7	12.6	15.1	15.4	15.9	15.6	15.3	16.3	13	12.9	15.8	13	14.5	12.9	16.9	15.9	14.5	13.4	14.8	14.6	14.3	14.6	13.9	14.5	16.7	14.2	14.2	14.1	13.7	14.4	14.1	14.9	14.4	14.8
	Cd	C										Abd			Ad																							
7 (7)	842	411	431	115	178	146	148	146	109	255	243	225	170	204	468	374	737	57	41	203	243	290	226	668	149	759	79	358	121	172	303	637	477	386	721	477	808	28
	20.9	20.6	21.2	18.2	20.7	20.9	22.5	22.1	20.8	21.6	20.8	23.1	21.1	18.8	21.9	19.8	21	20.8	20.9	18.7	23.5	20.9	20.3	20.5	23.4	20.7	24.3	22.7	18.2	19.5	21.1	22.6	23.4	21.4	22.3	21.6	21.1	20.3
												Ab																				A	A		A			
8 (8)	804	388	416	139	157	144	131	120	114	234	245	217	150	193	461	343	708	53	37	225	205	277	228	658	128	738	61	304	121	174	317	600	447	385	680	471	781	20
	20	19.5	20.4	22	18.2	20.6	20	18.2	21.8	19.8	20.9	22.3	18.7	17.8	21.5	18.2	20.2	19.1	18.9	20.7	19.8	19.9	20.4	20.2	20	20.1	18.6	19.3	18.2	19.8	22.1	21.3	21.9	21.3	21.1	21.3	20.3	14.3
	d								j			Abd			Abd																A	A		A	A		
9 (9)	399	172	227	59	96	93	57	58	35	94	114	88	84	113	202	197	341	27	28	118	89	134	126	337	52	371	26	161	68	102	149	310	213	182	333	223	383	10
	9.9	8.6	11.1	9.3	11.2	13.3	8.7	8.9	6.8	7.9	9.8	9	10.4	10.5	9.4	10.5	9.7	9.7	14	10.8	8.6	9.7	11.3	10.3	8.2	10.1	8	10.2	10.3	11.6	10.4	11	10.5	10.1	10.3	10.1	10	7
	Bij		AB		ij	AGHIj																										Ar						
10 - Extremely favourable (10)	361	170	191	57	118	63	48	41	34	75	112	64	77	108	176	185	308	32	15	94	79	136	119	284	59	333	25	152	72	81	145	267	224	187	316	218	352	5
	9	8.5	9.4	9	13.7	9	7.4	6.2	6.5	6.4	9.6	6.6	9.6	10	8.2	9.8	8.8	11.6	7.7	8.6	7.6	9.8	10.7	8.7	9.2	9.1	7.8	9.6	10.8	9.2	10.1	9.5	11	10.3	9.8	9.9	9.2	3.6
	HiJz				ADFGHIJ	J					Jz		Z	Z	Z	Z							A										Amr	A	A			
I don't know this broadcaster or service	72	35	37	22	17	14	10	4	5	9	23	10	13	26	33	39	62	7	3	14	18	30	21	45	13	64	6	21	10	21	12	27	16	40	38	43	63	2
	1.8	1.8	1.8	1.6	2	2	1.5	0.5	1	0.8	1.9	1	1.6	2.4	1.5	2.1	1.8	2.6	1.5	1.3	1.8	2.1	1.9	1.4	2	1.7	2	1.3	1.5	2.4	0.8	0.9	0.8	2.2	1.2	2	1.6	1.5
	HiOmnr			AGHIj	Hij	Hj																												mnr	mn	mnr			
Low approvers (NET)	470	250	220	78	75	66	77	106	68	174	131	100	113	127	231	239	411	37	18	134	128	149	104	397	58	427	37	186	75	93	141	273	196	171	336	214	435	29
	11.7	12.5	10.8	12.4	8.7	9.5	11.6	16.1	12.9	14.7	11.2	10.2	14	11.7	10.8	12.7	11.7	13.4	9	12.4	12.3	10.7	9.3	12.2	9.2	11.6	11.3	11.8	11.3	10.6	9.8	9.7	9.6	9.5	10.4	9.7	11.3	21.2
	CEcimnqrs							AEFG	EF	AEFJ			Zc																						m				
Medium approvers (NET)	1081	567	514	160	219	174	187	184	157	341	300	271	198	311	571	509	946	63	55	299	273	373	292	868	177	984	91	397	199	237	370	701	465	457	807	564	1016	44
	26.8	28.5	25.2	25.4	25.4	24.9	28.4	27.9	30.1	28.8	25.7	27.8	24.6	28.8	26.7	27	26.9	22.8	28	27.5	26.4	26.9	26.1	26.6	27.9	26.8	28	25.2	29.8	27	25.7	24.9	22.8	25.3	25	25.5	26.5	32.5
	Cmnr	C							AEF	A																						n		n	n	n		
High approvers (NET)	2406	1140	1266	370	548	445	385	365	292	658	714	593	481	618	1307	1099	2093	168	121	640	616	837	700	1947	388	2202	191	975	383	529	915	1813	1361	1140	2051	1390	2323	62
	59.7	57.2	62.2	58.6	63.8	63.7	58.5	55.4	56	55.7	61.1	60.9	59.8	57.1	61	58.3	59.6	61.3	61.5	58.8	59.5	60.3	62.7	59.8	60.9	59.9	58.7	61.8	57.4	60.1	63.6	64.4	66.8	63.1	63.4	62.9	60.6	45.2
	BHIJ		AB		AHIJ	AHIJ									A								A									Ar	Amqrs	A	A	A		
Mean	6.81	6.71	6.9	6.8	7.1	6.99	6.7	6.51	6.61	6.55	6.88	6.81	6.74	6.77	6.85	6.76	6.8	6.84	6.96	6.8	6.7	6.87	7.01	6.8	6.86	6.82	6.69	6.86	6.82	6.9	6.97	6.98	7.06	6.97	6.94	6.96	6.84	6.1
	BHIJ		AB	HIJ	ADGHIJ	AGHIJ																	A									Ar	Amrs	A	A	A		
Standard Deviation	2	2	2	2.1	2	2	2	2.1	1.9	2	2	1.9	2.1	2.1	1.9	2.1	2	2.2	1.9	2	2	2	2	2	1.9	2	2	2	2.1	2	2	1.9	1.9	2	2	2	2	2
Standard Error	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0	0	0.2

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23 May 2019

A11Ar 5 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Channel 5 -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Channel 5 - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Channel 5 - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Channel 5 - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	100	61	39	13	22	23	21	14	7	20	28	21	21	31	48	52	80	12	9	19	29	32	28	82	10	91	7	32	16	23	32	59	30	49	75	62	96	3
	2.5	3.1	1.9	2.1	2.6	3.3	3.2	2.1	1.3	1.7	2.4	2.1	2.6	2.8	2.3	2.7	2.3	4.2	4.5	1.7	2.8	2.3	2.5	2.5	1.6	2.5	2	2.1	2.4	2.6	2.2	2.1	1.5	2.7	2.3	2.8	2.5	2.3
		C				II	II																									n		n	mn	mn		
2 (2)	112	70	43	17	28	23	14	19	12	31	34	31	22	25	65	47	101	6	5	32	26	43	31	93	16	106	4	38	19	16	36	62	47	50	77	63	109	2
	2.8	3.5	2.1	2.7	3.2	3.3	2.1	2.8	2.3	2.6	2.9	3.2	2.7	2.3	3	2.5	2.9	2.2	2.8	2.9	2.5	3.1	2.7	2.8	2.6	2.9	1.3	2.4	2.9	1.8	2.5	2.2	2.3	2.8	2.4	2.9	2.8	1.5
		Cmn	AC																																	m		
3 (3)	183	105	79	34	27	20	35	38	29	67	60	48	38	36	109	74	160	10	9	57	48	55	31	144	36	171	8	77	35	42	67	129	75	75	142	91	172	9
	4.5	5.3	3.9	5.4	3.2	2.8	5.4	5.7	5.6	5.7	5.2	5	4.8	3.3	5.1	3.9	4.6	3.6	4.7	5.3	4.6	4	2.8	4.4	5.7	4.6	2.5	4.9	5.3	4.7	4.6	4.6	3.7	4.1	4.4	4.1	4.5	6.6
		CFm					EF	EF	EF	AEF					Ab																	n			n			
4 (4)	303	150	153	43	78	51	39	57	35	92	93	84	41	84	178	125	261	24	9	83	70	108	75	243	48	275	28	104	52	70	93	224	158	151	253	176	286	12
	7.5	7.5	7.5	6.8	9.1	7.3	5.9	8.6	6.7	7.8	8	8.7	5.1	7.8	8.3	6.6	7.4	8.6	4.7	7.6	6.8	7.8	6.7	7.5	7.5	7.5	8.6	6.6	7.7	8	6.5	7.9	7.8	8.3	7.8	8	7.5	8.9
		a			G						a	a			Aa	a																					
5 (5)	705	349	356	99	153	119	120	128	86	214	176	172	141	216	348	357	606	49	39	191	181	234	175	557	122	646	57	238	125	161	227	467	317	294	538	359	661	34
	17.5	17.6	17.5	15.7	17.9	17	18.2	19.4	16.4	18.1	15.1	17.7	17.5	19.9	16.3	18.9	17.3	17.9	20.1	17.6	17.4	16.9	15.7	17.1	19.2	17.6	17.4	15.1	18.7	18.3	15.8	16.6	15.6	16.2	16.6	16.2	17.2	24.7
		Ycmnrs												Yc		Yc																	n					
6 (6)	661	344	317	128	144	91	107	108	83	192	203	170	125	163	373	288	585	34	34	186	185	214	171	561	83	599	58	281	108	145	233	463	350	313	536	381	631	22
	16.4	17.3	15.6	20.3	16.8	13	16.2	16.4	16	16.2	17.4	17.4	15.6	15.1	17.4	15.3	16.7	12.3	17.3	17.1	17.9	15.4	15.3	17.2	13.1	16.3	17.7	17.8	16.2	16.5	16.2	16.4	17.2	17.3	16.6	17.2	16.4	16
		f		Af											A																						
7 (7)	684	337	346	104	108	131	120	119	101	222	205	172	136	170	377	306	600	45	30	192	164	244	202	553	104	623	59	271	93	151	263	509	370	297	568	368	652	28
	17	16.9	17	16.4	12.6	18.8	18.2	18	19.7	18.8	17.6	17.7	16.9	15.7	17.6	16.2	17.1	16.3	15.4	17.6	15.9	17.6	18	17	16.3	16.9	18.2	17.2	14	17.2	18.3	18.1	18.1	16.4	17.6	16.7	17	20.2
		E				E	E	E	AE	AE																						A					
8 (8)	596	261	335	78	117	118	96	90	97	187	155	159	120	162	314	282	522	47	25	158	159	205	170	473	111	544	48	250	96	134	230	438	325	242	491	310	575	14
	14.8	13.1	16.5	12.3	13.6	16.9	14.6	13.7	18.7	15.9	13.3	16.3	15	14.9	14.7	14.9	14.9	17.1	12.8	14.5	15.4	14.8	15.2	14.5	17.5	14.8	14.6	15.8	14.4	15.3	16	15.6	15.9	13.4	15.2	14	15	10.1
		Bq	AB						ADEGHIJ	H		Yc			Y																	Aqs	qs		q			
9 (9)	268	126	142	22	67	64	48	42	25	67	91	56	69	52	147	121	239	15	13	81	69	89	108	221	42	250	18	124	44	58	112	202	155	130	229	162	260	7
	6.6	6.3	7	3.5	7.8	9.1	7.3	6.4	4.7	5.7	7.8	5.7	8.6	4.8	6.9	6.4	6.8	5.5	6.5	7.4	6.7	6.4	9.7	6.8	6.6	6.8	5.5	7.8	6.7	6.5	7.8	7.2	7.6	7.2	7.1	7.3	6.8	4.8
		Dnb			D	ADN	D	D			AZb		AZbd		Zb	b							A									A	A		A			
10 - Extremely favourable (10)	276	128	148	39	80	44	46	33	34	67	80	40	64	91	120	156	234	25	15	62	72	100	99	230	37	257	19	122	63	48	116	189	164	128	228	149	264	5
	6.8	6.4	7.3	6.2	9.3	6.2	7	5	6.4	5.7	6.8	4.1	8	8.4	5.6	8.3	6.7	9.2	7.6	5.7	6.9	7.2	8.9	7.1	5.8	7	5.7	7.7	9.5	5.4	8.1	6.7	8	7.1	7.1	6.8	6.9	3.5
		HJZc			AFHIJ						Zc		Zc	Zc	Z	AZc							A										Amrs		m			
I don't know this broadcaster or service	139	60	79	53	34	16	13	11	12	23	42	20	26	51	62	77	123	9	7	28	31	63	28	100	26	115	21	41	15	33	30	73	48	80	95	89	130	2
	3.5	3	3.9	8.5	4	2.3	1.9	1.6	2.3	1.9	3.6	2	3.2	4.7	2.9	4.1	3.5	3.2	3.6	2.6	3	4.6	2.5	3.1	4.1	3.1	6.6	2.6	2.2	3.7	2.1	2.6	2.4	4.4	2.9	4	3.4	1.5
		GHIJZcmnr		AEFGHIJ	GHI						Zc			AZc	Z	Z																	Amnr	mn	mnr			
Low approvers (NET)	699	385	314	107	155	116	109	128	83	211	235	185	122	177	400	299	602	51	33	190	173	238	165	561	111	643	47	252	122	150	228	473	309	324	547	392	663	26
	17.4	19.3	15.4	17	18.1	16.6	16.6	19.4	15.9	17.8	18.4	19	15.2	16.3	18.7	15.8	17.1	18.5	16.8	17.5	16.8	17.2	14.7	17.2	17.5	17.5	14.3	16	18.3	17.1	15.8	16.8	15.2	17.9	16.9	17.8	17.3	19.2
		Cm	AC									d			Ad																	n		n	n	q		
Medium approvers (NET)	1367	694	673	227	298	210	227	236	169	405	379	342	267	379	721	645	1192	83	74	377	366	449	346	1118	205	1245	114	519	233	306	460	930	667	607	1074	739	1292	56
	33.9	34.8	33	36	34.6	30	34.5	35.9	32.3	34.3	32.5	35.1	33.1	35	33.7	34.2	33.9	30.2	37.4	34.7	35.3	32.3	31	34.3	32.3	33.9	35.1	32.9	34.9	34.8	31.9	33.1	32.7	33.6	33.2	33.4	33.7	40.7
		FJ						F																														
High approvers (NET)	1824	853	971	243	372	357	309	284	258	543	532	427	390	475	959	865	1594	132	83	492	465	638	578	1478	294	1674	143	767	297	391	721	1338	1014	797	1516	990	1752	53
	45.3	42.8	47.7	38.5	43.3	51	47	43.2	49.5	46	45.5	43.9	48.4	43.9	44.8	45.8	45.4	48.1	42.2	45.2	44.9	46	51.8	45.4	46.2	45.5	44	48.6	44.5	44.4	50.1	47.6	49.7	44.1	46.9	44.8	45.7	38.6
		BD	AB		ADEHIJ	D			ADEHIJ	DH													A									Aqs	Amqrs		Aqs			
Mean	6.25	6.11	6.39	6.11	6.3	6.36	6.27	6.09	6.36	6.21	6.26	6.11	6.4	6.26	6.19	6.32	6.26	6.29	6.14	6.23	6.26	6.28	6.53	6.26	6.25	6.25	6.32	6.41	6.28	6.21	6.43	6.33	6.48	6.24	6.32	6.25	6.26	5.89
		BHZc	AB			N			HJ	H			Zc			Z							A									As	Amqrs		A			
Standard Deviation	2.1	2.2	2.1	2	2.2	2.2	2.1	2.1	2	2	2.1	2	2.2	2.1	2.1	2.2	2.1	2.3	2.2	2.1	2.1	2.1	2.2	2.1	2.1	2.1	1.9	2.1	2.2	2.1	2.1	2.1	2	2	2.1	2.1	2.1	1.9
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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23 May 2019

A11Ar 6 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Netflix -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Netflix - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Netflix - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Netflix - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	155	86	69	19	18	19	29	37	34	70	35	30	37	53	65	90	136	10	8	47	34	54	24	130	21	141	11	33	26	53	44	93	64	29	103	38	151	2
	3.8	4.3	3.4	3	2.1	2.7	4.3	5.6	6.5	6	3	3.1	4.6	4.9	3	4.8	3.9	3.7	4.1	4.4	3.3	3.9	2.1	4	3.2	3.8	3.3	2.1	3.9	6.1	3	3.3	3.1	1.6	3.2	1.7	3.9	1.5
	EYcimnqrs						E	AEF	ADEF	ADEF				Yc		AYZc												qs	qs		qs						
2 (2)	71	36	35	11	2	11	10	23	14	37	11	18	20	22	29	42	63	7	1	23	24	16	8	51	16	67	4	25	12	16	22	36	34	5	50	13	69	1
	1.8	1.8	1.7	1.7	0.2	1.6	1.5	3.5	2.6	3.1	1	1.9	2.5	2	1.4	2.2	1.8	2.4	0.5	2.1	2.3	1.2	0.7	1.6	2.5	1.8	1.4	1.6	1.8	1.8	1.6	1.3	1.7	0.3	1.5	0.6	1.8	0.8
	EYcimqrs			E		E	E	AEFG	AE	AEG			Y			Y												qs	mqs		mqs	q					
3 (3)	99	52	47	15	16	12	15	22	19	40	28	25	20	26	53	47	88	4	7	34	19	35	22	87	9	89	7	40	17	26	31	55	46	11	80	24	88	11
	2.5	2.6	2.3	2.4	1.9	1.7	2.3	3.3	3.6	3.4	2.4	2.6	2.5	2.4	2.5	2.5	2.5	1.6	3.5	3.1	1.8	2.6	1.9	2.7	1.4	2.4	2	2.5	2.6	3	2.1	1.9	2.3	0.6	2.5	1.1	2.3	7.9
	mqs								AEF	AF																						qs	qs		mqs	q		
4 (4)	113	59	54	7	24	18	27	24	13	37	37	22	22	32	59	54	97	8	5	34	18	45	37	87	21	107	6	51	14	25	37	79	59	26	92	40	102	10
	2.8	2.9	2.7	1.1	2.8	2.5	4.1	3.7	2.4	3.2	3.2	2.3	2.7	3	2.8	2.8	2.8	3.1	2.7	3.2	1.7	3.2	3.3	2.7	3.3	2.9	1.9	3.2	2.1	2.8	2.6	2.8	2.9	1.4	2.9	1.8	2.7	7
	Dqs						AD	D		D																						qs	qs		qs	q		
5 (5)	372	199	173	34	86	62	71	73	46	119	104	85	62	121	188	184	318	29	17	108	87	122	98	315	47	341	31	140	61	89	127	254	174	69	286	132	339	26
	9.2	10	8.5	5.4	10	8.8	10.8	11.1	8.7	10.1	8.9	8.7	7.8	11.2	8.8	9.7	9.1	10.4	8.4	9.9	8.4	8.8	8.8	9.7	7.3	9.3	9.5	8.9	9.1	10.1	8.9	9	8.5	3.8	8.9	6	8.8	19.1
	Dqs				D		D	D	D	DI				Aad		a																qs	qs		qs	q		
6 (6)	268	145	123	34	48	55	50	51	29	80	74	73	52	69	146	121	231	22	10	57	75	98	82	221	38	241	26	114	41	62	89	194	130	82	215	117	249	13
	6.6	7.3	6	5.4	5.6	7.9	7.6	7.8	5.5	6.8	6.3	7.5	6.5	6.4	6.8	6.4	6.6	7.9	5.3	5.3	7.3	7.1	7.3	6.8	5.9	6.5	8	7.2	6.2	7	6.2	6.9	6.4	4.5	6.7	5.3	6.5	9.8
	qs									q																						qs	qs		qs	q		
7 (7)	400	181	219	44	93	85	84	64	30	94	127	101	84	89	227	173	352	29	15	103	106	142	111	322	61	350	46	168	56	90	143	288	203	189	334	247	377	18
	9.9	9.1	10.8	7	10.8	12.2	12.7	9.7	5.7	7.9	10.8	10.3	10.5	8.2	10.6	9.2	10	10.5	7.8	9.5	10.2	10.3	10.1	9.9	9.7	9.5	14.2	10.6	8.4	10.2	9.9	10.2	9.9	10.5	10.3	11.2	9.8	12.9
	Dtu		A		Dtj	Dtj	Dtj	ADtj	tj	t																									A			
8 (8)	590	295	295	99	171	126	86	75	34	109	177	139	131	143	317	274	532	32	21	157	164	211	192	491	89	529	54	243	109	109	210	442	306	348	502	422	571	18
	14.7	14.8	14.5	15.7	19.9	18	13	11.3	6.6	9.2	15.2	14.3	16.3	13.2	14.8	14.5	15.2	11.7	10.7	14.4	15.8	15.2	17.2	15.1	13.9	14.4	16.4	15.4	16.4	12.4	14.6	15.7	15	19.3	15.5	19.1	14.9	13.3
	HIJ			HIJ	AGHIJ	AGHIJ	IJ	IJ		J													A								A		Amnr	A	Amnr		
9 (9)	555	295	260	129	149	125	83	44	25	69	178	140	108	129	318	237	472	43	35	144	139	188	202	465	75	498	57	233	107	87	216	412	287	430	478	467	536	15
	13.8	14.8	12.8	20.5	17.4	17.8	12.6	6.7	4.7	5.8	15.2	14.4	13.4	11.9	14.9	12.5	13.4	15.8	18	13.3	13.5	13.6	18.1	14.3	11.8	13.5	17.5	14.8	16.1	9.9	15	14.6	14.1	23.8	14.8	21.1	14	10.9
	CHIJ			AGHIJ	AGHIJ	AGHIJ	HIJ			J	bJ				Abj								A								A		Amnrs	A	Amnr		
10 - Extremely favourable (10)	717	319	399	217	223	122	80	50	25	75	209	141	141	226	350	367	622	50	38	206	166	250	273	574	105	637	76	319	138	103	264	511	424	612	596	633	697	12
	17.8	16	19.6	34.4	26	17.5	12.1	7.6	4.7	6.4	17.9	14.5	17.6	20.9	16.4	19.5	17.7	18.1	19.4	19	16	18	24.5	17.6	16.5	17.3	23.3	20.2	20.6	11.7	18.3	18.2	20.8	33.9	18.4	28.6	18.2	8.9
	BGHIJZc		AB	AEFGHIJ	AFGHIJ	GHIJ	HIJ	J		J	Zc			AZc	Z	AZc							A										Amr	Amnrs	A	Amnr		
I don't know this broadcaster or service	687	324	363	21	29	63	124	195	255	451	190	198	126	173	388	299	602	41	39	174	203	225	67	511	155	677	8	213	86	219	255	450	312	5	496	78	660	11
	17.1	16.3	17.8	3.3	3.3	9	18.8	29.6	48.9	38.2	16.2	20.4	15.7	16	18.1	15.9	17.1	14.8	19.6	16	19.6	16.2	6	15.7	24.3	18.4	2.5	13.5	12.9	24.9	17.7	16	15.3	0.3	15.3	3.5	17.2	7.8
	DEFimnqrs					DE	DEF	ADEFG	ADEFGHI	ADEFGH		AYabcd			AY																	qrs	qr		qs	q		
Low approvers (NET)	438	234	205	52	60	60	81	106	79	185	111	96	99	133	206	232	384	29	21	138	94	151	91	355	67	404	28	149	69	120	134	262	203	72	325	115	409	24
	10.9	11.7	10	8.2	7	8.6	12.3	16	15.1	15.6	9.5	9.8	12.3	12.3	9.6	12.3	10.9	10.7	10.7	12.7	9.1	10.9	8.1	10.9	10.5	11	8.6	9.4	10.4	13.7	9.3	9.3	10	4	10.1	5.2	10.7	17.2
	CEYcimqrs					DEF	ADEF	ADEF	ADEFG					c		AYc												qs	qs		mqs	q					
Medium approvers (NET)	640	344	296	68	134	117	122	125	74	199	177	158	115	190	335	305	548	50	27	165	162	221	180	536	84	582	57	254	102	151	217	449	304	151	501	249	587	40
	15.9	17.3	14.5	10.8	15.5	16.8	18.5	18.9	14.2	16.9	15.2	16.2	14.2	17.6	15.6	16.2	15.6	18.3	13.7	15.2	15.7	15.9	16.1	16.5	13.2	15.8	17.5	16.1	15.3	17.1	15.1	15.9	14.9	8.3	15.5	11.3	15.3	28.9
	CDqs	C			D	D	DI	ADI		DI																						qs	qs		qs	q		
High approvers (NET)	2263	1089	1174	490	636	458	332	233	113	346	691	521	464	586	1212	1051	1977	154	110	610	576	792	780	1853	331	2014	233	963	409	390	833	1653	1220	1579	1910	1768	2180	63
	56.2	54.7	57.6	77.7	74.1	65.6	50.4	35.4	21.7	29.3	59.1	53.6	57.7	54.2	56.6	55.7	56.3	56.1	56	56.1	55.6	57	69.8	56.9	52	54.8	71.5	61	61.4	44.3	57.8	58.8	59.8	87.4	59.1	80	56.8	46
	GHIJ		A	AFGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		J	AZbc				Z								A									A	A	Amnrs	A	Amnr		
Mean	7.25	7.13	7.36	8.08	7.8	7.46	6.88	6.18	5.7	6.01	7.4	7.21	7.18	7.15	7.32	7.17	7.24	7.23	7.42	7.17	7.29	7.27	7.72	7.24	7.25	7.22	7.55	7.47	7.43	6.66	7.41	7.38	7.44	8.39	7.36	8.11	7.28	6.44
	BGHIJ		AB	AFGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		J	Ad				A								A									A	Ar	Amnrs	A	Amnr		
Standard Deviation	2.5	2.5	2.5	2.3	2.1	2.3	2.5	2.8	2.8	2.7	2.4	2.4	2.6	2.7	2.4	2.6	2.5	2.5	2.6	2.6	2.4	2.5	2.2	2.5	2.5	2.5	2.3	2.3	2.5	2.7	2.4	2.4	2.4	1.8	2.4	2	2.5	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0	0	0.2

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23 May 2019

A11Ar 7 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Amazon Prime Video -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Amazon Prime Video - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Amazon Prime Video - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Amazon Prime Video - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	194	99	95	32	27	23	31	47	34	81	52	37	40	64	89	105	171	14	6	51	49	71	31	156	26	180	13	46	34	64	50	112	76	49	128	62	184	6
	4.8	5	4.7	5.1	3.1	3.2	4.7	7.2	6.5	6.9	4.5	3.8	5	6	4.2	5.6	4.9	5.2	3.2	4.7	4.8	5.1	2.8	4.8	4.2	4.9	3.9	2.9	5.2	7.3	3.5	4	3.7	2.7	3.9	2.8	4.8	4.2
	EFcimnqrs							AEF	AEF	AEF				Zc		Z																qs	qs		qs			
2 (2)	104	42	62	19	11	14	19	22	19	42	24	32	22	27	55	49	90	8	6	28	28	34	25	88	17	95	9	30	16	17	34	77	56	41	85	47	100	3
	2.6	2.1	3.1	3	1.3	2	2.8	3.4	3.7	3.5	2	3.3	2.7	2.5	2.6	2.6	2.6	3	2.9	2.6	2.7	2.4	2.3	2.7	2.6	2.6	2.7	1.9	2.4	2	2.4	2.7	2.8	2.3	2.6	2.1	2.6	2.5
	E		A					E	AE	AE																						x						
3 (3)	143	69	74	26	35	19	19	24	19	43	35	34	33	41	69	74	124	14	4	47	29	48	37	120	17	136	6	58	32	35	42	90	66	59	115	65	128	13
	3.6	3.5	3.6	4.2	4	2.8	2.9	3.7	3.7	3.7	3	3.5	4.1	3.8	3.2	3.9	3.5	5.3	2.1	4.3	2.8	3.4	3.4	3.7	2.6	3.7	1.8	3.7	4.9	4	3	3.2	3.3	3.2	3.6	2.9	3.3	9.7
	q																																		ms			
4 (4)	177	75	101	24	44	28	32	32	16	48	47	41	35	54	87	89	153	9	11	51	41	61	46	148	26	159	17	80	31	36	56	125	93	66	148	78	165	11
	4.4	3.8	5	3.9	5.1	4	4.9	4.9	3.1	4.1	4	4.2	4.3	5	4.1	4.7	4.4	3.2	5.7	4.7	4	4.4	4.1	4.5	4.1	4.3	5.3	5.1	4.6	4.1	3.9	4.4	4.6	3.6	4.6	3.5	4.3	7.2
	IS		A																													q	q		qs			
5 (5)	481	245	237	66	118	77	98	76	47	123	132	104	99	147	236	245	412	34	25	132	106	174	144	407	62	426	47	204	62	109	176	335	223	199	386	238	457	14
	11.9	12.3	11.6	10.4	13.7	11.1	14.8	11.6	8.9	10.4	11.3	10.7	12.3	13.6	11	13	11.7	12.5	12.7	12.1	10.2	12.6	12.9	12.5	9.7	11.6	14.5	12.9	9.4	12.4	12.2	11.9	11	11	11.9	10.8	11.9	10.4
	Ucs				II		ADIJ																									n			ns			
6 (6)	368	185	183	78	74	83	50	60	23	84	102	97	88	81	200	169	321	21	18	101	91	129	115	298	57	327	39	177	61	66	130	271	190	191	307	229	340	23
	9.1	9.3	9	12.4	8.6	11.9	7.6	9.1	4.5	7.1	8.8	10	10.9	7.5	9.3	8.9	9.1	7.8	9	9.3	8.8	9.3	10.3	9.2	9	8.9	11.8	11.2	9.2	7.5	9.1	9.6	9.3	10.6	9.5	10.4	8.9	16.7
	IJ			AGIJ	I	AGIJ	I	IJ		I			bd			b																		A		A		
7 (7)	500	255	245	86	141	117	68	53	35	88	160	146	80	114	305	194	430	35	28	146	137	147	157	403	81	436	60	191	86	101	174	365	255	276	414	338	478	20
	12.4	12.8	12	13.6	16.4	16.7	10.3	8.1	6.7	7.5	13.7	15	10	10.5	14.3	10.3	12.3	12.6	14.1	13.4	13.2	10.6	14	12.4	12.7	11.8	18.5	12.1	12.8	11.5	12.1	13	12.5	15.3	12.8	15.3	12.5	14.8
	HIJkl			HIJ	AGHIJ	AGHIJ	IJ				abd	Aabd			Aabd								A										Amnr		Amnr		
8 (8)	528	277	251	110	150	96	82	57	34	91	163	135	120	110	298	230	458	41	26	131	130	197	178	425	87	477	51	213	86	82	204	400	293	327	459	426	508	16
	13.1	13.9	12.3	17.5	17.4	13.7	12.4	8.6	6.6	7.7	13.9	13.9	14.9	10.2	13.9	12.2	13	14.8	13.2	12.1	12.5	14.2	16	13.1	13.7	13	15.6	13.5	12.9	9.3	14.2	14.2	14.4	18.1	14.2	19.3	13.2	11.6
	HIJb			AGHIJ	AGHIJ	HIJ	HIJ				b	b	bd		b	b							A			A	A	A	A	Amnr		A	Amnqr			
9 (9)	312	179	132	68	74	68	48	35	18	53	113	58	55	86	171	141	275	22	13	76	73	126	113	263	39	292	19	138	65	42	139	230	182	192	266	253	297	12
	7.7	9	6.5	10.8	8.7	9.8	7.3	5.3	3.4	4.5	9.7	6	6.8	7.9	8	7.4	7.8	8	6.4	7	7.1	9	10.1	8.1	6.1	7.9	5.7	8.8	9.7	4.7	9.7	8.2	8.9	10.6	8.2	11.5	7.7	8.4
	CHIJ	AC		AHIJ	HIJ	HIJ	IJ			I	AZacdj					Z							A									A	Amnr	A	Amnqr			
10 - Extremely favourable (10)	283	145	138	62	95	59	35	19	13	32	97	36	61	89	134	150	244	23	15	80	70	94	130	228	38	256	27	146	70	36	112	197	174	196	244	230	270	8
	7	7.3	6.8	9.9	11.1	8.4	5.3	2.8	2.5	2.7	8.3	3.7	7.6	8.2	6.2	7.9	7	8.2	7.4	7.3	6.8	6.8	11.7	7	5.9	6.9	8.2	9.2	10.6	4.1	7.8	7	8.5	10.9	7.5	10.4	7	6.1
	HIJz			AGHIJ	AGHIJ	GHIJ	HIJ				AZc		Z	Z	Z	Z							A										Amr	Amnr	Am	Amnr		
I don't know this broadcaster or service	937	419	518	58	91	114	177	233	263	496	243	253	172	268	497	441	833	53	46	245	281	307	141	720	187	893	38	294	122	292	320	613	430	211	679	244	911	10
	23.3	21.1	25.4	9.3	10.6	16.4	26.9	35.4	50.4	42	20.8	26	21.4	24.8	23.2	23.4	23.7	19.4	23.3	22.5	27.1	22.1	12.6	22.1	29.4	24.3	11.8	18.7	18.3	33.1	22.3	21.8	21.1	11.7	21	11	23.7	7.6
	BDEFYimnqrs		AB			DE	ADEF	ADEFG	ADEFGHJ	ADEFGHJ		AYac		Y	Y									qrs	qs							qs			qs			
Low approvers (NET)	618	285	333	102	117	84	101	126	89	215	158	143	130	187	301	317	538	46	27	177	147	214	139	512	85	571	45	214	114	152	183	403	291	215	477	251	576	33
	15.3	14.3	16.3	16.1	13.6	12	15.4	19.1	17.1	18.2	13.5	14.7	16.1	17.3	14	16.8	15.3	16.7	14	16.3	14.2	15.4	12.5	15.7	13.4	15.5	13.8	13.6	17.1	17.3	12.7	14.3	14.3	11.9	14.7	11.4	15	24.1
	FYcimqrs		A					AEF	E	AEF				Yc		Yc							qs	qs							qs			qs			
Medium approvers (NET)	850	430	420	144	191	161	147	137	70	207	234	201	186	228	436	414	733	56	43	232	197	303	259	706	139	753	86	381	124	176	306	606	413	390	693	467	798	37
	21.1	21.6	20.6	22.8	22.2	23	22.4	20.8	13.4	17.5	20	20.7	23.2	21	20.3	21.9	20.9	20.3	21.7	21.4	19	21.8	23.2	21.7	18.7	20.5	26.3	24.1	18.6	19.9	21.3	21.5	20.3	21.6	21.4	21.1	20.8	27.2
	IJ			IJ	IJ	IJ	IJ	IJ		I													n								n			n			
High approvers (NET)	1623	857	766	327	460	340	233	163	100	264	533	376	316	399	908	715	1408	120	81	433	410	564	578	1319	245	1460	157	689	307	260	630	1192	904	992	1384	1248	1552	56
	40.3	43	37.6	51.8	53.6	48.6	35.3	24.8	19.2	22.3	45.6	38.6	39.3	36.8	42.4	37.9	40.1	43.6	41.1	39.8	39.6	40.6	51.7	40.5	38.5	39.7	48.1	43.6	46	29.6	43.7	42.3	44.3	54.9	42.8	56.5	40.5	41.3
	CGHIJbd	AC		AGHIJ	AGHIJ	AGHIJ	HIJ	IJ		I	AZabcdj				AZbd								A			A	Amr	Amnr	A	Amnqr						
Mean	6.32	6.42	6.21	6.58	6.72	6.66	6.14	5.55	5.32	5.46	6.57	6.19	6.27	6.17	6.4	6.21	6.32	6.33	6.4	6.25	6.35	6.34	6.79	6.3	6.36	6.31	6.44	6.57	6.51	5.76	6.58	6.42	6.54	6.86	6.43	6.91	6.33	6.02
	CHIJ	C		AGHIJ	AGHIJ	AGHIJ	HIJ				AZabcdj				AZ								A									A	Amr	Amnr	A	Amnr		
Standard Deviation	2.5	2.4	2.5	2.5	2.3	2.2	2.4	2.6	2.7	2.6	2.4	2.3	2.5	2.6	2.4	2.5	2.5	2.5	2.3	2.5	2.5	2.5	2.3	2.5	2.4	2.5	2.2	2.3	2.6	2.5	2.4	2.4	2.4	2.3	2.4	2.2	2.5	2.4
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2

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23 May 2019

A11Ar 8 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followine broadcasters or TV services?

- Now TV -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Now TV - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	671	100	100	100	100	100	100	100	100	100	100	100	100
Base: Now TV - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Now TV - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
	84.3	71.3	102.5	57.6	75.2	81.2	95.1	81.6	155.4	119.4	101.6	89.1	72.1	67.6	103.7	69.5	84.5	81.8	85.1	81.2	85.4	86.6	79.0	84.1	90.4	85.5	82.4	78.7	81.4	88.5	85.8	86.7	76.3	85.0	79.1	85.0	85.0
1 - Extremely unfavourable (1)	174	76	98	13	24	27	37	44	29	73	37	34	51	52	71	103	147	18	8	44	46	57	37	133	35	163	10	50	25	58	40	99	66	46	116	59	171	3
	4.3	3.8	4.8	2.1	2.8	3.9	5.6	6.7	5.6	6.2	3.2	3.5	6.3	4.8	3.3	5.4	4.2	6.7	4	4.1	4.5	4.1	3.3	4.1	5.5	4.4	3.1	3.2	3.7	6.6	2.8	3.5	3.2	2.5	3.6	2.7	4.5	2.2
		DEYcmnqrs					DE	ADEF	DE	ADEF			AYZc			AYZc																qs			qs			
2 (2)	130	66	64	16	19	21	25	29	20	49	30	33	24	43	63	67	105	15	7	34	35	36	26	112	14	122	7	40	22	33	35	85	57	49	96	59	125	4
	3.2	3.3	3.1	2.5	2.2	3.1	3.7	4.4	3.9	4.2	2.6	3.4	2.9	4	2.9	3.5	3	5.4	3.8	3.1	3.3	2.6	2.3	3.4	2.2	3.3	2	2.6	3.3	3.8	2.4	3	2.8	2.7	3	2.7	3.3	2.7
								E		AE																												
3 (3)	176	95	81	36	37	27	29	30	16	46	53	36	41	47	89	88	155	8	12	54	51	50	59	149	27	163	12	80	31	35	49	120	100	86	148	95	163	12
	4.4	4.8	4	5.7	4.4	3.9	4.5	4.5	3.1	3.9	4.5	3.7	5.1	4.3	4.1	4.7	4.4	2.8	6.1	5	4.9	3.6	5.3	4.6	4.3	4.4	3.6	5.1	4.6	4	3.4	4.3	4.9	4.7	4.6	4.3	4.3	9.3
		I																															m			m			
4 (4)	203	96	107	32	54	27	34	37	19	56	58	48	43	54	105	97	175	13	8	68	38	69	51	164	30	179	23	79	33	56	45	145	104	95	159	107	182	16
	5	4.8	5.3	5	6.3	3.8	5.2	5.6	3.6	4.7	4.9	4.9	5.3	5	4.9	5.2	5	4.9	3.8	6.2	3.7	5	4.5	5	4.7	4.9	7.2	5	4.9	6.3	3.1	5.2	5.1	5.2	4.9	4.9	4.8	11.9
		I			I					I																												
5 (5)	538	279	258	76	121	100	101	89	50	139	137	131	113	156	269	269	463	43	23	155	114	194	170	457	68	496	37	223	86	120	191	357	261	235	417	276	504	24
	13.3	14	12.7	12	14.1	14.3	15.3	13.6	9.6	11.8	11.8	13.5	14.1	14.4	12.5	14.3	13.2	15.5	11.9	14.3	11	14	15.2	14	10.6	13.5	11.3	14.1	12.9	13.6	13.3	12.7	12.8	13	12.9	12.5	13.1	17.5
		UV			I	I	II	J		K																												
6 (6)	397	206	191	77	103	63	72	52	29	82	107	104	87	98	212	185	334	28	28	113	91	130	126	335	48	358	37	163	75	94	138	290	223	203	337	246	386	8
	9.9	10.3	9.4	12.2	12	9	10.9	8	5.6	6.9	9.2	10.7	10.9	9.1	9.9	9.8	9.5	10.3	14.4	10.4	8.8	9.4	11.3	10.3	7.6	9.7	11.4	10.3	11.3	10.7	9.6	10.3	10.9	11.2	10.4	11.1	10.1	5.7
		IJ		HIJ	AHIJ	I	II			J																							A	A	A	A		
7 (7)	401	216	184	71	118	102	50	37	23	60	133	99	72	96	232	168	353	25	23	97	112	143	129	319	75	355	45	183	71	56	152	317	224	234	361	292	378	21
	9.9	10.9	9.1	11.3	13.7	14.6	7.5	5.6	4.5	5.1	11.4	10.2	9	8.9	10.9	8.9	10.1	9	11.7	8.9	10.8	10.3	11.6	9.8	11.8	9.6	13.7	11.6	10.6	6.4	10.5	11.3	11	12.9	11.2	13.2	9.9	15.2
		CGHIJ		HIJ	AGHIJ	AGHIJ	IJ				Ad				A								A									A	A	Amnr	A	Amnr		
8 (8)	400	217	183	98	109	84	52	42	15	57	113	94	71	121	207	193	356	27	15	101	103	151	163	331	52	347	49	172	71	48	184	290	211	246	331	311	375	21
	9.9	10.9	9	15.6	12.7	12	7.8	6.3	2.9	4.8	9.7	9.6	8.9	11.2	9.7	10.2	10.1	9.8	7.8	9.3	10	10.9	14.6	10.1	8.2	9.4	15.2	10.9	10.6	5.5	12.8	10.3	10.4	13.6	10.2	14.1	9.8	15.6
		CHIJ		AGHIJ	AGHIJ	GHIJ	IJ	IJ		J													A											Amnr		Amnr		
9 (9)	218	122	95	53	71	50	25	14	5	19	89	36	42	50	126	92	203	7	5	54	61	88	80	180	28	192	25	91	43	23	104	170	126	132	197	176	201	14
	5.4	6.1	4.7	8.4	8.2	7.2	3.8	2.1	1	1.6	7.3	3.7	5.2	4.6	5.9	4.9	5.8	2.5	2.5	4.9	5.9	6.3	7.1	5.5	4.4	5.2	7.5	5.8	6.4	2.6	7.2	6	6.2	7.3	6.1	8	5.2	9.9
		CGHIJ		AGHIJ	AGHIJ	AGHIJ	IJ			J	AZacdi				Z								A			A		A	A	Amr	A	Amnqr					
10 - Extremely favourable (10)	206	110	96	51	67	44	20	14	10	24	61	30	47	68	91	115	175	19	10	65	39	71	87	173	20	187	19	80	50	18	101	156	129	129	187	157	199	2
	5.1	5.5	4.7	8	7.8	6.3	3.1	2.1	1.9	2	5.2	3.1	5.9	6.3	4.3	6.1	5	7.1	5.2	6	3.7	5.1	7.7	5.3	3.2	5.1	5.9	5	7.4	2	7	5.6	6.3	7.1	5.8	7.1	5.2	1.5
		GHIJZc		AGHIJ	AGHIJ	GHIJ					Zc		Z	Zc	Z	AZc							A										Am	Amr	A	Amr		
I don't know this broadcaster or service	1186	508	678	109	135	152	214	271	305	576	350	327	212	297	677	509	1046	71	57	303	345	398	191	905	239	1116	62	417	161	338	402	784	537	353	882	433	1152	12
	29.4	25.5	33.3	17.2	15.7	21.8	32.5	41.2	58.3	48.8	29.9	33.6	26.4	27.4	31.6	27	29.8	26	28.9	27.9	33.3	28.6	17.1	27.8	37.5	30.3	19.2	26.4	24.2	38.4	27.9	27.9	26.3	19.6	27.3	19.6	30	8.5
		BDEFdmnqrs		AB		E	DEF	ADEFG	ADEFGHI	ADEFGH		Aabd			Aabd																mqs	qs		qs			
Low approvers (NET)	683	333	350	96	135	103	125	139	85	224	177	151	159	196	328	355	582	54	35	200	170	212	172	558	106	627	52	250	110	183	169	450	327	275	519	319	642	36
	17	16.7	17.2	15.3	15.7	14.7	19	21.2	16.2	19	15.2	15.5	19.7	18.1	15.3	18.8	16.6	19.8	17.7	18.4	16.4	15.3	15.4	17.1	16.6	17	15.9	15.9	16.6	20.8	11.7	16	16	15.2	16	14.5	16.7	25.9
		Ycmqrs				F	ADEFI		AFI				Yzc			AYZc															s	s		s			
Medium approvers (NET)	935	485	450	153	225	163	173	142	79	221	245	235	201	254	480	454	797	71	52	268	204	324	296	792	116	853	74	386	161	214	328	646	484	438	754	522	890	32
	23.2	24.4	22.1	24.2	26.2	23.4	26.2	21.5	15.1	18.7	20.9	24.2	24.9	23.4	22.4	24.1	22.7	25.8	26.3	24.7	19.7	23.4	26.5	24.3	18.2	23.2	22.7	24.4	24.1	24.3	22.8	23	23.8	24.2	23.3	23.6	23.2	23.2
		CIJV		II	AHIJ	II	AHIJ	IJ		J													A															
High approvers (NET)	1224	665	559	273	365	281	146	106	54	160	396	260	233	335	656	568	1086	78	54	316	316	454	458	1002	176	1081	138	526	234	145	541	934	690	741	1077	936	1153	58
	30.4	33.4	27.4	43.2	42.4	40.2	22.2	16.1	10.3	13.5	33.9	26.7	29	31	30.6	30.1	30.9	28.4	27.2	29.1	30.5	32.7	41	30.8	27.6	29.4	42.3	33.3	35.1	16.1	37.6	33.2	33.9	41	33.3	42.3	30	42.3
		CGHIJ		AGHIJ	AGHIJ	AGHIJ	HIJ	IJ		J	AZacdi				AZ								A									A	A	Amnr	A	Amnqr		
Mean	5.94	6.04	5.82	6.48	6.38	6.26	5.48	5.04	4.83	4.97	6.19	5.81	5.76	5.9	6.02	5.84	5.97	5.67	5.76	5.89	5.92	6.08	6.33	5.94	5.76	5.89	6.38	6.07	6.16	5.13	6.45	6.09	6.14	6.36	6.09	6.43	5.93	5.91
		CGHIJ		AGHIJ	AGHIJ	AGHIJ	HIJ				AZabcdi				AZ								A									A	A	Amnr	A	Amnqr		
Standard Deviation	2.4	2.4	2.5	2.3	2.3	2.4	2.4	2.4	2.5	2.4	2.4	2.3	2.5	2.5	2.3	2.5	2.4	2.6	2.3	2.4	2.4	2.4	2.3	2.4	2.4	2.4	2.2	2.3	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.3	2.4	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2

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Index Sheet

23 May 2019

A11Ar 9 On a scale of 1 – 10 where 1 is extremelv unfavourable and 10 is extremelv favourable. olease rate vour overall impression of the followine broadcasters or TV services?

- Disney Life -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Disney Life - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Disney Life - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	1377
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Disney Life - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	243	120	123	26	39	32	49	56	42	98	68	51	47	85	111	132	204	26	13	73	63	68	38	200	37	224	17	62	38	79	65	141	97	80	169	96	231	10
	6	6	6	4.1	4.5	4.6	7.4	8.5	8	8.3	5.1	5.3	5.9	7.8	5.2	7	5.8	9.4	6.5	6.7	6.1	4.9	3.4	6.1	5.9	6.1	5.2	4	5.7	9	4.5	5	4.8	4.4	5.2	4.3	6	7.5
							DEF	ADEF	ADEF	ADEF				AYZc		c																				s		
2 (2)	173	87	86	26	31	31	26	34	25	59	43	41	46	43	83	90	154	5	9	54	42	59	49	142	23	160	13	73	28	21	63	123	95	83	145	103	160	10
	4.3	4.4	4.2	4.1	3.6	4.5	4	5.2	4.8	5	3.7	4.2	5.8	4	3.9	4.8	4.4	1.9	4.5	4.9	4	4.2	4.4	4.4	3.7	4.4	4	4.6	4.2	2.3	4.4	4.4	4.7	4.6	4.5	4.7	4.2	7.4
													Y																									
3 (3)	193	104	89	47	34	30	29	31	22	53	48	53	35	57	101	92	168	13	11	56	43	68	59	167	20	172	21	80	30	44	58	135	110	92	161	110	177	16
	4.8	5.2	4.4	7.4	4	4.2	4.5	4.7	4.2	4.5	4.1	5.4	4.3	5.3	4.7	4.9	4.8	4.6	5.5	5.2	4.2	4.9	5.3	5.1	3.1	4.7	6.6	5.1	4.5	5	4	4.8	5.4	5.1	5	5	4.6	11.6
				AEFIJ																																		
4 (4)	209	102	107	52	48	32	24	34	18	52	53	41	40	75	94	115	183	12	10	67	42	74	56	169	33	190	18	83	38	49	69	147	110	103	170	125	192	12
	5.2	5.1	5.3	8.3	5.6	4.6	3.7	5.2	3.4	4.4	4.5	4.2	5	6.9	4.4	6.1	5.2	4.5	5.3	6.2	4	5.3	5	5.2	5.2	5.2	5.5	5.3	5.7	5.6	4.8	5.2	5.4	5.7	5.2	5.6	5	9
	K			AFGIJ						J				AYZc		2c																					
5 (5)	461	228	233	63	111	93	84	67	44	111	114	100	95	152	214	247	398	38	17	115	122	160	150	380	73	411	49	194	84	92	171	315	226	213	355	256	438	13
	11.4	11.4	11.5	9.9	12.9	13.4	12.7	10.2	8.3	9.4	9.7	10.3	11.8	14	10	13.1	11.3	13.2	8.8	10.6	11.8	11.5	13.4	11.7	11.5	11.2	15	12.3	12.6	10.4	11.9	11.2	11.1	11.7	11	11.6	11.4	9.6
	UYc				B	B	B							AYZc		AYZc							A														
6 (6)	287	135	152	60	59	66	42	35	25	60	91	71	77	48	162	125	243	24	16	80	67	96	114	235	42	248	38	130	51	47	102	219	167	149	252	180	271	14
	7.1	6.8	7.4	9.4	6.9	9.5	6.4	5.3	4.9	5.1	7.8	7.3	9.6	4.4	7.6	6.6	6.9	8.7	7.9	7.3	6.5	6.9	10.2	7.2	6.6	6.7	11.5	8.2	7.7	5.3	7.1	7.8	8.2	8.2	7.8	8.1	7.1	10.1
	HIJb			HIJ		AGHIJ					b	b	Abd		b	b							A									A	A	A	A	A		
7 (7)	264	133	131	66	79	50	36	21	11	32	96	51	54	63	147	117	236	16	11	87	50	99	108	220	33	226	38	141	59	39	92	188	129	155	221	187	237	24
	6.6	6.7	6.4	10.5	9.2	7.2	5.5	3.1	2.2	2.7	8.2	5.2	6.7	5.8	6.9	6.2	6.7	5.9	5.6	8	4.8	7.1	9.6	6.8	5.2	6.2	11.6	9	8.8	4.5	6.4	6.7	6.3	8.6	6.8	8.4	6.2	17.8
	HIJ			AGHIJ	AGHIJ	HIJ	HIJ				AZbc				z								A												Amnr		
8 (8)	240	138	102	45	85	58	27	17	7	24	84	53	49	54	137	102	205	23	9	54	61	89	113	195	29	208	26	138	44	23	95	178	118	140	210	172	221	14
	6	6.9	5	7.2	9.9	8.3	4.2	2.5	1.3	2	7.2	5.5	6.1	5	6.4	5.4	5.8	8.3	4.8	5	5.9	6.4	10.1	6	4.5	5.7	8	8.7	6.7	2.6	6.6	6.3	5.8	7.7	6.5	7.8	5.8	10.2
	CGHIJ	AC		GHIJ	AGHIJ	AGHIJ	IJ			J	Ab												A											Amnr	An	Amnr		
9 (9)	138	72	66	30	41	42	14	6	5	11	60	23	29	26	83	56	130	5	3	45	33	51	70	120	16	124	15	78	41	13	59	97	80	92	117	110	132	5
	3.4	3.6	3.3	4.8	4.8	6	2.1	1	0.9	0.9	5.1	2.3	3.6	2.4	3.9	3	3.7	1.8	1.6	4.2	3.2	3.7	6.2	3.7	2.5	3.4	4.5	4.9	6.2	1.5	4.1	3.4	3.9	5.1	3.6	5	3.4	3.7
	GHIJ			GHIJ	AGHIJ	AGHIJ	J				AZbcd				z								A											Amnr		Amnr		
10 - Extremely favourable (10)	143	84	59	34	63	25	11	7	3	10	58	27	27	30	86	58	126	13	2	47	29	49	73	118	16	132	11	84	43	11	67	101	85	94	131	106	140	1
	3.6	4.2	2.9	5.4	7.3	3.6	1.7	1	0.6	0.8	5	2.8	3.4	2.8	4	3.1	3.6	4.6	1.2	4.3	2.8	3.6	6.5	3.6	2.5	3.6	3.4	5.3	6.4	1.2	4.7	3.6	4.2	5.2	4.1	4.8	3.6	0.5
	CGHIJ	C		AGHIJ	AFGHIJ	GHIJ					AZbcd				z								A											Am	Amr	Am	Amr		
I don't know this broadcaster or service	1676	788	888	182	269	238	315	351	321	672	461	461	304	449	922	753	1465	102	95	408	483	573	289	1311	313	1581	81	515	209	462	597	1170	820	609	1301	766	1637	17
	41.6	39.6	43.6	28.8	31.4	34.1	47.9	53.3	61.4	56.9	39.5	47.4	37.8	41.5	43.1	39.9	41.7	37.1	48.4	37.6	46.6	41.3	25.9	40.3	49.2	43	24.8	32.6	31.4	52.5	41.5	41.6	40.2	33.7	40.2	34.7	42.7	12.6
	BDEFaiqrs		AB				ADEF	ADEF	ADEFGHJ	ADEFGHJ		AYabcd			AYbi																				05			
Low approvers (NET)	819	413	406	151	152	125	129	156	107	263	204	186	169	260	390	429	708	56	43	250	189	269	202	678	114	746	69	299	134	193	255	546	413	358	645	434	760	49
	20.3	20.8	19.9	23.9	17.7	17.9	19.5	23.7	20.4	22.2	17.5	19.1	20.9	24.1	18.2	22.7	20.2	20.4	21.8	23	18.3	19.4	18.1	20.8	17.9	20.3	21.3	18.9	20.1	21.9	17.7	19.4	20.2	19.8	20	19.6	19.8	35.4
	YcIm			EF				AEF		AEF				AYZc		AYZc																			m			
Medium approvers (NET)	748	363	385	122	170	160	125	102	69	171	205	172	172	199	377	371	641	60	33	195	189	257	263	615	116	660	86	323	135	138	273	534	393	360	607	436	709	27
	18.6	18.2	18.9	19.4	19.8	22.8	19.1	15.4	13.2	14.5	17.6	17.6	21.4	18.4	17.6	19.7	18.3	21.9	16.7	18	18.3	18.5	23.6	18.9	18.2	17.9	26.5	20.5	20.3	15.7	19	19	19.3	19.9	18.8	19.7	18.5	19.7
	HIJc			IJ	HIJ	AHIJ	IJ						c										A															
High approvers (NET)	785	427	358	176	268	176	89	50	26	76	298	154	160	173	452	333	697	57	26	234	174	289	363	653	94	690	89	441	187	87	314	563	413	480	679	574	730	44
	19.5	21.4	17.6	27.9	31.2	25.2	13.5	7.6	5	6.5	25.5	15.9	19.8	16	21.1	17.7	19.9	20.6	13.1	21.5	16.8	20.8	32.5	20	14.8	18.8	27.4	28	28.1	9.8	21.8	20	20.2	26.6	21	26	19	32.2
	CGHIJZbd	AC		AGHIJ	AFGHIJ	AGHIJ	HIJ	I		I	AZabcd		2		AZbd								A											Amnr	Am	Amnr		
Mean	5.3	5.39	5.21	5.65	6	5.7	4.86	4.22	4	4.13	5.77	5.17	5.3	4.9	5.52	5.07	5.34	5.3	4.8	5.3	5.23	5.44	6.01	5.31	5.15	5.27	5.56	5.8	5.76	4.49	5.61	5.41	5.43	5.72	5.44	5.69	5.31	5.11
	CGHIJbd			AGHIJ	AGHIJ	AGHIJ	HIJ				AZabcd		bd		AZbd	b							A									A	A	A	A	Amnr		
Standard Deviation	2.6	2.6	2.5	2.5	2.6	2.5	2.5	2.4	2.3	2.3	2.6	2.5	2.5	2.5	2.6	2.5	2.6	2.6	2.4	2.6	2.6	2.5	2.5	2.6	2.5	2.6	2.4	2.5	2.6	2.4	2.6	2.5	2.5	2.5	2.6	2.5	2.6	2.4
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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A11Ar 10 On a scale of 1 – 10 where 1 is extremelv unfavourable and 10 is extremelv favourable. please rate vour overall impression of the followine broadcasters or TV services?

- Hayu -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Hayu - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Hayu - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100*
Base: Hayu - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	250	132	118	39	44	56	43	42	27	69	68	61	51	70	129	121	218	18	11	79	58	81	82	207	36	225	24	92	32	60	80	172	133	107	197	130	242	6
	6.2	6.6	5.8	6.2	5.1	8	6.5	6.3	5.2	5.8	5.8	6.3	6.3	6.5	6	6.4	6.2	6.6	5.6	7.3	5.6	5.8	7.3	6.4	5.7	6.1	7.3	5.8	4.9	6.8	5.6	6.1	6.5	5.9	6.1	5.9	6.3	4.1
						EI																																	
2 (2)	150	73	77	18	40	34	22	20	16	36	35	37	34	43	72	77	133	6	6	48	36	49	46	124	21	136	14	57	28	31	56	108	81	90	124	104	141	5
	3.7	3.7	3.8	2.8	4.6	4.8	3.4	3.1	3	3.1	3	3.8	4.2	4	3.4	4.1	3.8	2.3	2.9	4.4	3.4	3.5	4.1	3.8	3.2	3.7	4.2	3.6	4.2	3.5	3.9	3.8	4	5	3.8	4.7	3.7	3.7
																																		Amr		Amr		
3 (3)	167	81	86	41	43	35	21	19	8	27	36	34	50	48	70	98	140	16	10	52	46	42	62	146	21	152	15	59	33	35	51	121	96	92	145	109	152	14
	4.2	4.1	4.2	6.5	5	5	3.2	2.9	1.5	2.3	3.1	3.5	6.2	4.4	3.3	5.2	4	5.7	5.1	4.8	4.5	3	5.6	4.5	3.3	4.1	4.6	3.7	5	4	3.6	4.3	4.7	5.1	4.5	4.9	3.9	9.9
	I/Nr			AGHIi	Ii	Ii	I			I			AYZc			AYc							A											A	A	A		
4 (4)	141	64	77	30	39	35	19	13	5	18	35	33	30	43	68	73	125	7	7	31	37	57	45	111	27	115	25	58	27	22	44	97	70	76	114	90	120	19
	3.5	3.2	3.8	4.8	4.5	5.1	2.8	1.9	1	1.5	3	3.4	3.7	4	3.2	3.9	3.6	2.6	3.7	2.8	3.6	4.1	4	3.4	4.3	3.1	7.6	3.6	4	2.5	3	3.5	3.4	4.2	3.5	4.1	3.1	13.6
	HIJ			HIJ	HIJ	AGHIj	I			I																												
5 (5)	333	184	149	56	101	60	61	40	15	55	81	69	64	118	150	182	280	25	16	83	78	120	109	280	44	289	40	140	69	73	116	238	169	154	283	195	309	17
	8.3	9.2	7.3	8.9	11.7	8.6	9.3	6	2.9	4.6	7	7.1	8	10.9	7	9.7	8	9	8.4	7.6	7.5	8.6	9.7	8.6	6.9	7.9	12.2	8.8	10.3	8.3	8.1	8.5	8.3	8.5	8.7	8.8	8	12.3
	CHIJYc	C		Ii	AHIJ	Ii	HIj	IJ		I				AYZc		AYZc																				A			
6 (6)	214	107	106	71	49	48	20	16	10	26	71	52	39	52	123	91	185	13	9	69	53	63	81	170	31	184	29	107	52	26	73	147	114	117	179	154	195	18
	5.3	5.4	5.2	11.2	5.7	6.9	3	2.4	1.9	2.2	6.1	5.4	4.8	4.8	5.7	4.8	5.3	4.7	4.7	6.3	5.1	4.6	7.2	5.2	4.9	5	9.1	6.7	7.8	3	5.1	5.2	5.6	6.5	5.5	7	5.1	13
	GHIJ			AEFGHIi	GHIJ	GHIj																	A											Am	m	Amnr		
7 (7)	170	87	82	44	44	46	25	9	1	10	66	32	29	43	98	72	142	15	13	42	38	62	76	142	18	143	27	86	35	17	67	124	85	107	152	129	155	11
	4.2	4.4	4	6.9	5.2	6.6	3.8	1.4	0.2	0.9	5.7	3.3	3.6	4	4.6	3.8	4.1	5.4	6.4	3.9	3.6	4.5	6.8	4.4	2.8	3.9	8.3	5.4	5.2	2	4.7	4.4	4.2	5.9	4.7	5.9	4	7.8
	HIJ			AGHIi	HIJ	AGHIj	HIj	I		I	AZcd				Z								A											Amnr	Am	Amnr		
8 (8)	157	96	61	45	64	26	10	10	3	12	65	32	28	32	97	60	140	10	7	32	41	67	64	138	11	140	14	95	38	14	63	111	96	105	144	126	142	13
	3.9	4.8	3	7.1	7.4	3.7	1.5	1.5	0.5	1	5.6	3.3	3.5	3	4.5	3.2	4	3.8	3.4	2.9	4	4.8	5.7	4.2	1.7	3.8	4.2	6	5.6	1.5	4.3	4	4.7	5.8	4.4	5.7	3.7	9.4
	CGHIJ	AC		AFGHIi	AFGHIj	GHIj				I	AZbcd				AZd								A										Am	Amr	Am	Amr		
9 (9)	89	47	42	20	35	23	8	2	1	3	53	9	18	9	63	27	82	7	0	23	11	48	52	84	3	71	18	49	34	7	37	63	42	54	75	69	80	9
	2.2	2.4	2.1	3.2	4.1	3.4	1.2	0.3	0.1	0.2	4.5	1	2.2	0.8	2.9	1.4	2.3	2.7	0	2.1	1.1	3.4	4.6	2.6	0.5	1.9	5.7	3.1	5.1	0.8	2.6	2.2	2.1	3	2.3	3.1	2.1	6.5
	GHIJZbd			GHIj	AGHIj	GHIj	IJ				AZabcd		bd		AZbd	b							A											Amn		Amnr		
10 - Extremely favourable (10)	101	62	39	22	41	23	8	5	1	6	45	9	18	29	54	47	83	12	3	28	19	36	46	83	13	93	8	59	35	8	54	65	52	59	90	68	98	0
	2.5	3.1	1.9	3.6	4.8	3.3	1.2	0.7	0.3	0.5	3.8	1	2.2	2.7	2.5	2.5	2.4	4.4	1.3	2.6	1.9	2.6	4.1	2.5	2.1	2.5	2.5	3.8	5.2	0.9	3.7	2.3	2.6	3.3	2.8	3.1	2.6	0
	CGHIJZ	C		GHIj	AGHIj	GHIj	I				AZc		2	2	2	2							A											Am	Am	Am		
I don't know this broadcaster or service	2257	1058	1199	244	359	312	422	484	435	919	614	604	445	594	1218	1039	1982	145	115	600	617	765	455	1772	411	2130	111	778	284	586	799	1568	1099	846	1730	1037	2202	27
	56	53.1	58.9	38.7	41.8	44.6	64.2	73.4	83.3	77.8	52.6	62	55.3	54.9	56.9	55.1	56.4	52.8	58.4	55.2	59.6	55.1	40.7	54.4	64.6	57.9	34.2	49.3	42.6	66.6	55.5	55.7	53.9	46.8	53.5	46.9	57.4	19.6
	BDEFYqurs		AB				ADEf	ADEFG	ADEFGHi	ADEFGHi		AYabcd			Y																ngrs	qs		0S			
Low approvers (NET)	708	350	358	128	165	160	105	94	56	150	173	166	164	205	339	369	616	47	34	210	177	228	235	588	105	628	77	265	121	149	231	498	380	366	580	433	655	43
	17.6	17.6	17.6	20.3	19.2	22.8	15.9	14.3	10.7	12.7	14.8	17	20.4	18.9	15.8	19.6	17.5	17.2	17.4	19.4	17.1	16.4	21	18.1	16.5	17.1	23.8	16.8	18.1	16.9	16.1	17.7	18.6	20.3	17.9	19.6	17.1	31.3
	HIJYc			HIj	HIJ	AGHIj	I	I		I			AYc	Y		AYc							A											Amnr		Amnr		
Medium approvers (NET)	546	291	255	127	150	109	81	55	25	80	152	121	103	171	273	273	466	38	26	152	131	183	189	450	75	473	69	246	121	100	189	386	283	271	462	349	504	35
	13.6	14.6	12.5	20.1	17.4	15.5	12.3	8.4	4.8	6.8	13	12.4	12.8	15.8	12.8	14.5	13.3	13.7	13.1	13.9	12.7	13.2	17	13.8	11.7	12.9	21.3	15.6	18.1	11.3	13.1	13.7	13.9	15	14.3	15.8	13.1	25.3
	CHIJ			AGHIj	AGHIJ	HIj	HIj	IJ		I				Zc									A											A	Am	Amnr		
High approvers (NET)	517	292	225	132	184	119	50	26	6	31	229	83	92	113	312	205	448	45	22	125	110	212	238	447	45	446	67	289	141	46	220	362	276	324	461	392	476	33
	12.8	14.7	11	20.9	21.5	17	7.7	3.9	1.1	2.7	19.6	8.5	11.5	10.4	14.6	10.9	12.7	16.3	11.1	11.5	10.6	15.3	21.3	13.7	7.1	12.1	20.7	18.3	21.2	5.2	15.3	12.9	13.5	17.9	14.3	17.2	12.4	23.8
	CGHIJZbd	AC		AGHIj	AGHIJ	AGHIj	HIj	IJ		I	AZabcd				AZbd								A											Amnr	Am	Amnr		
Mean	4.98	5.1	4.84	5.43	5.51	5	4.45	3.94	3.31	3.73	5.63	4.56	4.74	4.72	5.21	4.73	4.97	5.26	4.74	4.77	4.82	5.23	5.35	5.01	4.57	4.94	5.22	5.43	5.62	4.12	5.27	4.96	4.97	5.2	5.07	5.22	4.96	5.27
	CGHIJZbd			AGHIj	AFGHIJ	GHIj	HIj	I		I	AZabcd				AZabd								A											Amnr	Am	Amnr		
Standard Deviation	2.6	2.7	2.6	2.5	2.7	2.7	2.5	2.4	2.3	2.4	2.8	2.5	2.6	2.5	2.7	2.6	2.7	2.8	2.4	2.7	2.5	2.7	2.7	2.7	2.5	2.7	2.7	2.7	2.4	2.7	2.6	2.7	2.7	2.6	2.6	2.6	2.7	2.2
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.3	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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A11Br sum On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the following TV services?

- Summary table -
Indicators of small base sizes are based on the effective base

	BBC iPlayer	ITV Hub (formerly ITV player)	STV Player	S4C Clic	All 4 (formerly 4OD)	My5 (formerly Demand 5)	UKTV Play
Base: All respondents - Unweighted	4021	4021	4021	4021	4021	4021	4021
	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	4028	4028	4028	4028	4028	4028
	100	100	100	100	100	100	100
Base: All respondents - Effective base	3395	3395	3395	3395	3395	3395	3395
1 - Extremely unfavourable (1)	144	94	139	139	86	112	109
	3.6	2.3	3.5	3.4	2.1	2.8	2.7
2 (2)	66	77	88	107	83	106	109
	1.6	1.9	2.2	2.7	2.1	2.6	2.7
3 (3)	111	134	126	116	117	150	128
	2.7	3.3	3.1	2.8	2.9	3.7	3.2
4 (4)	132	167	152	139	217	250	192
	3.3	4.1	3.8	3.5	5.4	6.2	4.8
5 (5)	362	514	285	231	510	652	454
	9	12.7	7.1	5.7	12.7	16.2	11.3
6 (6)	410	517	184	147	473	451	345
	10.2	12.8	4.6	3.6	11.7	11.2	8.6
7 (7)	625	673	159	139	593	534	334
	15.5	16.7	3.9	3.5	14.7	13.3	8.3
8 (8)	761	638	142	123	611	393	256
	18.9	15.8	3.5	3.1	15.2	9.8	6.4
9 (9)	576	356	110	76	274	166	131
	14.3	8.8	2.7	1.9	6.8	4.1	3.2
10 - Extremely favourable (10)	581	334	81	66	282	175	105
	14.4	8.3	2	1.6	7	4.3	2.6
I don't know this broadcaster or service	259	525	2560	2744	782	1039	1865
	6.4	13	63.6	68.1	19.4	25.8	46.3
Low approvers (NET)	453	471	505	501	503	618	538
	11.2	11.7	12.5	12.4	12.5	15.3	13.4
Medium approvers (NET)	773	1030	470	377	983	1104	799
	19.2	25.6	11.7	9.4	24.4	27.4	19.8
High approvers (NET)	2543	2001	493	405	1760	1267	826
	63.1	49.7	12.2	10.1	43.7	31.5	20.5
Mean	7.13	6.66	5.38	5.14	6.53	5.98	5.75
Standard Deviation	2.3	2.2	2.5	2.6	2.2	2.2	2.2
Standard Error	0	0	0.1	0.1	0	0	0

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A11Br 1 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- BBC iPlayer -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: BBC iPlayer - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: BBC iPlayer - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: BBC iPlayer - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	144	74	70	17	32	22	34	20	18	38	38	28	29	48	67	77	120	18	5	33	48	38	36	118	22	129	11	49	23	33	45	41	42	58	81	66	136	7
	3.6	3.7	3.4	2.8	3.7	3.2	5.1	3	3.5	3.2	3.3	2.9	3.6	4.5	3.1	4.1	3.4	6.7	2.8	3.1	4.6	2.8	3.2	3.6	3.4	3.5	3.4	3.1	3.4	3.8	3.1	3.5	2	3.2	2.5	3	3.6	4.9
	cmnr						Ai																															
2 (2)	66	36	30	8	11	11	6	17	15	31	19	13	15	19	32	34	54	8	3	18	8	28	18	56	10	59	5	32	7	11	23	33	25	24	44	30	59	5
	1.6	1.8	1.5	1.2	1.2	1.6	0.9	2.5	2.8	2.6	1.6	1.3	1.9	1.8	1.5	1.8	1.5	2.8	1.5	1.7	0.7	2	1.6	1.7	1.5	1.6	1.5	2	1.1	1.2	1.6	1.2	1.2	1.3	1.4	1.4	1.5	3.8
	mnr							G	AEG	AEG																												
3 (3)	111	69	42	23	28	11	14	21	15	35	29	29	19	34	58	53	100	6	5	36	25	38	29	101	6	94	17	41	16	19	37	64	52	39	84	51	96	12
	2.7	3.4	2.1	3.6	3.2	1.6	2.1	3.2	2.8	3	2.5	3	2.3	3.2	2.7	2.8	2.8	2.1	2.3	3.3	2.4	2.8	2.6	3.1	1	2.6	5.1	2.6	2.5	2.2	2.6	2.3	2.5	2.1	2.6	2.3	2.5	9.1
	Cm	AC																																	m				
4 (4)	132	53	79	20	35	22	16	22	18	39	43	28	21	40	71	61	113	15	4	41	29	43	43	105	22	112	18	53	22	29	39	74	64	54	94	66	117	7
	3.3	2.7	3.9	3.2	4.1	3.1	2.4	3.3	3.4	3.3	3.2	2.9	2.6	3.7	3.3	3.2	3.2	5.5	1.9	3.8	2.8	3.1	3.8	3.2	3.5	3	5.6	3.3	3.4	3.3	2.7	2.6	3.1	3	2.9	3	3	4.9
	mr		A																																m				
5 (5)	362	194	168	61	70	82	51	61	37	98	84	90	75	114	174	189	321	20	14	108	90	123	104	301	50	328	32	139	64	75	121	170	128	143	229	177	336	21
	9	9.8	8.3	9.6	8.1	11.8	7.8	9.3	7.1	8.3	7.1	9.3	9.3	10.5	8.1	10	9.1	7.4	7.1	9.9	8.7	8.9	9.3	9.3	7.8	8.9	9.7	8.8	9.6	8.6	8.4	6.1	6.3	7.9	7.1	8	8.7	15.3
	IVcmnrs					AEGIi								Yc		Y																			mn	mn	mnr		
6 (6)	410	207	204	94	108	66	64	46	32	78	119	99	84	108	218	193	361	25	21	117	98	145	119	326	68	375	30	186	81	78	120	258	191	212	326	251	384	25
	10.2	10.4	10	14.8	12.6	9.5	9.7	7	6.2	6.6	10.2	10.1	10.5	10	10.2	10.2	10.3	9.2	10.6	10.8	9.5	10.4	10.7	10	10.6	10.2	9.3	11.8	12.1	8.9	8.3	9.2	9.4	11.7	10.1	11.4	10	17.9
	HJm			AFGHIj	AHIj	Ij	Ij																												Amnr	m	Amnr		
7 (7)	625	335	290	110	159	94	105	95	62	157	180	163	129	153	343	282	547	40	31	156	166	225	178	525	81	565	57	260	102	134	203	461	312	345	536	400	593	25
	15.5	16.8	14.2	17.4	18.5	13.5	16	14.4	11.8	13.3	15.4	16.8	16	14.2	16	14.9	15.6	14.7	15.9	14.3	16	16.2	15.9	16.1	12.7	15.4	17.5	16.5	15.4	15.2	14.1	16.4	15.3	19.1	16.6	18.1	15.4	18.4
	CIJ	C		Ij	AFHIj		Ij																												Amnrs	An	Amnr		
8 (8)	761	370	391	113	146	148	128	120	106	226	247	208	147	159	455	306	667	45	41	188	219	261	221	598	147	699	62	304	132	149	328	643	435	350	698	435	749	7
	18.9	18.6	19.2	17.9	17	21.1	19.5	18.2	20.3	19.2	21.1	21.4	18.3	14.7	21.2	16.2	19	16.3	21.1	17.3	21.1	18.8	20.2	18.4	23.1	19	19	19.3	19.8	16.9	22.8	22.8	21.4	19.3	21.6	19.7	19.5	5.5
	bd										Abd	Abd			Abd																			Anqrs	Aq		Aqs			
9 (9)	576	282	294	74	116	114	92	98	83	181	183	134	117	143	317	259	508	37	26	172	142	194	167	462	97	540	35	218	95	123	240	516	368	258	543	345	560	13
	14.3	14.2	14.4	11.8	13.5	16.2	13.9	14.9	15.8	15.3	15.7	13.8	14.5	13.2	14.8	13.7	14.5	13.6	13.3	15.8	13.7	14	15	14.2	15.2	14.7	10.7	13.8	14.3	14	16.8	18.3	18	14.3	16.8	15.6	14.6	9.3
																																Aqrs	Aqrs			Aq	Aq		
10 - Extremely favourable (10)	581	247	334	83	116	87	104	104	86	190	175	129	115	162	303	278	498	40	33	146	134	218	154	468	91	539	40	222	100	129	235	539	407	266	561	317	567	10
	14.4	12.4	16.4	13.2	13.5	12.5	15.9	15.7	16.5	16.1	14.9	13.2	14.3	15	14.2	14.7	14.2	14.7	17	13.4	13	15.7	13.8	14.4	14.3	14.7	12.4	14.1	14.9	14.6	16.3	19.2	20	14.7	17.4	14.3	14.8	7
	B		AB						F	AF																						Aqrs	Aqrs		Aqs			
I don't know this broadcaster or service	259	123	136	29	37	41	45	56	51	107	53	52	54	101	105	154	223	19	13	72	77	75	42	198	44	237	19	74	23	101	48	15	15	59	36	71	239	6
	6.4	6.2	6.7	4.6	4.3	5.9	6.8	8.5	9.8	9.1	4.5	5.4	6.7	9.3	4.9	8.2	6.4	6.9	6.6	6.6	7.4	5.4	3.8	6.1	6.9	6.5	5.7	4.7	3.5	11.4	3.3	0.5	0.8	3.3	1.1	3.2	6.2	4.3
	EYcimoqrs							ADE	ADEFG	ADEF				AYZc		AYZc																	m	mnr	mn	mnr		
Low approvers (NET)	453	232	221	68	106	67	69	79	65	144	129	98	84	142	227	226	386	47	17	129	110	147	126	379	59	393	51	175	69	92	144	212	182	175	302	214	409	31
	11.2	11.7	10.8	10.7	12.3	9.5	10.5	11.9	12.4	12.2	11	10.1	10.4	13.1	10.6	12	11	17.1	8.6	11.8	10.6	10.6	11.3	11.6	9.3	10.7	15.7	11.1	10.3	10.4	10	7.6	8.9	9.7	9.3	9.7	10.7	22.7
	mnqrs																															m	m	m	m	m		
Medium approvers (NET)	773	401	372	154	178	149	115	107	69	177	202	189	159	222	391	382	681	46	35	225	188	268	223	627	117	703	62	325	145	154	241	428	320	355	555	429	719	45
	19.2	20.1	18.3	24.5	20.8	21.3	17.4	16.3	13.3	15	17.3	19.4	19.8	20.5	18.3	20.2	19.4	16.6	17.6	20.7	18.2	19.3	20	19.3	18.4	19.1	19	20.6	21.8	17.5	16.8	15.2	15.7	19.6	17.2	19.4	18.8	33
	HIJYmnr			AGHIj	HIj	HIj	Ij																												mnr	mn	mnr		
High approvers (NET)	2543	1235	1308	380	538	442	430	416	337	753	784	634	508	617	1418	1125	2220	163	132	661	661	898	725	2053	416	2344	194	1004	429	534	1005	2159	1522	1219	2339	1496	2469	55
	63.1	62	64.2	60.2	62.6	63.3	65.3	63.2	64.5	63.8	67.1	65.1	63.1	57.1	66.2	59.6	63.2	59.4	67.2	60.8	63.8	64.7	64.9	63	65.3	63.7	59.6	63.6	64.4	60.7	69.9	76.7	74.6	67.4	72.4	67.7	64.4	40
	bd										Abd	bd	bd		Abd	b																		Anqrs	Aqrs	A	Aqs	A		
Mean	7.13	7.01	7.25	7	7.02	7.16	7.2	7.18	7.28	7.22	7.25	7.16	7.14	6.95	7.21	7.03	7.14	6.84	7.37	7.07	7.12	7.2	7.13	7.1	7.3	7.17	6.82	7.11	7.17	7.17	7.36	7.64	7.58	7.22	7.43	7.24	7.18	5.93
	Bb		AB						AE		Abd				Abd																			Anqrs	Aqrs		Aqs	A		
Standard Deviation	2.3	2.3	2.3	2.2	2.3	2.2	2.4	2.4	2.4	2.4	2.2	2.2	2.3	2.4	2.2	2.4	2.3	2.6	2.2	2.3	2.3	2.3	2.2	2.3	2.2	2.3	2.3	2.2	2.2	2.3	2.2	2	2.1	2.2	2.1	2.2	2.3	2.4
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

Index Sheet

23 May 2019

A11Br 2 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- ITV Hub [formerly ITV player] -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: ITV Hub [formerly ITV player] - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: ITV Hub [formerly ITV player] - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: ITV Hub [formerly ITV player] - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	94	57	37	13	19	13	19	18	12	30	24	19	27	24	43	51	84	7	3	30	22	32	22	75	16	83	9	28	15	24	34	44	16	35	53	45	91	2
	2.3	2.9	1.8	2	2.3	1.8	2.9	2.7	2.2	2.5	2	2	3.4	2.2	2	2.7	2.4	2.5	1.5	2.7	2.1	2.3	2	2.3	2.6	2.3	2.8	1.7	2.3	2.7	2.4	1.5	0.8	1.9	1.7	2	2.4	1.8
	Cmnr	C																														n		n	n	n		
2 (2)	77	44	33	11	23	13	11	8	11	19	29	18	16	14	47	30	71	3	3	23	20	28	23	71	6	70	6	30	16	16	23	37	21	24	48	31	70	7
	1.9	2.2	1.6	1.8	2.7	1.9	1.6	1.2	2	1.6	2.5	1.9	2	1.3	2.2	1.6	2	1.1	1.7	2.1	1.9	2	2	2.2	1	1.9	1.9	1.9	2.5	1.8	1.6	1.3	1	1.3	1.5	1.4	1.8	5.2
	mnqrs																																		mn			
3 (3)	134	84	50	20	31	27	19	26	9	35	41	25	31	37	65	68	110	13	9	36	36	38	42	116	13	118	12	53	17	28	38	98	58	64	113	84	120	10
	3.3	4.2	2.4	3.2	3.7	3.9	3	4	1.8	3	3.5	2.6	3.8	3.5	3.1	3.6	3.1	4.7	4.4	3.3	3.5	2.7	3.8	3.6	2	3.2	3.8	3.4	2.6	3.2	2.7	3.5	2.8	3.5	3.5	3.8	3.1	7.3
	CI	AC																														n			n	n		
4 (4)	167	87	80	25	38	32	19	32	21	53	39	53	18	56	92	75	138	15	11	50	40	48	33	143	21	145	20	48	31	41	47	105	55	66	124	87	149	13
	4.1	4.3	3.9	3.9	4.4	4.5	2.9	4.9	4	4.5	3.3	5.5	2.2	5.2	4.3	3.9	3.9	5.5	5.7	4.6	3.8	3.5	3	4.4	3.2	4	6.1	3.1	4.6	4.7	3.2	3.7	2.7	3.7	3.8	3.9	3.9	9.8
	aeh											AFac		Yad	Ya	a																n		n	n	n		
5 (5)	514	278	236	88	114	77	111	75	48	123	123	125	109	156	249	265	453	33	18	152	125	176	149	418	77	468	39	199	78	105	173	326	195	235	381	270	473	29
	12.7	13.9	11.6	14	13.3	11	16.8	11.4	9.3	10.4	10.6	12.9	13.6	14.4	11.6	14	12.9	11.8	8.9	14	12.1	12.7	13.3	12.8	12	12.7	12	12.6	11.7	11.9	12	11.6	9.6	13	11.8	12.2	12.3	20.8
	CIJYCmnr	C		3	1		AFHq							Y		Yc																n		ns	n	n		
6 (6)	517	274	242	93	123	82	77	79	61	141	167	142	84	124	309	208	436	44	35	117	134	185	156	411	89	471	42	191	106	108	181	382	277	261	437	322	495	20
	12.8	13.8	11.9	14.8	14.3	11.7	11.7	12.1	11.7	11.9	14.3	14.6	10.4	11.5	14.4	11	12.4	16	17.5	10.8	12.9	13.3	14	12.6	14	12.8	12.9	12.1	15.9	12.3	12.5	13.6	13.6	14.4	13.5	14.6	12.9	14.7
	Cd										ad	Aad			Aabd																	A		A	A	A		
7 (7)	673	340	333	119	149	123	99	109	75	184	214	181	99	178	396	277	593	43	27	183	167	243	185	548	98	611	57	299	107	139	245	542	413	332	608	408	650	20
	16.7	17.1	16.4	18.8	17.3	17.5	15.1	16.5	14.4	15.6	18.3	18.6	12.3	16.5	18.5	14.7	16.9	15.8	13.9	16.8	16.1	17.5	16.6	16.8	15.5	16.6	17.4	18.9	16.1	15.8	17	19.2	20.3	18.3	18.8	18.5	17	14.8
	iad										ad	Aad		ad	Aad	a																A	Ars	A	A	A		
8 (8)	638	281	357	100	143	113	95	98	89	187	187	149	149	153	336	302	570	33	29	190	183	197	180	519	106	596	42	280	98	116	274	537	449	312	602	380	614	16
	15.8	14.1	17.5	15.9	16.6	16.1	14.5	15	17	15.9	16	15.3	18.5	14.1	15.7	16	16.2	12	14.9	17.5	17.7	14.2	16.1	15.9	16.6	16.2	12.8	17.7	14.6	13.2	19.1	19.1	22	17.3	18.6	17.2	16	11.7
	B		AB										bd			b																Aqs	Amqrs			As	A		
9 (9)	356	156	200	61	65	79	56	51	45	96	117	74	83	82	191	165	318	18	18	97	80	142	129	297	48	317	39	152	67	61	149	290	269	164	331	211	348	7
	8.8	7.8	9.8	9.7	7.5	11.3	8.5	7.7	8.6	8.1	10	7.6	10.3	7.6	8.9	8.7	9.1	6.5	9.1	8.8	7.7	10.2	11.5	9.1	7.6	8.6	11.8	9.6	10	6.9	10.3	10.3	13.2	9.1	10.2	9.6	9.1	5.1
			AB			AEHj										Z							A			A						A	Amqrs			A			
10 - Extremely favourable (10)	334	136	199	44	79	51	58	57	44	102	92	65	82	96	157	178	292	16	20	97	81	114	113	270	51	310	23	149	67	55	152	288	278	169	323	200	324	7
	8.3	6.8	9.8	7	9.2	7.3	8.8	8.7	8.5	8.6	7.8	6.7	10.2	8.8	7.3	9.4	8.3	5.9	10.1	8.9	7.8	8.2	10.1	8.3	8.1	8.4	7.2	9.4	10.1	6.3	10.5	10.2	13.6	9.3	10	9	8.4	4.9
	BZc		AB										Zc			Zc							A									As	Amqrs		A			
I don't know this broadcaster or service	525	254	271	56	74	90	94	105	107	212	137	120	106	163	257	268	446	50	24	112	148	185	85	389	111	486	37	150	64	186	125	166	7	145	210	173	502	5
	13	12.8	13.3	8.9	8.6	12.9	14.2	15.9	20.4	17.9	11.7	12.3	13.2	15	12	14.2	12.7	18.1	12.2	10.3	14.3	13.3	7.6	11.9	17.5	13.2	11.2	9.5	9.7	21.1	8.7	5.9	0.4	8	6.5	7.8	13.1	3.8
	DEcmnqrs					E	DE	ADE	ADEFGHJ	ADEFGJ				Yc																		R		mn	mn			
Low approvers (NET)	471	272	199	69	112	85	68	84	53	137	132	116	93	131	248	224	402	38	26	137	118	147	121	405	56	417	48	159	79	109	142	284	150	189	339	246	431	33
	11.7	13.7	9.8	10.9	13.1	12.2	10.3	12.8	10.1	11.6	11.3	11.9	11.5	12.1	11.6	11.9	11.5	13.8	13.2	12.6	11.4	10.6	10.8	12.4	8.8	11.3	14.6	10.1	11.9	12.4	9.9	10.1	7.3	10.5	10.5	11.1	11.2	24.1
	Cmnr	AC																														n		n	n	n		
Medium approvers (NET)	1030	552	478	182	238	159	188	154	110	264	290	267	193	279	558	473	889	77	52	270	259	361	305	829	166	940	81	389	184	213	353	708	472	496	818	592	968	49
	25.6	27.7	23.5	28.8	27.6	22.7	28.6	23.4	21	22.4	24.8	27.5	24	25.8	26	25	25.3	27.9	26.5	24.8	25	26	27.3	25.5	26	25.6	24.9	24.7	27.6	24.2	24.5	25.2	23.2	27.4	25.3	26.8	25.2	35.5
	CJm	AC		Fu	u		FHIJ																									n		Amnr	n	n		
High approvers (NET)	2001	913	1088	324	435	365	309	315	253	568	609	470	413	509	1079	922	1774	110	95	568	510	696	607	1634	304	1835	160	880	339	371	819	1656	1410	977	1865	1199	1936	50
	49.7	45.9	53.4	51.4	50.6	52.2	46.9	47.9	48.5	48.1	52.1	48.3	51.3	47	50.4	48.9	50.5	40.2	48.1	52.2	49.3	50.1	54.3	50.2	47.7	49.9	49.3	55.7	50.8	42.2	56.9	58.9	69.2	54	57.7	54.2	50.5	36.5
	B		AB								Ab						A						A									Aqrs	Amqrs	A	Aqs	A		
Mean	6.66	6.43	6.89	6.65	6.6	6.74	6.61	6.63	6.83	6.71	6.72	6.57	6.76	6.61	6.65	6.68	6.68	6.35	6.73	6.66	6.67	6.71	6.81	6.64	6.76	6.69	6.56	6.84	6.73	6.46	6.91	6.92	7.28	6.78	6.88	6.76	6.7	5.8
	B		AB						Aj														A									Aqrs	Amqrs	A	Aqs	A		
Standard Deviation	2.2	2.2	2.1	2	2.2	2.1	2.2	2.2	2.2	2.2	2.1	2	2.3	2.1	2.1	2.2	2.2	2.1	2.2	2.2	2.1	2.1	2.2	2.2	2.1	2.1	2.2	2.1	2.2	2.2	2.1	2	1.9	2.1	2.1	2.1	2.1	2.1
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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23 May 2019

A11Br 3 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- STV Player -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: STV Player - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: STV Player - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: STV Player - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	139	73	66	19	26	25	26	26	17	43	33	30	29	47	63	76	122	10	6	40	36	46	30	122	14	122	17	53	25	30	44	83	65	59	100	71	135	4
	3.5	3.7	3.2	3	3	3.6	4	3.9	3.3	3.6	2.8	3.1	3.6	4.3	2.9	4	3.5	3.6	3.3	3.7	3.4	3.3	2.7	3.8	2.3	3.3	5.3	3.4	3.7	3.4	3	2.9	3.2	3.3	3.1	3.2	3.5	2.6
	CHIJ																																					
2 (2)	88	40	47	11	20	25	11	12	9	21	23	17	20	28	40	48	68	8	11	26	14	28	34	72	14	80	7	47	7	14	22	54	51	42	73	48	78	8
	2.2	2	2.3	1.8	2.3	3.5	1.7	1.8	1.7	1.8	2	1.8	2.5	2.6	1.9	2.5	1.9	2.8	5.6	2.4	1.4	2	3.1	2.2	2.2	2.2	2.1	3	1	1.6	1.5	1.9	2.5	2.3	2	2.2	2	5.7
						AGH																	A									m			m			
3 (3)	126	65	61	22	40	19	20	16	9	25	38	24	29	36	61	65	112	7	5	37	22	53	45	106	15	115	11	58	25	17	45	98	74	76	111	86	118	8
	3.1	3.3	3	3.5	4.6	2.8	3	2.5	1.8	2.2	3.2	2.4	3.6	3.4	2.9	3.4	3.2	2.4	2.6	3.4	2.1	3.8	4	3.3	2.4	3.1	3.3	3.7	3.8	2	3.1	3.5	3.7	4.2	3.4	3.9	3.1	6.1
	IJ				AHIJ																													A	A	A		
4 (4)	152	93	59	30	47	34	17	15	8	24	45	32	37	38	77	75	121	23	5	42	28	50	56	126	25	131	21	70	30	31	47	116	88	74	136	94	133	12
	3.8	4.7	2.9	4.8	5.5	4.8	2.5	2.3	1.6	2	3.8	3.3	4.6	3.5	3.6	4	3.4	8.5	2.5	3.9	2.7	3.6	5	3.9	4	3.6	6.5	4.4	4.4	3.5	3.3	4.1	4.3	4.1	4.2	4.3	3.5	9.1
	CHIJ	AC		HIJ	AGHIJ	GHIJ																	A												A			
5 (5)	285	156	130	53	77	47	58	35	16	51	71	58	72	85	128	157	232	42	6	81	75	76	101	232	41	257	28	121	52	57	91	185	132	134	221	167	251	27
	7.1	7.8	6.4	8.3	9	6.7	8.8	5.3	3	4.3	6.1	5.9	8.9	7.9	6	8.3	6.6	15.4	3.1	7.4	7.3	5.5	9.1	7.1	6.5	7	8.6	7.7	7.8	6.5	6.3	6.6	6.5	7.4	6.8	7.6	6.5	19.5
	CHIJ			IJ	AHIJ	IJ	HIJ	IJ		I			YZc			AYZc							A									m				m		
6 (6)	184	119	65	52	49	44	21	10	9	19	50	46	34	54	96	88	151	24	3	48	43	60	78	145	30	160	25	88	38	30	61	121	87	101	144	121	174	8
	4.6	6	3.2	8.2	5.7	6.2	3.2	1.5	1.8	1.6	4.3	4.7	4.3	5	4.5	4.7	4.3	8.8	1.4	4.4	4.1	4.3	7	4.5	4.7	4.3	7.6	5.6	5.6	3.4	4.3	4.3	4.3	5.6	4.5	5.5	4.5	5.5
	CHIJ	AC		AGHIJ	GHIJ	AGHIJ	HI																A											Amnr		Amnr		
7 (7)	159	91	68	22	49	44	18	18	8	26	59	41	24	35	100	59	121	32	5	43	29	49	66	132	22	148	11	89	30	22	61	118	89	88	140	113	144	15
	3.9	4.6	3.1	3.4	5.7	6.3	2.7	2.8	1.5	2.2	5.1	4.2	3	3.2	4.7	3.1	3.5	11.8	2.8	4	2.8	3.5	5.9	4	3.5	4	3.4	5.7	4.6	2.6	4.2	4.2	4.4	4.8	4.3	5.1	3.7	11.3
	CIJd				AGHIJ	ADGHIJ				I	Aabd				Ad								A											A	A	Amr		
8 (8)	142	85	57	30	44	29	16	12	11	23	56	27	31	30	82	60	103	32	5	34	30	38	50	113	21	126	15	82	32	16	69	103	73	82	130	103	131	9
	3.5	4.3	2.8	4.8	5.1	4.2	2.4	1.9	2.1	2	4.8	2.7	3.8	2.7	3.8	3.2	2.9	11.7	2.7	3.1	2.9	2.8	4.5	3.5	3.3	3.4	4.6	5.2	4.9	1.8	4.8	3.7	3.6	4.5	4	4.7	3.4	6.8
	CHIJ	C		GHIJ	AGHIJ	HIJ					AZbcd				Z								A											A	Am	Amn		
9 (9)	110	65	45	23	40	29	5	9	5	14	55	21	15	20	76	35	88	21	1	24	15	49	56	94	12	87	20	65	38	13	41	84	53	63	102	82	100	9
	2.7	3.3	2.2	3.7	4.6	4.1	0.8	1.3	1	1.1	4.7	2.1	1.9	1.8	3.5	1.8	2.5	7.8	0.5	2.2	1.5	3.5	5	2.9	2	2.4	6.3	4.1	5.7	1.5	2.9	3	2.6	3.5	3.1	3.7	2.6	6.5
	CGHIJd			GHIJ	AGHIJ	AGHIJ					AZabcd				AZabd								A											An	An	Amn		
10 - Extremely favourable (10)	81	49	32	15	30	17	11	5	3	8	40	11	13	17	51	30	56	24	1	14	13	30	45	66	11	73	9	55	32	3	47	67	44	57	77	66	78	1
	2	2.5	1.6	2.4	3.5	2.4	1.7	0.7	0.6	0.6	3.4	1.1	1.7	1.5	2.4	1.6	1.6	8.7	0.5	1.3	1.2	2.2	4	2	1.8	2	2.7	3.5	4.8	0.3	3.3	2.4	2.2	3.2	2.4	3	2	0.5
	CHIJZ			HIJ	AHIJ	HIJ	IJ				AZabcd				AZ								A									A			Amnr	A	Amnr		
I don't know this broadcaster or service	2560	1153	1407	354	438	386	455	501	427	928	699	667	500	693	1366	1194	2337	50	147	699	730	909	556	2049	428	2379	162	850	358	648	911	1785	1282	1031	1999	1260	2493	36
	63.6	57.9	69.1	56.1	50.9	55.3	69.1	76.1	81.7	78.6	59.8	68.6	62.2	64.1	63.8	63.3	66.6	18.3	74.9	64.2	70.5	65.4	49.8	62.9	67.3	64.7	49.8	53.9	53.7	73.6	63.3	63.4	62.9	57	61.9	57	65	26.4
	BDEFIJqs			AB			ADEF	ADEFG	ADEFGH	ADEFGH		AYabcd			Y																	qrs	qs		qs			
Low approvers (NET)	505	272	233	82	133	103	74	69	44	113	138	103	115	149	241	264	423	48	28	146	100	177	166	427	70	447	56	228	86	91	158	351	278	251	419	299	464	32
	12.5	13.7	11.4	13.1	15.5	14.7	11.2	10.5	8.4	9.6	11.8	10.6	14.3	13.8	11.3	14	12	17.4	14	13.4	9.7	12.7	14.8	13.1	10.9	12.2	17.2	14.4	13	10.4	11	12.5	13.6	13.9	13	13.5	12.1	23.5
	CIJZc	C		I	AGHIJ	HIJ							Zc	Z		AZc							A									m			n			
Medium approvers (NET)	470	275	195	104	126	90	79	45	25	70	121	104	106	139	225	245	383	67	9	128	118	136	179	377	71	417	53	209	90	87	152	306	220	235	366	288	425	34
	11.7	13.8	9.6	16.5	14.6	12.9	12.1	6.8	4.8	5.9	10.4	10.7	13.2	12.8	10.5	13	10.9	24.2	4.5	11.8	11.4	9.8	16	11.6	11.2	11.3	16.1	13.3	13.5	9.8	10.6	10.9	10.8	13	11.3	13	11.1	25
	CHIJcm	AC		AHIJ	AHIJ	HIJ	HIJ			I					Yc								A											Amnr	m	Amnr		
High approvers (NET)	493	291	202	90	163	119	50	44	27	71	210	99	83	101	309	184	368	110	13	115	87	167	216	404	67	434	55	291	132	54	218	371	259	290	449	363	454	34
	12.2	14.6	9.9	14.3	18.9	17.1	7.6	6.6	5.1	6	18	10.2	10.4	9.3	14.4	9.8	10.5	40.1	6.5	10.5	8.4	12	19.4	12.4	10.6	11.8	16.9	18.5	19.9	6.1	15.2	13.2	12.7	16.1	13.9	16.4	11.8	25.2
	CGHIJZbd	AC		GHIJ	AGHIJ	AGHIJ					AZabcd				AZabd								A									A		Amnr	Amn	Amnr		
Mean	5.38	5.51	5.2	5.62	5.71	5.55	4.93	4.71	4.69	4.7	5.93	5.3	5.1	4.98	5.68	5.03	5.25	6.3	4.28	5.11	5.19	5.41	5.78	5.34	5.42	5.35	5.52	5.7	5.99	4.83	5.78	5.52	5.35	5.61	5.51	5.65	5.38	5.39
	CGHIJbd	C		GHIJ	AGHIJ	GHIJ					AZabcd				AZabd								A									An		An	An	Amn		
Standard Deviation	2.5	2.5	2.6	2.4	2.5	2.5	2.4	2.6	2.7	2.6	2.6	2.4	2.4	2.5	2.6	2.5	2.5	2.4	2.6	2.4	2.4	2.6	2.5	2.5	2.4	2.5	2.6	2.6	2.6	2.3	2.6	2.5	2.5	2.6	2.5	2.5	2.6	2.2
Standard Error	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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23 May 2019

A11Br 4 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- S4C Clic -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: S4C Clic - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: S4C Clic - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: S4C Clic - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	139	72	66	24	31	24	17	23	19	43	32	27	24	57	58	80	120	11	8	48	39	32	34	121	15	129	10	47	20	32	43	86	70	65	104	76	136	3
	3.4	3.6	3.3	3.8	3.6	3.5	2.5	3.6	3.7	3.6	2.7	2.8	2.9	5.2	2.7	4.3	3.4	4	4	4.5	3.8	2.3	3.1	3.7	2.3	3.5	3.1	3	3	3.7	3	3	3.4	3.6	3.2	3.4	3.5	2.1
	cm													AYZac		AYac																						
2 (2)	107	63	45	24	31	23	9	10	10	20	29	31	24	22	60	47	93	9	6	33	19	41	35	90	16	85	21	44	23	21	24	69	58	43	84	56	99	7
	2.7	3.1	2.2	3.7	3.6	3.3	1.3	1.6	1.9	1.7	2.5	3.2	3	2.1	2.8	2.5	2.6	3.2	2.9	3.1	1.8	2.9	3.1	2.8	2.3	2.3	6.4	2.8	3.5	2.4	1.6	2.4	2.8	2.4	2.6	2.5	2.6	4.8
	CGHij			GHi	GHij	Gi																																
3 (3)	116	52	64	20	27	26	19	16	8	24	29	24	39	25	52	64	98	10	7	30	29	39	44	99	15	106	10	56	18	20	40	86	67	63	101	77	100	16
	2.9	2.6	3.2	3.2	3.2	3.7	2.9	2.4	1.5	2	2.5	2.4	4.8	2.3	2.4	3.4	2.8	3.6	3.7	2.7	2.8	2.8	3.9	3	2.4	2.9	3	3.5	2.7	2.2	2.8	3.1	3.3	3.5	3.1	3.5	2.6	11.4
	Ik				i	Ii							AYZbcd			b							A													A		
4 (4)	139	85	54	29	36	35	15	19	6	25	36	27	26	50	63	77	113	8	12	38	31	44	59	115	21	124	16	67	31	19	50	100	70	75	115	86	125	9
	3.5	4.3	2.6	4.7	4.2	5	2.2	2.9	1.1	2.1	3.1	2.8	3.3	4.6	2.9	4.1	3.2	2.7	6.1	3.5	3	3.2	5.3	3.5	3.3	3.4	4.8	4.2	4.7	2.1	3.5	3.5	3.4	4.1	3.6	3.9	3.3	6.5
	CIk	AC		Gii	Ii	AGii			i	i				Ac									A															
5 (5)	231	128	102	47	51	49	35	34	15	49	66	48	49	67	115	116	199	17	9	70	53	76	84	195	28	200	31	111	43	41	70	144	109	113	171	133	204	19
	5.7	6.4	5	7.5	5.9	7	5.3	5.1	2.8	4.1	5.7	5	6.1	6.2	5.4	6.2	5.7	6	4.5	6.4	5.1	5.5	7.6	6	4.4	5.4	9.5	7	6.4	4.6	4.9	5.1	5.3	6.2	5.3	6	5.3	13.7
	CIimr			Ii	I	Ii	I	i		i													A									m			m		
6 (6)	147	99	47	30	50	29	20	12	6	18	48	35	28	35	83	63	128	6	10	45	41	42	56	119	18	130	15	77	30	19	57	100	74	79	127	99	132	15
	3.6	5	2.3	4.7	5.8	4.1	3.1	1.8	1.1	1.5	4.1	3.6	3.5	3.3	3.9	3.4	3.6	2.2	5.1	4.2	3.9	3	5	3.6	2.9	3.5	4.8	4.9	4.6	2.1	3.9	3.5	3.6	4.4	3.9	4.5	3.4	10.7
	CHij	AC		Hii	AGHii	Hii	Ii										A						A									m	Am				
7 (7)	139	90	49	31	41	33	19	8	7	15	55	32	18	35	87	52	119	6	12	47	26	42	64	117	19	117	19	80	28	15	48	105	77	72	125	94	123	15
	3.5	4.5	2.4	4.8	4.8	4.7	2.9	1.3	1.3	1.3	4.7	3.3	2.2	3.2	4.1	2.8	3.4	2.3	6.3	4.3	2.5	3.4	5.8	3.6	3	3.2	5.9	5	4.2	1.7	3.4	3.7	3.8	4	3.9	4.3	3.2	11.2
	CHij	AC		Hii	AHij	Hii	Hii				Aad				Aad								A											A		A	
8 (8)	123	76	47	25	46	29	10	8	4	13	49	23	28	24	71	52	99	13	12	23	29	47	59	103	11	100	23	66	35	17	42	85	55	76	114	89	108	12
	3.1	3.8	2.3	3.9	5.4	4.2	1.5	1.3	0.8	1.1	4.2	2.3	3.4	2.2	3.3	2.7	2.8	4.6	5.9	2.1	2.8	3.4	5.3	3.2	1.7	2.7	7	4.2	5.3	1.9	2.9	3	2.7	4.2	3.5	4	2.8	8.5
	CGHij	AC		GHii	AGHij	GHii					AZbcd				2								A									Amn	Amn	Amn			
9 (9)	76	51	25	11	29	26	6	3	1	5	44	12	12	9	55	21	67	2	7	13	14	40	43	64	8	72	4	52	28	7	36	59	37	45	69	59	74	2
	1.9	2.6	1.2	1.8	3.4	3.7	0.9	0.5	0.3	0.4	3.8	1.2	1.5	0.8	2.6	1.1	1.9	0.9	3.6	1.2	1.3	2.9	3.8	2	1.3	2	1.2	3.3	4.2	0.8	2.5	2.1	1.8	2.5	2.1	2.7	1.9	1.4
	CGHIJZbd	AC		Ii	AGHij	AGHii					AZabcd				AZbd								A									A	A	A			
10 - Extremely favourable (10)	66	44	23	11	27	13	7	6	2	8	44	5	9	9	49	18	58	4	2	18	12	28	32	56	7	60	6	48	22	3	44	58	45	37	65	50	63	1
	1.6	2.2	1.1	1.8	3.2	1.9	1	0.9	0.4	0.7	3.7	0.5	1.1	0.8	2.3	0.9	1.7	1.4	1.1	1.6	1.2	2	2.9	1.7	1.1	1.6	1.8	3.1	3.3	0.3	3.1	1.8	2.2	2	2	2.3	1.6	1.1
	CIZbd	AC		I	AGHij	Ii					AZabcd				AZbd								A									Am	A				
I don't know this broadcaster or service	2744	1230	1515	379	489	412	502	518	444	962	737	710	548	749	1447	1297	2418	190	112	724	744	951	605	2179	479	2553	171	931	387	686	986	1931	1378	1140	2156	1391	2672	39
	68.1	61.8	74.4	60.1	56.9	59	76.3	78.7	84.9	81.4	63.1	73	68.1	69.3	67.6	68.8	68.9	69	56.8	66.5	71.8	68.5	54.2	66.9	75.3	69.4	52.4	59	58	78	68.5	68.6	67.6	63.1	66.7	62.9	69.6	28.6
	BDEFIGIJs			AB			ADEF	ADEF	ADEFGHJ	ADEFGHJ		AYacd	Y	Y	Y	Y																						
Low approvers (NET)	501	272	229	97	125	108	59	69	43	112	125	109	113	155	234	268	424	37	33	149	118	156	173	424	66	444	56	214	93	92	156	340	265	247	405	295	460	34
	12.4	13.7	11.3	15.4	14.6	15.4	9	10.4	8.3	9.5	10.7	11.2	14.1	14.3	10.9	14.2	12.1	13.5	16.7	13.7	11.4	11.3	15.5	13	10.3	12.1	17.3	13.5	13.9	10.5	10.8	12.1	13	13.7	12.5	13.3	12	24.8
	CGIJYc	C		GHIj	GHIj	AGHIj							Yc	Yc	AYZc								A									m	m				
Medium approvers (NET)	377	227	150	77	101	78	55	46	21	66	115	83	77	102	198	179	327	23	19	115	93	118	140	314	47	330	46	188	73	59	127	244	183	190	268	232	336	33
	9.4	11.4	7.4	12.2	11.7	11.2	8.4	7	3.9	5.6	9.8	8.6	9.6	9.4	9.2	9.5	9.3	8.2	9.6	10.6	9	8.5	12.6	9.6	7.3	9	14.3	11.9	11	6.7	8.8	8.7	9	10.5	9.2	10.5	8.8	24.3
	CHIJm	AC		Hii	AHij	Hii	Ii	ij		i													A									mer	m	Amny			
High approvers (NET)	405	262	143	78	144	101	41	26	15	41	191	71	66	76	263	142	343	25	33	100	80	163	199	340	45	350	52	246	113	42	171	299	213	230	372	292	369	30
	10.1	13.1	7	12.3	16.7	14.4	6.3	3.9	2.8	3.5	16.4	7.3	8.2	7	12.3	7.6	9.8	9.2	16.9	9.2	7.7	11.7	17.8	10.4	7	9.5	16	15.6	17	4.8	11.9	10.6	10.4	12.7	11.5	13.2	9.6	22.3
	CGHIJZbd	AC		GHIj	AGHIj	AGHIj	Ii				AZabcd				AZabd								A									Amn	Amn	Amny			
Mean	5.14	5.35	4.84	5.12	5.58	5.34	4.99	4.43	3.98	4.27	5.91	4.86	4.87	4.58	5.51	4.71	5.14	4.87	5.4	4.88	4.97	5.47	5.6	5.12	5.01	5.13	5.2	5.59	5.7	4.44	5.61	5.26	5.16	5.33	5.31	5.4	5.13	5.25
	CHIJZbd	AC		Hii	AGHIj	Hii	Ii				AZabcd				AZabd								A									A	An	An			
Standard Deviation	2.6	2.6	2.6	2.5	2.6	2.6	2.4	2.4	2.5	2.5	2.7	2.4	2.5	2.4	2.6	2.4	2.6	2.6	2.5	2.5	2.5	2.6	2.5	2.6	2.5	2.6	2.4	2.6	2.7	2.5	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.1
Standard Error	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.3	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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A11Br 5 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- All 4 (formerly 4OD) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All 4 (formerly 4OD) - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All 4 (formerly 4OD) - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All 4 (formerly 4OD) - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	86	44	42	12	15	8	17	20	14	34	26	13	27	20	39	47	74	9	3	18	19	36	20	75	9	77	8	33	21	22	26	40	26	31	53	36	79	6
	2.1	2.2	2.1	2	1.7	1.1	2.6	3.1	2.6	2.9	2.3	1.3	3.3	1.9	1.8	2.5	2.1	3.1	1.6	1.7	1.9	2.6	1.8	2.3	1.5	2.1	2.4	2.1	3.2	2.5	1.8	1.4	1.3	1.7	1.6	1.6	2.1	4.1
	FZmnrs					F	F	F	AF				A2c			Z																			mn			
2 (2)	83	44	40	9	17	19	14	15	9	24	19	22	13	29	41	42	72	8	1	26	20	26	23	68	15	73	8	39	9	17	26	49	36	34	66	37	79	4
	2.1	2.2	2	1.4	2	2.7	2.1	2.3	1.8	2.1	1.6	2.3	1.6	2.7	1.9	2.2	2	2.9	0.5	2.4	1.9	1.9	2.1	2.1	2.3	2	2.3	2.4	1.3	2	1.8	1.7	1.8	1.9	2	1.7	2.1	2.8
	m																																		m			
3 (3)	117	67	50	21	26	12	19	24	14	38	32	22	25	38	54	63	101	9	5	39	26	36	32	102	12	109	8	45	22	27	32	71	50	42	90	52	102	12
	2.9	3.4	2.4	3.4	3	1.7	2.9	3.6	2.7	3.2	2.7	2.3	3.1	3.5	2.5	3.3	2.9	3.1	2.6	3.6	2.5	2.6	2.8	3.1	1.9	3	2.4	2.9	3.4	3	2.2	2.5	2.5	2.3	2.8	2.3	2.7	8.4
	Cmq							E																												m			
4 (4)	217	121	96	39	47	35	28	45	23	68	66	47	32	72	113	104	183	15	12	53	58	72	70	176	30	189	28	79	35	32	76	152	104	101	170	126	197	16
	5.4	6.1	4.7	6.2	5.5	5.1	4.2	6.8	4.4	5.7	5.7	4.8	4	6.6	5.3	5.5	5.2	5.6	6.3	4.9	5.6	5.2	6.3	5.4	4.7	5.1	8.5	5	5.3	3.7	5.3	5.4	5.1	5.6	5.3	5.7	5.1	11.5
	C							GI		J				A		A																						
5 (5)	510	271	239	69	90	99	119	81	53	134	125	131	114	139	256	254	454	26	22	144	132	178	157	415	82	482	26	219	92	94	191	330	222	210	396	264	479	23
	12.7	13.6	11.7	10.9	10.4	14.1	18.2	12.3	10.1	11.3	10.7	13.4	14.2	12.9	12	13.5	12.9	9.5	11.3	13.3	12.7	12.8	14.1	12.7	12.9	13.1	7.8	13.9	13.8	10.7	13.3	11.7	10.9	11.6	12.3	11.9	12.5	16.4
	CJFmn					EJ	ADEHIJ					Yc	Y			Y																			mn			
6 (6)	473	239	234	93	108	82	76	60	54	114	124	129	102	118	253	220	405	36	28	145	119	141	138	401	52	430	42	205	62	96	146	343	256	245	385	294	454	14
	11.7	12	11.5	14.8	12.6	11.7	11.6	9	10.4	9.6	10.6	13.3	12.7	10.9	11.8	11.7	11.5	13	14.2	13.3	11.5	10.2	12.4	12.3	8.1	11.7	12.8	13	9.3	11	10.2	12.2	12.5	13.5	11.9	13.3	11.8	10.2
	HIJ			HIJ	HIJ							Yc			Y																			Ar		Ar		
7 (7)	593	290	302	73	140	111	105	94	70	164	200	166	92	135	366	227	533	36	21	168	155	210	165	487	95	531	56	235	106	122	236	504	356	300	553	365	573	14
	14.7	14.6	14.9	11.6	16.3	15.9	15.9	14.2	13.5	13.9	17.1	17.1	11.4	12.4	17.1	12	15.2	12.9	10.5	15.4	15	15.1	14.7	14.9	14.9	14.4	17.2	14.8	15.9	13.8	16.4	17.9	17.5	16.6	17.1	16.5	14.9	10.4
	abd				D						Aabd	Aabd			Aabd																	Ar	A	A	A	A		
8 (8)	611	301	310	121	155	107	92	91	46	137	195	137	114	165	333	279	532	40	34	169	162	201	188	496	101	558	49	259	94	116	260	507	411	318	581	405	589	17
	15.2	15.1	15.2	19.1	18.1	15.3	13.9	13.8	8.7	11.6	16.7	14.1	14.1	15.3	15.5	14.8	15.2	14.5	17.4	15.6	15.7	14.5	16.8	15.2	15.8	15.2	15	16.4	14.1	13.1	18.1	18	20.2	17.6	18	18.3	15.4	12.4
	IJ			AGHIJ	AGHIJ	IJ	I	IJ		J																						A	Amqrs	A	A	A		
9 (9)	274	131	144	60	78	60	32	28	15	44	87	65	56	66	153	122	235	19	19	70	63	102	97	226	37	247	27	110	65	49	99	229	185	156	259	183	263	10
	6.8	6.6	7.1	9.6	9	8.6	4.9	4.3	3	3.7	7.5	6.7	6.8	6.1	7.1	6.5	6.7	6.7	9.7	6.4	6.1	7.4	8.7	6.9	5.9	6.7	8.4	7	9.8	5.6	6.9	8.2	9.1	8.6	8	8.3	6.8	7.2
	GHIJ			AGHIJ	AGHIJ	GHIJ																	A									A	Amr	A	A	A		
10 - Extremely favourable (10)	282	146	136	55	88	49	39	30	21	51	85	57	63	77	142	140	245	19	14	67	57	121	88	232	38	258	22	118	46	53	138	241	210	168	271	200	275	6
	7	7.3	6.7	8.8	10.2	7	5.9	4.6	4	4.3	7.2	5.8	7.9	7.1	6.6	7.4	7	6.9	7.1	6.1	5.5	8.7	7.9	7.1	6	7	6.8	7.5	6.9	6.1	9.6	8.5	10.3	9.3	8.4	9.1	7.2	4.2
	HIJ			HIJ	AFGHIJ	IJ																										A	Amr	A	A	A		
I don't know this broadcaster or service	782	338	443	78	96	118	117	171	203	374	208	184	166	223	392	390	677	59	37	188	224	264	139	578	165	723	53	236	113	251	208	349	182	204	409	248	745	17
	19.4	17	21.8	12.3	11.1	16.9	17.7	25.9	38.9	31.7	17.8	18.9	20.7	20.6	18.3	20.7	19.3	21.5	18.9	17.3	21.7	19	12.4	17.7	25.9	19.7	16.3	15	16.9	28.5	14.5	12.4	8.9	11.3	12.7	11.2	19.4	12.3
	BDEcmnqrs		AB			E	DE	ADEFG	ADEFGHI	ADEFGH																						B		B	ns	B		
Low approvers (NET)	503	275	228	82	105	73	78	104	60	164	144	104	97	159	247	255	430	41	22	137	123	170	145	422	66	448	51	196	88	99	159	312	217	208	378	252	457	37
	12.5	13.8	11.2	13	12.3	10.5	11.8	15.8	11.4	13.9	12.3	10.6	12	14.7	11.5	13.5	12.2	14.8	11	12.6	11.9	12.3	13	12.9	10.4	12.2	15.7	12.4	13.2	11.2	11.1	11.1	10.6	11.5	11.7	11.4	11.9	26.8
	CZcmnrs	C						AFGI		AFI				AZc		Z																			mn			
Medium approvers (NET)	983	510	473	162	198	180	196	141	107	248	249	260	217	257	509	474	859	62	50	289	251	319	295	817	134	912	67	424	154	191	337	673	478	454	781	558	934	36
	24.4	25.6	23.2	25.6	23	25.8	29.8	21.3	20.5	21	21.3	26.8	26.9	23.8	23.8	25.1	24.5	22.6	25.5	26.6	24.3	23	26.4	25.1	21.1	24.8	20.6	26.9	23.1	21.6	23.4	23.9	23.4	25.1	24.2	25.2	24.3	26.6
	CHIJ					IJ	ADHIJ					AYc	Y		Y	Y																						
High approvers (NET)	1760	868	892	310	460	327	268	243	152	396	567	425	324	443	993	768	1545	113	88	474	437	634	538	1441	271	1594	154	722	312	340	734	1481	1162	941	1664	1153	1700	47
	43.7	43.6	43.8	49.1	53.6	46.8	40.7	36.9	29.2	33.5	48.6	43.7	40.3	40.9	46.4	40.7	44	41.1	44.6	43.6	42.2	45.7	48.2	44.2	42.6	43.4	47.4	45.7	46.8	38.6	51	52.6	57	52.1	51.5	52.2	44.3	34.2
	HIJd			AGHIJ	AFGHIJ	GHIJ	IJ	IJ		J	AZabcd				AZabd								A									Ar	Amqrs	A	A	A		
Mean	6.53	6.46	6.6	6.74	6.82	6.66	6.31	6.16	6.14	6.15	6.66	6.54	6.47	6.42	6.6	6.44	6.53	6.41	6.75	6.47	6.49	6.61	6.61	6.51	6.59	6.53	6.55	6.54	6.55	6.47	6.76	6.78	6.92	6.78	6.72	6.78	6.57	5.74
	GHIJ		A	GHIJ	AGHIJ	GHIJ					Abd				A																	Ar	Amqrs	A	A	A		
Standard Deviation	2.2	2.2	2.1	2.2	2.1	2.1	2.1	2.2	2.2	2.2	2.1	2	2.3	2.2	2.1	2.2	2.1	2.3	2.1	2.1	2.1	2.2	2.1	2.2	2.1	2.1	2.2	2.1	2.2	2.2	2.1	2	2	2.1	2.1	2.1	2.1	2.3
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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23 May 2019

A11Br 6 On a scale of 1 – 10 where 1 is extremelv unfavourable and 10 is extremelv favourable. olease rate your overall imoression of the followinv TV services?

- MyS (formerly Demand 5) -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: MyS (formerly Demand 5) - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: MyS (formerly Demand 5) - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: MyS (formerly Demand 5) - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	112	66	46	22	23	16	21	19	12	31	29	20	23	40	49	63	93	13	6	38	20	35	30	95	9	96	13	39	24	24	30	60	36	40	74	49	107	4
	2.8	3.3	2.3	3.5	2.6	2.3	3.1	2.9	2.3	2.6	2.5	2.1	2.9	3.7	2.3	3.3	2.7	4.6	3	3.5	1.9	2.5	2.7	2.9	1.4	2.6	4	2.5	3.5	2.7	2.1	2.1	1.8	2.2	2.3	2.2	2.8	3
	Cmnrs													Z																		n						
2 (2)	106	61	45	28	23	15	17	13	10	23	30	33	19	23	64	42	98	4	3	28	26	44	42	84	20	94	12	44	19	16	30	73	51	57	89	65	88	16
	2.6	3.1	2.2	4.4	2.6	2.2	2.6	1.9	1.9	1.9	2.6	3.4	2.4	2.1	3	2.2	2.8	1.5	1.7	2.6	2.5	3.2	3.8	2.6	3.2	2.5	3.5	2.8	2.9	1.9	2.1	2.6	2.5	3.1	2.8	2.9	2.3	12
	CJ			AHIJ													A																					
3 (3)	150	83	67	29	30	25	20	25	21	45	37	40	30	42	77	72	132	10	4	40	43	49	41	122	21	135	14	56	24	37	45	110	77	65	119	79	143	6
	3.7	4.2	3.3	4.6	3.5	3.5	3.1	3.7	4	3.8	3.2	4.1	3.8	3.9	3.6	3.8	3.8	3.6	2	3.7	4.2	3.5	3.7	3.8	3.2	3.7	4.3	3.6	3.7	4.3	3.1	3.9	3.8	3.6	3.7	3.6	3.7	4.2
4 (4)	250	130	120	48	56	39	36	48	24	72	70	66	46	69	136	114	211	23	13	73	54	84	67	212	32	223	27	90	45	43	89	178	129	135	208	152	234	12
	6.2	6.5	5.9	7.6	6.5	5.6	5.4	7.3	4.6	6.1	6	6.8	5.7	6.3	6.4	6.1	6	8.3	6.8	6.7	5.3	6	6	6.5	5	6.1	8.3	5.7	6.8	4.9	6.2	6.3	6.3	7.5	6.4	6.9	6.1	8.5
	Cmnrs																																	Ambr				
5 (5)	652	332	321	86	159	118	125	99	65	164	154	173	139	187	326	326	569	39	35	202	161	206	189	540	94	602	46	271	113	127	221	457	331	288	537	355	614	26
	16.2	16.6	15.8	13.7	18.5	16.9	18.9	15	12.5	13.9	13.2	17.7	17.3	17.3	15.2	17.3	16.2	14	17.6	18.6	15.5	14.9	16.9	16.6	14.7	16.4	14	17.2	16.9	14.4	15.4	16.2	16.2	15.9	16.6	16.1	16	19
	IJYz				DIJ	I	ADIJ					Yc	Y	Y	Y	Y																						
6 (6)	451	231	221	73	95	83	74	75	51	126	130	125	82	113	255	196	380	27	37	108	120	152	113	378	66	408	42	183	61	107	173	346	266	220	386	268	435	13
	11.2	11.6	10.8	11.5	11.1	11.9	11.3	11.4	9.7	10.7	11.1	12.9	10.2	10.5	11.9	10.4	10.8	9.9	18.6	9.9	11.6	10.9	10.1	11.6	10.4	11.1	13	11.6	9.2	12.2	12	12.3	13.1	12.2	11.9	12.1	11.3	9.4
												A																				A	Ar		A			
7 (7)	534	243	291	77	119	109	91	83	55	138	160	129	100	145	289	245	482	26	23	156	144	182	166	436	81	488	40	213	89	106	217	446	362	255	494	328	505	25
	13.3	12.2	14.3	12.2	13.8	15.6	13.8	12.6	10.6	11.7	13.7	13.3	12.4	13.4	13.5	13	13.7	9.6	11.6	14.4	13.9	13.1	14.9	13.4	12.8	13.3	12.3	13.5	13.3	12	15.1	15.8	17.7	14.1	15.3	14.9	13.2	18
	IJ		A			H																										Aqr	Amqrs		A	A		
8 (8)	393	199	194	68	83	83	57	62	40	102	116	90	79	108	206	187	332	35	24	110	96	126	123	342	45	354	39	174	74	74	178	316	259	181	373	241	377	15
	9.8	10	9.5	10.7	9.7	11.9	8.7	9.4	7.6	8.6	10	9.2	9.8	10	9.6	9.9	9.5	12.7	12.1	10.1	9.3	9.1	11	10.5	7.1	9.6	11.8	11	11	8.4	12.4	11.2	12.7	10	11.5	10.9	9.8	10.8
	J				H																											A	Amqrs		Aq	Aq		
9 (9)	166	88	78	20	54	37	23	19	13	32	64	31	37	34	95	71	156	4	6	48	31	77	75	135	24	151	15	86	42	25	70	137	103	93	151	111	158	5
	4.1	4.4	3.8	3.1	6.2	5.2	3.6	3	2.5	2.7	5.5	3.2	4.5	3.2	4.4	3.8	4.4	1.5	2.9	4.5	3	5.5	6.7	4.1	3.8	4.1	4.5	5.4	6.3	2.8	4.9	4.9	5	5.1	4.7	5	4.1	3.7
	IJ				ADGHIJ	HIJ					AZbcdJ				J								A									A	A	A	A	A		
10 - Extremely favourable (10)	175	86	89	24	54	29	32	17	18	35	65	26	39	45	91	84	153	14	6	29	46	78	69	148	21	158	15	83	34	28	85	153	130	100	169	119	173	0
	4.3	4.3	4.4	3.9	6.3	4.2	4.9	2.6	3.4	3	5.6	2.7	4.8	4.1	4.3	4.4	4.4	5	2.9	2.7	4.5	5.6	6.2	4.5	3.3	4.3	4.7	5.2	5.1	3.2	5.9	5.4	6.4	5.5	5.2	5.4	4.5	0
	HIJ				AHIJ		HI				AZc		J		J	J							A									A	Amr	A	A	A		
I don't know this broadcaster or service	1039	473	566	156	165	144	162	199	214	413	312	239	211	277	551	488	904	80	41	255	293	356	200	766	223	967	64	339	142	293	301	539	295	373	633	443	1003	16
	25.8	23.8	27.8	24.8	19.2	20.6	24.5	30.2	40.9	35	26.7	24.6	26.3	25.6	25.7	25.9	25.7	29.2	20.9	23.4	28.3	25.6	17.9	23.5	35.1	26.3	19.6	21.5	21.3	33.3	20.9	19.2	14.5	20.6	19.6	20	26.1	11.5
	BEFimnqrs		AB	E			E	AEFG	ADEFGHIJ	ADEFGHI																						n		n	n		
Low approvers (NET)	618	340	278	127	131	95	94	104	67	171	167	159	118	173	327	291	534	50	27	179	143	212	181	513	81	547	65	230	112	121	194	421	294	297	490	346	572	38
	15.3	17.1	13.6	20.1	15.2	13.6	14.3	15.8	12.8	14.5	14.3	16.4	14.7	16	15.3	15.4	15.2	18.1	13.5	16.4	13.8	15.3	16.2	15.8	12.8	14.9	20.1	14.6	16.9	13.7	13.5	15	14.4	16.4	15.2	15.6	14.9	27.6
	CJ	AC		AFGIJ						J																									n			
Medium approvers (NET)	1104	562	542	159	254	202	199	174	116	290	284	298	221	301	582	522	950	66	71	310	281	358	302	918	160	1011	88	454	174	234	394	803	597	508	922	622	1048	39
	27.4	28.2	26.6	25.2	29.6	28.9	30.2	26.4	22.2	24.5	24.3	30.6	27.5	27.8	27.2	27.7	27	23.9	36.2	28.5	27.2	25.8	27	28.2	25.1	27.5	27	28.8	26	26.6	27.4	28.6	29.3	28.1	28.5	28.2	27.3	28.4
	IJY				IJ	IJ	IJ			I		AYc			Y																	A	A		A			
High approvers (NET)	1267	615	652	189	309	258	203	181	126	307	405	276	254	332	682	586	1124	79	58	344	317	463	434	1060	172	1152	108	555	238	232	550	1051	853	629	1187	799	1213	45
	31.5	30.9	32	29.9	36	37	30.9	27.5	24.1	26	34.7	28.4	31.6	30.6	31.8	31	32	28.8	29.5	31.6	30.7	33.3	38.8	32.5	27	31.3	33.3	35.2	35.8	26.4	38.2	37.3	41.8	34.8	36.7	36.2	31.6	32.9
	HIJ			I	ADHIJ	ADGHIJ	IJ				AZc				J								A									Aq	Amqrs	A	A	Aq		
Mean	5.98	5.89	6.07	5.74	6.14	6.16	5.95	5.83	5.9	5.86	6.2	5.79	6.02	5.88	6.01	5.94	5.99	5.84	5.96	5.84	6.02	6.1	6.16	5.99	5.96	5.99	5.88	6.12	6.05	5.88	6.28	6.16	6.29	6.08	6.13	6.12	6.01	5.31
	IJ		AB		DHJ	ADHJ					AZbcdJ				J		A															A	Amqrs	A	A	A		
Standard Deviation	2.2	2.2	2.1	2.3	2.2	2.1	2.1	2.1	2.1	2.1	2.2	2	2.2	2.2	2.1	2.2	2.2	2.3	1.9	2.1	2.1	2.2	2.3	2.2	2.1	2.1	2.3	2.2	2.3	2.1	2.1	2.3	2.1	2.2	2.1	2.1	2.2	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0.2

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23 May 2019

A11Br 7 On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable. please rate your overall impression of the followinv TV services?

- UKTV Play -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: UKTV Play - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: UKTV Play - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: UKTV Play - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Extremely unfavourable (1)	109	52	57	19	19	16	16	24	15	39	33	15	25	36	48	61	98	7	3	39	24	35	28	90	18	99	10	39	22	25	35	58	42	36	75	48	102	6
	2.7	2.6	2.8	3.1	2.2	2.3	2.4	3.7	2.8	3.3	2.8	1.6	3.2	3.3	2.2	3.2	2.8	2.6	1.3	3.6	2.4	2.5	2.5	2.8	2.9	2.7	3.1	2.5	3.3	2.8	2.5	2	2	2	2.3	2.2	2.7	4.3
	Zcmnqrs										z		z	z	z	z															m						
2 (2)	109	53	56	23	20	25	14	15	11	27	22	28	22	37	51	59	97	7	5	43	23	32	31	87	16	97	12	47	13	16	26	62	52	49	75	56	106	3
	2.7	2.7	2.8	3.7	2.3	3.8	2.2	2.3	2.2	2.3	1.9	2.9	2.7	3.4	2.4	3.1	2.8	2.4	2.6	4	2.2	2.3	2.8	2.7	2.5	2.6	3.6	3	2	1.8	1.8	2.2	2.5	2.7	2.3	2.5	2.8	2.3
	Ymv													y																								
3 (3)	128	62	66	21	33	17	26	15	15	30	32	27	31	38	59	69	105	7	14	39	32	34	41	105	17	118	9	60	17	22	51	100	69	63	111	74	113	11
	3.2	3.1	3.2	3.4	3.8	2.5	4	2.3	2.9	2.6	2.8	2.7	3.8	3.5	2.7	3.6	3	2.5	7	3.5	3.1	2.4	3.7	3.2	2.7	3.2	2.9	3.8	2.5	2.5	3.5	3.5	3.4	3.5	3.4	3.3	2.9	7.8
	n																																					
4 (4)	192	97	95	30	38	45	22	38	19	57	56	46	33	57	102	90	163	16	10	43	51	68	70	161	28	168	23	70	40	39	67	145	112	82	165	101	176	12
	4.8	4.9	4.6	4.7	4.4	6.4	3.4	5.8	3.6	4.8	4.8	4.7	4.1	5.3	4.8	4.8	4.6	5.8	5.3	4	4.9	4.9	6.2	4.9	4.4	4.6	7.2	4.4	6.1	4.5	4.7	5.2	5.5	4.5	5.1	4.6	4.6	8.6
						AGi		G		I													A										A				
5 (5)	454	253	201	60	111	80	92	71	40	111	124	115	95	120	239	214	393	32	16	136	120	138	149	359	78	412	42	186	74	104	148	300	233	202	360	248	428	17
	11.3	12.7	9.9	9.5	12.9	11.5	13.9	10.8	7.6	9.4	10.6	11.9	11.8	11	11.2	11.4	11.2	11.7	8.1	12.5	11.6	9.9	13.3	11	12.3	11.2	12.9	11.8	11.1	11.8	10.3	10.7	11.4	11.2	11.1	11.2	11.2	12.2
	CIJ	AC			B	J	ADIJ	J		J													A												m			
6 (6)	345	202	144	67	80	64	57	45	32	77	99	90	61	96	189	157	300	24	16	115	67	118	107	293	40	314	28	156	79	58	135	267	196	168	297	209	320	22
	8.6	10.1	7.1	10.7	9.3	9.1	8.7	6.9	6.1	6.5	8.5	9.2	7.6	8.8	8.8	8.3	8.5	8.6	8.1	10.6	6.4	8.5	9.5	9	6.3	8.5	8.7	9.9	11.8	6.6	9.4	9.5	9.6	9.3	9.2	9.5	8.3	16.1
	CIJ	AC		HIJ	IJ	IJ																										A	A		A			
7 (7)	334	202	132	43	81	73	53	52	33	85	105	82	68	79	187	147	293	24	17	88	94	110	88	282	47	305	29	153	58	59	151	266	194	174	311	220	317	14
	8.3	10.2	6.5	6.9	9.4	10.4	8	7.9	6.2	7.2	9	8.4	8.5	7.3	8.7	7.8	8.3	8.8	8.5	8.1	9.1	8	7.9	8.7	7.4	8.3	9.1	9.7	8.7	6.7	10.5	9.5	9.5	9.6	9.6	10	8.3	10.5
	CIJ	AC			I	IJ																										A	A	A	A	A		
8 (8)	256	145	111	21	67	58	47	39	24	63	76	57	57	66	133	123	228	15	11	65	82	81	83	219	33	231	22	131	48	33	112	209	162	118	242	159	240	14
	6.4	7.3	5.4	3.3	7.8	8.3	7.2	5.9	4.7	5.4	6.5	5.8	7.1	6.1	6.2	6.5	6.5	5.5	5.5	6	7.9	5.8	7.5	6.7	5.1	6.3	6.8	8.3	7.3	3.8	7.8	7.4	7.9	6.5	7.5	7.3	6.3	10.2
	CDIJ	C			DIJ	ADIJ	DI																									A	Aq		A	q		
9 (9)	131	83	48	22	35	33	12	20	10	29	53	15	32	30	68	62	111	11	8	26	25	60	52	108	18	114	16	69	36	18	65	108	67	76	121	90	122	6
	3.2	4.2	2.4	3.4	4.1	4.7	1.8	3	1.9	2.5	4.5	1.6	4	2.8	3.2	3.3	3.2	4	4.3	2.4	2.4	4.3	4.6	3.3	2.8	3.1	5	4.4	5.4	2	4.5	3.8	3.3	4.2	3.7	4.1	3.2	4.4
	CGIJZ	AC			GI	AGIJ					AZbc		2		2	2	A						A			A						Aq		Aq	A	A		
10 - Extremely favourable (10)	105	58	47	14	32	20	16	12	10	22	47	16	16	26	62	43	95	3	4	24	17	55	42	86	14	101	4	60	26	11	53	88	70	60	105	71	101	2
	2.6	2.9	2.3	2.3	3.7	2.9	2.5	1.9	1.8	1.9	4	1.6	2	2.4	2.9	2.3	2.7	1	1.8	2.2	1.6	3.9	3.8	2.6	2.1	2.7	1.3	3.8	4	1.2	3.7	3.1	3.5	3.3	3.2	3.2	2.6	1.5
	JZ				HIJ						AZacd				2		A															A	A	A	A	A		
I don't know this broadcaster or service	1865	784	1081	309	345	268	303	326	314	640	521	482	363	498	1003	861	1627	129	94	469	501	658	425	1468	327	1718	128	608	253	496	596	1211	843	780	1371	935	1811	31
	46.3	39.4	53.1	49	40.1	38.4	46.1	49.4	60.1	54.2	44.6	49.5	45.2	46	46.9	45.7	46.3	47	47.5	43.1	48.3	47.4	38.1	45.1	51.4	46.7	39.4	38.5	38	56.4	41.4	43	41.3	43.2	42.4	42.3	47.2	22.3
	BEFimnqrs		AB	EF			EF	EF	ADEFGHJ	ABEFGH		AYC			Y																	n						
Low approvers (NET)	538	265	273	94	109	103	79	93	60	153	143	116	111	167	259	279	463	37	32	165	131	168	171	443	80	482	56	216	92	102	179	365	274	230	425	278	498	31
	13.4	13.3	13.4	14.9	12.7	14.7	11.9	14.2	11.5	13	12.2	11.9	13.8	15.5	12.1	14.8	13.2	13.4	16.2	15.1	12.6	12.1	15.3	13.6	12.5	13.1	16.8	13.7	13.8	11.6	12.5	13	13.5	12.7	13.1	12.6	13	22.7
	c													YZc		Zc	A																					
Medium approvers (NET)	799	454	344	127	190	144	149	117	72	188	222	205	156	215	428	371	693	56	32	251	186	256	255	651	119	725	70	342	153	162	283	567	429	369	657	457	748	39
	19.8	22.8	16.9	20.2	22.2	20.6	22.6	17.7	13.7	15.9	19	21.1	19.4	19.9	20	19.7	19.7	20.3	16.1	23.1	18	18.4	22.9	20	18.6	19.7	21.6	21.7	22.9	18.5	19.6	20.2	21	20.4	20.3	20.7	19.5	28.4
	CIJ	AC		I	HIJ	II	HIJ	I		I													A															
High approvers (NET)	826	488	338	100	215	183	128	123	77	200	281	170	174	201	451	375	728	53	40	203	218	306	265	695	111	751	72	413	168	120	381	672	493	428	779	539	781	37
	20.5	24.5	16.6	15.9	25	26.2	19.4	18.7	14.8	16.9	24.1	17.4	21.6	18.6	21.1	19.9	20.7	19.3	20.1	18.7	21.1	22.1	23.8	21.3	17.4	20.4	22.2	26.1	25.3	13.6	26.5	23.9	24.2	23.7	24.1	24.4	20.3	26.7
	CDIJZ	AC			ADGHIJ	ADGHIJ	I	I		I	AZbcd		2		2		A						A									A	A	A	A	A		
Mean	5.75	5.89	5.57	5.48	5.98	5.92	5.71	5.58	5.56	5.57	6.03	5.65	5.72	5.54	5.86	5.62	5.76	5.66	5.67	5.49	5.76	6	5.85	5.77	5.6	5.76	5.63	5.97	6	5.44	6.08	5.96	5.93	5.95	5.94	5.97	5.76	5.59
	Cfk	AC			ADHIJ	DIJ					AZbcd				AZbd																	A	A	A	A	A		
Standard Deviation	2.2	2.2	2.3	2.3	2.2	2.2	2.1	2.3	2.3	2.3	2.3	2	2.3	2.3	2.2	2.3	2.3	2.3	2.1	2.2	2.2	2.3	2.3	2.2	2.3	2.3	2.2	2.3	2.3	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.2
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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BQ.1 A lot of BBC programmes are not available on the BBC iPlayer service. This might be because:They have not been on TV recently (within the last month) They are older programmes that are not being made available on iPlayer at the moment. Thinking about programmes that you have watched on iPlayer recently or in the last three months, if those programmes had not been available on iPlayer, which of these do you think you would likely to have done instead?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All who selected 'BBC iPlayer' at A6A - Unweighted	2868	1306	1562	363	483	416	481	514	611	1125	1034	861	440	533	1895	973	2503	188	149	770	715	1018	692	2305	493	2662	196	1124	499	573	1196	2868	1910	1244	2868	1550	2775	65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All who selected 'BBC iPlayer' at A6A - Weighted	2814	1393	1421	420	576	487	479	484	367	851	871	727	532	684	1597	1216	2454	183	148	760	706	988	763	2266	464	2586	214	1118	492	557	1136	2814	1859	1319	2814	1628	2714	73*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All who selected 'BBC iPlayer' at A6A - Effective base	2439	1033	1475	256	435	402	462	494	578	1024	905	775	394	464	1680	857	2130	158	125	648	608	875	623	1970	423	2276	161	957	413	505	1011	2439	1620	1050	2439	1312	2363	53
Found something else to watch on the iPlayer	855	420	435	142	209	167	154	109	76	184	299	171	170	216	470	386	765	44	36	211	215	340	279	682	129	766	84	355	159	165	317	855	575	415	855	525	821	25
	30.4	30.1	30.6	33.8	36.3	34.2	32.1	22.5	20.6	21.6	34.3	23.5	31.9	31.6	29.4	31.7	31.2	24.3	24.3	27.7	30.5	34.4	36.5	30.1	27.7	29.6	39.3	31.8	32.4	29.7	27.9	30.4	30.9	31.5	30.4	32.2	30.3	34.1
				HIJ	AHIJ	HIJ	HIJ				AZc		Z	Z	Z	Z							A													Amr		
Switched to another catch up or on demand service to find something to watch	903	442	462	178	243	165	134	126	58	184	276	243	171	213	519	384	772	56	62	248	215	310	262	761	127	831	69	371	162	151	403	903	647	606	903	705	879	20
	32.1	31.7	32.5	42.4	42.1	33.9	27.9	26	15.8	21.6	31.7	33.4	32.1	31.2	32.5	31.6	31.5	30.4	42	32.6	30.4	31.4	34.4	33.6	27.3	32.1	32	33.2	33	27.1	35.4	32.1	34.8	46	32.1	43.3	32.4	27
				AFGHIJ	AFGHIJ	HIJ	IJ	IJ	J	J																								Amr	Amnrs		Amnr		
Switched to a broadcast TV channel to find something to watch	477	256	221	38	38	63	90	126	122	247	135	147	88	107	282	194	419	36	20	143	124	152	90	380	87	453	23	211	76	79	226	477	301	125	477	184	458	16
	16.9	18.4	15.5	9.1	6.6	12.9	18.8	26	33.2	29.1	15.5	20.2	16.5	15.6	17.7	16	17.1	19.6	13.5	18.8	17.5	15.4	11.8	16.8	18.7	17.5	11	18.9	15.5	14.2	19.9	16.9	16.2	9.5	16.9	11.3	16.9	21.4
	CDEFiqs				E	DEF	ADEFG	ADEFGHJ	ADEFGHJ			Afbcd			Y																	qs	qs		qs	q		
Do something else entirely	283	141	143	29	44	38	41	67	64	132	86	80	50	66	166	117	244	21	18	74	65	105	61	211	67	266	13	72	48	92	87	283	155	84	283	106	273	8
	10.1	10.1	10	6.8	7.6	7.9	8.5	13.9	17.5	15.4	9.9	11	9.5	9.7	10.4	9.6	9.9	11.3	12.1	9.8	9.1	10.6	8	9.3	14.4	10.3	6.2	6.4	9.8	16.6	7.6	10.1	8.3	6.3	10.1	6.5	10.1	10.5
	inqs							ADEFGJ	ADEFGJ	ADEFG																							nqs	qs		nqs			
Don't know	295	135	161	33	42	55	61	56	48	104	74	86	53	82	160	135	254	26	12	84	88	81	71	232	55	270	25	109	46	69	104	295	181	88	295	108	283	5
	10.5	9.7	11.3	7.9	7.3	11.2	12.7	11.7	13	12.2	8.5	11.9	10	12	10	11.1	10.3	14.4	8	11.1	12.5	8.2	9.3	10.2	11.9	10.4	11.6	9.7	9.3	12.4	9.1	10.5	9.7	6.7	10.5	6.6	10.4	6.9
	EYqs						DE	E	ADE	ADE		Yc		Y	Y																	qs	qs		qs			
Switched from iPlayer (NET)	1380	698	682	216	281	228	224	252	180	431	411	390	259	320	801	579	1191	91	82	391	338	462	352	1142	213	1284	92	582	239	230	629	1380	948	732	1380	889	1337	36
	49	50.1	48	51.5	48.8	46.7	46.8	52	49	50.7	47.3	53.6	48.6	46.8	50.2	47.6	48.5	50	55.5	51.4	47.9	46.7	46.2	50.4	46	49.7	43	52.1	48.5	41.3	55.4	49	51	55.5	49	54.6	49.2	48.5
												Afbcd			Y																		Amr	Amnr		Amnr		

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BQ.2Ai You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to another video on demand service.Which service would you most likely turn to first?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Those who selected code 2 at BQ1 - Unweighted	877	367	510	164	205	140	134	137	97	234	310	272	131	164	582	295	761	53	51	239	213	309	238	739	127	807	67	366	157	142	399	877	636	566	877	666	855
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 2 at BQ1 - Weighted	903	442	462	178	243	165	134	126	58*	184	276	243	171	213	519	384	772	56*	62*	248	215	310	262	761	127	831	69*	371	162	151	403	903	647	606	903	705	879
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 2 at BQ1 - Effective base	746	299	483	115	184	135	129	131	92	215	276	245	115	141	521	256	649	46	43	204	183	262	212	631	110	687	56	319	123	123	339	746	538	476	746	565	730
ITV Hub	123	48	75	10	19	19	20	36	19	55	33	38	32	20	71	52	108	8	4	34	37	37	29	105	18	119	4	65	24	17	59	123	114	39	123	54	119
	13.6	10.8	16.3	5.6	8	11.4	14.8	28.3	33.5	29.9	12	15.5	19	9.2	13.7	13.5	14	14.8	6	13.8	17.3	12	11	13.8	13.8	14.3	6.3	17.5	14.8	11.3	14.7	13.6	17.6	6.4	13.6	7.6	13.5
	DEqs		AB				D	ADEFG	ADEFG	ADEFG			bd			b															qs	Amqrs		qs	q	
All4	92	42	51	15	24	17	13	15	9	24	31	15	20	27	46	46	78	2	11	21	15	42	23	82	10	87	6	40	13	22	43	92	72	36	92	48	91
	10.2	9.5	11	8.3	10	10.5	9.4	11.9	14.7	12.8	11.3	6.2	11.4	12.6	8.9	12.1	10.1	3.1	18.6	8.4	7.2	13.4	8.9	10.8	8	10.4	8.6	10.7	8	14.8	10.8	10.2	11.1	6	10.2	6.9	10.3
	Zqs										Z			Z	Z	Z																qs	qs		qs	q	
My5	26	14	13	3	7	3	4	5	4	9	10	7	4	6	17	10	21	3	2	9	4	8	5	22	5	22	4	14	6	4	10	26	17	6	26	7	23
	2.9	3.1	2.8	1.6	3	1.9	3.4	3.7	7	4.8	3.6	2.9	2.4	2.6	3.2	2.5	2.7	4.9	2.6	3.5	1.8	2.7	2	2.8	3.8	2.7	5.9	3.9	3.6	2.5	2.4	2.9	2.6	1	2.9	1.1	2.7
	qs								ADF																							qs	qs		qs		
UKTV Play	20	12	8	2	0	3	6	7	2	9	8	3	3	6	11	9	17	2	1	3	8	6	4	17	3	20	0	12	2	2	9	20	13	4	20	6	20
	2.2	2.8	1.6	0.8	0	1.5	4.8	5.7	4	5.2	2.7	1.4	1.9	2.8	2.1	2.4	2.2	3.7	2.1	1.2	3.7	1.8	1.6	2.3	2.1	2.4	0	3.1	1	1.1	2.2	2.2	2	0.7	2.2	0.8	2.3
	Eqs						AE	ADE	E	ADE																						qs	qs		qs		
Netflix	506	244	262	131	162	93	66	39	15	54	159	145	75	127	304	202	430	35	34	144	120	166	157	416	76	464	39	210	100	90	205	506	345	461	506	469	497
	56	55.3	56.7	73.7	66.7	56.3	49.6	31	25.1	29.1	57.6	59.8	43.7	59.5	58.7	52.5	55.7	62.8	54.9	58.2	56	53.5	59.9	54.7	59.7	55.8	56.5	56.5	61.3	59.4	50.9	56	53.4	76	56	66.5	56.6
	HIJan			AFGHIJ	AGHIJ	HIJ	HIJ				a	a		ad	Aa	a																n		Amnrs	n	Amnr	
Amazon Prime Video	84	53	31	16	11	22	17	12	6	19	25	19	21	19	44	40	73	4	6	20	20	33	21	77	6	74	10	23	15	15	41	84	52	35	84	74	79
	9.3	11.9	6.8	9	4.6	13.3	12.4	9.8	10.7	10.1	9.1	7.9	12.1	9	8.5	10.4	9.5	7.2	9.4	8.1	9.5	10.6	8	10.1	5.1	8.9	14.4	6.2	9	9.7	10.1	9.3	8.1	5.8	9.3	10.5	8.9
	CEq	C				E	E		E	E																						q	q		q	nq	
Now TV	51	29	22	2	19	8	8	12	3	15	10	15	16	9	26	26	45	2	4	17	10	18	23	42	9	46	6	8	4	2	36	51	34	25	51	47	50
	5.7	6.5	4.8	0.9	7.7	5.1	5.6	9.6	5	8.1	3.7	6.3	9.6	4.3	4.9	6.7	5.9	3.6	6.3	6.9	4.5	6	8.7	5.5	7.4	5.5	8.3	2.2	2.4	1.1	8.8	5.7	5.2	4.1	5.7	6.6	5.7
	Dq				D		D	AD	D	D			Y										A									q			q	q	
BVOD (NET)	262	116	146	29	51	42	43	62	34	97	82	63	59	58	145	117	224	15	18	66	65	93	62	227	35	248	14	130	44	45	121	262	215	85	262	115	253
	29	26.2	31.6	16.4	21	25.3	32.4	49.6	59.2	52.6	29.6	26	34.7	27.2	27.9	30.5	29	26.5	29.3	26.9	30	29.9	23.5	29.8	27.8	29.8	20.8	35.1	27.3	29.8	30.1	29	33.3	14	29	16.4	28.7
	DEqs		A				DE	ADEFG	ADEFG	ADEFG																						qs	Amqrs		qs	q	
SVOD (NET)	641	326	316	149	192	123	90	63	24	87	195	180	112	155	374	267	549	41	44	181	150	217	201	535	92	583	54	241	118	106	281	641	431	521	641	590	626
	71	73.8	68.4	83.6	79	74.7	67.6	50.4	40.8	47.4	70.4	74	65.3	72.8	72.1	69.5	71	73.5	70.7	73.1	70	70.1	76.5	70.2	72.2	70.2	79.2	64.9	72.7	70.2	69.9	71	66.7	86	71	83.6	71.3
	CHIJn			AGHIJ	AGHIJ	HIJ	HIJ																A									n		Amnrs	n	Amnr	

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BQ.2Aii And which others micht vou consider?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s	
Base: Those who selected any code at BQ2Ai - Unweighted	877	367	510	164	205	140	134	137	97	234	310	272	131	164	582	295	761	53	51	239	213	309	238	739	127	807	67	366	157	142	399	877	636	566	877	666	855
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected any code at BQ2Ai - Weighted	903	442	462	178	243	165	134	126	58*	184	276	243	171	213	519	384	772	56*	62*	248	215	310	262	761	127	831	69*	371	162	151	403	903	647	606	903	705	879
	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Those who selected any code at BQ2Ai - Effective base	746	299	483	115	184	135	129	131	92	215	276	245	115	141	521	256	649	46	43	204	183	262	212	631	110	687	56	319	123	123	339	746	538	476	746	565	730
ITV Hub	368	172	196	69	87	70	64	51	26	77	108	102	69	89	211	158	323	16	26	109	82	132	117	314	50	342	27	156	64	61	173	368	302	242	368	295	359
	40.8	39	42.5	38.9	35.9	42.6	48.3	40.2	45.6	41.9	39.3	42.1	40.4	41.5	40.6	41	41.8	28.6	41.9	44	38.2	42.5	44.6	41.2	39.3	41.1	38.7	42	39.3	40.2	42.9	40.8	46.7	39.8	40.8	41.8	40.9
							E																									Amqrs			q		
All4	398	194	204	79	117	65	56	53	27	80	117	122	75	84	239	159	338	27	25	113	95	129	101	338	58	364	31	158	71	79	166	398	296	264	398	308	390
	44	44	44.1	44.6	48.4	39.5	42.1	42.1	45.8	43.3	42.3	50.4	43.9	39.2	46.1	41.3	43.7	48	40.9	45.8	44.3	41.7	38.4	44.4	45.6	43.8	45.1	42.7	43.6	52.3	41.3	44	45.8	43.5	44	43.7	44.4
												Abd																									
My5	225	118	107	22	50	51	42	40	21	61	62	58	50	56	120	106	195	16	13	65	56	74	63	197	27	212	12	106	44	39	116	225	182	108	225	146	224
	25	26.7	23.3	12.3	20.4	31	31.4	31.9	35.9	33.2	22.3	23.8	29.4	26	23	27.5	25.3	28	21.4	26.4	25.9	23.9	23.8	25.9	21.6	25.5	17.9	28.5	27.1	25.9	28.8	25	28.1	17.8	25	20.7	25.5
	Dqs					DE	DE	ADE	ADE	ADE																						qs	Amqrs		qs	q	
UKTV Play	96	52	43	12	19	16	18	16	15	30	24	24	22	26	48	48	80	9	6	18	26	36	25	79	14	89	6	42	19	11	49	96	65	55	96	66	94
	10.6	11.8	9.4	6.9	7.8	9.7	13.7	12.3	25.1	16.4	8.6	10	13	12	9.2	12.4	10.3	15.7	9.3	7.4	12.1	11.5	8.6	10.4	11.3	10.8	9.2	11.4	11.9	7.4	12.1	10.6	10.1	9.1	10.6	9.3	10.7
		s							ADEFGHIJ	ADEH																						s			s		
Netflix	156	73	83	30	51	30	17	24	4	28	46	42	36	32	88	69	132	10	13	39	32	60	52	142	14	139	17	60	29	27	62	156	109	121	156	134	152
	17.3	16.6	18	17.1	20.9	18.1	13	18.9	7.2	15.2	16.8	17.3	21.1	15.2	16.9	17.8	17.1	18.2	21.8	15.9	14.9	19.5	19.9	18.6	11.4	16.8	24.7	16.1	17.8	17.8	15.3	17.3	16.9	19.3	17.3	19	17.3
	I			I	I	I		I		I																							Amnr			Amr	
Amazon Prime Video	340	172	168	83	116	62	42	28	8	36	117	94	62	67	211	129	289	27	21	95	78	116	122	280	53	314	24	146	73	54	144	340	228	290	340	314	330
	37.7	39	36.4	46.9	47.8	37.8	31.6	22.4	13.9	19.7	42.4	38.7	36.2	31.5	40.7	33.6	37.5	47.7	33.4	38.5	36.4	37.4	46.6	36.8	39.9	37.8	34.6	39.2	45.2	35.8	35.8	37.7	35.2	47.8	37.7	44.5	37.6
	HIJm			AGHIJ	AGHIJ	HIJ	IJ				Abd				Ab								A									n		Amnrs	n	Amnr	
Now TV	170	87	83	45	44	47	20	11	4	14	55	55	22	39	109	61	152	12	5	43	44	63	51	154	16	155	14	55	34	19	86	170	115	129	170	156	167
	18.8	19.8	17.9	25.4	18	28.6	14.9	8.5	6.2	7.7	19.8	22.6	12.8	18.1	21.1	15.8	19.7	20.9	7.3	17.5	20.7	20.8	19.4	20.2	12.9	18.6	20.1	14.7	21.2	12.3	21.4	18.8	17.8	21.4	18.8	22.2	19
	HIJ			GHIJ	HIJ	AEGHIJ	J					a			Aa																			Amnr			Amnr	
BVOD (NET)	649	313	336	113	172	113	100	100	51	151	193	178	125	154	371	279	556	39	45	177	155	225	176	549	93	599	48	270	121	111	295	649	497	405	649	484	637
	71.9	70.9	72.8	63.6	71	68.3	75.1	79.4	87.5	81.9	69.7	73.4	73.2	72	71.4	72.5	72	69.7	72.1	71.3	72.1	72.6	67.1	72.1	73.3	72	69.7	72.7	74.2	73.8	73.2	71.9	76.9	66.8	71.9	68.6	72.5
	Dqs							ADF	ADEFG	ADEF																						qs	Amqrs		qs	q	
SVOD (NET)	518	253	265	123	158	102	64	54	16	70	166	145	97	111	310	208	442	38	32	141	121	180	166	442	66	472	44	201	98	81	217	518	352	414	518	466	505
	57.3	57.4	57.3	69.2	65.2	61.9	48.1	43	27.3	38	60	59.6	56.8	53.8	59.8	54	57.3	67.9	52.4	56.8	56.5	58.3	63.2	58.1	52.3	56.8	63.5	54.3	60.3	53.8	53.9	57.3	54.4	68.3	57.3	66	57.4
	GHIJn			AGHIJ	AGHIJ	GHIJ	I		I	I					A								A								n		Amnrs	n	Amnr	

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BQ.2BI You said that if a proramme you wanted to watch was not available on BBC iPlayer you would turn to a broadcast TV channel to find somethine to watch.Which TV channel would you most likely turn to first?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base: ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users					Internet Users
		Male	Female	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	F	G	H	I	J	Y	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected code 3 at BQ1 - Unweighted	542	290	252	55	91	133	202	335	186	187	83	86	373	169	469	159	139	171	86	431	103	521	237	87	91	264	542	346	130	542	193	521
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 3 at BQ1 - Weighted	477	256	221	63*	90*	126	122	247	135	147	88*	107*	282	194	419	143	124	152	90*	380	87*	453	211	76*	79*	226	477	301	125	477	184	458
	100	100	100	100.0*	100.0*	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100.0*	100	100.0*	100	100	100.0*	100.0*	100	100	100	100	100	100	100
Base: Those who selected code 3 at BQ1 - Effective base	462	229	237	53	87	128	190	304	170	167	78	73	336	149	398	129	117	154	81	370	89	446	200	70	82	222	462	297	114	462	165	443
BBC broadcast channels	129	69	60	14	15	40	45	85	47	35	19	28	82	47	112	43	27	42	20	103	24	120	39	26	32	58	129	64	22	129	40	124
	27	26.8	27.3	21.9	17.2	31.6	37.3	34.4	34.9	23.7	21.7	26	29.1	24	26.8	29.9	22.1	27.6	22	27.1	28.1	26.5	18.6	34	41	35.6	27	21.1	17.2	27	21.5	27.1
	Gnqs					G	AFG	AG	AZacd				Z														nqs			nqs	q	
Free to air Non-BBC channels	197	97	100	19	48	55	44	99	41	70	38	48	111	86	174	56	55	63	36	156	36	189	57	28	45	93	197	134	46	197	71	188
	41.4	38	45.2	31.1	53.2	43.5	36.1	39.8	30.4	47.5	43.2	45.3	39.3	44.3	41.5	38.8	44.4	41.7	40.1	40.8	41.6	41.8	26.9	37	57.1	41.1	41.4	44.6	36.3	41.4	38.8	41.1
	Y				AFIJ					AYc		Y	Y	Y																		
Subscription Non-BBC channels	151	90	61	29	27	31	32	64	47	42	31	31	89	61	133	45	41	47	34	121	26	144	115	22	2	75	151	103	58	151	73	145
	31.6	35.2	27.5	47	29.6	24.9	26.6	25.7	34.7	28.8	35	28.8	31.6	31.6	31.7	31.3	33.5	30.7	37.9	31.9	30.2	31.7	54.6	29	1.9	33.3	31.6	34.3	46.5	31.6	39.7	31.8
	G			AGHIs																									Amnrs		Amr	

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BQ.2Bii And which others micht vou consider?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users					Internet Users
		Male	Female	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	F	G	H	I	J	Y	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected any code at BQ2Bi - Unweighted	542	290	252	55	91	133	202	335	186	187	83	86	373	169	469	159	139	171	86	431	103	521	237	87	91	264	542	346	130	542	193	521
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected any code at BQ2Bi - Weighted	477	256	221	63*	90*	126	122	247	135	147	88*	107*	282	194	419	143	124	152	90*	380	87*	453	211	76*	79*	226	477	301	125	477	184	458
	100	100	100	100.0*	100.0*	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100.0*	100	100.0*	100	100	100.0*	100.0*	100	100	100	100	100	100	100
Base: Those who selected any code at BQ2Bi - Effective base	462	229	237	53	87	128	190	304	170	167	78	73	336	149	398	129	117	154	81	370	89	446	200	70	82	222	462	297	114	462	165	443
BBC broadcast channels	232	123	109	27	60	68	55	123	66	70	44	52	135	96	202	69	69	64	43	183	45	227	95	34	43	121	232	157	63	232	91	222
	48.6	48	49.3	42.6	66.9	53.8	45.2	49.6	48.6	47.5	50	48.9	48	49.4	48.2	48	55.8	42.1	47.4	48.2	51.7	50.2	44.8	44.2	54.3	53.5	48.6	52.2	50.6	48.6	49.7	48.5
					AFGI			J																					Amr				
Free to air Non-BBC channels	234	137	97	39	33	54	66	120	76	66	41	50	142	91	206	72	54	80	45	191	41	222	117	42	34	112	234	141	61	234	92	227
	49	53.4	44	61.7	36.3	43	54.5	48.6	56.1	45.2	46.9	47	50.5	47	49.3	50.4	43.5	52.9	49.8	50.2	47.6	49.1	55.4	55.6	42.9	49.4	49	46.8	48.8	49	50	49.6
	CG	C		GH			GHi	G	AEc																							
Subscription Non-BBC channels	121	65	56	16	24	30	19	50	32	40	14	34	73	48	106	32	34	40	26	95	21	109	75	22	7	62	121	81	36	121	59	113
	25.3	25.3	25.3	25.2	26.8	24.2	15.8	20.1	24	27.5	16	31.7	25.8	24.6	25.3	22.3	27.5	26.3	29.1	25.1	23.7	24.1	35.7	29.4	8.4	27.2	25.3	27	29.1	25.3	31.8	24.6
	lip				I			I		a		a		a																	Amr	

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BQ.2C You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to BBC BROADCAST CHANNELS to find somethine to watch.
Which of these channel(s) would you turn to?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base: ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users					Internet Users
		Male	Female	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	G	H	I	J	Y	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected Code 1 at BQ2Bi or BQ2Bii - Unweighted	423	228	195	77	115	168	283	158	140	60	65	298	125	362	127	110	125	60	335	84	410	156	69	86	214	423	260	90	423	139	408
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected Code 1 at BQ2Bi or BQ2Bii - Weighted	360	191	169	76*	107	100	208	113	105	63*	80*	218	143	314	111	96*	106	62*	287	69*	348	134	60*	75*	179	360	221	85*	360	131	346
	100	100	100	100.0*	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100.0*	100	100.0*	100	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100
Base: Those who selected Code 1 at BQ2Bi or BQ2Bii - Effective base	366	184	183	74	111	159	257	144	131	57	56	276	111	312	107	93	114	56	290	72	353	135	54	78	178	366	225	79	366	116	352
BBC One	316	166	150	70	96	88	184	99	90	55	72	189	127	277	96	88	93	57	248	65	305	124	51	64	156	316	197	78	316	116	307
	87.6	86.8	88.6	92.4	89.8	87.3	88.6	87.7	85.6	87.8	90.1	86.7	89.1	88.3	85.8	91.6	88	90.5	86.4	93.4	87.7	92.5	86.3	85.4	87.4	87.6	89.2	91.6	87.6	88.2	88.7
BBC Two	159	91	67	28	47	43	90	48	55	20	35	103	56	133	43	35	56	25	126	33	154	64	27	33	87	159	96	32	159	57	151
	44.1	47.7	39.9	37.4	44	42.6	43.3	42.5	52.3	32.5	44.5	47.3	39.2	42.4	38.2	35.8	52.8	39.8	44	47	44.4	47.9	45.9	44.5	48.6	44.1	43.3	37.7	44.1	43.5	43.6
									Aad			Aa																				
BBC Scotland TV Channel	10	5	5	3	2	3	5	4	2	3	0	7	3	0	0	0	0	3	8	2	10	5	0	2	6	10	4	3	10	4	9
	2.8	2.6	3	3.5	2	3.1	2.4	4	2.2	5.1	0	3.1	2.2	0	0	0	0	5.4	2.8	2.9	2.9	3.8	0.8	3.2	3.2	2.8	1.8	3.9	2.8	3	2.6
BBC ALBA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BBC Four	108	66	43	21	35	28	62	37	31	16	25	67	41	97	33	23	41	14	86	22	107	35	23	25	56	108	65	21	108	37	105
	30	34.3	25.2	27.2	32.1	27.6	29.9	32.3	29.5	24.9	31.5	31	28.6	30.9	29.4	24.3	38.3	21.8	29.9	31.3	30.9	26.2	38.1	32.9	31	30	29.5	24.5	30	28.3	30.4
	C																														

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Index Sheet

23 May 2019

BQ.2D You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to FREE TO AIR NON-BBC CHANNELS to find something to watch. Which of these channel(s) would you turn to?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base: ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age					SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users				Internet Users
		Male	Female	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	F	G	H	I	J	V	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected Code 2 at BQ2BI or BQ2BII - Unweighted	487	261	226	51	82	114	182	296	161	173	74	79	334	153	423	141	121	161	77	389	92	470	193	79	91	239	487	315	110	487	170	469
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected Code 2 at BQ2BI or BQ2BII - Weighted	431	234	197	58**	80*	109	110	219	117	136	79*	98*	253	177	380	128	109	144	81*	347	77*	412	174	70*	79*	205	431	275	107*	431	163	415
	100	100	100	100.0**	100.0*	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100.0*	100	100.0*	100	100	100.0*	100.0*	100	100	100	100.0*	100	100	100
Base: Those who selected Code 2 at BQ2BI or BQ2BII - Effective base	413	205	212	50	79	110	172	269	147	154	69	67	300	134	357	113	101	144	72	333	79	401	161	63	82	199	413	269	96	413	144	397
ITV/UTV/STV	335	169	166	41	67	88	96	184	95	102	65	74	196	139	295	100	82	113	65	272	61	322	131	57	67	162	335	224	77	335	119	325
	77.8	72	84.6	69.9	83.1	81.2	87.2	84.2	80.8	74.6	82.3	74.8	77.5	78.1	77.8	78.6	76	78.4	80	78.4	78.2	78.3	75.2	81.5	85.1	79	77.8	81.2	72.5	77.8	73.1	78.2
	B		AB				A	A																				Amqrs				
Channel 4	264	141	124	37	51	70	64	134	74	92	40	58	166	98	243	76	78	89	54	207	54	253	107	43	52	128	264	169	68	264	103	254
	61.3	60	62.8	63.1	63.1	64.4	58	61.2	63.2	67.6	50.2	59.2	65.6	55.2	63.9	59.6	71.6	61.9	66.9	59.8	69.9	61.6	61.7	61.2	66.3	62.7	61.3	61.5	63.6	61.3	63.2	61.3
	g									Aqd			Aqd																			
Channel 5	203	111	92	26	37	52	60	112	52	68	42	40	121	82	185	60	53	72	35	164	35	199	75	34	39	104	203	142	45	203	69	200
	47.1	47.4	46.7	44.7	46.4	47.6	54.5	51.1	44.6	50.2	53.4	40.9	47.8	46.5	48.8	47.2	49.1	50	43.1	47.4	45.7	48.2	43.5	47.6	49.7	50.8	47.1	51.5	42.1	47.1	42.1	48.1
							A	A																				Amrs				
S4C	3	3	1	0	0	2	1	3	0	2	0	1	2	1	0	0	0	0	1	1	2	3	0	0	0	3	3	2	1	3	1	3
	0.8	1.1	0.3	0	0	2	1	1.5	0.4	1.1	0	1.3	0.8	0.7	0	0	0	0	1.1	0.3	3.1	0.8	0	0	0	1.6	0.8	0.8	0.6	0.8	0.4	0.8
								A																								
BTE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TG4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ITV2	151	72	79	24	28	39	26	64	39	44	29	38	83	68	132	41	37	54	41	120	29	141	57	24	28	71	151	98	44	151	64	143
	35	30.8	40	40.8	35.1	35.8	23.2	29.5	33.5	32.2	37.1	38.9	32.8	38.1	34.8	32.3	34	37.8	50.6	34.7	37.2	34.2	33.1	33.4	35.5	34.6	35	35.6	41.2	35	39.4	34.4
	IJ		AB				I	I											A													
ITV3	117	56	61	16	17	37	37	73	30	30	22	34	61	56	106	34	31	41	21	92	25	110	47	17	22	58	117	72	21	117	38	114
	27.1	23.8	31.1	28.1	21.2	33.6	33.2	33.4	26	22.3	28	34.4	24	31.6	28	26.8	28.4	28.8	26.6	26.7	31.7	26.8	27.3	23.7	27.0	28.3	27.1	26	19.4	27.1	23.2	27.5
	cq						A	AG																			q			q		
ITV4	109	68	42	17	21	33	20	54	34	30	19	26	64	45	99	29	32	38	28	89	20	98	48	23	13	67	109	74	29	109	45	104
	25.4	28.9	21.2	28.8	26.3	30.7	18.5	24.6	29.4	21.9	24.6	26.1	25.3	25.4	26.1	22.7	29.9	26.3	34.8	25.7	25.3	23.7	27.4	32.6	16.6	32.8	25.4	26.9	27.3	25.4	27.5	24.9
	CJ					I		I											A													
ITVBe	29	3	26	8	3	8	4	11	10	10	0	9	20	9	24	5	6	13	8	21	6	25	12	4	5	10	29	23	11	29	11	25
	6.7	1.4	13	13.5	3.3	7	3.3	5.1	8.5	7.2	0	9.2	7.8	5.1	6.4	3.7	5.8	9.3	10.3	6.1	8	6.1	6.9	5.3	5.9	4.8	6.7	8.3	9.9	6.7	6.9	6.1
	Bik		AB				a	a	a	a	a	a	a	a																		
Drama	105	45	59	9	17	37	39	77	27	33	27	17	60	45	94	24	30	40	6	88	15	101	43	15	29	45	105	61	12	105	24	103
	24.3	19.3	30.2	14.7	21.6	34.5	35.5	35	23.2	24.1	34.6	17.7	23.7	25.2	24.8	18.8	27.5	28.1	7.4	25.5	20	24.4	24.8	21.1	36.7	22.2	24.3	22.1	11.2	24.3	14.5	24.8
	Bqs		AB			A	AG	AG			Abd			b													qs	qs		qs		
Dave	115	79	36	20	27	32	26	58	26	43	20	25	70	45	100	31	31	39	23	89	25	113	47	15	25	61	115	73	28	115	44	113
	26.6	33.7	18.2	34.4	33.5	29.2	24	26.6	22.3	31.9	25.7	25.1	27.5	25.4	26.4	23.9	28.4	27.2	28.2	25.7	32.9	27.3	27.1	21.8	31.6	29.9	26.6	26.6	26	26.6	27.1	27.3
	C	AC											Y																			
E4	112	56	56	12	26	30	13	44	28	36	15	33	64	48	104	34	33	37	23	91	21	102	50	14	21	54	112	69	32	112	45	109
	26.1	23.9	28.6	20.8	32.3	27.8	12.1	19.9	23.9	26.8	19	33.4	25.4	27	27.4	26.7	30.6	25.7	27.9	26.2	27	24.8	28.6	20.4	26.2	26.4	26.1	25	29.9	26.1	27.4	26.2
	IJ				IJ	IJ		I						a																		
More 4	122	65	57	15	28	40	28	68	40	35	22	25	75	47	112	32	37	43	22	94	26	117	43	17	28	62	122	81	23	122	41	118
	28.3	27.9	28.8	26.3	34.5	37	25.2	31	33.9	26.7	27.5	25.9	29.5	26.6	29.5	25.3	33.9	29.8	26.8	27.2	33.5	28.5	24.9	24.1	35.4	30.1	28.3	29.4	21.5	28.3	25	28.4
						Ai		I																								
Film4	158	89	68	22	37	47	29	75	42	50	30	35	93	65	143	48	36	60	37	129	27	149	63	25	35	72	158	92	45	158	69	154
	36.6	38.2	34.8	37.4	46	43	26	34.5	36	37	38.2	35.4	36.6	36.7	37.6	37.2	33	41.5	46.3	37.2	35.4	36.1	36.1	35.7	44.5	35.1	36.6	33.4	41.7	36.6	42.3	37
	I				I	H		I																							n	
5Star	63	35	27	8	15	20	9	29	13	22	9	19	35	28	56	17	19	20	15	51	12	58	27	9	9	42	63	46	11	63	26	61
	14.5	15.1	13.8	13.9	19.1	18.8	8.2	13.5	11.3	16	11	19.1	13.8	15.5	14.8	13.4	17.9	13.7	18.3	14.6	15.6	14.2	15.5	12.3	11.9	20.6	14.5	16.8	10.5	14.5	15.9	14.7
	J				I	H		J																								
5USA	72	39	33	9	16	21	17	38	16	24	13	19	40	32	64	24	19	21	9	55	14	67	33	5	15	38	72	51	10	72	21	71
	16.8	16.7	16.9	14.7	20.3	19	15.8	17.4	13.9	17.4	16.4	19.7	15.8	18.3	16.8	18.6	17.2	14.9	11.4	15.9	18.2	16.3	19.1	6.8	19.3	18.8	16.8	18.7	9.4	16.8	12.6	17.2
	q																										q	qs		q		
5Spike	53	31	22	8	11	21	7	29	10	24	8	11	35	19	46	11	15	20	11	46	8	49	20	8	11	32	53	38	9	53	14	51
	12.4	13.2	11.4	13.2	13.4	19.8	6.8	13.2	8.8	17.9	10.2	10.8	13.7	10.5	12.1	8.5	13.7	14.2	14.1	13.1	10.3	11.8	13.7	11.3	14	15.5	12.4	13.8	8.3	12.4	8.5	12.2
	I					Aq		I		AYc			Y															s				
Really	57	23	34	5	11	22	15	37	9	23	10	15	32	25	53	16	20	18	7	51	6	54	16	10	13	30	57	39	7	57	17	57
	13.3	9.8	17.3	9.4	13.2	19.8	13.8	16.8	7.3	17.2	12.8	15.3	12.6	14.2	14.1	12.6	18.1	12.4	8.4	14.7	8.1	13.2	9.3	14.4	17	14.4	13.3	14	7	13.3	10.1	13.6
	BYq		AB			A		A		Yc			Y														q	q		q		
Pick	58	27	31	8	12	19	17	36	12	26	8	12	38	20	54	12	15	27	7	47	11	53	17	9	13	32	58	38	9	58	16	58
	13.5	11.7	15.6	13	14.8	17.8	15.3	16.5	10.2	19.1	10.5	12	15	11.4	14.2	9.5	13.6	18.8	8.8	13.7	13.8	12.9	9.8	13.3	16.1	15.5	13.5	14	8.6	13.5	10	14
								A		AYc			Y																			
Yesterday	102	66	36	14	18	36	27	64	26	32	22	22	58	44	91	26	27	38	14	81	21	98	38	20	21	60	102	62	18	102	36	99
	23.6	28	18.4	23.8	22.7	33.6	24.8	29.2	21.9	23.4	28.2	22.3	22.7	25	24	20.6	25.3	26.1	17.1	23.3	27.4	23.7	21.9	28	27.2	29.5	23.6	22.4	17.1	23.6	21.9	23.9
	C	AC				A		Ai																							q	
Quest	70	44	26	7	15	22	23	45	19	23	15	13	42	28	57	20	17	20	12	57	13	69	19	11	10	40	70	41	12	70	25	69
	16.3	18.8	13.3	12.4	18.7	20.2	20.8	20.5	16.2	16.6	19.3	13.4	16.4	16	15	15.8	15.8	13.7	14.2	16.4	17	16.8	10.7	15.6	24.4	19.7	16.3	15	11.1	16.3	15.6	16.7
							A	A																							q	
Challenge	33	18	15	3	10	8	9	17	8	10	5	10	18	15	30	8	6	15	5	28	5	32	13	5	7	18	33	19	2	33	8	32
	7.6	7.7	7.6	4.4	12.9	6.9	8.3	7.6	7.2	7	6.7	9.9	7.1	8.5	7.8	6.1	5.8	10.7	6.6	8.1	6.5	7.7	7.7	6.7	9.5	8.7	7.6	7	1.7	7.6	4.8	7.7
	q																										q	q		s	q	

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23 May 2019

BQ.2E You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to SUBSCRIPTION NON-BBC CHANNELS to find something to watch. Which of these channel(s) would you turn to?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base: ** very small base (under 50) ineligible for sig testing
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age				SEG					Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household			TV service users					Internet Users
		Male	Female	45-54	55-64	65+	55+	AB	C1	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	G	H	I	J	Y	Z	b	c	d					i							m	n	q	r	s	
Base: Those who selected Code 3 at BQ2Bi or B2Bii - Unweighted	295	165	130	52	66	88	154	105	98	50	203	92	254	82	81	91	59	237	52	279	211	50	150	295	200	96	295	135	280
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected Code 3 at BQ2Bi or B2Bii - Weighted	271	155	116	51**	62*	52*	113	79*	83*	65**	162	109*	239	77*	75*	87*	60*	217	47*	253	191	45*	137	271	185	95*	271	132	258
	100	100	100	100.0**	100.0*	100.0*	100	100.0*	100.0*	100.0**	100	100.0*	100	100.0*	100.0*	100.0*	100.0*	100	100.0*	100	100	100.0*	100	100	100	100.0*	100	100	100
Base: Those who selected Code 3 at BQ2Bi or B2Bii - Effective base	248	128	123	50	64	83	140	96	85	42	180	79	213	65	66	81	56	202	44	236	177	41	126	248	168	83	248	116	235
Virgin Media One	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sky One	160	93	67	30	33	31	64	55	49	34	104	56	143	44	48	51	38	134	23	146	126	26	84	160	112	59	160	76	153
	58.9	60.1	57.4	59.2	53.5	59.3	56.1	69.5	58.8	53.2	64	51.3	60.1	57.6	63.5	59.4	62.3	62	50.2	57.6	66	57.8	61	58.9	60.6	62.2	58.9	58.1	59.2
								Ad			A																		
Sky Atlantic	137	75	62	30	30	26	56	53	37	28	89	47	123	37	43	43	37	105	28	128	115	10	73	137	90	55	137	76	131
	50.3	48.4	52.9	59.4	49	50	49.5	66.5	44.3	42.8	55.2	43.1	51.5	47.8	57.6	49.4	60.7	48.5	59	50.4	60.4	23.4	53	50.3	48.6	57.9	50.3	57.6	50.7
								A2cd			Ac																	Amnr	
Discovery	67	47	20	12	18	13	31	22	20	16	42	25	57	19	17	21	16	47	17	63	51	13	37	67	44	23	67	30	61
	24.7	30.1	17.5	23.5	29.4	25.3	27.6	28.2	24.1	24.1	26.1	22.6	23.8	24.2	23.2	24.1	26.1	21.5	37	24.9	26.8	28.3	27	24.7	23.6	24	24.7	22.6	23.6
	C	AC																											
Fox	80	44	36	16	21	12	33	27	27	18	54	26	74	29	24	21	17	66	13	71	61	11	40	80	53	23	80	36	73
	29.6	28.7	30.7	30.7	34.3	23	29.2	33.9	32.6	28.3	33.2	24.1	30.9	37.9	31.6	24.1	28.6	30.4	27.7	28.2	32.1	24.7	29.2	29.6	28.5	24.7	29.6	27.3	28.2
											A																		
Universal	66	33	34	16	19	15	34	18	18	16	36	30	57	24	16	18	9	56	10	62	54	11	38	66	48	21	66	22	62
	24.4	21.1	28.8	30.7	31.2	29.6	30.4	22.3	22.1	24.3	22.2	27.7	24	31	20.9	20.5	15.1	26	21	24.6	28.3	25.2	27.8	24.4	26	21.8	24.4	16.8	24
	g						A																	s	s	s	s		
W	64	33	31	15	20	13	33	14	20	14	34	30	57	22	13	22	7	54	9	62	51	14	33	64	46	16	64	25	59
	23.6	21.5	26.4	29.8	32.2	24.6	28.7	18	23.9	22.1	21	27.4	24	29.3	17.5	25.1	11.1	24.8	18.6	24.4	26.6	31.2	23.9	23.6	24.8	16.8	23.6	19.1	23
	i						A																						
Sky Witness	74	30	44	14	27	20	47	22	25	11	47	27	65	22	20	22	9	61	10	71	61	10	42	74	55	22	74	28	70
	27.2	19.3	37.8	27.5	43.1	39.5	41.4	27.1	30.3	17.3	28.8	24.9	27.3	29.3	27	25.9	14.3	28.4	22.4	28	31.9	23.2	30.5	27.2	30	22.8	27.2	21.2	27
	Bfi		AB		A	A	A																	h	h		h		
GOLD	82	58	25	9	23	18	41	26	22	23	49	33	74	18	21	35	13	59	19	78	60	13	48	82	58	24	82	36	80
	30.3	37.2	21.1	18.6	37.8	34.3	36.2	33.4	27.2	35.9	30.2	30.5	31.2	24	28.5	39.9	21.2	27.1	40.7	30.7	31.6	29.1	35.1	30.3	31.4	25.2	30.3	27.4	30.9
	C	AC					A																						
Comedy Central	63	35	28	10	12	7	19	19	19	19	38	26	54	13	18	24	12	50	12	57	46	10	29	63	42	30	63	40	62
	23.4	22.8	24.2	18.8	19.2	14.1	16.9	24	22.5	29.8	23.2	23.6	22.8	16.5	23.9	27.4	19.8	23.1	25.6	22.6	24.2	22.8	20.8	23.4	22.8	32.1	23.4	30.5	23.9
	jl																									Amnr		Amnr	

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CO.1 You said earlier that you watch programmes. BBC iPlayer plans to extend the catch-up window on all programmes to at least 12 months. Up from the current 30 days. Implications:This would allow you to watch programmes on iPlayer at least one year after their first being broadcast or made available by the BBC. This would allow you to pick up a series midway through its run on a BBC broadcast TV channel as earlier episodes in the series would still be available (rather than being removed after 30 days) If this happened, which of the following is most likely for you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
This change would not change my viewing behaviour	1626	847	779	208	298	293	262	294	272	566	447	378	344	457	825	801	1408	113	90	448	441	520	444	1339	248	1490	126	607	291	402	562	937	651	592	1129	748	1558	44
	40.4	42.5	38.3	33	34.6	41.9	39.8	44.7	52	47.9	38.3	38.8	42.8	42.2	38.5	42.4	40.1	41.2	45.8	41.2	42.6	37.4	39.7	41.1	38.9	40.5	38.6	38.5	43.6	45.7	39.1	33.3	31.9	32.7	34.9	33.9	40.6	32
	CDEcmnqrs	AC				DE	D	ADE	ADEFGHI	ADEFGH						YC																			mnq	N		
I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount	1501	723	778	293	355	254	247	209	142	351	461	372	293	375	833	668	1324	105	57	380	381	563	432	1216	234	1367	124	660	238	278	578	1236	927	808	1365	972	1440	55
	37.3	36.3	38.2	46.5	41.3	36.4	37.6	31.7	27.1	29.7	39.5	38.2	36.4	34.6	38.9	35.4	37.7	38.4	29.1	34.9	36.8	40.6	38.7	37.3	36.7	37.2	38.1	41.8	35.7	31.6	40.2	43.9	45.5	44.7	42.2	44	37.5	40
	HIJ			AFGHIJ	AHIJ	IJ	HIJ			J	bd				Abd																	Ar	Amr	Ar	A	Ar		
I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before	488	249	240	80	117	84	77	81	49	130	154	128	86	121	282	207	418	33	28	143	107	168	138	381	86	444	43	170	80	105	181	412	301	262	449	314	457	29
	12.1	12.5	11.8	12.7	13.6	12	11.8	12.3	9.4	11	13.2	13.1	10.7	11.2	13.2	11	11.9	12.1	14.3	13.2	10.1	12.1	12.3	11.7	13.6	12.1	13.2	10.8	12	11.9	12.6	14.6	14.8	14.5	13.9	14.2	11.9	21.5
	J				J					J					A																	Ar	A	A	A	A		
Don't know	413	171	240	58	90	68	71	75	60	135	106	96	81	130	201	211	361	23	21	117	106	137	104	321	69	376	33	141	58	95	118	229	160	145	289	176	381	9
	10.3	8.7	11.8	7.9	10.4	9.7	10.8	11.3	11.5	11.4	9.1	9.8	10.1	12	9.4	11.2	10.3	8.3	10.9	10.8	10.3	9.9	9.3	9.9	10.8	10.2	10.1	8.9	8.7	10.7	8.2	8.1	7.8	8	8.9	8	9.9	6.5
	Bcmnqru		AB						D	D				Yc																					mnc			
Watched More iPlayer (NET)	1989	972	1018	373	472	339	325	290	191	481	615	500	379	496	1115	875	1742	139	85	523	488	731	570	1597	320	1811	167	830	318	383	759	1648	1228	1070	1814	1286	1897	84
	49.4	48.8	50	59.2	54.9	48.4	49.3	44	36.5	40.7	52.7	51.3	47.1	45.8	52.1	46.4	49.6	50.5	43.4	48.1	47.1	52.7	51	49	50.3	49.2	51.3	52.6	47.7	43.5	52.7	58.6	60.2	59.2	56.1	58.2	49.5	61.5
	HIJbd			AFGHIJ	AFGHIJ	IJ	IJ	IJ		J	Aabd	bd			Aabd																	Ar	Amr	Ar	A	Ar		

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CO.2A You said that an extended viewing period of at least 12 months on iPlayer would not change your viewing behaviour. Why not?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Those who selected 1 at CQ1 - Unweighted	1656	808	848	163	243	243	258	303	446	749	534	477	283	362	1011	645	1436	111	94	449	459	528	389	1351	268	1541	107	626	281	408	599	985	691	534	1163	687	1593
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected 1 at CQ1 - Weighted	1626	847	779	208	298	293	262	294	272	566	447	378	344	457	825	801	1408	113*	90*	448	441	520	444	1339	248	1490	126*	607	291	402	562	937	651	592	1129	748	1558
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Those who selected 1 at CQ1 - Effective base	1395	631	799	116	216	235	249	291	419	676	463	425	249	320	887	569	1209	92	81	367	390	453	347	1133	233	1303	89	529	233	349	507	842	594	448	989	580	1344
I am satisfied with the current catch up window of 30 days	777	414	363	93	166	147	119	124	126	250	251	176	169	181	427	350	676	47	46	217	192	266	256	639	120	708	68	349	169	153	291	535	367	308	637	385	751
	47.8	48.9	46.5	44.9	55.9	50.4	45.5	42.2	46.4	44.2	56	46.6	49	39.7	51.7	43.7	48	42	51	48.4	43.6	51.3	57.6	47.7	48.3	47.5	53.8	57.4	58.1	38.1	51.8	57.1	56.4	52	56.4	51.4	48.2
		HJbd			AGHIJ						AZbcd		bd		AZbd	b							A									Aqs	As	A	Aqs	A	
I am satisfied with the amount of shows that are available on the iPlayer	339	166	173	56	61	58	55	61	48	109	90	78	74	97	168	171	288	26	23	93	88	107	94	281	45	310	29	123	49	70	116	266	185	126	296	178	315
	20.8	19.6	22.2	26.9	20.5	19.7	21.2	20.6	17.8	19.2	20.1	20.6	21.6	21.2	20.3	21.4	20.5	23	25.3	20.7	20	20.7	21.2	21	18.2	20.8	23.1	20.2	17	17.5	20.6	28.4	28.5	21.3	26.2	23.8	20.2
				i																												Aqrs	Aqrs		Aq	Aq	
I don't use iPlayer to watch new programmes or series	511	267	244	59	70	88	87	110	97	207	107	124	101	178	231	280	445	40	21	138	160	146	94	419	83	472	29	136	72	179	155	135	99	158	197	186	492
	31.4	31.5	31.3	28.1	23.6	29.9	33.3	37.2	35.8	36.6	23.8	32.9	29.4	39.1	28	34.9	31.6	35	23.8	30.9	36.4	28.1	21.2	31.3	33.5	31.7	23.1	22.4	24.9	44.4	27.6	14.5	15.2	26.7	17.4	24.8	31.5
		EYcimngns					E	AE	AE	AE		Yc		AYacd	Y	AYac																			mnr	mn	mnr	

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CO.28 You said you would watch the iPlayer more and watch other services or channels less than before. Which services would you be likely to watch less as a result of the changes?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/j - A/m/n/q/r/s

Overlap formulae used. * small base: ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	V	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected Code 3 at CQ1 - Unweighted	489	225	264	70	98	72	78	86	85	171	186	146	70	87	332	157	423	146	115	162	123	379	92	450	172	79	107	189	418	311	247	452	300	465
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected Code 3 at CQ1 - Weighted	488	249	240	80**	117*	84*	77*	81*	49*	130	154	128	86*	121*	282	207	418	143	107*	168	138	381	86*	444	170	80*	105*	181	412	301	262	449	314	457
	100	100	100	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100.0*	100	100	100	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100
Base: Those who selected Code 3 at CQ1 - Effective base	412	177	249	47	89	70	75	83	81	155	165	133	62	75	298	136	355	125	100	132	106	319	82	384	142	63	93	163	350	265	205	380	250	398
Watch less ITV Hub	152	76	76	28	39	22	26	19	19	37	54	43	27	27	98	54	127	36	36	55	41	119	28	138	58	23	32	57	139	124	88	148	101	146
	31.1	30.5	31.6	34.5	33.4	25.6	34	22.9	38.1	28.6	35.4	33.9	30.9	22.7	34.7	26.1	30.4	24.9	33.8	32.8	29.8	31.2	32.3	31.2	34.1	29.1	30.4	31.7	33.8	41.3	33.6	33	32.2	31.9
									hij		b				Ab														A	Amgrs		A		
Watch less All4	111	50	61	18	30	14	19	17	14	31	39	34	19	20	73	38	94	30	29	35	24	86	22	107	38	10	23	52	103	81	61	108	72	107
	22.7	20.1	25.5	22.5	25.4	16.6	23.9	20.5	29.1	23.8	25.1	26.7	21.7	16.2	25.8	18.5	22.4	20.6	27.1	20.9	17.5	22.5	25.5	24.2	22.3	12.8	21.8	28.6	25	26.9	23.4	24	22.8	23.3
															A														A	A		A		
Watch less My5	106	46	60	13	19	16	20	20	19	39	40	32	18	16	72	34	90	25	26	38	27	80	21	103	38	13	26	57	98	84	50	105	63	102
	21.7	18.6	24.9	15.7	16.3	19.2	25.4	24.7	37.7	29.6	25.9	25.2	20.7	13.3	25.6	16.4	21.5	17.7	24.5	22.8	19.9	20.9	24.3	23.1	22.1	16.2	24.5	31.4	23.8	28	19.1	23.3	20	22.4
	b								AEFJ	AE	bd	b			Abd														Aq	Amgrs		A		
Watch less UKTV Play	48	22	27	8	13	7	6	6	9	15	19	8	13	8	27	21	42	11	11	20	12	34	13	44	21	4	10	22	44	35	29	48	32	47
	9.9	8.7	11.1	10	10.7	8.3	7.3	7.6	18.4	11.7	12.5	6.1	15.1	6.8	9.6	10.3	10.2	7.8	10.2	12.1	8.4	9	14.7	9.9	12.5	5	9.4	12.3	10.7	11.7	11.2	10.6	10.1	10.4
									AGhij																									
Watch less Netflix	118	54	65	14	52	23	9	11	9	20	45	34	16	24	79	39	102	39	18	45	49	91	19	105	47	14	15	43	96	77	97	107	105	115
	24.2	21.5	27.1	17.8	44.3	27.3	12.2	13.8	18	15.4	29.1	26.8	18.3	19.5	28.1	19	24.5	27.5	16.7	26.8	35.6	23.9	22.3	23.5	27.8	17.9	14.5	23.7	23.3	25.6	36.9	23.8	33.4	25.9
	GHij				AFGHIJ	GHij					d				Ad						A										Amnrs		Amnr		
Watch less Amazon Prime Video	81	38	43	14	26	19	7	6	9	16	33	21	12	14	54	26	74	25	13	36	26	67	10	74	25	10	16	29	62	49	60	73	68	75
	16.5	15.2	17.8	16.9	21.9	22.2	9.5	8	18.5	12	21.3	16.8	14	11.9	19.2	12.8	17.7	17.5	12.1	21.5	18.7	17.6	11.1	16.7	14.9	12.8	15.1	16.2	15	16.3	22.9	16.4	21.6	16.4
	HJm				GHJ	GH			HJ		Ad				A																Amnr	m	Amnr		
Watch less Now TV	54	27	27	13	10	12	5	4	9	13	19	17	9	9	36	18	49	16	10	23	21	39	10	51	24	6	5	28	46	39	31	52	45	52
	11	10.8	11.2	16.3	9	14.6	6.6	4.9	18.3	10	12.3	13.1	10.8	7.3	12.7	8.8	11.6	10.9	9.7	13.5	15.1	10.2	11.1	11.4	13.9	7	5.1	15.5	11.2	13.1	11.9	11.5	14.3	11.3
	H					H			AGHIJ	H																							Aq	
Watch less BBC broadcast TV channels	95	53	42	18	20	21	13	15	7	22	27	29	15	24	56	39	85	26	29	30	22	67	19	84	34	19	19	42	89	56	47	92	63	91
	19.4	21.2	17.5	22.8	17.4	24.9	16.3	19	14.5	17.3	17.4	22.5	17.1	20.1	19.7	18.9	20.3	18.5	26.7	17.8	15.9	17.5	21.4	18.9	20	23.1	18.2	23.2	21.6	18.6	18.1	20.5	20.1	19.9
																													Am					
Watch less non-BBC broadcast TV channels	89	51	39	14	15	17	15	19	9	28	28	24	16	21	52	37	78	22	26	30	21	69	16	81	22	16	22	41	80	57	39	84	53	84
	18.3	20.3	16.2	17.8	12.6	20	19.6	23.6	18.9	21.8	18.1	19.1	18.6	17.4	18.6	17.9	18.7	15.7	24.1	17.7	15.5	18.1	18.5	18.2	12.9	20.1	21.3	22.4	19.4	19.1	14.9	18.7	16.8	18.3
																													N					
None of these	52	31	20	12	9	7	10	7	7	14	7	11	16	17	18	33	46	19	9	17	18	37	12	47	21	8	9	20	38	23	18	45	26	49
	10.6	12.6	8.5	14.4	7.9	8.6	12.9	8.7	13.3	10.5	4.5	8.9	18.4	14.5	6.5	16.1	11	13.5	8.8	10.2	13.2	9.8	14	10.6	12.2	9.4	8.1	11.1	9.2	7.7	6.9	10	8.4	10.6
	Ycmnq												AKj	Yk		AKj																Rq			
Don't know	71	32	40	12	10	9	13	20	8	28	15	19	17	21	34	37	61	23	12	26	17	56	14	66	21	17	22	22	61	37	29	63	33	64
	14.6	12.8	16.5	15.1	8.4	10.6	16.4	24.3	16.8	21.5	9.8	14.9	19.3	17.2	12.1	18.1	14.6	16.1	11.3	15.4	12.5	14.6	16.6	14.8	12.5	20.7	20.8	11.9	14.7	12.4	11.2	14.1	10.6	13.9
	Ycqs							AEF		AEF					Y														S			S		
Watch less BVOD (NET)	208	101	107	32	54	33	35	28	26	54	75	56	34	43	131	77	171	53	51	68	53	161	40	192	80	28	44	84	188	160	116	203	135	196
	42.6	40.4	44.9	39.8	46.1	39.4	45	35.1	52.9	41.8	48.7	43.9	39.7	35.5	46.5	37.2	41	36.9	47.5	40.3	38.7	42.4	46.4	43.3	47	35	42.1	46.2	45.7	53.3	44.3	45.2	42.9	42.8
									AHJ		Ad				A														A	Amgrs		A		
Watch less SVOD (NET)	172	81	91	27	66	33	16	16	14	31	67	49	27	29	116	56	154	55	28	71	67	133	29	153	63	21	27	66	137	111	134	154	154	164
	35.2	32.3	38.1	33.3	56.2	38.9	20.5	20.4	29.2	23.7	43.6	38.4	30.8	24.1	41.2	26.9	36.8	38.3	26.5	42	48.9	34.9	33.1	34.5	36.9	26.7	26.1	36.4	33.3	36.9	51.1	34.4	49	35.9
	GHIbd				AFGHIJ	GHij					Abd	bd			Abd						A									m	Amnr		Amnr		

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CO.3 sum As a result of watching it less. how likely would you be to cancel your subscription?

- Summary table -
Indicators of small base sizes are based on the effective base

	Netflix	Amazon Prime Video	Now TV
Base: Those who selected codes 5,6,7 at CQ2B - Unweighted	115	82	56
	100	100	100
Base: Those who selected codes 5,6,7 at CQ2B - Weighted	118	81	54
	100	100	100
Base: Those who selected codes 5,6,7 at CQ2B - Effective base	103	71	46
Very likely (+2)	19	15	17
	16.1	18.9	31.6
Quite likely (+1)	19	20	12
	16	24.6	22.3
Neither likely or unlikely (0)	29	21	11
	24.8	26	20.7
Quite unlikely (-1)	28	14	9
	23.7	17.2	17.3
Very unlikely (-2)	23	11	4
	19.5	13.3	8.2
Likely (NET)	38	35	29
	32.1	43.5	53.9
Unlikely (NET)	51	25	14
	43.2	30.5	25.4
Mean	-0.15	0.19	0.52
Standard Deviation	1.3	1.3	1.3
Standard Error	0.1	0.1	0.2

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CO.3 1 As a result of watching it less. how likely would you be to cancel your Netflix subscription?

- Netflix -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/I - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Male	Female	25-34	ABC1	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	E	c				m	n	q	r	s	
Base: Netflix - Unweighted	115	44	71	45	83	99	88	102	94	76	93	104	99	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Netflix - Weighted	118	54**	65*	52**	79*	102*	91*	105*	96*	77*	97*	107*	105*	115*
	100	100.0**	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Netflix - Effective base	103	39	67	43	75	88	81	90	83	69	86	92	89	99
Very likely (+2)	19	13	6	9	16	18	15	15	14	9	11	15	12	18
	16.1	23.6	9.9	17.9	19.7	17.7	16.7	13.9	14.9	12	11.7	14.3	11.8	15.6
	Cqs													
Quite likely (+1)	19	11	8	10	11	16	18	18	16	14	15	16	16	18
	16	19.8	12.9	19.7	13.6	15.8	19.3	17	16.9	18.6	15.7	15.3	15.7	15.8
Neither likely or unlikely (0)	29	7	22	11	17	24	22	25	27	23	24	28	27	29
	24.8	13	34.5	20.5	21.7	23.7	23.8	23.9	27.6	29.3	24.7	26.6	25.5	25
			A											
Quite unlikely (-1)	28	13	15	13	18	21	17	25	23	16	23	25	26	27
	23.7	24.4	23	24.9	23	20.9	18.5	24.1	24.3	20.9	24	23	25.1	23.4
Very unlikely (-2)	23	10	13	9	17	22	20	22	16	15	23	22	23	23
	19.5	19.2	19.7	17.6	21.9	21.8	21.6	21.2	16.2	19.3	23.9	20.8	22	20.2
											Ams	m	m	
Likely (NET)	38	23	15	19	26	34	33	32	31	24	27	32	29	36
	32.1	43.3	22.7	37.6	33.4	33.5	36	30.8	31.8	30.6	27.4	29.6	27.4	31.4
	Cqs													
Unlikely (NET)	51	23	28	22	36	44	37	47	39	31	46	47	49	50
	43.2	43.7	42.8	41.9	44.9	42.8	40.2	45.3	40.5	40.1	47.9	43.8	47.1	43.6
											Ans		Ans	
Mean	-0.15	0.04	-0.3	-0.04	-0.14	-0.13	-0.09	-0.22	-0.1	-0.17	-0.33	-0.21	-0.3	-0.17
	qs								NYS					
Standard Deviation	1.3	1.5	1.2	1.4	1.4	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3
Standard Error	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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CO.3 2 As a result of watching it less. how likely would you be to cancel your Amazon Prime Video subscription?

- Amazon Prime Video -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	SEG	Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		ABC1	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	c				m	n	q	r	s	
Base: Amazon Prime Video - Unweighted	82	61	76	66	76	63	50	58	74	67	76
	100	100	100	100	100	100	100	100	100	100	100
Base: Amazon Prime Video - Weighted	81*	54*	74*	67*	74*	62*	49**	60*	73*	68*	75*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*
Base: Amazon Prime Video - Effective base	71	52	66	57	65	53	42	50	64	58	66
Very likely (+2)	15	10	13	11	14	15	9	8	15	8	14
	18.9	19.1	17.3	16.4	18.9	23.5	17.5	13.1	19.8	11.6	18.8
	qs					qs			s		
Quite likely (+1)	20	14	18	17	18	15	9	15	17	17	19
	24.6	25.3	24.3	24.8	23.6	24.1	17.7	25.7	23.3	24.4	25
Neither likely or unlikely (0)	21	9	19	17	20	16	13	14	20	19	19
	26	16.7	25.3	26	26.6	25.2	27.2	23.3	26.9	27.7	25.5
	c										
Quite unlikely (-1)	14	12	14	13	14	11	10	12	13	14	12
	17.2	21.3	18.7	19.3	18.7	17.1	21.1	20.1	17.6	20.5	16.4
Very unlikely (-2)	11	10	11	9	9	6	8	11	9	11	11
	13.3	17.7	14.4	13.5	12.2	10.1	16.4	17.8	12.3	15.8	14.9
Likely (NET)	35	24	31	28	32	29	17	23	32	24	33
	43.5	44.3	41.5	41.2	42.6	47.6	35.2	38.8	43.2	36	43.8
	qs					qs			s		
Unlikely (NET)	25	21	25	22	23	17	18	23	22	25	23
	30.5	38.9	33.2	32.9	30.9	27.2	37.6	37.9	29.9	36.3	30.7
		A						An		An	
Mean	0.19	0.07	0.11	0.11	0.18	0.34	-0.01	-0.04	0.21	-0.04	0.18
	qs					qs			qs		
Standard Deviation	1.3	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3
Standard Error	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2

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CO.3 3 As a result of watching it less, how likely would you be to cancel your Now TV subscription?

- Now TV -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Region	Ethnicity	TV service users	Internet Users
		England	White	BVOD users	Regular
	A			r	
Base: Now TV - Unweighted	56	51	53	53	53
	100	100	100	100	100
Base: Now TV - Weighted	54**	49*	51*	52**	52*
	100.0**	100.0*	100.0*	100.0**	100.0*
Base: Now TV - Effective base	46	41	43	43	43
Very likely (+2)	17	16	14	16	16
	31.6	33	28.6	30.2	31.1
Quite likely (+1)	12	12	11	11	11
	22.3	24.7	22.4	21.9	22
Neither likely or unlikely (0)	11	8	11	11	11
	20.7	15.5	22	21.5	21.6
Quite unlikely (-1)	9	9	9	9	9
	17.3	17.8	18.4	18	16.8
Very unlikely (-2)	4	4	4	4	4
	8.2	9	8.7	8.5	8.5
Likely (NET)	29	28	26	27	27
	53.9	57.7	51	52.1	53.1
Unlikely (NET)	14	13	14	14	13
	25.4	26.8	27	26.4	25.3
Mean	0.52	0.55	0.44	0.47	0.5
Standard Deviation	1.3	1.4	1.3	1.3	1.3
Standard Error	0.2	0.2	0.2	0.2	0.2

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CO.4 As a result of watching TV channels less. how likely would you be to cancel your Pay TV subscription?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	SEG	Region	Urban v. Rural	Ethnicity	TV service users				Internet Users
		ABC1	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	BVOD users	SVOD users	Regular
	A	c				m	n	r	s	
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at CQ2B - Unweighted	86	64	78	66	77	75	53	81	53	81
	100	100	100	100	100	100	100	100	100	100
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at CQ2B - Weighted	84*	54*	77*	62*	71*	74*	49**	79*	56**	79*
	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0**	100.0*
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at CQ2B - Effective base	69	58	62	56	66	59	44	64	42	65
Very likely (+2)	10	6	10	7	8	7	5	8	10	8
	12	11.2	13.1	12	11.3	9	9.6	10.1	17.9	10.4
Quite likely (+1)	15	8	14	11	10	14	9	15	12	14
	17.4	14.4	18.4	17.4	13.7	18.4	18.5	18.4	21.7	17.3
Neither likely or unlikely (0)	22	16	19	19	21	19	13	19	11	21
	26.3	30.4	24.8	30.5	30	26.5	26.2	24.6	19.1	26.1
Quite unlikely (-1)	25	14	24	19	20	23	15	25	15	24
	30	26.5	31.5	30.3	28	31.7	30.8	31.7	27.6	31
Very unlikely (-2)	12	9	10	6	12	11	7	12	8	12
	14.3	17.5	12.5	9.8	16.9	14.5	15	15.1	13.7	15.2
Likely (NET)	25	14	24	18	18	20	14	23	22	22
	29.4	25.6	31.4	29.4	25	27.4	28.1	28.6	39.6	27.7
Unlikely (NET)	37	24	34	25	32	34	22	37	23	36
	44.3	44	44	40.2	45	46.2	45.7	46.9	41.3	46.2
Mean	-0.17	-0.25	-0.12	-0.09	-0.26	-0.24	-0.23	-0.23	0.03	-0.23
Standard Deviation	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.3	1.2
Standard Error	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1

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CO.5 You said that the change to an extended viewing period of at least 12 months on iPlayer would make you use the iPlayer more. How would this change the way you spend time on the iPlayer?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who selected code 2 and 3 at CQ1 - Unweighted	1943	833	1110	304	402	287	324	311	315	626	701	567	304	371	1268	675	1705	135	83	503	471	731	511	1554	331	1780	155	787	311	389	766	1636	1220	984	1785	1193	1868	66
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 2 and 3 at CQ1 - Weighted	1989	972	1018	373	472	339	325	290	191	481	615	500	379	496	1115	875	1742	139	85*	523	488	731	570	1597	320	1811	167	830	318	383	759	1648	1228	1070	1814	1286	1897	84*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who selected code 2 and 3 at CQ1 - Effective base	1635	659	1048	213	364	277	311	298	299	573	609	508	269	317	1117	585	1437	112	69	414	400	624	455	1317	281	1508	124	656	253	340	646	1386	1035	818	1509	996	1579	53
Spend more time watching new BBC programmes	883	456	427	179	253	162	122	110	58	168	300	223	158	203	523	361	786	53	35	230	214	342	288	725	123	801	75	400	150	167	337	752	567	519	828	618	857	21
	44.4	46.9	42	47.9	53.7	47.8	37.4	37.9	30.5	34.9	48.8	44.6	41.7	40.9	46.9	41.2	45.1	38	40.4	43.9	43.9	46.8	50.6	45.4	38.5	44.2	45.1	48.2	47.2	43.5	44.3	45.8	46.2	48.5	45.6	48.1	45.2	25
	CGHIJ	C		GHIJ	AGHIJ	GHIJ				I	Abd				Ad								A									A		Amr	A	Amr		
Spend more time browsing the iPlayer library	1211	609	602	200	308	215	209	172	107	279	372	309	219	310	682	529	1050	93	56	317	304	428	343	964	205	1108	98	483	194	232	486	1027	771	641	1115	783	1157	50
	60.9	62.7	59.1	53.7	65.3	63.4	64.3	59.3	56.2	58.1	60.5	61.9	57.9	62.5	61.2	60.5	60.3	66.9	65.8	60.7	62.4	58.5	60.2	60.4	63.9	61.2	58.8	58.2	61	60.5	64	62.3	62.8	59.9	61.5	60.9	61	59.2
	D				DIJ	D	DI																									Ar	A					
I'd be more likely to pick up a BBC programmes part way through a series	742	346	396	134	170	116	127	113	82	195	218	210	143	171	428	314	641	55	35	206	167	269	184	599	129	688	47	277	109	173	298	631	478	401	680	474	715	22
	37.3	35.6	38.9	35.8	36	34.3	39.1	39.1	43.1	40.7	35.4	42.1	37.7	34.5	38.4	35.9	36.8	39.6	40.7	39.4	34.1	36.7	32.3	37.5	40.4	38	28.4	33.4	34.2	45.1	39.2	38.3	38.9	37.5	37.5	36.8	37.7	26.7
									AE	A		Atbud			Y																	i						

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CO.6 If the BBC iPlayer was to only extend the viewing period for its programmes to 6 months (rather than 12 months), which of the following is most likely for you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
This change would not change my viewing behaviour	1827	963	864	232	326	296	304	359	311	670	531	443	373	481	973	854	1612	115	85	493	492	626	478	1479	298	1670	140	688	309	436	663	1131	782	699	1328	867	1778	34
	45.4	48.4	42.4	36.7	38	42.3	46.1	54.5	59.6	56.7	45.4	45.5	46.3	44.5	45.5	45.3	45.9	41.9	43.3	45.4	47.5	45.1	42.8	45.4	46.8	45.4	43.1	43.6	46.4	49.6	46.1	40.2	38.4	38.7	41.1	39.2	46.3	25
	CDEmnqrs	AC					DE	ADEFG	ADEFGHJ	ADEFG																						n			mnqs			
I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount	1321	623	697	261	328	259	207	157	108	266	405	304	269	343	709	612	1155	86	64	343	332	481	411	1086	194	1194	123	565	217	253	485	1093	822	725	1214	873	1251	61
	32.8	31.3	34.2	41.4	38.1	37.1	31.4	23.9	20.8	22.5	34.7	31.2	33.4	31.7	33.1	32.4	32.9	31.5	32.7	31.5	32	34.6	36.8	33.3	30.4	32.5	37.8	35.8	32.6	28.7	33.7	38.9	40.3	40.1	37.5	39.5	32.6	44.5
	HIJ		A	AGHIJ	AGHIJ	AGHIJ	HIJ																A									Ar	Amr	Ar	A	Ar		
I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before	320	163	157	52	83	55	55	45	30	75	104	91	55	71	195	125	274	21	19	94	78	103	104	254	55	297	23	141	58	50	130	257	200	162	289	200	288	27
	7.9	8.2	7.7	8.3	9.6	7.8	8.4	6.8	5.7	6.3	8.9	9.3	6.8	6.5	9.1	6.6	7.8	7.7	9.6	8.6	7.5	7.4	9.3	7.8	8.6	8.1	7.1	8.9	8.7	5.7	9	9.1	9.8	9	8.9	9.1	7.5	19.9
	IJd				IJ		IJ				defg	bd			Abd																	Ar	Ar		A	A		
Don't know	560	241	319	86	122	89	92	98	73	171	128	136	108	187	265	296	470	52	28	158	134	179	124	438	90	517	39	184	81	141	161	333	234	221	402	270	518	14
	13.9	12.1	15.7	13.6	14.2	12.8	14	14.9	14	14.5	11	14	13.4	17.3	12.4	15.7	13.4	18.9	14.4	14.5	12.9	12.9	11.1	13.4	14.2	14.1	12	11.7	12.2	16	11.2	11.8	11.5	12.2	12.4	12.2	13.5	10.6
	BYcimnqrs		AB									Yc		AYc	Y	AYac																				mn			

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DO.1 You said earlier that you watch programmes. The BBC is planning to include a wider range of existing programmes on its iPlayer service. This might include: Complete series box sets for selected titles made up of new returning series and their previous series: Old 'classic' shows and other programmes that currently aren't available on iPlayer. Implications:This would allow you to watch a greater range of programmes from the BBC on iPlayer: This might allow you to catch up on previous series ahead of a new series starting. If this happened, which of the following is most likely for you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users				Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
This change would not change my viewing behaviour	1567	821	745	158	275	278	266	314	276	590	437	363	317	449	800	767	1358	110	83	429	419	509	400	1277	247	1438	113	623	268	379	568	936	623	561	1106	693	1504	42
	38.9	41.3	36.6	25.1	32.1	39.7	40.4	47.7	52.8	49.9	37.4	37.3	39.4	41.5	37.4	40.6	38.7	40.1	42.2	39.5	40.5	36.7	35.8	39.2	38.8	39.1	34.8	39.5	40.2	43	39.5	33.3	30.6	31.1	34.2	31.3	39.2	30.6
	CDEcimnqrs	AC			D	DE	DE	ADEFG	ADEFGJ	ADEFG				c																		nqs			mnqs			
I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount	1476	708	768	300	363	262	238	188	123	312	443	364	293	376	807	669	1297	104	64	369	381	546	460	1202	229	1337	136	625	250	276	539	1176	877	792	1319	959	1407	62
	36.6	35.5	37.7	47.6	42.2	37.6	36.2	28.6	23.6	26.4	37.9	37.4	36.4	34.7	37.7	35.5	36.9	37.9	32.6	34	36.8	39.3	41.2	36.9	36	36.4	41.8	39.6	37.5	31.3	37.5	41.8	43	43.8	40.8	43.4	36.7	45.1
	HIJ			AFGHIJ	AGHIJ	HIJ	HIJ	J		J													A									Ar	Ar	Ar	A	Ar		
I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before	553	271	282	102	143	87	80	79	61	141	176	142	111	124	317	236	491	28	27	170	131	190	156	448	87	512	38	202	84	110	212	460	360	299	507	371	533	17
	13.7	13.6	13.8	16.1	16.6	12.4	12.2	12.1	11.7	11.9	15	14.5	13.8	11.5	14.8	12.5	14	10.2	13.5	15.6	12.7	13.7	14	13.8	13.7	13.9	11.7	12.8	12.6	12.5	14.7	16.4	17.7	16.5	15.7	16.8	13.9	12.3
	jb			ij	AFGHIJ						b				Ab																	Ar	Amr	A	A	A		
Don't know	433	191	242	70	78	72	74	77	62	139	112	105	83	133	217	216	365	32	23	118	103	143	100	330	73	391	38	128	65	116	120	242	178	155	300	188	393	16
	10.7	9.6	11.9	11.2	9	10.3	11.2	11.7	11.9	11.8	9.6	10.8	10.3	12.3	10.1	11.4	10.4	11.7	11.7	10.9	10	10.3	9	10.1	11.5	10.6	11.8	8.1	9.7	13.1	8.3	8.6	8.7	8.6	9.3	8.5	10.2	11.9
	imnqru		AB																																m			
Watched More iPlayer (NET)	2029	979	1050	402	506	349	319	268	185	452	619	505	404	500	1124	904	1788	132	91	539	513	736	617	1649	316	1849	174	827	334	386	751	1636	1237	1091	1825	1330	1940	79
	50.4	49.2	51.5	63.8	58.9	50	48.4	40.7	35.3	38.3	53	51.9	50.3	46.2	52.5	47.9	50.9	48.2	46.1	49.6	49.5	53	55.2	50.6	49.7	50.3	53.5	52.4	50.1	43.8	52.2	58.1	60.7	60.4	56.5	60.2	50.6	57.4
	HIJbd			AFGHIJ	AFGHIJ	HIJ	HIJ	J		J	Abd	b			Abd									A									Ar	Amr	Amr	A	Amr		

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DO.2A You said that more programmes being available on iPlayer would not change your viewing behaviour. Why not?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s	
Base: Those who selected 1 at DQ1 - Unweighted	1626	817	809	135	220	231	260	323	457	780	526	468	271	361	994	632	1418	108	85	451	435	532	357	1316	272	1517	98	645	276	396	618	988	672	521	1152	646	1566
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected 1 at DQ1 - Weighted	1567	821	745	158*	275	278	266	314	276	590	437	363	317	449	800	767	1358	110*	83*	429	419	509	400	1277	247	1438	113*	623	268	379	568	936	623	561	1106	693	1504
	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100
Base: Those who selected 1 at DQ1 - Effective base	1392	654	760	98	197	223	250	310	431	703	457	422	246	324	877	569	1213	93	73	384	369	460	328	1130	235	1310	81	554	236	342	539	846	585	448	987	555	1344
I am satisfied with the amount of programmes that are available on the iPlayer	977	518	459	108	199	179	166	173	154	326	315	215	203	244	530	448	839	75	54	268	237	335	297	790	161	889	84	431	189	194	358	749	493	396	840	500	927
	62.4	63.2	61.5	68.1	72.1	64.6	62.3	55	55.7	55.3	72	59.2	64.1	54.4	66.2	58.4	61.8	67.9	65.2	62.3	56.4	65.9	74.3	61.8	65.3	61.8	73.8	69.2	70.7	51.4	63	80.1	79	70.5	75.9	72.2	61.7
	HiBd			Hij	AGHij	Hij					AZabcd		bd		AZbd	b							A									Aqrs	Aqrs	A	Aqs	A	
I don't use iPlayer to watch old programmes or series	589	303	287	50	77	98	100	141	122	263	122	148	114	205	270	319	519	35	29	162	183	174	103	487	86	549	30	192	79	184	210	186	131	165	267	192	577
	37.6	36.8	38.5	31.9	27.9	35.4	37.7	45	44.3	44.7	28	40.8	35.9	45.6	33.8	41.6	38.2	32.1	34.8	37.7	43.6	34.1	25.7	38.2	34.7	38.2	26.2	30.8	29.3	48.6	37	19.9	21	29.5	24.1	27.8	38.3
	EYcimnqrs						E	ADEF	ADEF	ADEF		Yc	Y	AYacd	Y	AYac																			mnr	mn	mnr	

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DO.2B You said you would watch the iPlayer more and watch other services or channels less than before. Which services would you be likely to watch less as a result of the changes?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base
Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region				Households with children aged under 16	Urban v. Rural		Ethnicity	TV Type in Household				TV service users				Internet Users
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	North of England	Midlands	South of England		Urban	Rural	White	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	D	E	F	G	H	I	J	V	Z	a	b	c	d					i								m	n	q	r	s	
Base: Those who selected Code 3 at DQ1 - Unweighted	556	245	311	90	123	75	79	86	103	189	211	156	94	95	367	189	492	165	136	191	142	446	93	517	208	87	113	217	469	364	277	515	352	537
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected Code 3 at DQ1 - Weighted	553	271	282	102*	143	87*	80*	79*	61*	141	176	142	111*	124*	317	236	491	170	131	190	156	448	87*	512	202	84*	110*	212	460	360	299	507	371	533
	100	100	100	100.0*	100	100.0*	100.0*	100.0*	100.0*	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100.0*	100	100	100.0*	100.0*	100	100	100	100	100	100	100
Base: Those who selected Code 3 at DQ1 - Effective base	471	194	294	65	111	73	76	82	97	172	183	138	87	81	320	166	416	137	115	164	128	375	82	439	179	68	100	180	396	307	232	438	296	456
Watch less ITV Hub	198	99	99	42	46	31	30	27	23	49	60	53	40	45	113	85	174	58	48	68	54	154	41	186	69	29	42	83	188	169	117	195	142	196
	35.9	36.7	35.1	41.1	32.3	35.3	37.6	33.4	37.3	35.1	33.9	37.7	36.3	36.3	35.6	36.3	35.5	34.4	36.4	35.8	34.5	34.3	47	36.3	34	35.1	37.9	39.3	40.9	46.8	39	38.6	38.3	36.8
																													Ar	Amgrs		A		
Watch less All4	178	88	90	33	46	30	33	19	17	36	52	53	38	34	106	72	154	48	42	64	52	145	30	170	62	30	39	72	167	138	116	176	134	177
	32.2	32.4	32	32.8	32.3	34.3	40.5	23.7	28.1	25.6	29.8	37.8	33.7	27.8	33.4	30.6	31.3	28.3	32	33.6	33.6	32.4	34.6	33.2	30.8	35.5	35.6	33.9	36.3	38.2	38.9	34.7	36	33.3
	J						Hij																						Ar	Ar	A	A	A	
Watch less My5	147	62	85	32	30	23	26	18	17	36	42	39	29	37	81	66	126	39	36	51	42	118	26	140	52	21	35	58	134	122	87	143	104	142
	26.6	22.8	30.2	31	21.2	26.6	32.6	23.3	28	25.3	23.8	27.6	26	29.9	25.5	28.1	25.7	23.2	27.3	26.8	27.1	26.3	30	27.4	25.5	24.6	32.1	27.3	29.1	33.7	29.1	28.3	28	26.7
			A																										A	Amrs		A		
Watch less UKTV Play	94	41	54	22	23	12	14	10	13	24	26	21	24	23	47	48	84	25	25	33	28	77	16	91	30	18	19	37	86	73	63	91	70	93
	17.1	15.1	19	21.4	16	13.3	17.8	13.2	21.7	16.9	14.6	14.9	21.9	18.7	14.7	20.2	17	15	19.1	17.4	18	17.1	18.1	17.7	14.9	20.9	16.9	17.6	18.7	20.3	21.2	17.9	18.8	17.4
	I																												A	A	As			
Watch less Netflix	161	79	81	32	58	23	20	20	7	27	61	43	27	29	105	56	144	60	31	53	44	131	22	149	53	26	28	55	133	100	133	143	140	156
	29	29.3	28.8	31.7	40.5	25.9	25.5	25.2	11.8	19.4	34.9	30.6	23.8	23.6	33	23.7	29.3	35.6	23.4	27.8	28.1	29.3	25.4	29.1	26.3	31.1	25	26.1	28.8	27.6	44.6	28.2	37.8	29.3
	IJ			I	AFGHIJ	I	I	I		I	Ad				Ad																Amnrs		Amnr	
Watch less Amazon Prime Video	116	53	63	25	35	21	8	16	10	27	44	28	18	25	72	43	110	38	28	43	34	100	11	106	36	18	18	47	93	70	75	106	102	113
	20.9	19.4	22.3	25	24.3	23.6	10.3	20.6	16.7	18.9	25.3	19.6	16.6	20.1	22.7	18.4	22.4	22.7	21.6	22.7	21.8	22.4	12.2	20.6	17.9	21.4	17.5	22.3	20.3	19.4	25.2	20.9	27.4	21.2
	G			G	G	G																									Amnr		Amnr	
Watch less Now TV	83	38	44	20	23	13	11	9	7	16	30	16	21	16	46	37	76	22	28	26	28	69	9	80	30	13	12	33	70	61	50	75	69	79
	15	14.2	15.7	19.9	15.8	14.4	14.3	11.1	11.6	11.3	17	11.5	18.8	12.6	14.5	15.5	15.5	13.2	21	13.8	18.2	15.5	10.6	15.5	15	15.9	10.5	15.6	15.3	16.9	16.6	14.9	18.7	14.8
																																	Amr	
Watch less BBC broadcast TV channels	95	45	50	25	20	12	17	11	10	21	30	28	13	24	59	37	93	29	23	40	23	82	12	85	24	18	20	39	86	65	45	93	66	94
	17.3	16.6	17.9	24.6	14.1	14.1	21.4	13.4	16.4	14.7	17.1	20.1	11.4	19.5	18.5	15.6	18.9	17.2	17.8	21.2	14.9	18.3	13.6	16.5	11.9	21.6	17.9	18.2	18.6	18.1	15	18.4	17.8	17.6
																																A	q	
Watch less non-BBC broadcast TV channels	116	61	55	14	21	14	28	25	15	40	40	30	23	23	70	46	106	27	33	45	33	97	17	106	38	16	29	56	110	78	57	116	76	113
	21	22.5	19.4	13.3	14.4	16.4	34.5	31.1	24.6	28.2	22.9	21.1	20.2	18.6	22.1	19.4	21.5	16	25.3	23.7	21.1	21.7	19.2	20.6	18.6	19.6	25.9	26.4	23.9	21.7	18.9	22.9	20.4	21.3
	E						ADEF	ADEF		ADEF																			Aqs			A		
None of these	32	17	15	5	8	7	2	3	7	10	10	7	6	9	17	16	32	6	12	14	11	26	5	29	11	5	9	14	20	12	12	24	14	32
	5.9	6.4	5.3	4.6	5.6	8.1	3.1	3.7	12.1	7.3	5.8	4.8	5.5	7.8	5.3	6.6	6.4	3.4	9.1	7.3	6.9	5.7	5.7	5.7	5.5	5.4	8.3	6.7	4.4	3.4	4.1	4.8	3.9	5.9
	mnrs								AGHIJ																							n		
Don't know	65	33	32	12	10	11	6	16	9	25	17	18	16	15	34	30	56	21	17	18	15	50	12	62	27	10	14	21	51	36	17	57	23	60
	11.7	12	11.4	11.9	7.2	12.3	7.8	20.4	14.8	18	9.4	12.5	14.1	11.8	10.8	12.9	11.3	12.1	12.8	9.7	9.6	11.2	13.5	12.1	13.2	11.4	13.1	10	11.1	9.9	5.5	11.2	6.1	11.3
	qs							AEG		AEG																			qs	qs		qs		
Watch less BVOD (NET)	287	138	149	54	76	43	44	37	33	70	87	74	58	67	161	126	249	89	65	96	82	230	53	267	104	47	55	116	260	223	173	278	207	279
	51.9	50.9	52.8	52.6	53.3	49.3	55	46.7	53.6	49.7	49.4	52.5	52.4	54.2	50.8	53.3	50.8	52.3	49.3	50.4	52.3	51.4	60.9	52.1	51.6	56.5	50.1	54.7	56.5	61.8	58	54.9	55.9	52.4
																													Ar	Amrs	A	A	A	
Watch less SVOD (NET)	243	111	131	51	83	36	33	26	14	41	87	62	45	49	149	94	218	80	54	84	80	201	31	224	86	43	36	92	197	151	179	219	218	234
	43.9	41.1	46.7	50	57.7	41.6	40.6	33.4	22.9	28.8	49.6	43.5	40.2	39.8	46.8	40	44.4	47.3	41	44.2	50.9	44.8	35.7	43.8	42.3	51.2	33	43.1	42.8	41.8	59.8	43.1	58.9	43.9
	HIJ			Hij	AFGHIJ	I	I			I																					Amnr		Amnr	

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DO.3 sum As a result of watchine it less. how likelv would vou be to cancel vour subscriotion?

- Summary table -
Indicators of small base sizes are based on the effective base

	Netflix	Amazon Prime Video	Now TV
Base: Those who selected codes 5,6,7 at DQ28 - Unweighted	153	117	80
	100	100	100
Base: Those who selected codes 5,6,7 at DQ28 - Weighted	161	116	83
	100	100	100
Base: Those who selected codes 5,6,7 at DQ28 - Effective base	132	97	66
Very likely (+2)	18	21	18
	11.1	18	21.5
Quite likely (+1)	42	37	29
	26.1	31.8	35.1
Neither likely or unlikely (0)	29	21	18
	18.2	18.3	21.3
Quite unlikely (-1)	40	23	14
	24.9	20	17.1
Very unlikely (-2)	32	14	4
	19.7	12	5
Likely (NET)	60	58	47
	37.2	49.8	56.5
Unlikely (NET)	72	37	18
	44.6	32	22.2
Mean	-0.16	0.24	0.51
Standard Deviation	1.3	1.3	1.2
Standard Error	0.1	0.1	0.1

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DO.3 1 As a result of watchine it less. how likely would you be to cancel vour Netflix subscriotion?

- Netflix -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age	SEG			Region			Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	Female	25-34	AB	ABC1	C2DE	England	North of England	South of England	Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	SVOD users		Regular
	A	B	C	E	Y	c	d								m	n	q	r	s	
Base: Netflix - Unweighted	153	62	91	49	67	110	43	136	52	51	123	142	54	57	129	97	123	139	129	149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Netflix - Weighted	161	79*	81*	58**	61*	105*	56**	144	60*	53*	131	149	53*	55*	133	100*	133	143	140	156
	100	100.0*	100.0*	100.0**	100.0*	100.0*	100.0**	100	100.0*	100.0*	100	100	100.0*	100.0*	100	100.0*	100	100	100	100
Base: Netflix - Effective base	132	53	86	45	60	97	38	116	43	45	105	122	46	51	113	85	107	122	112	129
Very likely (+2)	18	13	5	4	7	15	3	18	7	6	15	16	5	6	16	11	9	16	10	18
	11.1	16.4	6	7.5	10.8	14	5.8	12.4	10.9	11.5	11	10.6	9.3	10.8	11.8	11.5	6.9	11	7.4	11.8
	Cqs														qs	qs		qs		
Quite likely (+1)	42	24	18	22	9	20	22	37	19	10	35	39	18	13	36	26	33	37	37	40
	26.1	30	22.3	38.3	14.3	18.7	40	25.9	31	18.2	26.4	26.4	33.3	24.1	26.9	26.4	25.1	26	26.2	25.8
	YC																			
Neither likely or unlikely (0)	29	12	17	6	13	20	9	26	9	11	24	27	7	15	25	16	21	26	23	29
	18.2	15.1	21.1	11	20.9	19	16.6	18.4	15.3	20.4	18.3	18.1	14.1	27.4	18.6	15.8	16.1	18.4	16.7	18.7
Quite unlikely (-1)	40	14	26	13	17	26	14	32	12	13	31	37	13	11	35	31	39	38	39	39
	24.9	17.9	31.7	22.2	27.1	24.5	25.7	22.5	20.4	24.9	23.9	25.1	24.2	20.1	26.8	31.2	29.5	26.6	28.1	25.2
			A													A	A			
Very unlikely (-2)	32	16	15	12	16	25	7	30	14	13	27	30	10	10	21	15	30	26	30	30
	19.7	20.6	18.8	21	26.8	23.8	12	20.8	22.4	25.1	20.3	19.8	19.1	17.7	15.9	15.1	22.3	18	21.7	18.9
	m																mnr	m	mnr	
Likely (NET)	60	37	23	27	15	34	26	55	25	16	49	55	23	19	51	38	43	53	47	58
	37.2	46.4	28.3	45.8	25.1	32.7	45.8	38.3	41.9	29.6	37.5	37	42.6	34.9	38.8	37.9	32	37	33.6	37.2
	CYqs	C				Y									qs			q		
Unlikely (NET)	72	31	41	25	33	51	21	62	26	26	58	67	23	21	57	46	69	64	70	69
	44.6	38.5	50.6	43.2	54	48.3	37.6	43.3	42.8	50	44.2	44.9	43.3	37.7	42.7	46.3	51.8	44.5	49.8	44.1
																	Amrs		Amr	
Mean	-0.16	0.04	-0.35	-0.11	-0.45	-0.25	0.02	-0.14	-0.12	-0.34	-0.16	-0.17	-0.1	-0.1	-0.08	-0.12	-0.35	-0.15	-0.31	-0.14
	CYqs														qs	qs		qs		
Standard Deviation	1.3	1.4	1.2	1.3	1.3	1.4	1.2	1.3	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3
Standard Error	0.1	0.2	0.1	0.2	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1

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DO.3 2 As a result of watching it less. how likely would you be to cancel your Amazon Prime Video subscription?

- Amazon Prime Video -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender		SEG		Region	Urban v. Rural	Ethnicity	TV service users					Internet Users
		Male	Female	AB	ABC1	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C	Y	c				m	n	q	r	s	
Base: Amazon Prime Video - Unweighted	117	46	71	55	84	110	99	108	97	69	73	108	99	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Amazon Prime Video - Weighted	116*	53**	63*	44**	72*	110*	100*	106*	93*	70*	75*	106*	102*	113*
	100.0*	100.0**	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Base: Amazon Prime Video - Effective base	97	35	67	49	74	91	82	89	79	56	61	89	82	94
Very likely (+2)	21	11	9	9	16	21	17	21	17	12	13	20	13	20
	18	21.7	14.9	21	22.8	18.9	16.6	19.7	18.2	16.8	17.1	19	12.6	17.8
	cd				A				cd				s	
Quite likely (+1)	37	14	23	7	12	34	34	33	30	26	24	35	35	36
	31.8	26.5	36.1	16.3	16.3	31	33.7	31	32.6	37	32.5	32.9	34.7	31.7
	c													
Neither likely or unlikely (0)	21	7	14	9	13	20	17	20	18	10	12	19	17	20
	18.3	13.9	21.9	20.6	17.5	17.9	16.9	19.4	19.1	14.8	15.5	17.8	16.9	17.8
Quite unlikely (-1)	23	12	11	9	18	21	19	20	20	15	14	22	23	23
	20	23.5	17.1	20.5	25.5	19.6	19.1	18.9	21.6	20.8	18	20.7	22.7	20.4
					A									
Very unlikely (-2)	14	8	6	10	13	14	14	12	8	7	13	10	13	14
	12	14.4	9.9	21.7	17.8	12.6	13.8	11.1	8.5	10.6	16.9	9.5	13.1	12.2
	mn				A						mn		mn	
Likely (NET)	58	25	32	17	28	55	50	54	47	38	37	55	48	56
	49.8	48.2	51.1	37.2	39.1	49.8	50.2	50.7	50.8	53.8	49.6	51.9	47.3	49.5
	cd													
Unlikely (NET)	37	20	17	19	31	35	33	32	28	22	26	32	36	37
	32	37.9	27	42.2	43.3	32.1	32.9	30	30.1	31.4	34.9	30.3	35.9	32.6
					A								f	
Mean	0.24	0.18	0.29	0.06	0.01	0.24	0.2	0.29	0.3	0.29	0.15	0.31	0.11	0.22
	cs								s			s		
Standard Deviation	1.3	1.4	1.2	1.5	1.4	1.3	1.3	1.3	1.2	1.3	1.4	1.3	1.3	1.3
Standard Error	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1

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DO.3 3 As a result of watching it less, how likely would you be to cancel your Now TV subscription?

- Now TV -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/l - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	SEG	Region	Urban v. Rural	Ethnicity	TV service users				Internet Users
		ABC1	England	Urban	White	BBC iPlayer users	ITV Hub/ITV Hub+ users	BVOD users	SVOD users	Regular
	A	c				m	n	r	s	
Base: Now TV - Unweighted	80	53	73	67	76	69	57	74	64	77
	100	100	100	100	100	100	100	100	100	100
Base: Now TV - Weighted	83*	46**	76*	69*	80*	70*	61**	75*	69*	79*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Now TV - Effective base	66	47	60	55	63	56	46	61	53	64
Very likely (+2)	18	13	17	14	17	16	12	16	9	18
	21.5	29	22.1	20.8	21	22.6	19.4	21	13.4	22.6
	9					9		9		
Quite likely (+1)	29	11	28	24	28	23	23	27	28	27
	35.1	24.1	36.1	34.4	35.7	33.2	37.6	35.7	40.9	34.2
Neither likely or unlikely (0)	18	13	14	16	17	13	12	14	14	16
	21.3	28.9	18.6	22.8	21.1	18.1	19.6	18.9	20	19.9
Quite unlikely (-1)	14	6	13	13	13	14	11	14	14	14
	17.1	12	17.7	18.1	17	20.1	18.3	18.8	20.4	18
Very unlikely (-2)	4	3	4	3	4	4	3	4	4	4
	5	6	5.5	4	5.3	5.9	5	5.5	5.3	5.3
Likely (NET)	47	25	44	38	45	39	35	43	38	45
	56.5	53.2	58.2	55.2	56.7	55.8	57.1	56.8	54.3	56.8
Unlikely (NET)	18	8	18	15	18	18	14	18	18	18
	22.2	17.9	23.2	23	22.2	26.1	23.3	24.3	25.7	23.3
Mean	0.51	0.58	0.52	0.5	0.5	0.46	0.48	0.48	0.37	0.51
	1									
Standard Deviation	1.2	1.2	1.2	1.1	1.2	1.2	1.2	1.2	1.1	1.2
Standard Error	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1

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DO.4 As a result of watching TV channels less. how likely would you be to cancel your Pay TV subscription?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/j - A/m/n/q/r/s

Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing

Indicators of small base sizes are based on the effective base

	All respondents	Gender	SEG	Region	Urban v. Rural	Ethnicity	TV Type in Household		TV service users					Internet Users
		Male	ABC1	England	Urban	White	Sky	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular
	A	B	C						m	n	q	r	s	
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at DQ2B - Unweighted	102	55	76	92	87	97	50	53	94	71	51	101	66	99
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at DQ2B - Weighted	95*	55**	62*	88*	85*	89*	45*	47*	88*	71*	50**	95*	66*	93*
	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*
Base: Those with Pay TV (Codes 1,3,6-9 at A2A) who selected codes 8,9 at DQ2B - Effective base	81	40	66	73	69	79	42	44	73	55	39	80	51	78
Very likely (+2)	5	0	5	5	5	5	2	2	5	3	5	5	5	4
	4.7	0	7.4	5.2	5.3	5.1	5.5	5.1	5.2	4.2	9.1	4.8	6.9	4
			A											
Quite likely (+1)	14	8	10	13	13	14	8	2	12	9	9	14	12	13
	15.3	14.9	17	14.3	15.6	16.3	16.7	4.2	14.2	13.3	17.9	15.3	18.3	13.8
Neither likely or unlikely (0)	30	19	17	27	27	28	10	10	27	20	13	29	16	30
	31	34.3	27.4	31.2	31.1	31.8	22.8	21.3	30.7	27.8	26.4	30.5	24.5	31.8
Quite unlikely (-1)	28	15	18	25	26	23	15	16	26	24	20	28	23	28
	29.5	26.7	30	28.5	30.6	25.8	33.8	35.1	29.9	33.4	39.2	29.7	34.7	30.2
Very unlikely (-2)	19	13	11	18	15	19	10	16	18	15	4	19	10	19
	19.7	24.1	18.2	20.8	17.4	21.1	21.3	34.4	20	21.3	7.5	19.8	15.7	20.2
Likely (NET)	19	8	15	17	18	19	10	4	17	12	13	19	17	17
	19.9	14.9	24.3	19.5	20.9	21.4	22.2	9.3	19.3	17.5	26.9	20	25.2	17.8
			A											
Unlikely (NET)	47	28	30	43	41	42	25	33	44	39	23	47	33	47
	49.1	50.8	48.2	49.3	48	47	55.1	69.4	50	54.7	46.7	49.5	50.4	50.4
Mean	-0.44	-0.6	-0.35	-0.46	-0.39	-0.42	-0.49	-0.89	-0.45	-0.54	-0.18	-0.44	-0.34	-0.49
Standard Deviation	1.1	1	1.2	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.2	1.1
Standard Error	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1

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DO.5 You said that more programmes being available on iPlayer would make you use the iPlayer more. How would this change the way you spend time on the iPlayer?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who selected code 2 and 3 at DQ1 - Unweighted	1963	819	1144	325	435	297	317	286	303	589	707	565	314	377	1272	691	1726	133	86	507	492	727	548	1587	321	1799	159	782	315	385	746	1623	1226	996	1785	1231	1891	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected code 2 and 3 at DQ1 - Weighted	2029	979	1050	402	506	349	319	268	185	452	619	505	404	500	1124	904	1788	132	91*	539	513	736	617	1649	316	1849	174	827	334	386	751	1636	1237	1091	1825	1330	1940	79*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who selected code 2 and 3 at DQ1 - Effective base	1645	645	1083	227	393	287	305	274	287	538	618	504	273	322	1122	595	1448	110	71	411	419	620	484	1328	275	1515	127	646	251	340	621	1375	1034	823	1506	1024	1591	49
Spend more time watching BBC programmes and series that I've watched before	806	414	393	178	237	157	106	87	41	128	270	200	136	200	470	336	715	48	40	230	195	290	260	659	116	727	78	351	149	152	306	666	503	476	748	567	793	12
	39.7	42.3	37.4	44.3	46.7	45.1	33.3	32.4	22.3	28.3	43.7	39.6	33.5	40.1	41.8	37.2	40	36.2	44.4	42.6	38	39.4	42.2	39.9	36.8	39.3	44.8	42.5	44.5	39.4	40.8	40.7	40.7	43.6	41	42.6	40.9	14.8
	CGHIJa	C		GHIJ	AGHIJ	AGHIJ	I	IJ		I	Aad				Aa																			Amr	A	A			
Spend more time browsing the iPlayer library	1198	616	582	214	329	211	197	150	97	247	366	307	244	281	673	525	1047	81	60	317	310	421	367	971	204	1102	93	461	190	240	457	999	765	647	1100	791	1136	57
	59.1	62.9	55.5	53.1	65	60.4	62	56.2	52.4	54.6	59.1	60.8	60.4	56.2	59.9	58.1	58.6	60.9	66.7	58.8	60.4	57.1	59.5	58.9	64.4	59.6	53.2	55.7	57	62.3	60.8	61.1	61.8	59.3	60.2	59.5	58.6	72.5
	CIJ	AC			ADHIJ		DIJ																									Ar	A		A			
I would use BBC iPlayer to discover programmes and series I might have missed	1015	456	559	163	228	181	167	155	122	277	309	264	183	258	574	442	894	67	43	260	254	380	260	821	170	946	64	393	147	213	409	867	639	532	928	646	992	19
	50.1	46.6	53.3	40.4	45.1	51.8	52.3	57.9	66.1	61.2	50	52.3	45.4	51.6	51	48.8	50	50.4	47.9	48.3	49.5	51.6	42.2	49.8	53.6	51.2	36.6	47.5	44.1	55.3	54.4	53	51.6	48.7	50.9	48.6	51.1	24.5
	BDIJ		AB			D	D	ADE	ADEFGHIJ	ADEFG																						Aqrs	s		As			

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E1 Earlier you mentioned that, when decidine on what to watch. you turned to another service first. How likelv is it that the chanees that the BBC is proposing would make you change your first choice?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/j - A/m/n/q/r/s

Overlao formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	V	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Very likely (+2)	391	227	164	63	152	95	39	28	14	43	174	67	60	90	241	150	364	15	9	109	72	182	195	317	52	341	46	225	116	48	163	309	214	212	358	269	374	12
	9.7	11.4	8.1	9.9	17.7	13.5	5.9	4.3	2.7	3.6	14.9	6.8	7.5	8.3	11.2	8	10.4	5.3	4.6	10.1	7	13.1	17.4	9.7	8.2	9.3	14.1	14.3	17.5	5.5	11.3	11	10.5	11.7	11.1	12.2	9.8	8.8
	CGHIJZad	AC		GHIJ	ADEGHIJ	AGHIJ	IJ			J	AZabcd				AZabd								A								A		A	A	Amn		
Quite likely (+1)	916	467	449	199	250	195	123	93	55	148	281	207	204	223	488	427	802	57	46	249	236	317	330	754	138	819	95	402	153	154	321	726	561	501	820	606	864	51
	22.7	23.5	22	31.6	29.1	28	18.6	14.1	10.5	12.5	24.1	21.3	25.3	20.6	22.8	22.6	22.9	20.7	23.1	22.8	22.8	22.8	29.5	23.2	21.6	22.3	29.2	25.5	22.9	17.5	22.3	25.8	27.5	27.7	25.4	27.4	22.5	36.9
	GHIJ			AGHIJ	AGHIJ	AGHIJ	HIJ	J		J			bd			h	A						A								A	Amr	Ar	A	Ar		
Neither likely or unlikely (0)	1672	790	883	214	296	251	323	317	271	588	426	430	336	480	856	816	1442	119	92	452	431	560	363	1348	270	1550	113	616	259	397	597	1183	825	653	1335	822	1576	64
	41.5	39.7	43.3	33.9	34.5	36	49.1	48.1	51.8	49.8	36.5	44.2	41.8	44.4	40	43.3	41.1	43.2	46.8	41.6	41.6	40.3	32.5	41.4	42.5	42.1	34.7	39	38.9	45.1	41.5	42	40.5	36.2	41.3	37.2	41.1	46.9
	DEFICIqs		AB				ADEF	ADEF	ADEF	ADEF		AYc	Y	Yc	Y	Y																nqrs	qs		qs			
Quite unlikely (-1)	528	248	280	98	100	78	88	91	73	164	140	141	109	138	280	248	465	34	23	152	142	171	139	417	92	483	43	178	70	127	188	359	259	262	409	307	520	5
	13.1	12.5	13.7	15.6	11.6	11.1	13.4	13.8	13.9	13.9	12	14.5	13.6	12.8	13.1	13.1	13.3	12.5	11.7	14	13.7	12.3	12.5	12.8	14.5	13.1	13.3	11.3	10.5	14.4	13.1	12.7	12.7	14.5	12.6	13.9	13.6	3.6
				E																														Amnr		r			
Very unlikely (-2)	521	260	262	57	61	80	85	129	110	239	147	128	95	151	275	246	437	50	27	125	154	159	91	420	84	485	28	158	68	154	170	237	180	178	311	206	503	5
	12.9	13	12.8	9	7.1	11.4	12.9	19.6	21	20.2	12.6	13.2	11.8	13.9	12.9	13	12.5	18.4	13.6	11.5	14.9	11.4	8.1	12.9	13.2	13.2	8.7	10	10.2	17.5	11.8	8.4	8.8	9.9	9.6	9.3	13.1	3.8
	DEimnqru					E	E	ADEFG	ADEFG	ADEFG																									m	m			
Likely (NET)	1306	694	613	262	402	290	162	122	69	191	456	274	264	313	729	577	1166	71	55	358	309	499	524	1072	190	1160	141	627	269	202	484	1035	775	713	1178	875	1238	63
	32.4	34.8	30.1	41.5	46.8	41.5	24.6	18.5	13.2	16.2	39	28.1	32.8	28.9	34.1	30.6	33.2	26	27.8	32.9	29.8	36	46.9	32.9	29.8	31.5	43.3	39.7	40.4	23	33.6	36.8	38	39.5	36.5	39.6	32.3	45.6
	CGHIJZb	AC		AGHIJ	AGHIJ	AGHIJ	HIJ	IJ		J	AZabcd		Z		AZbd								A								A	Ar	Amr	A	Amr		
Unlikely (NET)	1049	508	542	155	161	157	173	220	182	402	287	269	204	289	556	493	903	85	50	277	296	330	230	837	176	968	72	335	138	281	358	596	439	441	719	513	1023	10
	26.1	25.5	26.6	24.6	18.7	22.5	26.3	33.4	34.9	34.1	24.5	27.7	25.4	26.7	26	26.2	25.7	30.8	25.4	25.5	28.6	23.7	20.6	25.7	27.7	26.3	22	21.2	20.7	32	24.9	21.2	21.5	24.4	22.2	23.2	26.7	7.4
	EFimnrs			E			E	ADEFG	ADEFG	ADEFG																								mnrs	m	m			
Mean	0.03	0.08	-0.01	0.18	0.39	0.21	-0.09	-0.3	-0.4	-0.35	0.17	-0.06	0.03	-0.03	0.06	-0.01	0.05	-0.18	-0.07	0.06	-0.07	0.14	0.36	0.04	-0.03	0.01	0.27	0.23	0.27	-0.21	0.08	0.18	0.18	0.17	0.16	0.19	0.02	0.43
	CGHIJZ	AC		AGHIJ	ADFGHIJ	AGHIJ	HIJ			J	AZabcd				AZb								A								Av	A	A	A	A		
Standard Deviation	1.1	1.2	1.1	1.1	1.1	1.2	1	1.1	1	1	1.2	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	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	0.9
Standard Error	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0.1	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0.1

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E2 Which TV service/TV channel would now be your first choice?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Those who selected 'Very likely' or 'Quite likely' at E1 - Unweighted	1188	534	654	212	327	251	161	124	113	237	464	296	197	231	760	428	1063	64	49	321	288	454	461	973	179	1059	126	565	245	185	455	965	732	632	1080	773	1132	50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Those who selected 'Very likely' or 'Quite likely' at E1 - Weighted	1306	694	613	262	402	290	162	122	69	191	456	274	264	313	729	577	1166	71*	55*	358	309	499	524	1072	190	1160	141	627	269	202	484	1035	775	713	1178	875	1238	63*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*	100.0*	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Those who selected 'Very likely' or 'Quite likely' at E1 - Effective base	1013	446	620	153	293	243	155	119	108	216	411	260	176	198	671	374	902	57	43	268	248	388	415	830	158	908	104	483	201	164	391	827	630	536	922	658	967	42
Free to air TV channels	136	75	61	29	48	31	12	10	6	16	54	24	33	25	78	58	128	4	4	42	31	54	72	116	11	122	14	68	34	21	43	79	54	77	101	96	130	4
	10.4	10.8	10	11.2	11.9	10.8	7.2	8.1	8.7	8.4	11.9	8.8	12.6	7.9	10.8	10	11	6.2	7	11.8	10.2	10.8	13.7	10.8	5.7	10.5	10	10.9	12.6	10.3	8.9	7.7	6.9	10.8	8.6	11	10.5	6.3
	mnq																						A											mnr	mn	mnr			
Subscription TV channels	209	121	88	49	68	64	14	9	4	14	98	40	33	38	138	71	193	9	5	55	42	96	108	177	19	181	25	160	66	7	104	151	93	97	192	130	198	10
	16	17.4	14.3	18.6	16.9	22.1	8.8	7.7	6.2	7.1	21.4	14.8	12.5	12.1	18.9	12.3	16.5	12.3	9.8	15.3	13.5	19.2	20.6	16.5	9.9	15.6	17.4	25.6	24.6	3.3	21.5	14.6	12	13.6	16.3	14.9	16	15.6
	GHIJdmnq			GHIJ	GHIJ	AGHIJ					AZabcd				AZabd								A									n			mnq	n		
Individual programmes I have recorded	169	88	81	29	47	28	27	27	11	39	51	33	43	42	84	85	147	8	10	54	35	58	60	137	27	142	27	82	26	25	47	96	68	56	123	71	145	22
	12.9	12.7	13.2	11.2	11.6	9.6	16.5	22.5	16.5	20.3	11.1	12.1	16.4	13.4	11.5	14.8	12.6	11.9	17.7	14.9	11.3	11.7	11.5	12.7	14	12.2	19.2	13.1	9.5	12.3	9.8	9.3	8.7	7.9	10.4	8.1	11.7	35.9
	mnqrs						F	ADEF		ADEF																										mnqs			
BBC iPlayer	469	247	222	80	120	96	80	56	37	93	140	109	92	129	248	221	414	29	20	127	118	169	144	382	79	423	45	165	87	108	176	469	347	242	469	301	452	18
	35.9	35.6	36.2	30.7	29.9	33	49.4	46.1	53.6	48.8	30.6	39.7	34.9	41.2	34	38.3	35.5	40.1	35.8	35.5	38.1	33.9	27.4	35.6	41.4	36.4	32	26.3	32.5	53.2	36.4	45.3	44.7	34	39.8	34.3	36.5	28.1
	EFI						ADEF	ADEF	ADEF	ADEF		Yc		Y	Y	Y																	Aqrs	Aqrs		Aqs			
ITV Hub [formerly ITV player]	49	19	30	5	17	15	4	6	3	9	14	13	14	8	26	23	45	3	4	17	17	11	22	44	4	43	7	17	9	7	19	39	49	24	49	33	43	6
	3.8	2.7	5	1.9	4.1	5	2.6	4.9	4.3	4.6	3	4.6	5.4	2.7	3.6	3.9	3.8	1.4	6.5	4.7	5.4	2.2	4.3	4.1	2.2	3.7	4.6	2.8	3.4	3.2	4	3.7	6.3	3.3	4.2	3.7	3.4	10.2
			A																																Amqrs		Am			
ITV Hub+	9	6	3	2	4	3	0	0	0	0	4	2	1	2	6	3	9	0	0	4	1	4	5	8	1	9	0	9	2	0	6	5	9	3	9	5	9	0
	0.7	0.8	0.5	0.9	0.9	1.1	0	0	0	0	0.9	0.6	0.4	0.7	0.8	0.5	0.8	0	0	1.1	0.2	0.8	1	0.7	0.6	0.8	0	1.4	0.8	0	1.2	0.5	1.2	0.4	0.8	0.6	0.7	0
	m																																Amq		m			
STV Player	7	4	3	1	4	1	0	1	0	1	3	1	1	1	5	2	3	3	1	0	0	3	5	7	0	6	1	3	3	0	4	4	2	3	7	6	6	1
	0.5	0.6	0.5	0.4	0.9	0.3	0	1.1	0	0.7	0.7	0.5	0.5	0.3	0.6	0.4	0.3	3.8	1.8	0	0	0.7	0.9	0.6	0	0.5	0.6	0.5	1.2	0	0.8	0.4	0.3	0.5	0.6	0.6	0.5	1.5
																																			m			
S4C Clic	5	4	1	2	1	1	0	0	0	0	2	2	0	0	5	0	4	0	1	0	0	4	1	5	0	5	0	1	1	3	0	2	1	1	5	4	5	0
	0.3	0.5	0.2	0.8	0.4	0.3	0	0	0	0	0.5	0.8	0	0	0.6	0	0.3	0	1.8	0	0	0.7	0.3	0.4	0	0.4	0	0.2	0.5	1.5	0	0.2	0.1	0.2	0.4	0.4	0.4	0
																																			mn			
All 4 (formerly 4OD)	25	11	14	8	11	4	1	1	0	1	9	4	0	13	12	13	24	0	1	8	3	12	4	18	7	24	1	3	2	4	11	21	18	15	25	17	23	1
	1.9	1.6	2.3	2.9	2.8	1.4	0.6	0.9	0	0.5	1.9	1.4	0	4	1.7	2.2	2	0	2.6	2.2	1.1	2.5	0.8	1.7	3.3	2.1	0.6	0.5	0.6	2.1	2.3	2	2.4	2	2.1	2	1.9	2.4
	j													Aad																								
My5 (formerly Demand 5)	2	1	1	1	0	0	1	0	0	0	1	0	1	0	1	1	2	0	0	0	0	2	0	1	0	1	1	0	0	0	0	1	2	1	1	2	1	0
	0.1	0.2	0.1	0.3	0	0	0.7	0	0	0	0.1	0	0.4	0	0.1	0.2	0.2	0	0	0	0	0.6	0	0.2	0	0.1	0.5	0	0	0	0	0.2	0.2	0.1	0.2	0.1	0.1	0
Sky On Demand (Sky Go)	40	24	16	4	17	12	5	2	0	2	19	6	8	7	25	15	37	3	0	11	9	17	28	28	11	37	2	39	1	1	18	30	26	24	40	28	39	0
	3.1	3.4	2.7	1.5	4.3	4.2	2.9	1.6	0	1	4.2	2.2	3.2	2.1	3.4	2.6	3.2	4.5	0	3.1	3	3.3	5.4	2.6	5.8	3.2	1.3	6.2	0.4	0.7	3.6	2.9	3.4	3.4	3.4	3.3	3.1	0
	j				g	g																	A												m			
UKTV Play	6	3	4	0	6	0	0	0	1	1	0	0	4	2	0	6	3	2	1	0	1	2	2	6	0	6	0	1	2	0	4	4	2	6	6	6	6	0
	0.5	0.4	0.6	0	1.4	0	0	0	1	0.4	0	0	1.7	0.6	0	1.1	0.3	2.9	2.2	0	0.4	0.4	0.5	0.6	0	0.5	0	0.2	0.8	0	0.8	0.4	0.2	0.8	0.5	0.6	0.5	0
					A								AN			Yc																			n	n			
Virgin TV Catch-up/Virgin Media Anywhere	4	2	3	0	2	2	0	0	1	1	3	1	1	0	4	1	3	1	0	1	0	3	4	4	0	4	0	1	3	0	1	4	2	4	4	4	4	0
	0.3	0.2	0.4	0	0.4	0.7	0	0	1	0.4	0.6	0.4	0.3	0	0.5	0.1	0.3	1.4	0	0.2	0	0.5	0.7	0.4	0	0.4	0	0.2	1.3	0	0.2	0.3	0.2	0.5	0.4	0.4	0.4	0
Netflix	129	62	67	42	42	20	15	6	5	11	44	26	21	38	70	59	114	8	6	29	37	47	51	102	23	115	14	60	26	20	35	94	75	129	106	129	129	0
	9.9	8.9	11	16.2	10.4	6.8	9.1	4.7	6.9	5.5	9.6	9.6	7.9	12.1	9.6	10.2	9.7	11.3	11.6	8	12.1	9.5	9.6	9.5	12.2	9.9	10.1	9.5	9.8	9.7	7.3	9.1	9.7	18.1	9	14.7	10.4	0
	Hlr			AFHIJ																														Amnrs		Amnr			
Amazon Prime Video	26	19	6	4	8	8	2	1	1	2	8	7	8	3	15	11	25	0	1	7	7	10	12	19	5	22	3	10	2	3	7	19	13	16	22	26	26	0
	2	2.8	1	1.7	2.1	3	1.3	0.9	1.3	1	1.8	2.4	3	1	2	1.9	2.1	0	2.1	2	2.2	2.1	2.2	1.8	2.8	1.9	2.2	1.6	0.7	1.6	1.4	1.9	1.6	2.3	1.9	2.9	2.1	0
	C	C																																		Amnqr			
Now TV	17	7	10	4	5	3	2	2	0	2	6	4	1	6	9	8	16	0	1	2	6	8	3	14	3	15	2	5	4	2	9	14	12	13	16	17	17	0
	1.3	1	1.6	1.6	1.3	1.2	1.1	1.7	0.7	1.3	1.3	1.3	0.5	2	1.3	1.3	1.4	0	1.2	0.6	2	1.6	0.6	1.3	1.5	1.3	1.4	0.8	1.3	0.8	1.8	1.3	1.6	1.8	1.3	1.9	1.4	0
																																				A			
Disney Life	1	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	1	1	0	1	0	0	0	1	0	0	0	1	0	1	1	0
	0.1	0.2	0	0	0.4	0	0	0	0	0	0	0.5	0	0	0.2	0	0.1	0	0	0.4	0	0	0.1	0	0	0.1	0	0	0	0.7	0	0	0	0.2	0	0.2	0.1	0
Hayu	2	0	2	1	1	0	0	0	0	0	0	1	1	0	1	1	0	2	0	0	0	0	0	2	0	2	0	1	0	0	0	2	2	1	2	2	2	0
	0.1	0	0.3	0.3	0.3	0	0	0	0	0	0	0.2	0.5	0	0.1	0.2	0	2.6	0	0	0	0	0	0.2	0	0.2	0	0.2	0	0	0	0.2	0.2	0.1	0.2	0.2	0.1	0
Other streaming service	1	1	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	0	1	0
	0.1	0.2	0	0	0	0.4	0	0	0	0	0.2	0	0	0	0.1	0	0	1.5	0	0	0	0	0	0	0.6	0.1	0	0	0	0.5	0	0	0	0	0	0	0.1	0

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E3 The BBC will sometimes make previously-shown programmes and series available on BBC iPlayer. Sometimes these are packaged as 'box sets'.When a series that you may not have seen before is shown on the BBC, how likely are you to look for previous seasons (or box sets) of the same series?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	V	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Very likely (+2)	867	441	427	156	245	182	136	92	56	149	300	181	152	235	481	387	770	49	37	220	206	344	307	717	120	781	82	421	184	121	355	738	574	488	816	608	842	20
	21.5	22.1	21	24.7	28.5	26.1	20.7	14	10.8	12.6	25.7	18.6	18.9	21.7	22.5	20.5	21.9	17.9	19	20.3	19.9	24.7	27.5	22	18.8	21.2	25.1	26.6	27.6	13.8	24.7	26.2	28.1	27	25.3	27.5	21.9	14.7
	HIJZ			HIJ	AGHIJ	AGHIJ	HIJ			J	AZabcd				Z								A								Ar	Amr	A	A	Ar		
Quite likely (+1)	1466	676	789	269	365	273	222	200	136	336	453	358	297	357	811	654	1299	83	73	409	368	522	431	1179	245	1343	119	595	239	287	538	1142	817	767	1292	920	1405	60
	36.4	34	38.7	42.6	42.5	39.1	33.8	30.4	26	28.5	38.8	36.8	36.8	33	37.9	34.7	37	30.1	37.1	37.6	35.5	37.6	38.6	36.2	38.4	36.5	36.6	37.7	35.9	32.6	37.4	40.6	40.1	42.5	40	41.6	36.6	43.7
	BHIJb		AB	AGHIJ	AGHIJ	HIJ	IJ			J	Abd				Ab																	A	A	Ar	A	A		
Neither likely or unlikely (0)	1128	581	546	149	195	169	207	221	187	408	273	293	237	324	566	561	950	101	62	303	284	363	281	920	168	1016	98	404	172	295	367	707	483	411	828	506	1048	46
	28	29.2	26.8	23.6	22.7	24.1	31.5	33.6	35.8	34.6	23.4	30.1	29.5	29.9	26.4	29.7	27	36.9	31.3	27.9	27.4	26.1	25.2	28.2	26.4	27.6	30	25.6	25.9	33.5	25.5	25.1	23.7	22.7	25.6	22.9	27.3	33.4
	DEFYcimnqrs						ADEF	ADEF	ADEF	ADEF		Yc	Y	Y	Y	Yc																npq			nps			
Quite unlikely (-1)	274	136	139	34	26	32	47	67	68	135	72	72	58	73	144	131	240	21	8	76	91	73	52	208	54	256	16	90	33	73	88	154	105	76	178	99	269	2
	6.8	6.8	6.8	5.5	3	4.6	7.1	10.2	13	11.5	6.2	7.4	7.2	6.7	6.7	6.9	6.8	7.6	4	7	8.8	5.3	4.6	6.4	8.4	7	5	5.7	5	8.3	6.1	5.5	5.1	4.2	5.5	4.5	7	1.8
	EFimnqrs						E	ADEF	ADEFG	ADEFG																						qs			qs			
Very unlikely (-2)	293	157	136	23	28	43	46	78	75	153	70	69	60	94	139	154	252	21	17	78	87	87	46	232	50	281	11	69	38	105	90	72	60	66	118	77	273	9
	7.3	7.9	6.7	3.7	3.3	6.1	7	11.8	14.4	13	6	7.1	7.5	8.7	6.5	8.2	7.2	7.5	8.6	7.2	8.4	6.2	4.2	7.1	7.9	7.6	3.3	4.4	5.6	11.9	6.3	2.6	3	3.6	3.6	3.5	7.1	6.4
	DEYcimnqrs					E	DE	ADEFG	ADEFG	ADEFG		Yc		Y																		m	mn	m			
Likely (NET)	2333	1117	1216	424	610	455	358	293	192	485	753	539	448	591	1292	1041	2069	192	110	630	574	866	737	1897	364	2124	201	1016	423	408	894	1880	1390	1255	2108	1528	2247	80
	57.9	56.1	59.7	67.3	71	65.2	54.4	44.4	36.8	41	64.5	55.4	55.9	54.7	60.3	55.2	58.9	48	56.1	57.9	55.4	62.4	66	58.2	57.2	57.8	61.7	64.3	63.5	46.3	62.1	66.8	68.2	69.4	65.2	69.1	58.6	58.4
	GHIJZbd		AB	AGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		J	AZabcd				AZbd								A								Ar	Ar	Amr	A	Amr		
Unlikely (NET)	567	293	275	58	54	75	93	145	143	288	142	141	118	167	283	285	492	42	25	154	178	160	98	440	104	537	27	159	71	178	178	227	165	142	296	176	542	11
	14.1	14.7	13.5	9.3	6.3	10.7	14.1	22	27.4	24.4	12.1	14.5	14.7	15.4	13.2	15.1	14	15.1	12.6	14.2	17.2	11.5	8.8	13.5	16.3	14.6	8.3	10.1	10.6	20.2	12.4	8	8.1	7.8	9.2	8	14.1	8.2
	DEFYcimnqrs					E	DE	ADEFG	ADEFGH	ADEFGH				Y		Y																mnqs			mnqs			
Mean	0.58	0.56	0.6	0.79	0.9	0.74	0.54	0.25	0.06	0.16	0.72	0.52	0.53	0.52	0.63	0.52	0.6	0.43	0.54	0.57	0.5	0.69	0.81	0.6	0.52	0.57	0.75	0.77	0.75	0.28	0.68	0.82	0.85	0.85	0.78	0.85	0.59	0.59
	HIJZd			AGHIJ	AFGHIJ	AGHIJ	HIJ	IJ		J	AZabcd				AZabd								A								Ar	Ar	Ar	A	Ar		
Standard Deviation	1.1	1.1	1.1	1	1	1.1	1.1	1.2	1.2	1.2	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1	1.1	1.1	1.1	1	1	1.1	1.2	1.1	1	1	1	1	1	1.1	1
Standard Error	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0.1	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0.1

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E4r sum Here is a list of changes the BBC is proposing to make to the BBC iPlayer. On a scale of 1 to 10 where 1 means not at all appealing and 10 means extremely appealing, how appealing, if at all, are the changes the BBC iPlayer is proposing?

- Summary table -
Indicators of small base sizes are based on the effective base

	Extending the availability of all programmes on the service to at least 12 months, up from current 30 days	Providing more complete series box sets for selected titles made up of new returning series and their previous series	Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes
Base: All respondents - Unweighted	4021	4021	4021
	100	100	100
Base: All respondents - Weighted	4028	4028	4028
	100	100	100
Base: All respondents - Effective base	3395	3395	3395
1 - Not at all appealing (1)	209	251	291
	5.2	6.2	7.2
2 (2)	87	100	170
	2.2	2.5	4.2
3 (3)	105	89	158
	2.6	2.2	3.9
4 (4)	120	137	201
	3	3.4	5
5 (5)	333	344	413
	8.3	8.5	10.2
6 (6)	403	444	517
	10	11	12.8
7 (7)	502	525	580
	12.5	13	14.4
8 (8)	676	768	634
	16.8	19.1	15.7
9 (9)	582	562	443
	14.5	13.9	11
10 - Extremely appealing (10)	1010	808	621
	25.1	20.1	15.4
Mean	7.33	7.1	6.56
Standard Deviation	2.5	2.6	2.7
Standard Error	0	0	0

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E4r 1 Here is a list of changes the BBC is proposing to make to the BBC iPlayer. On a scale of 1 to 10 where 1 means not at all appealing and 10 means extremely appealing, how appealing, if at all, are the changes the BBC iPlayer is proposing?

- Extending the availability of all programmes on the service to at least 12 months, up from current 30 days -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Extending the availability of all programmes on the service to at least 12 months, up from current 30 days - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Extending the availability of all programmes on the service to at least 12 months, up from current 30 days - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Extending the availability of all programmes on the service to at least 12 months, up from current 30 days - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all appealing (1)	209	115	94	12	23	26	39	54	54	108	49	42	41	77	91	118	181	16	8	57	68	56	30	162	36	202	5	52	19	78	64	31	29	42	68	48	196	3
	5.2	5.8	4.6	1.9	2.7	3.7	6	8.3	10.3	9.2	4.2	4.3	5.1	7.1	4.2	6.3	5.2	5.8	4.2	5.2	6.6	4.1	2.7	5	5.7	5.5	1.5	3.3	2.9	8.8	4.5	1.1	1.4	2.3	2.1	2.2	5.1	2.2
	CDEYcimnqrs						DE	ADEF	ADEFG	ADEFG				AYZc		AYZc																mn	mn	mn				
2 (2)	87	48	39	8	9	13	21	13	23	36	20	15	20	33	34	53	74	6	4	19	25	30	20	75	9	77	7	22	20	24	30	22	22	20	39	24	86	1
	2.2	2.4	1.9	1.3	1.1	1.9	3.1	1.9	4.4	3	1.7	1.5	2.4	3.1	1.6	2.8	2.1	2	2	1.8	2.4	2.1	1.8	2.3	1.3	2.1	2.3	1.4	3	2.7	2.3	0.8	1.1	1.1	1.2	1.1	2.2	0.7
	Ecmnqrs						E		ADEFH	ADH				Yzc		Zc																m			m			
3 (3)	105	63	43	26	23	10	15	20	10	30	27	31	16	31	58	47	95	3	7	31	31	32	25	83	18	89	14	46	12	25	27	54	42	46	67	51	102	2
	2.6	3.1	2.1	4.2	2.7	1.5	2.3	3	2	2.6	2.3	3.2	2	2.9	2.7	2.5	2.7	1.1	3.5	2.8	3	2.3	2.2	2.5	2.8	2.4	4.2	2.9	1.8	2.8	1.9	1.9	2	2.5	2.1	2.3	2.7	1.3
	Cmnq			FI																																		
4 (4)	120	62	59	31	22	21	13	18	16	34	32	36	17	35	68	52	104	12	4	47	22	35	29	99	15	108	12	52	9	25	31	55	43	48	78	57	110	9
	3	3.1	2.9	4.8	2.6	2.9	1.9	2.8	3	2.9	2.8	3.6	2.1	3.3	3.2	2.8	3	4.4	2	4.3	2.2	2.5	2.6	3.1	2.4	2.9	3.8	3.3	1.4	2.9	2.2	2	2.1	2.7	2.4	2.6	2.9	6.5
	mnr			AG																														m	m	m		
5 (5)	333	147	186	62	58	57	50	58	47	105	78	69	75	111	147	186	293	17	18	86	100	107	89	255	59	292	38	132	56	77	98	171	124	112	211	138	299	18
	8.3	7.4	9.1	9.8	6.7	8.2	7.7	8.8	9.1	8.9	6.7	7.1	9.3	10.3	6.9	9.9	8.3	6.1	9	7.9	9.7	7.7	7.9	7.8	9.3	7.9	11.8	8.4	8.5	8.7	6.8	6.1	6.1	6.2	6.5	6.3	7.8	13.4
	Ycmnqrs		A										c	AYZc		AYZc																		m				
6 (6)	403	206	197	69	78	78	58	62	57	119	119	103	77	103	222	181	355	31	14	107	99	148	119	341	46	361	42	158	69	99	115	270	189	182	314	222	361	33
	10	10.3	9.7	11	9.1	11.2	8.8	9.4	11	10.1	10.2	10.5	9.6	9.6	10.4	9.6	10.1	11.3	7	9.9	9.6	10.7	10.6	10.5	7.3	9.8	12.8	10	10.3	11.3	8	9.6	9.3	10.1	9.7	10.1	9.4	24.3
7 (7)	502	261	242	96	114	92	77	70	54	124	135	125	112	130	260	242	434	40	24	121	137	175	166	410	74	455	44	196	86	97	177	365	254	221	419	283	470	27
	12.5	13.1	11.9	15.2	13.2	13.2	11.7	10.6	10.4	10.5	11.6	12.9	13.9	12	12.2	12.8	12.4	14.4	12.3	11.1	13.2	12.6	14.8	12.6	11.6	12.4	13.5	12.4	12.9	11	12.3	13	12.5	12.2	13	12.8	12.2	20
	ij			Hij																			A															
8 (8)	676	347	329	87	163	123	122	101	81	181	211	163	143	158	374	302	592	36	40	184	168	240	210	548	108	607	65	280	109	125	250	497	338	335	574	414	645	26
	16.8	17.4	16.2	13.8	19	17.6	18.5	15.3	15.4	15.4	18.1	16.7	17.8	14.6	17.5	16	16.9	13	20.4	16.9	16.2	17.3	18.8	16.8	17	16.5	19.9	17.7	16.4	14.2	17.4	17.7	16.6	18.5	17.8	18.7	16.8	19.3
					DJ							bj																				A		Ao	Ao	Ao		
9 (9)	582	283	299	90	129	106	94	95	68	162	200	149	103	130	349	233	508	37	33	160	137	211	161	474	97	538	43	258	106	104	241	482	334	289	533	357	569	12
	14.5	14.2	14.7	14.3	15	15.2	14.3	14.4	13	13.8	17.2	15.3	12.8	12	16.3	12.3	14.5	13.5	16.6	14.7	13.2	15.2	14.5	14.6	15.3	14.6	13.1	16.3	15.8	11.8	16.8	17.1	16.4	16	16.5	16.1	14.8	8.8
	bd										Aabd	bd			Abd																	Ar	A	A	A	A		
10 - Extremely appealing (10)	1010	460	550	149	239	172	170	169	112	280	296	242	200	272	538	472	876	78	45	276	247	353	268	810	173	950	56	383	179	226	405	867	665	513	929	617	999	5
	25.1	23.1	27	23.6	27.9	24.6	25.8	25.6	21.4	23.7	25.4	24.8	24.8	25.2	25.1	25	25	28.3	23	25.4	23.9	25.5	24	24.9	27.3	25.8	17.2	24.3	26.9	25.7	28.1	30.8	32.6	28.4	28.7	27.9	26	3.6
	Bj		AB	ij							Abd	bd			Abd								A									Aqrs	Amqrs	A	A	A		
Mean	7.33	7.22	7.44	7.33	7.7	7.48	7.34	7.14	6.76	6.97	7.54	7.4	7.32	7.05	7.48	7.17	7.33	7.39	7.42	7.32	7.15	7.46	7.51	7.34	7.44	7.36	7.12	7.48	7.58	7	7.62	7.98	7.97	7.76	7.8	7.77	7.39	6.55
	BHIJbd		AB	ij	ADGHIJ	HIJ	ij	ij	j	j	Abd	bd			Abd								A									Aqrs	Aqrs	A	A	A		
Standard Deviation	2.5	2.6	2.5	2.3	2.3	2.3	2.6	2.8	2.9	2.8	2.4	2.5	2.5	2.7	2.4	2.6	2.5	2.6	2.4	2.6	2.6	2.4	2.3	2.5	2.6	2.6	2.2	2.3	2.4	2.8	2.4	2	2.1	2.2	2.2	2.2	2.5	1.8
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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E4r 2 Here is a list of changes the BBC is proposing to make to the BBC iPlayer. On a scale of 1 to 10 where 1 means not at all appealing and 10 means extremely appealing, how appealing, if at all, are the changes the BBC iPlayer is proposing?

- Providing more complete series box sets for selected titles made up of new returning series and their previous series -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Providing more complete series box sets for selected titles made up of new returning series and their previous series - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing more complete series box sets for selected titles made up of new returning series and their previous series - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing more complete series box sets for selected titles made up of new returning series and their previous series - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all appealing (1)	251	131	120	17	18	33	44	66	74	140	64	57	48	82	121	130	220	16	12	72	75	73	30	191	49	239	8	66	30	88	79	53	45	49	95	54	235	5
	6.2	6.6	5.9	2.6	2.1	4.7	6.7	10	14.2	11.9	5.5	5.9	6	7.5	5.7	6.9	6.3	5.7	6	6.6	7.3	5.3	2.7	5.9	7.8	6.5	2.5	4.2	4.4	10	5.5	1.9	2.2	2.7	2.9	2.4	6.1	3.4
	DEimnqrs				E	DE	ADEFG	ADEFGHI	ADEFGH																									m	mn	m		
2 (2)	100	54	46	9	13	11	23	16	29	45	28	24	16	31	52	48	93	4	2	26	27	40	15	78	19	87	8	23	18	36	20	32	21	19	43	21	99	0
	2.5	2.7	2.2	1.4	1.5	1.5	3.5	2.4	5.5	3.8	2.4	2.5	2	2.9	2.4	2.5	2.7	1.5	0.9	2.4	2.6	2.9	1.3	2.4	3.1	2.4	2.4	1.5	2.7	4.1	1.4	1.1	1	1.1	1.3	1	2.6	0.3
	imnqrs					DEF		ADEFHI	ADEFH																										m			
3 (3)	89	55	34	10	8	6	18	26	21	47	24	23	19	24	47	42	79	5	4	24	24	32	17	77	10	81	9	28	13	32	30	49	26	18	60	21	87	1
	2.2	2.8	1.7	1.6	0.9	0.9	2.7	3.9	4.1	4	2	2.4	2.3	2.2	2.2	2.2	2.2	1.9	2.2	2.2	2.3	2.3	1.6	2.4	1.6	2.2	2.7	1.8	1.9	3.7	2.1	1.8	1.3	1	1.9	1	2.3	0.8
	CEfmnqrs	c					EF	ADEF	ADEF	ADEF																						nqs			nqs			
4 (4)	137	66	70	17	25	27	18	31	18	49	31	34	32	40	65	72	120	10	6	42	38	40	32	115	20	124	13	48	17	35	31	73	56	47	88	59	126	10
	3.4	3.3	3.5	2.7	2.9	3.8	2.8	4.7	3.5	4.2	2.7	3.5	4	3.7	3	3.8	3.4	3.5	3.2	3.8	3.7	2.9	2.9	3.5	3.1	3.4	3.9	3	2.6	4	2.2	2.6	2.7	2.6	2.7	2.7	3.3	7
	mnqrs							A		A																												
5 (5)	344	161	182	53	71	53	52	61	53	114	82	85	77	99	167	176	295	28	13	83	88	123	79	290	42	315	28	119	72	86	98	181	126	110	232	137	306	22
	8.5	8.1	9	8.5	8.3	7.6	7.9	9.2	10.2	9.6	7.1	8.7	9.6	9.1	7.8	9.3	8.4	10.2	6.7	7.7	8.5	8.9	7	8.9	6.7	8.6	8.7	7.5	10.8	9.7	6.8	6.4	6.2	6.1	7.2	6.2	8	16.2
	Yclmnqrs															Y																			mnqs			
6 (6)	444	237	207	76	89	72	69	74	65	140	123	97	89	135	221	224	396	28	15	133	118	145	123	365	59	399	41	179	68	102	143	289	203	171	342	231	403	33
	11	11.9	10.2	12	10.4	10.2	10.4	11.3	12.5	11.8	10.6	10	11.1	12.4	10.3	11.9	11.3	10.2	7.7	12.2	11.4	10.4	11	11.2	9.3	10.8	12.6	11.3	10.1	11.6	10	10.3	10	9.5	10.6	10.4	10.5	24.1
	Cmnq																																			q		
7 (7)	525	262	263	113	103	103	74	70	62	132	156	128	107	134	284	241	437	45	39	135	120	183	169	417	79	467	54	200	93	105	193	385	273	251	451	298	498	24
	13	13.2	12.9	17.9	12	14.8	11.3	10.6	11.9	11.2	13.4	13.1	13.3	12.4	13.3	12.8	12.5	16.5	20	12.4	11.6	13.2	15.1	12.8	12.5	12.7	16.6	12.7	14	11.9	13.4	13.7	13.4	13.9	13.9	13.5	13	17.4
	Hij			AEGHIj		Hij																	A												A			
8 (8)	768	413	356	136	178	140	136	105	73	179	241	195	146	186	436	332	678	51	33	208	215	254	253	607	143	698	70	347	105	133	269	597	407	404	666	499	740	25
	19.1	20.7	17.5	21.6	20.7	20	20.6	16	14.1	15.1	20.7	20	18.1	17.2	20.4	17.6	19.3	18.7	16.7	19.2	20.7	18.3	22.6	18.6	22.5	19	21.6	22	15.8	15.2	18.7	21.2	20	22.3	20.6	22.6	19.3	17.9
	CHIJ	AC		Hij	HIJ	ij	Hij				d				Ad								A								Aiv		Aiv	A	Aiv		
9 (9)	562	275	286	78	146	113	91	78	55	133	179	138	113	132	317	245	485	39	31	148	142	195	170	456	91	515	45	250	102	102	236	463	346	293	515	363	544	15
	13.9	13.8	14.1	12.4	17	16.2	13.8	11.8	10.5	11.2	15.3	14.1	14.1	12.2	14.8	13	13.8	14.2	15.7	13.6	13.7	14	15.2	14	14.3	14	13.7	15.8	15.2	11.6	16.4	16.5	17	16.2	15.9	16.4	14.2	11.1
	IJ				ADHIJ	HIJ																										Ar	Ar	A	A	A		
10 - Extremely appealing (10)	808	336	472	122	208	142	134	132	70	202	239	192	156	221	431	377	709	48	41	215	189	304	229	660	122	753	50	318	149	161	339	691	536	446	741	527	800	2
	20.1	16.9	23.2	19.4	24.2	20.3	20.4	20.1	13.4	17.1	20.5	19.8	19.4	20.4	20.1	20	20.2	17.5	20.8	19.8	18.3	21.9	20.5	20.3	19.2	20.5	15.3	20.1	22.4	18.3	23.6	24.6	26.3	24.7	22.9	23.8	20.8	1.8
	BIJ		AB	ij	AIJ	j	ij	ij		j																						Ar	Amrs	A	A	A		
Mean	7.1	6.97	7.23	7.38	7.68	7.37	7.07	6.68	6.03	6.39	7.27	7.13	7.07	6.92	7.2	6.99	7.09	7.09	7.31	7.06	6.98	7.2	7.52	7.11	7.09	7.11	7.16	7.39	7.26	6.55	7.44	7.73	7.79	7.74	7.57	7.73	7.15	6.43
	BHIJbd		AB	AGHIJ	ADFGHIJ	AGHIJ	HIJ	IJ	j		Abd				Abd								A									Ar	Ar	Ar	A	Ar		
Standard Deviation	2.6	2.6	2.5	2.1	2.1	2.3	2.6	2.8	3	2.9	2.5	2.5	2.5	2.7	2.5	2.6	2.6	2.4	2.4	2.6	2.6	2.5	2.2	2.5	2.6	2.6	2.2	2.3	2.5	2.9	2.5	2.1	2.1	2.1	2.2	2.1	2.6	1.9
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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E4r 3 Here is a list of changes the BBC is proposing to make to the BBC iPlayer. On a scale of 1 to 10 where 1 means not at all appealing and 10 means extremely appealing, how appealing, if at all, are the changes the BBC iPlayer is proposing?

- Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes - which are no longer being made (e.g. Two Pints of lager and a Packet of Crisps, War & Peace, Life, Africa, Bleak House).

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all appealing (1)	291	141	150	38	27	38	46	74	69	143	76	63	54	98	139	152	259	19	10	73	94	92	44	218	59	280	7	91	35	92	92	77	63	82	125	88	278	2
	7.2	7.1	7.4	6	3.2	5.4	6.9	11.2	13.2	12.1	6.5	6.5	6.7	9	6.5	8.1	7.4	6.9	4.9	6.7	9.1	6.6	3.9	6.7	9.2	7.6	2.2	5.8	5.2	10.5	6.4	2.7	3.1	4.5	3.9	4	7.2	1.8
	Ecimnqrs			E			E	ADEFG	ADEFG	ADEFG				Ahi																	mns	mn	mn					
2 (2)	170	76	94	28	24	27	34	28	28	56	48	34	33	55	82	88	151	9	8	45	35	71	36	137	27	149	15	63	32	35	65	93	75	64	116	83	164	4
	4.2	3.8	4.6	4.5	2.8	3.9	5.2	4.2	5.4	4.8	4.1	3.5	4	5.1	3.8	4.7	4.3	3.4	4.1	4.2	3.3	5.1	3.3	4.2	4.2	4	4.6	4	4.8	4	4.5	3.3	3.7	3.6	3.6	3.7	4.3	3.2
	Emr						E		E	E																						m						
3 (3)	158	86	72	33	37	16	19	20	32	53	38	42	40	38	80	79	133	13	11	46	34	53	40	136	18	135	22	61	22	45	49	94	60	72	111	82	151	7
	3.9	4.3	3.5	5.3	4.3	2.3	2.9	3.1	6.2	4.4	3.2	4.3	5	3.5	3.7	4.2	3.8	4.8	5.6	4.2	3.3	3.8	3.5	4.2	2.9	3.7	6.7	3.9	3.3	5.2	3.4	3.3	2.9	4	3.4	3.7	3.9	5.2
	Fmnr			F					AFGHIJ	FH																								n				
4 (4)	201	90	110	36	47	26	34	34	24	58	48	56	45	52	104	97	182	8	6	66	56	60	54	166	27	174	24	86	32	30	69	132	92	88	153	106	184	15
	5	4.5	5.4	5.7	5.5	3.7	5.1	5.1	4.6	4.9	4.1	5.8	5.6	4.8	4.8	5.1	5.2	3	3.3	6.1	5.4	4.3	4.8	5.1	4.3	4.7	7.5	5.5	4.9	3.5	4.8	4.7	4.5	4.9	4.7	4.8	4.8	10.9
5 (5)	413	185	228	66	89	63	57	74	63	138	118	96	81	118	214	199	345	39	21	106	97	142	108	346	54	361	46	137	63	111	112	258	184	149	300	188	369	24
	10.2	9.3	11.2	10.5	10.3	9.1	8.6	11.3	12.1	11.7	10.1	9.9	10	10.9	10	10.5	9.8	14.3	10.7	9.7	9.4	10.2	9.7	10.6	8.4	9.8	14.3	8.7	9.5	12.6	7.8	9.2	9	8.3	9.3	8.5	9.6	17.8
	mnqrs		A						AG	AG																												
6 (6)	517	262	256	105	104	89	89	66	64	130	137	115	108	157	252	265	451	42	19	129	141	181	147	432	61	468	47	205	85	104	177	356	265	257	415	310	481	28
	12.8	13.1	12.6	16.6	12.1	12.7	13.6	10.1	12.3	11	11.7	11.9	13.5	14.5	11.8	14	12.8	15.4	9.4	11.9	13.6	13	13.2	13.3	9.5	12.7	14.5	13	12.7	11.8	12.3	12.6	13	14.2	12.8	14	12.5	20.2
	Hqs			AEHIJ																														Abc			Amr		
7 (7)	580	300	280	124	123	106	83	82	63	144	176	146	114	144	322	258	504	41	29	164	147	193	174	459	106	533	44	245	89	112	201	434	320	294	500	347	551	26
	14.4	15.1	13.7	19.7	14.3	15.2	12.6	12.4	12	12.2	15.1	15	14.2	13.3	15	13.7	14.4	14.9	14.8	15.1	14.2	13.9	15.6	14.1	16.6	14.5	13.6	15.5	13.3	12.8	13.9	15.4	15.7	16.3	15.5	15.7	14.4	18.9
	J			AEGHIJ																												A	A	A	A	A		
8 (8)	634	312	322	83	139	123	116	98	75	173	198	170	126	140	368	266	562	36	31	183	159	220	204	490	123	582	51	283	102	123	239	500	345	299	554	369	610	21
	15.7	15.7	15.8	13.2	16.1	17.6	17.6	14.9	14.3	14.7	17	17.4	15.7	12.9	17.2	14.1	16	13	16	16.8	15.4	15.8	18.2	15.1	19.3	15.8	15.8	17.9	15.3	13.9	16.6	17.8	16.9	16.6	17.1	16.7	15.9	15.4
	bd										bd	bd			Abd								A									Ar	A		A			
9 (9)	443	234	210	48	117	92	68	75	42	117	138	116	76	113	254	190	382	29	30	111	106	165	133	366	67	410	33	176	83	97	159	351	241	195	395	261	434	6
	11	11.7	10.3	7.6	13.6	13.2	10.4	11.5	8	9.9	11.8	11.9	9.5	10.5	11.9	10	10.9	10.5	15.3	10.2	10.2	11.9	11.9	11.2	10.5	11.1	10.3	11.2	12.5	11.1	11	12.5	11.8	10.8	12.2	11.8	11.3	4.7
	Di				ADIJ	Dij		Di		J					A																	Aq			Aq	q		
10 - Extremely appealing (10)	621	305	316	68	153	118	112	107	62	170	193	134	127	166	327	294	543	37	31	164	167	212	178	507	96	584	34	230	123	129	277	518	391	307	565	377	614	3
	15.4	15.3	15.5	10.8	17.8	16.9	17.1	16.3	11.9	14.4	16.5	13.8	15.8	15.4	15.3	15.6	15.5	13.5	15.9	15.1	16.1	15.3	15.9	15.6	15	15.9	10.8	14.6	18.5	14.7	19.2	18.4	19.2	17	17.5	17	16	1.9
	Di				Dij	Di		Di	Di	J																					Ar	Aqrs	A	A	A		
Mean	6.56	6.61	6.5	6.27	6.97	6.92	6.64	6.38	5.85	6.15	6.74	6.6	6.51	6.35	6.67	6.42	6.55	6.44	6.82	6.55	6.51	6.58	6.89	6.56	6.58	6.59	6.39	6.67	6.81	6.29	6.79	7.07	7.05	6.83	6.94	6.88	6.6	5.94
	Dijbd			J	ADGHIJ	ADHIJ	Dij	IJ		J	Abd				Abd								A									Aqrs	Aqrs	A	Aq	A		
Standard Deviation	2.7	2.6	2.7	2.5	2.4	2.5	2.7	2.9	2.9	2.9	2.6	2.6	2.6	2.8	2.6	2.7	2.7	2.6	2.6	2.6	2.7	2.7	2.4	2.6	2.7	2.7	2.4	2.5	2.6	2.8	2.7	2.4	2.4	2.5	2.4	2.5	2.7	1.9
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0	0.2

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23 May 2019

ESr sum Assuming all the changes the BBC is proposing go ahead, on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, would the BBC iPlayer perform on.

- Summary table -
Indicators of small base sizes are based on the effective base

	Providing a wide range of programmes to choose from	Providing a service that is value for money	Providing programmes that are relevant to me	Providing a service I am satisfied with	Being a service I would recommend to others	Making content available for a long period of time
Base: All respondents - Unweighted	4021	4021	4021	4021	4021	4021
	100	100	100	100	100	100
Base: All respondents - Weighted	4028	4028	4028	4028	4028	4028
	100	100	100	100	100	100
Base: All respondents - Effective base	3395	3395	3395	3395	3395	3395
1 - Not at all well (1)	137	207	168	176	218	138
	3.4	5.1	4.2	4.4	5.4	3.4
2 (2)	67	80	59	61	65	49
	1.7	2	1.5	1.5	1.6	1.2
3 (3)	82	76	93	84	97	78
	2	1.9	2.3	2.1	2.4	1.9
4 (4)	105	111	122	126	134	130
	2.6	2.8	3	3.1	3.3	3.2
5 (5)	333	359	383	367	398	380
	8.3	8.9	9.5	9.1	9.9	9.4
6 (6)	339	346	375	336	373	275
	8.4	8.6	9.3	8.3	9.3	6.8
7 (7)	535	496	581	567	537	458
	13.3	12.3	14.4	14.1	13.3	11.4
8 (8)	857	743	846	805	783	745
	21.3	18.5	21	20	19.4	18.5
9 (9)	740	656	688	722	667	751
	18.4	16.3	17.1	17.9	16.6	18.6
10 - Extremely well (10)	833	955	715	785	755	1024
	20.7	23.7	17.7	19.5	18.8	25.4
Top 3 Boxes (NET)	2430	2353	2249	2311	2205	2520
	60.3	58.4	55.8	57.4	54.7	62.6
Bottom 3 Boxes (NET)	286	363	319	320	380	265
	7.1	9	7.9	8	9.4	6.6
Mean	7.5	7.39	7.3	7.36	7.2	7.62
Standard Deviation	2.3	2.5	2.3	2.4	2.5	2.3
Standard Error	0	0	0	0	0	0

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ESr 1 Assumine all the chanees the BBC is proposine eo ahead. on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. would the BBC iPlaver oerform on.

- Providing a wide range of programmes to choose from -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a wide range of programmes to choose from - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a wide range of programmes to choose from - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a wide range of programmes to choose from - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	137	65	72	9	18	23	32	25	31	56	38	23	24	53	61	77	117	10	10	23	46	47	20	105	26	129	3	37	19	47	37	27	27	37	56	38	128	2
	3.4	3.3	3.6	1.4	2	3.3	4.9	3.8	3.9	4.7	3.3	2.3	2.9	4.9	2.4	4.1	3.3	3.7	5.3	2.1	4.5	3.4	1.8	3.2	4.1	3.5	1	2.4	2.8	5.3	2.6	1	1.3	2.1	1.7	1.7	3.3	1.7
	DEZcimnqrs						ADE	D	ADEFJ	ADE				A2c		2																	m	mns	mn	m			
2 (2)	67	41	26	11	20	8	11	9	8	16	12	13	14	28	25	42	54	6	7	20	16	18	27	56	7	59	8	29	7	11	22	27	25	26	46	32	58	6
	1.7	2.1	1.3	1.8	2.4	1.2	1.6	1.3	1.5	1.4	1	1.3	1.8	2.6	1.2	2.2	1.5	2.2	3.6	1.8	1.6	1.3	2.4	1.7	1	1.6	2.4	1.9	1	1.3	1.5	1	1.2	1.4	1.4	1.4	1.5	4.4
	CFcmnv													AYc		AYc																			m	m		
3 (3)	82	44	38	13	15	15	14	18	7	24	19	19	21	23	38	44	67	7	3	21	20	26	30	66	13	70	8	23	10	20	21	30	30	30	48	43	74	6
	2	2.2	1.8	2.1	1.7	2.2	2.1	2.7	1.3	2.1	1.6	1.9	2.6	2.1	1.8	2.3	1.9	2.5	1.6	1.9	1.9	1.9	2.7	2	2	1.9	2.5	1.5	1.5	2.2	1.5	1.1	1.5	1.7	1.5	1.9	1.9	4.3
	mnx									J																							m	m	m	m	m		
4 (4)	105	56	49	26	29	10	17	16	6	22	25	19	25	35	44	61	90	9	4	34	22	34	25	95	8	86	17	47	17	22	26	53	35	39	72	50	87	18
	2.6	2.8	2.4	4.1	3.4	1.4	2.6	2.5	1.2	1.9	2.1	2	3.2	3.3	2.1	3.2	2.6	3.3	2.2	3.2	2.1	2.5	2.3	2.9	1.3	2.3	5.2	3	2.6	2.5	1.8	1.9	1.7	2.2	2.2	2.3	2.3	12.9
	FiJcmnr			Fij	Fij			J		J						d																			mn			
5 (5)	333	178	155	59	57	68	48	55	46	101	61	81	93	98	142	191	288	23	12	96	88	105	87	267	50	298	35	99	56	88	89	136	104	98	180	124	301	16
	8.3	8.9	7.6	9.3	6.7	9.7	7.3	8.3	8.8	8.5	5.2	8.4	11.6	9	6.6	10.1	8.2	8.2	6.1	8.8	8.5	7.6	7.8	8.2	7.9	8.1	10.8	6.3	8.4	10	6.2	4.8	5.1	5.4	5.6	5.6	7.8	11.4
	Ycmnqrs											Yc	AYZc	Yc	Y	AYc																			m			
6 (6)	339	168	171	52	82	73	43	42	47	89	100	72	72	94	173	166	307	25	5	97	91	119	114	271	51	306	31	133	66	75	114	205	136	156	246	186	308	25
	8.4	8.4	8.4	8.3	9.5	10.5	6.5	6.3	9	7.5	8.6	7.4	9	8.7	8.1	8.8	8.7	9.2	2.3	8.9	8.8	8.6	10.2	8.3	8.1	8.3	9.7	8.4	9.9	8.5	7.9	7.3	6.7	8.6	7.6	8.4	8	18.5
	GHmnv				GH	GHq			J														A											mn	n	mn			
7 (7)	535	267	268	103	121	100	90	68	53	121	167	132	86	151	299	236	472	33	25	139	144	189	164	434	80	484	50	220	82	114	149	364	261	266	422	307	510	20
	13.3	13.4	13.2	16.3	14.1	14.3	13.7	10.4	10.1	10.3	14.3	13.6	10.6	13.9	14	12.5	13.4	12.1	12.9	12.8	13.9	13.6	14.7	13.3	12.5	13.2	15.2	13.9	12.3	13	10.3	12.9	12.8	14.7	13.1	13.9	13.3	14.7
	Hija			Hij	Hij	Hij	ij				a				a																			Amnr				
8 (8)	857	429	428	134	175	153	136	142	118	260	265	242	153	197	507	350	752	56	43	232	223	296	233	695	141	776	74	353	137	167	331	653	465	394	740	490	828	23
	21.3	21.5	21	21.3	20.4	21.8	20.8	21.6	22.5	22	22.7	24.9	19	18.2	23.7	18.5	21.4	20.5	22.1	21.4	21.5	21.4	20.8	21.3	22.1	21.1	22.7	22.4	20.6	19	23	23.2	22.8	21.8	22.9	22.2	21.6	16.9
	bd										bd	Aabd			Aabd																	A	A		A			
9 (9)	740	374	367	93	155	132	129	129	102	231	239	186	143	173	425	316	651	46	35	189	190	272	194	600	123	696	43	319	132	149	312	605	410	345	665	444	723	15
	18.4	18.8	18	14.8	18	18.9	19.6	19.6	19.5	19.5	20.4	19.1	17.8	16	19.8	16.7	18.5	16.9	17.8	17.4	18.3	19.6	17.3	18.4	19.4	18.9	13.3	20.2	19.8	17	21.7	21.5	20.1	19.1	20.6	20.1	18.8	11.1
	d								D	D	Abd				Abd																	Ampr	A		A	Aq		
10 - Extremely well (10)	833	369	464	130	187	116	139	155	105	261	242	187	173	231	429	404	713	59	51	236	196	282	224	667	138	773	56	318	141	187	338	713	545	415	757	495	820	5
	20.7	18.5	22.8	20.7	21.8	16.6	21.1	23.6	20.1	22.1	20.7	19.2	21.5	21.4	20	21.4	20.3	21.5	26.1	21.7	18.9	20.3	20.1	20.5	21.7	21	17.2	20.1	21.1	21.3	23.5	25.3	26.8	23	23.4	22.4	21.4	4
	Bf		AB		F		F	Af		Fi																						Aqrs	Amqrs	A	A	A		
Top 3 Boxes (NET)	2430	1172	1258	358	517	401	403	426	325	751	746	615	468	601	1360	1069	2116	162	130	658	609	850	651	1962	402	2245	173	990	409	504	981	1971	1421	1155	2162	1429	2371	44
	60.3	58.8	61.8	56.7	60.2	57.3	61.2	64.7	62.2	63.6	63.8	63.2	58.2	55.5	63.5	56.7	60.3	58.9	66	60.5	58.8	61.2	58.2	60.2	63.2	61.1	53.2	62.7	61.4	57.2	68.2	70	69.7	63.9	66.9	64.7	61.8	32.1
	bd		A					ADF		ADF	Aabd	Abd			Aabd																	Aqrs	Aqrs	A	Aqs	A		
Bottom 3 Boxes (NET)	286	150	136	33	53	47	57	51	46	97	69	54	59	104	123	163	238	23	21	64	83	91	76	227	45	259	19	90	35	78	80	85	81	93	151	113	260	14
	7.1	7.5	6.7	5.2	6.1	6.7	8.6	7.8	8.7	8.2	5.9	5.6	7.4	9.6	5.7	8.6	6.8	8.4	10.5	5.9	8	6.6	6.8	7	7.1	7	5.9	5.2	5.3	8.8	5.6	3	4	5.2	4.7	5.1	6.8	10.4
	YZcmnqrs						D		AD	A				AYZc		AYZc																	m	mn	mn	mn			
Mean	7.5	7.41	7.59	7.48	7.58	7.4	7.48	7.61	7.43	7.53	7.69	7.62	7.4	7.27	7.66	7.33	7.51	7.4	7.59	7.56	7.41	7.56	7.5	7.5	7.61	7.54	7.26	7.64	7.61	7.34	7.82	8.05	8.01	7.77	7.85	7.78	7.58	6.22
	Bbd		AB								Aabd	Abd			Aabd																	Aqrs	Aqrs	A	As	A		
Standard Deviation	2.3	2.3	2.3	2.1	2.2	2.2	2.4	2.3	2.4	2.4	2.1	2.1	2.3	2.5	2.1	2.4	2.2	2.4	2.5	2.2	2.3	2.2	2.2	2.3	2.3	2.3	2.1	2.1	2.2	2.4	2.1	1.9	2	2.1	2	2.1	2.2	2.1
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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ESr 2 Assumine all the chanees the BBC is proposine eo ahead. on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. would the BBC iPlaver oerform on.

- Providing a service that is value for money -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing a service that is value for money - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service that is value for money - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service that is value for money - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	207	103	104	14	27	40	42	40	44	84	56	38	35	78	94	113	177	17	11	47	63	66	38	156	39	193	8	60	29	64	64	43	40	58	95	61	197	2
	5.1	5.2	5.1	2.2	3.2	5.7	6.5	6.1	8.3	7.1	4.8	3.9	4.3	7.2	4.4	6	5	6.2	5.8	4.3	6.1	4.8	3.4	4.8	6.1	5.2	2.3	3.8	4.4	7.2	4.4	1.5	2	3.2	3	2.8	5.1	1.7
	DEZcimnqrs					DE	DE	DE	ADEJ	ADE				AYZacd		Zac																m	mns	mn	mn			
2 (2)	80	50	30	13	12	14	15	15	10	25	18	21	14	26	39	40	66	7	5	21	21	24	24	69	9	68	11	32	6	21	19	33	27	27	44	36	72	6
	2	2.5	1.5	2	1.5	2	2.3	2.3	1.9	2.1	1.6	2.2	1.8	2.4	1.8	2.1	1.9	2.4	2.6	1.9	2.1	1.7	2.2	2.1	1.5	1.9	3.3	2	1	2.3	1.3	1.2	1.3	1.5	1.4	1.8	1.9	4
	Cmnr	C																																	m			
3 (3)	76	40	36	13	19	7	11	14	10	25	19	15	22	20	34	42	66	2	4	26	23	17	21	67	9	66	7	21	12	18	19	31	33	30	45	37	63	11
	1.9	2	1.8	2.1	2.3	1.1	1.7	2.2	2	2.1	1.6	1.5	2.7	1.9	1.6	2.2	1.9	0.9	2	2.4	2.2	1.2	1.8	2	1.4	1.8	2.2	1.3	1.8	2.1	1.4	1.1	1.6	1.6	1.4	1.7	1.6	7.7
	mr																															m	m	m	m	m		
4 (4)	111	64	47	18	29	16	21	18	8	27	25	23	34	30	47	64	95	8	8	29	25	42	28	94	16	100	11	39	25	30	28	56	33	42	77	53	94	14
	2.8	3.2	2.3	2.8	3.4	2.3	3.2	2.8	1.6	2.3	2.1	2.3	4.2	2.7	2.2	3.4	2.7	3	3.9	2.6	2.4	3	2.5	2.9	2.5	2.7	3.3	2.5	3.7	3.4	2	2	1.6	2.3	2.4	2.4	2.5	10.3
	Cmnqr												AYZc			d																		n	mn	n		
5 (5)	359	178	181	47	75	87	48	52	51	102	95	82	74	108	177	182	315	21	14	101	89	124	95	299	42	324	31	127	55	82	106	185	144	127	229	158	325	20
	8.9	8.9	8.9	7.5	8.7	12.4	7.3	7.9	9.7	8.7	8.1	8.5	9.1	10	8.3	9.6	9	7.7	7.2	9.3	8.6	8.9	8.5	9.2	6.6	8.8	9.6	8	8.3	9.3	7.4	6.6	7.1	7	7.1	7.2	8.5	15
	mnqrs				ADEGHI																														m			
6 (6)	346	168	179	68	89	55	53	43	39	82	78	87	83	98	166	181	304	24	14	92	89	123	112	286	41	300	46	144	61	77	102	216	161	161	254	186	315	24
	8.6	8.4	8.8	10.8	10.3	7.8	8	6.6	7.4	7	6.7	9	10.3	9	7.7	9.6	8.7	8.6	7	8.5	8.6	8.9	10	8.8	6.5	8.2	14	9.1	9.2	8.8	7.1	7.7	7.9	8.9	7.9	8.4	8.2	17.8
	HJYcmr			HI	HJ							Yc	Yc		Y	Y																						
7 (7)	496	227	268	98	111	80	81	74	52	126	154	124	86	131	278	217	441	38	12	131	135	174	136	401	76	435	57	217	78	93	177	335	233	236	387	287	464	25
	12.3	11.4	13.2	15.5	12.9	11.4	12.4	11.2	9.9	10.6	13.2	12.7	10.7	12.1	13	11.5	12.5	13.7	6.3	12.1	13	12.6	12.1	12.3	12	11.8	17.5	13.7	11.7	10.5	12.3	11.9	11.4	13	12	13	12.1	18.3
	IJ			II																															n			
8 (8)	743	366	378	113	158	134	124	117	98	214	229	191	140	182	421	322	651	52	36	206	208	237	212	585	139	680	63	317	119	139	259	555	391	345	629	434	720	19
	18.5	18.4	18.5	17.9	18.4	19.2	18.9	17.7	18.7	18.1	19.6	19.7	17.4	16.9	19.7	17.1	18.5	19	18.1	18.9	20.1	17.1	18.9	18	21.8	18.5	19.4	20.1	17.8	15.8	18	19.7	19.2	19.1	19.5	19.6	18.8	13.7
															A																	A			A			
9 (9)	656	330	326	87	127	138	102	117	84	201	225	174	122	134	400	256	567	42	43	174	162	230	203	528	110	619	33	284	117	132	276	546	359	309	601	386	648	6
	16.3	16.6	16	13.8	14.8	19.8	15.5	17.7	16.1	17	19.3	17.9	15.2	12.3	18.7	13.6	16.1	15.1	21.6	16	15.7	16.6	18.1	16.2	17.3	16.8	10.1	18	17.6	15	19.2	19.4	17.6	17.1	18.6	17.5	16.9	4.5
	bd					ADE					Aabd	bd			Abd																	Angrs	A		A			
10 - Extremely well (10)	955	465	489	161	211	127	160	167	128	295	268	218	195	274	485	469	830	65	50	260	219	351	250	772	155	891	60	337	163	225	389	814	618	473	870	572	938	9
	23.7	23.4	24	25.6	24.6	18.2	24.3	25.4	24.4	25	22.9	22.4	24.2	25.4	22.7	24.9	23.6	23.5	25.4	23.9	21.1	25.3	22.3	23.7	24.3	24.2	18.3	21.4	24.5	25.5	27	28.9	30.3	26.2	26.9	25.9	24.4	6.9
	FG			F	F		F	F	F	F																						Aqrs	Amqrs	A	A	A		
Top 3 Boxes (NET)	2353	1161	1192	361	496	400	386	401	309	710	722	583	457	590	1306	1048	2047	158	128	640	589	818	664	1885	403	2190	156	938	399	496	924	1915	1367	1128	2100	1392	2306	34
	58.4	58.3	58.5	57.2	57.7	57.2	58.7	60.9	59.2	60.1	61.8	59.9	56.8	54.6	61	55.5	58.3	57.7	65.2	58.9	56.9	58.9	59.4	57.9	63.4	59.6	47.8	59.4	59.9	56.3	64.2	68.1	67.1	62.4	65	63	60.1	25.5
	bd										Aabd	bd			Abd																	Aqrs	Aqrs	A	Aqs	A		
Bottom 3 Boxes (NET)	363	193	170	39	59	61	69	70	64	134	93	74	71	125	167	196	309	26	20	94	108	107	83	292	57	327	25	114	48	102	102	107	100	115	184	134	332	18
	9	9.7	8.3	6.2	6.9	8.8	10.5	10.7	12.2	11.3	8	7.6	8.8	11.5	7.8	10.4	8.8	9.4	10.3	8.6	10.4	7.7	7.5	9	9	8.9	7.8	7.2	7.2	11.6	7.1	3.8	4.9	6.4	5.7	6	8.7	13.5
	DEcmnqrs						DE	DE	ADEF	ADE				AYZc		AYZc																		m	mn	mn	mn		
Mean	7.39	7.34	7.44	7.57	7.48	7.25	7.33	7.41	7.25	7.34	7.55	7.49	7.34	7.17	7.52	7.24	7.4	7.35	7.49	7.43	7.26	7.48	7.49	7.38	7.52	7.43	7.12	7.49	7.51	7.21	7.71	7.99	7.93	7.69	7.78	7.71	7.47	6.03
	bd			FJ							Abd	bd			Abd																	Aqrs	Aqrs	A	Aq	A		
Standard Deviation	2.5	2.5	2.4	2.2	2.3	2.5	2.6	2.6	2.7	2.7	2.4	2.3	2.5	2.7	2.4	2.6	2.5	2.5	2.6	2.4	2.5	2.4	2.3	2.5	2.5	2.5	2.3	2.3	2.4	2.7	2.4	2	2.1	2.3	2.2	2.2	2.5	2.1
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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ESr 3 Assumine all the chanees the BBC is proposine eo ahead. on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. would the BBC iPlaver oerform on.

- Providing programmes that are relevant to me -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Providing programmes that are relevant to me - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing programmes that are relevant to me - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing programmes that are relevant to me - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	168	85	83	14	24	25	40	28	36	65	44	27	27	70	71	97	141	13	13	39	47	55	27	128	32	159	3	46	20	58	44	30	26	49	62	51	156	3
	4.2	4.3	4.1	2.3	2.7	3.6	6	4.3	7	5.5	3.8	2.8	3.3	6.4	3.3	5.1	4	4.6	6.8	3.6	4.5	4	2.4	3.9	5.1	4.3	0.9	2.9	3	6.6	3.1	1.1	1.3	2.7	1.9	2.3	4.1	2.2
	DEZcimnqrs						ADE		ADEFHI	ADE				AYZacd		AZac																			mnrs	mn	mn			
2 (2)	59	32	27	9	9	7	10	11	14	25	22	13	8	16	35	24	52	3	4	16	17	19	18	51	7	57	2	19	8	16	21	27	24	18	42	22	54	3
	1.5	1.6	1.3	1.4	1	0.9	1.5	1.7	2.6	2.1	1.9	1.3	1	1.5	1.6	1.3	1.5	1	2.1	1.5	1.6	1.3	1.6	1.6	1.1	1.5	0.5	1.2	1.2	1.8	1.5	1	1.2	1	1.3	1	1.4	2
	mu								AEF	A																									m				
3 (3)	93	51	42	14	24	14	9	24	8	32	23	19	20	31	42	51	82	6	1	29	27	25	26	82	9	80	6	33	22	16	28	42	36	28	57	44	83	7
	2.3	2.5	2.1	2.2	2.7	2.1	1.4	3.6	1.5	2.7	1.9	2	2.5	2.8	1.9	2.7	2.3	2.3	0.5	2.7	2.6	1.8	2.3	2.5	1.4	2.2	1.8	2.1	3.2	1.8	1.9	1.5	1.8	1.5	1.8	2	2.2	5.2
	mnqr							AGI																									m			m	mq		
4 (4)	122	67	55	27	30	21	17	17	10	27	37	24	28	33	62	60	104	8	7	31	27	46	39	103	13	106	15	44	18	29	27	51	40	45	73	52	108	11
	3	3.4	2.7	4.2	3.5	3	2.6	2.5	1.9	2.3	3.2	2.5	3.4	3	2.9	3.2	3	2.9	3.3	2.9	2.6	3.3	3.5	3.2	2.1	2.9	4.6	2.8	2.7	3.4	1.9	1.8	2	2.5	2.3	2.3	2.8	8
	Ilmnrs			q																														m				
5 (5)	383	187	196	66	69	74	57	61	56	117	83	86	104	111	168	214	335	27	10	119	93	122	95	300	60	342	38	148	64	86	124	170	128	124	223	160	341	27
	9.5	9.4	9.6	10.5	8.1	10.5	8.6	9.2	10.7	9.9	7.1	8.8	12.9	10.2	7.9	11.4	9.5	10	5.2	10.9	9	8.8	8.5	9.2	9.5	9.3	11.6	9.4	9.7	9.8	8.6	6	6.3	6.8	6.9	7.2	8.9	19.6
	Ycmnqrs												AY2c	Yc		AYZc																			m	m			
6 (6)	375	193	182	78	77	68	62	49	41	90	87	108	67	112	196	179	326	30	15	94	94	138	99	305	53	332	43	141	54	93	113	245	155	167	294	203	345	25
	9.3	9.7	8.9	12.3	9	9.8	9.4	7.4	7.9	7.6	7.5	11.1	8.4	10.1	9.1	9.5	9.3	10.8	7.5	8.7	9	10	8.9	9.4	8.3	9	13.1	8.9	8.2	10.6	7.9	8.7	7.6	9.3	9.1	9.2	9	18.4
	jVn			AHIi								AYc		Y	Y																		n		n	n	n		
7 (7)	581	290	291	107	132	96	98	84	64	148	190	140	108	142	330	251	504	44	30	163	137	204	174	482	86	519	60	249	90	113	186	416	262	287	474	335	561	17
	14.4	14.6	14.3	16.9	15.4	13.8	14.8	12.8	12.2	12.5	16.3	14.4	13.5	13.1	15.4	13.3	14.3	16.1	15	15	13.2	14.7	15.6	14.8	13.6	14.1	18.5	15.8	13.5	12.8	12.9	14.8	12.8	15.9	14.7	15.2	14.6	12.5
	Ijn			Ii							Ad				A																	n		An	n	n		
8 (8)	846	431	415	130	178	148	132	143	115	258	240	229	164	214	469	377	736	58	48	208	238	290	240	691	127	776	67	340	148	173	318	634	479	408	726	501	819	22
	21	21.2	20.4	20.6	20.7	21.2	20.1	21.7	21.9	21.8	20.6	23.5	20.3	19.7	21.9	20	21	21	24.2	19.2	23	20.9	21.5	21.2	19.9	21.1	20.6	21.6	22.2	19.6	22.1	22.5	23.5	22.6	22.5	22.7	21.4	15.8
												Ad																				A	A		A	A		
9 (9)	688	347	341	92	142	147	105	115	86	201	235	172	141	139	407	280	617	40	28	193	180	243	193	553	125	638	50	290	108	129	276	586	417	337	634	424	669	15
	17.1	17.4	16.8	14.6	16.6	21.1	16	17.5	16.5	17	20.1	17.7	17.6	12.9	19	14.9	17.6	14.4	14.1	17.8	17.4	17.5	17.3	17	19.6	17.4	15.3	18.4	16.3	14.6	19.2	20.8	20.5	18.7	19.6	19.2	17.4	10.7
	bd					ADEGIj						Abd	b	bd		Abd	b																Aqrs	A	A	A	A		
10 - Extremely well (10)	715	310	405	94	174	98	129	127	93	220	206	156	137	216	362	353	615	46	42	194	176	245	205	561	124	668	42	266	134	167	301	613	472	344	648	417	701	8
	17.7	15.5	19.9	15	20.2	14	19.5	19.3	17.8	18.6	17.7	16	17	19.9	16.9	18.7	17.5	16.9	21.2	17.8	17	17.7	18.3	17.2	19.4	18.2	13	16.9	20.1	19	20.9	21.8	23.2	19	20	18.9	18.3	5.5
	Bf		AB		DF		F		f					2																		Aqrs	Amqrs		A			
Top 3 Boxes (NET)	2249	1087	1161	316	494	394	366	385	294	679	682	556	442	569	1238	1010	1967	144	117	595	594	779	638	1806	375	2082	158	897	390	469	895	1833	1368	1089	2009	1342	2188	44
	55.8	54.6	57	50.2	57.5	56.3	55.6	58.5	56.2	57.5	58.4	57.2	54.9	52.6	57.8	53.6	56	52.3	59.5	54.7	57.4	56.1	57.1	55.5	58.9	56.6	49	56.8	58.6	53.3	62.2	65.2	67.1	60.3	62.1	60.7	57	32
	Dbd				D			D		D	Abd				Abd																	Aqrs	Amqrs	A	A	A		
Bottom 3 Boxes (NET)	319	167	152	37	56	46	59	63	58	121	89	59	55	116	147	171	275	22	19	85	90	99	71	260	48	296	11	99	50	90	93	99	86	95	160	118	293	13
	7.9	8.4	7.4	5.8	6.5	6.6	8.9	9.6	11.1	10.3	7.6	6	6.8	10.8	6.9	9.1	7.8	8	9.4	7.8	8.7	7.1	6.3	8	7.6	8.1	3.3	6.3	7.4	10.2	6.4	3.5	4.2	5.2	4.9	5.3	7.6	9.4
	Zcimnqrs							DE	ADEF	ADEF				AYZacd		AZac																		m	m	mn	mn		
Mean	7.3	7.21	7.38	7.19	7.46	7.31	7.27	7.32	7.12	7.23	7.43	7.4	7.27	7.08	7.41	7.36	7.31	7.19	7.35	7.29	7.28	7.33	7.43	7.28	7.42	7.32	7.25	7.41	7.43	7.1	7.59	7.86	7.87	7.59	7.67	7.6	7.36	6.28
	Ibd		AB		AIJ						Abd	bd			Abd								A									Aqrs	Aqrs	A	As	A		
Standard Deviation	2.3	2.3	2.3	2.1	2.2	2.2	2.4	2.4	2.6	2.5	2.3	2.1	2.3	2.5	2.2	2.4	2.3	2.3	2.5	2.3	2.3	2.3	2.2	2.3	2.4	2.3	1.9	2.2	2.3	2.5	2.2	1.9	2	2.1	2.1	2.1	2.3	2.1
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

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ESr 4 Assuming all the changes the BBC is proposing go ahead, on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, would the BBC iPlayer perform on.

- Providing a service I am satisfied with -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: Providing a service I am satisfied with - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Providing a service I am satisfied with - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Providing a service I am satisfied with - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	176	86	90	12	27	29	39	32	37	69	50	33	26	67	83	93	148	17	10	36	53	58	32	138	31	167	4	48	23	62	50	31	30	50	69	57	162	6
	4.4	4.3	4.4	1.9	3.1	4.2	5.9	4.8	7.1	5.9	4.3	3.4	3.2	6.2	3.9	4.9	4.2	6.1	5.3	3.4	5.1	4.2	2.8	4.2	4.9	4.5	1.2	3	3.5	7.1	3.5	1.1	1.5	2.7	2.1	2.6	4.2	4
	Dimnqrs					D	ADE	D	ADEFJ	ADE				AZacd		a																m	mn	mn	mn			
2 (2)	61	31	30	6	14	9	13	6	13	19	16	15	14	16	31	30	50	3	8	14	16	19	20	48	12	60	1	22	8	11	17	24	23	24	35	29	59	0
	1.5	1.6	1.5	1	1.6	1.2	2	0.9	2.5	1.6	1.4	1.5	1.7	1.5	1.5	1.6	1.4	1	4.2	1.3	1.6	1.4	1.8	1.5	1.9	1.6	0.3	1.4	1.2	1.3	1.2	0.9	1.1	1.3	1.1	1.3	1.5	0
	mnv							AHJ	H																							m	m	m			
3 (3)	84	51	33	16	19	12	8	20	9	29	19	21	13	30	40	43	76	6	0	26	22	28	18	76	6	69	13	25	15	16	20	39	30	30	54	40	70	8
	2.1	2.6	1.6	2.5	2.2	1.7	1.3	3	1.7	2.4	1.6	2.2	1.6	2.8	1.9	2.3	2.2	2.2	0	2.4	2.1	2	1.7	2.3	1	1.9	3.9	1.6	2.3	1.8	1.4	1.4	1.5	1.6	1.7	1.8	1.8	6.2
	Cmnr							G																											m			
4 (4)	126	72	55	22	29	22	20	23	11	34	32	29	33	32	61	65	111	9	4	40	29	41	42	96	19	106	18	48	15	32	28	53	51	41	76	54	118	8
	3.1	3.6	2.7	3.4	3.4	3.2	3	3.5	2.1	2.9	2.7	3	4.1	3	2.9	3.5	3.2	3.1	1.9	3.7	2.8	3	3.8	3	3	2.9	5.5	3	2.2	3.7	1.9	1.9	2.5	2.3	2.3	2.5	3.1	5.9
	Imnqrs									J																							m			m	m		
5 (5)	367	197	170	66	72	76	55	54	44	98	83	77	89	118	160	207	315	26	15	108	95	111	86	294	62	328	37	124	50	97	106	154	106	124	207	147	331	23
	9.1	9.9	8.3	10.5	8.3	10.9	8.3	8.2	8.5	8.3	7.1	7.9	11.1	10.9	7.5	11	9	9.5	7.4	9.9	9.2	8	7.7	9	9.7	8.9	11.4	7.9	7.5	11	7.4	5.5	5.2	6.9	6.4	6.7	8.6	16.8
	Crcmnqrs												Yzc	Yzc		AYZc																mn	mn	mn			
6 (6)	336	154	182	63	83	48	51	51	39	90	97	84	74	80	181	155	301	21	10	97	76	127	114	281	40	299	32	153	62	68	111	213	143	137	256	173	311	18
	8.3	7.7	8.9	10.1	9.7	6.8	7.7	7.7	7.5	7.6	8.3	8.7	9.2	7.4	8.4	8.2	8.6	7.8	5.3	8.9	7.4	9.2	10.2	8.6	6.3	8.1	9.9	9.7	9.3	7.7	7.7	7.6	7	7.6	7.9	7.8	8.1	13.5
	mn																						A												n			
7 (7)	567	273	294	103	139	107	89	67	61	128	172	135	103	157	307	260	505	42	18	130	158	217	168	461	79	501	65	249	93	101	179	395	271	292	467	349	537	26
	14.1	13.7	14.4	16.4	16.2	15.4	13.5	10.2	11.7	10.9	14.7	13.9	12.8	14.5	14.3	13.8	14.4	15.1	9	11.9	15.3	15.6	15	14.1	12.4	13.6	19.9	15.8	13.9	11.5	12.5	14	13.3	16.2	14.4	15.8	14	19.2
	Htu			Htu	Htu	Ht																												Amnr	n	Amnr			
8 (8)	805	417	388	113	174	139	133	134	112	245	240	215	151	199	455	350	701	48	51	222	210	270	223	646	132	739	63	332	137	162	288	631	458	399	691	472	775	24
	20	20.9	19.1	18	20.2	19.9	20.3	20.3	21.4	20.8	20.5	22.1	18.8	18.4	21.3	18.5	20	17.3	25.9	20.4	20.2	19.4	20	19.8	20.8	20.1	19.4	21	20.5	18.4	20	22.4	22.5	22.1	21.4	21.3	20.2	17.3
												Ad			A																	Ar	A	A	A	A		
9 (9)	722	358	363	122	127	136	116	128	93	221	232	195	125	171	426	296	633	48	34	196	189	248	191	582	131	677	44	294	124	143	306	608	418	332	662	427	706	14
	17.9	18	17.8	19.3	14.8	19.4	17.6	19.5	17.7	18.7	19.8	20	15.5	15.8	19.9	15.7	18	17.4	17.1	18	18.3	17.9	17.1	17.9	20.6	18.4	13.5	18.7	18.6	16.3	21.2	21.6	20.5	18.4	20.5	19.3	18.4	10.5
	Ed					E		E		E	Aabd	Aabd			Aabd																	Aqrs	Aq		Aq	Aq		
10 - Extremely well (10)	785	352	433	107	176	120	134	144	103	247	229	168	176	211	397	388	672	56	47	218	186	269	224	636	124	732	49	283	140	188	333	666	509	380	716	461	768	9
	19.5	17.7	21.2	17	20.4	17.2	20.3	21.9	19.8	20.9	19.6	17.2	21.9	19.5	18.5	20.5	19.1	20.3	24	20	17.9	19.4	20	19.5	19.5	19.9	15.1	18	21	21.4	23.1	23.7	25	21	22.1	20.9	20	6.7
	BJ		AB					F					Z			Z																Aqrs	Amqrs		A	A		
Top 3 Boxes (NET)	2311	1127	1184	342	476	396	383	406	308	714	701	578	452	581	1278	1033	2006	151	132	635	584	787	637	1864	388	2148	156	910	401	493	926	1905	1385	1111	2069	1360	2249	47
	57.4	56.6	58.1	54.3	55.5	56.6	58.2	61.6	58.9	60.4	60	59.4	56.2	53.7	59.7	54.7	57.1	55	67	58.4	56.4	56.7	57	57.2	60.9	58.4	47.9	57.7	60.1	56	64.4	67.7	68	61.5	64	61.5	58.6	34.5
	bd							ADE		ADE	Abd	bd			Abd																	Aqrs	Aqrs	A	Aqs	A		
Bottom 3 Boxes (NET)	320	168	152	34	59	50	61	57	59	117	85	70	53	113	154	166	274	26	19	77	91	106	70	261	49	296	18	95	46	89	88	94	82	103	158	127	291	14
	8	8.4	7.5	5.4	6.9	7.1	9.2	8.7	11.3	9.9	7.2	7.2	6.6	10.5	7.2	8.8	7.8	9.4	9.4	7.1	8.8	7.6	6.3	8	7.8	8	5.4	6	6.9	10.2	6.1	3.3	4	5.7	4.9	5.7	7.6	10.2
	Dcimnqrs						D	D	ADEFJ	ADE				AYZacd		a																m	mn	mn	mn			
Mean	7.36	7.28	7.45	7.4	7.39	7.34	7.33	7.45	7.23	7.35	7.5	7.43	7.37	7.15	7.47	7.24	7.36	7.26	7.54	7.4	7.29	7.39	7.45	7.37	7.43	7.39	7.18	7.46	7.54	7.18	7.71	7.96	7.93	7.64	7.76	7.65	7.42	6.45
	bd		AB							J	Abd	b			Abd																	Aqrs	Aqrs	A	Aqs	A		
Standard Deviation	2.4	2.4	2.3	2.1	2.3	2.3	2.5	2.4	2.6	2.5	2.3	2.2	2.3	2.5	2.3	2.4	2.3	2.5	2.5	2.3	2.4	2.3	2.2	2.3	2.4	2.4	2.1	2.2	2.2	2.6	2.2	1.9	2	2.1	2.1	2.1	2.3	2.2
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

Lightspeed Research Registered Office: 4 Millbank, Westminster, London SW1P 3JA T: +44 (0)20 7896 1900

Index Sheet

23 May 2019

ESr 5 Assumine all the chanees the BBC is proposine eo ahead. on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well. how well. if at all. would the BBC iPlaver perform on.

- Being a service I would recommend to others -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Being a service I would recommend to others - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Being a service I would recommend to others - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Being a service I would recommend to others - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	218	111	108	13	24	35	43	48	55	103	61	46	35	76	107	111	185	21	10	53	66	66	32	169	42	207	6	69	21	75	65	51	43	52	89	62	208	2
	5.4	5.6	5.3	2.1	2.8	5	6.5	7.3	10.5	8.7	5.2	4.8	4.4	7	5	5.9	5.3	7.5	5.3	4.9	6.3	4.8	2.9	5.2	6.5	5.6	1.9	4.4	3.2	8.6	4.5	1.8	2.1	2.9	2.8	2.8	5.4	1.7
	DEimnqrs					DE	DE	ADE	ADEFGHI	ADEF				AZac		a																m	mn	mn				
2 (2)	65	37	27	9	13	7	12	11	13	24	14	19	10	21	33	31	50	7	6	14	13	23	23	48	11	57	8	23	10	11	21	30	21	23	39	26	61	2
	1.6	1.9	1.3	1.4	1.5	1	1.8	1.7	2.5	2	1.2	2	1.3	1.9	1.6	1.7	1.4	2.5	3.3	1.3	1.2	1.7	2.1	1.5	1.8	1.5	2.4	1.5	1.6	1.2	1.5	1.1	1	1.3	1.2	1.2	1.6	1.5
	mnrs								AF																										m				
3 (3)	97	50	47	18	13	12	18	25	11	36	24	23	25	25	47	50	87	6	4	21	27	39	28	87	8	87	7	35	17	23	23	34	33	31	62	37	87	8
	2.4	2.5	2.3	2.9	1.5	1.8	2.7	3.8	2.1	3	2.1	2.4	3.1	2.3	2.2	2.6	2.5	2.3	2.2	1.9	2.6	2.8	2.5	2.7	3.2	2.4	2.1	2.2	2.6	2.7	1.6	3.2	1.6	1.7	1.9	1.7	2.3	5.8
	mnqrs							AEFI		EI																							m			m			
4 (4)	134	77	57	19	37	27	18	20	13	34	40	27	31	35	67	67	115	10	5	39	37	39	38	106	23	116	16	48	21	22	35	61	52	43	79	59	121	8
	3.3	3.9	2.8	3	4.3	3.8	2.7	3.1	2.6	2.8	3.5	2.7	3.9	3.3	3.1	3.5	3.3	3.7	2.7	3.6	3.6	2.8	3.4	3.2	3.4	3.2	4.9	3	3.1	2.5	2.4	2.2	2.6	2.4	2.4	2.6	3.2	6
	Cmnqrs																																		m			
5 (5)	398	194	204	63	69	77	59	62	69	131	94	87	106	111	181	217	341	28	16	109	112	120	93	327	57	357	38	137	67	104	128	195	137	127	240	165	362	23
	9.9	9.8	10	10	8	11	8.9	9.3	13.2	11.1	8.1	8.9	13.2	10.2	8.5	11.5	9.7	10	8.2	10	10.8	8.6	8.3	10.1	8.9	9.7	11.6	8.6	10.1	11.8	8.9	6.9	6.7	7	7.4	7.4	9.4	17.1
	Ycmnqrs								AEGHI	EH			AYZc			AYZc																			mn			
6 (6)	373	190	183	71	82	68	59	56	37	93	107	85	70	111	192	181	343	16	10	119	86	138	120	317	42	325	48	162	63	71	118	232	147	165	283	204	333	33
	9.3	9.5	9	11.2	9.6	9.7	9	8.5	7	7.9	9.1	8.8	8.7	10.1	9	9.6	9.8	6	5.3	10.9	8.3	10	10.7	9.7	6.5	8.8	14.8	10.1	9.5	8.1	8.2	8.2	7.2	9.1	8.7	9.2	8.7	24.3
	Imnrs			n																												n		n	mn	n		
7 (7)	537	273	264	98	136	98	82	69	53	122	152	135	92	159	286	251	463	46	24	141	152	170	161	432	84	491	43	236	79	105	190	390	274	271	454	313	509	23
	13.3	13.7	13	15.6	15.9	14.1	12.4	10.5	10.1	10.4	13	13.8	11.5	14.7	13.4	13.3	13.2	16.7	12	13	14.6	12.3	14.4	13.3	13.2	13.3	13.3	15	11.9	11.9	13.2	13.9	13.4	15	14.1	14.1	13.3	17
	HIJ			HIJ	AHIJ	IJ																												As	A			
8 (8)	783	390	393	124	175	133	126	114	111	225	228	216	150	189	445	338	686	50	46	196	211	280	228	613	143	712	67	318	137	149	287	596	427	385	672	475	760	18
	19.4	19.6	19.3	19.7	20.3	19.1	19.1	17.3	21.3	19.1	19.5	22.2	18.6	17.4	20.8	17.9	19.6	18.2	23.4	18	20.4	20.1	20.4	18.8	22.5	19.3	20.7	20.1	20.6	16.9	19.9	21.2	21	21.3	20.8	21.5	19.8	13.2
									HI			Abd			Abd																	A	A	A	A	A		
9 (9)	667	324	343	89	132	138	112	129	66	195	226	160	139	142	386	281	589	41	31	184	158	248	178	549	105	621	45	277	111	139	267	567	393	328	619	409	653	13
	16.6	16.2	16.8	14.2	15.4	19.8	17	19.6	12.6	16.5	19.3	16.5	17.3	13.1	18	14.9	16.8	14.8	15.6	16.9	15.2	17.9	15.9	16.9	16.6	16.9	13.9	17.5	16.7	15.8	18.6	20.1	19.3	18.1	19.2	18.5	17	9.2
	Ibd					ADEJ		ADEIJ		J	Abd			Bd		Abd	b															Aqrs	A	A	A	A		
10 - Extremely well (10)	755	345	410	126	177	103	130	124	94	219	222	174	146	213	396	359	651	50	44	212	174	265	216	607	123	704	47	273	139	180	305	658	511	382	694	461	743	6
	18.8	17.3	20.1	20	20.6	14.8	19.8	18.9	18.1	18.5	19	17.9	18.1	19.7	18.5	19	18.5	18.4	22.1	19.5	16.8	19.1	19.4	18.6	19.4	19.1	14.4	17.3	20.9	20.5	21.2	23.4	25.1	21.1	21.5	20.9	19.4	4.2
	F		AB	F	F		F			I																						Aqrs	Amqrs	A	A	A		
Top 3 Boxes (NET)	2205	1058	1147	340	484	375	368	367	272	639	676	551	434	544	1227	978	1927	141	120	591	543	792	622	1770	372	2037	160	868	387	469	859	1621	1332	1095	1985	1345	2156	36
	54.7	53.2	56.3	53.9	56.3	53.7	55.9	55.7	52	54.1	57.9	56.6	54	50.3	57.3	51.9	54.9	51.4	61.1	54.4	52.5	57.1	55.7	54.3	58.5	55.4	49	55	58.1	53.3	59.7	64.7	65.3	60.6	61.4	60.9	56.2	26.6
	bd		A								Abd	bd			Abd																	Aqrs	Aqrs	A	A	A		
Bottom 3 Boxes (NET)	380	199	182	40	50	54	72	85	78	163	99	89	70	122	188	192	322	34	21	88	105	128	83	305	60	351	21	128	49	109	109	115	97	105	190	125	356	12
	9.4	10	8.9	6.3	5.9	7.8	11	12.8	15	13.8	8.5	9.1	8.7	11.3	8.8	10.2	9.2	12.2	10.7	8.1	10.2	9.2	7.4	9.4	9.5	9.6	6.3	8.1	7.3	12.4	7.6	4.1	4.8	5.8	5.9	5.6	9.3	9
	DEimnqrs						DE	ADEF	ADEFG	ADEF				Yc																			m	m	mn	m		
Mean	7.2	7.11	7.28	7.37	7.44	7.18	7.19	7.09	6.76	6.94	7.34	7.26	7.16	7.01	7.3	7.07	7.21	6.99	7.34	7.25	7.06	7.29	7.35	7.2	7.27	7.22	7.08	7.28	7.4	7.03	7.47	7.82	7.82	7.6	7.62	7.6	7.25	6.26
	IJbd		AB	IJ	AFHIJ	J	J	J		J	Abd	b			Abd								A									Aqrs	Aqrs	A	A	A		
Standard Deviation	2.5	2.5	2.4	2.2	2.2	2.3	2.6	2.7	2.8	2.7	2.4	2.4	2.4	2.6	2.4	2.5	2.4	2.6	2.5	2.4	2.5	2.4	2.3	2.4	2.5	2.5	2.2	2.3	2.3	2.7	2.4	2	2.1	2.2	2.2	2.2	2.5	1.9
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.2	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

Index Sheet

23 May 2019

ESr 6 Assuming all the changes the BBC is proposing go ahead, on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, would the BBC iPlayer perform on.

- Making content available for a long period of time -

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/J - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: Making content available for a long period of time - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: Making content available for a long period of time - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: Making content available for a long period of time - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
1 - Not at all well (1)	138	71	67	13	15	21	30	27	33	59	43	23	23	50	66	73	114	12	12	28	42	44	22	109	23	132	3	41	15	47	35	28	26	39	58	41	126	4
	3.4	3.6	3.3	2	1.8	3	4.6	4.1	6.2	5	3.7	2.4	2.8	4.6	3.1	3.9	3.3	4.4	6.2	2.6	4.1	3.2	2	3.3	3.6	3.6	0.9	2.6	2.3	5.3	2.4	1	1.3	2.2	1.8	1.9	3.3	3.3
	EZimnqrs						DE	E	ADEFJ	ADEF				2c		2																mn	mn	mn				
2 (2)	49	25	25	7	13	7	5	10	6	17	7	13	13	16	21	29	46	1	3	17	11	18	20	38	10	42	6	19	7	11	16	22	22	25	32	26	45	3
	1.2	1.2	1.2	1.1	1.5	1.1	0.8	1.6	1.2	1.4	0.6	1.4	1.6	1.5	1	1.5	1.3	0.3	1.4	1.6	1	1.3	1.8	1.2	1.6	1.2	1.7	1.2	1	1.2	1.1	0.8	1.1	1.4	1	1.2	1.2	2.4
	Ymr															Y																	m	m	m	m			
3 (3)	78	48	30	14	18	8	15	15	9	23	18	15	12	33	33	45	64	10	3	23	21	20	16	67	8	68	8	28	10	21	16	24	20	19	41	27	67	9
	1.9	2.4	1.5	2.3	2.1	1.1	2.2	2.2	1.7	2	1.5	1.5	1.5	3	1.5	2.4	1.8	3.6	1.5	2.1	2.1	1.4	1.5	2.1	1.2	1.8	2.3	1.8	1.5	2.4	1.3	0.9	1	1	1.3	1.2	1.7	6.8
	Comnqrs	C												AYZc																					m			
4 (4)	130	78	52	28	40	18	17	15	12	27	30	26	26	47	57	73	111	10	5	32	36	43	29	108	17	115	10	50	22	26	25	64	45	44	87	66	106	19
	3.2	3.9	2.5	4.5	4.7	2.5	2.6	2.3	2.2	2.2	2.6	2.7	3.2	4.4	2.6	3.9	3.2	3.6	2.3	2.9	3.5	3.1	2.6	3.3	2.6	3.1	2.9	3.1	3.3	3	1.8	2.3	2.2	2.4	2.7	3	2.8	13.8
	Cdcmnqr	C			AFGHIJ									Yc		d																			mn	mnq		
5 (5)	380	201	179	66	71	76	57	63	47	110	75	82	103	121	157	223	330	25	9	119	85	125	104	305	57	342	37	142	56	91	103	173	124	117	222	149	347	20
	9.4	10.1	8.8	10.4	8.3	10.9	8.7	9.5	9	9.3	6.4	8.4	12.8	11.2	7.3	11.8	9.4	9.1	4.8	11	8.2	9	9.3	9.4	8.9	9.3	11.3	9	8.4	10.4	7.2	6.1	6.1	6.5	6.9	6.7	9.1	14.6
	Ycmnqrs												AYZc	Yc		AYZc																			mn			
6 (6)	275	130	144	39	59	65	34	47	30	77	82	64	54	75	146	129	252	10	11	77	77	98	95	225	36	243	31	108	47	72	96	172	119	111	206	137	256	14
	6.8	6.5	7.1	6.2	6.9	9.3	5.2	7.1	5.8	6.5	7	6.5	6.7	6.9	6.8	6.8	7.2	3.8	5.8	7	7.4	7.1	8.5	6.9	5.7	6.6	9.4	6.8	7	8.2	6.7	6.1	5.8	6.1	6.4	6.2	6.7	10.1
	mnr					AGIJ																	A															
7 (7)	458	234	224	89	102	80	87	47	53	100	157	113	81	107	270	188	401	35	20	127	108	166	169	376	57	403	55	176	86	94	150	319	215	235	366	282	430	21
	11.4	11.7	11	14.1	11.9	11.5	13.2	7.1	10.2	8.5	13.4	11.6	10.1	9.9	12.6	10	11.4	12.6	10	11.7	10.4	12	15.1	11.6	9	10.9	16.9	11.1	13	10.7	10.4	11.3	10.5	13	11.3	12.7	11.2	15.3
	Hkl			HI	HJ	HI	HJ		HJ		Aabd				Abd								A											Amnr		Amnr		
8 (8)	745	366	379	119	142	135	122	122	104	226	216	202	151	177	418	327	647	55	36	189	209	249	203	597	133	672	71	319	128	133	276	548	378	354	627	429	716	25
	18.5	18.4	18.6	18.9	16.6	19.3	18.6	18.6	19.9	19.2	18.5	20.7	18.7	16.3	19.5	17.4	18.4	20	18.2	17.4	20.2	17.9	18.2	18.3	20.8	18.3	21.8	20.2	19.2	15.1	19.2	19.5	18.5	19.6	19.4	19.4	18.7	18.3
												Abd			A																	A			A			
9 (9)	751	375	376	92	164	142	120	136	96	232	238	195	148	170	433	318	659	44	45	194	203	262	197	614	120	707	40	306	122	155	294	601	427	366	668	453	731	16
	18.6	18.8	18.4	14.6	19.1	20.3	18.3	20.7	18.3	19.6	20.4	20.1	18.4	15.7	20.2	16.8	18.8	16.1	22.8	17.9	19.6	18.9	17.7	18.9	18.9	19.2	12.2	19.4	18.3	17.6	20.4	21.4	21	20.2	20.7	20.5	19	11.4
	Dbd					D		D		D	bd	bd			Abd																	Ac	A		A	A		
10 - Extremely well (10)	1024	463	561	164	234	146	170	177	133	310	302	241	195	287	543	482	887	73	53	280	244	363	261	817	176	954	66	391	174	230	427	862	663	497	925	606	1013	5
	25.4	23.3	27.6	26	27.3	20.9	25.9	26.9	25.4	26.3	25.9	24.7	24.2	26.5	25.3	25.5	25.3	26.4	26.9	25.8	23.5	26.2	23.4	25.1	27.7	25.9	20.4	24.8	26	26.1	29.6	30.6	32.5	27.5	28.6	27.2	26.4	4
	Bf		AB		F		F	F	F	F																						Aqrs	Amqrs	A	A	A		
Top 3 Boxes (NET)	2520	1205	1316	375	541	423	413	436	332	768	756	638	493	634	1394	1127	2194	172	134	664	651	875	662	2029	429	2333	177	1016	423	518	997	2012	1468	1217	2221	1483	2460	46
	62.6	60.5	64.6	59.5	63	60.5	62.7	66.2	63.6	65	64.7	65.5	61.3	58.5	65.1	59.7	62.5	62.5	67.9	61.1	63.3	63	59.2	62.3	67.4	63.4	54.4	64.4	63.5	58.9	69.3	71.5	72	67.4	68.7	67.1	64.1	33.8
	Bbdj		AB					ADF		A	bd	Abd			Abd																	Aqrs	Aqrs	A	A	A		
Bottom 3 Boxes (NET)	265	144	122	34	46	36	50	52	48	100	68	51	48	99	119	146	224	23	18	68	74	81	59	214	41	242	16	87	32	78	67	74	68	83	130	94	237	17
	6.6	7.2	6	5.4	5.3	5.2	7.6	7.9	9.2	8.4	5.8	5.2	5.9	9.1	5.6	7.8	6.4	8.3	9.1	6.3	7.2	5.9	5.3	6.6	6.4	6.6	5	5.5	4.8	8.9	4.7	2.6	3.3	4.6	4	4.3	6.2	12.5
	Zcmnqrs								ADEF	ADEF				AYZacd		AZac																						
Mean	7.62	7.5	7.74	7.59	7.73	7.56	7.62	7.67	7.52	7.6	7.78	7.77	7.55	7.38	7.77	7.45	7.63	7.56	7.72	7.61	7.58	7.69	7.62	7.62	7.76	7.65	7.43	7.71	7.75	7.43	7.98	8.16	8.16	7.92	7.98	7.91	7.7	6.14
	Bbd		AB								Abd	Abd			Aabd																	Aqrs	Aqrs	A	A	A		
Standard Deviation	2.3	2.4	2.3	2.2	2.2	2.2	2.4	2.4	2.3	2.5	2.2	2.2	2.3	2.5	2.2	2.4	2.3	2.4	2.5	2.3	2.4	2.3	2.2	2.3	2.3	2.3	2.1	2.2	2.2	2.5	2.1	1.9	2	2.1	2.1	2.1	2.3	2.3
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0.2

Index Sheet

23 May 2019

F1 How often do you personally use the internet nowadays (e.g. social media, purchasing, communications, finances, watching video online etc) either at home or elsewhere?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/j - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Every day	3387	1649	1738	488	686	578	582	586	467	1053	953	838	675	921	1791	1596	2960	233	154	898	893	1169	891	2709	564	3125	240	1280	545	751	1251	2419	1754	1519	2732	1846	3387	0
	84.1	82.8	85.3	77.4	79.9	82.7	88.4	88.9	89.4	89.2	81.6	86.1	83.9	85.1	83.6	84.6	84.3	85	78.2	82.6	86.2	84.2	79.8	83.2	88.6	85	73.6	81.1	81.8	85.3	86.9	86	86	84.1	84.5	83.5	88.3	0
	DEhi		AB			D	ADEF	ADEF	ADEF	ADEF		AYc		Y	Y	Y																Aqrs	Aqrs					
Several times a week	312	174	138	51	81	55	43	47	35	82	102	72	64	74	175	138	272	18	21	88	79	106	98	258	49	287	25	156	59	61	109	213	152	143	249	181	312	0
	7.8	8.8	6.8	8.1	9.5	7.9	6.5	7.1	6.7	6.9	8.7	7.4	7.9	6.8	8.2	7.3	7.7	6.7	10.7	8.1	7.6	7.6	8.8	7.9	7.8	7.8	7.6	9.9	8.9	6.9	7.6	7.6	7.4	7.9	7.7	8.2	8.1	0
	C	C																																				
At least once a week	137	69	68	39	34	31	17	10	7	17	54	31	22	30	85	53	121	7	9	38	29	54	61	127	7	112	24	64	19	29	33	83	57	65	117	83	137	0
	3.4	3.5	3.3	6.1	4	4.4	2.6	1.5	1.4	1.4	4.6	3.2	2.8	2.8	4	2.8	3.5	2.7	4.4	3.5	2.8	3.9	5.5	3.9	1	3	7.2	4.1	2.9	3.3	2.3	2.9	2.8	3.6	3.6	3.7	3.6	0
	Hijmn			AGHIij	Hij	Hij					Abd				A								A												mn	mn		
At least once a month	81	45	37	18	30	16	9	5	2	8	32	14	13	22	46	36	66	9	5	31	12	24	36	76	2	68	13	36	15	12	18	42	34	37	61	48	0	81
	2	2.2	1.8	2.8	3.5	2.3	1.4	0.8	0.4	0.6	2.7	1.4	1.7	2	2.1	1.9	1.9	3.2	2.8	2.8	1.1	1.7	3.2	2.3	0.3	1.9	4	2.3	2.3	1.4	1.3	1.5	1.7	2	1.9	2.2	0	59.3
	Hijm			Hij	AGHIij	Hij					AZc				2								A									m	m				
A few times a year	37	25	11	13	11	8	2	1	0	4	12	6	2	12	18	19	31	2	1	2	11	13	12	33	3	24	13	17	10	5	12	23	15	17	27	22	0	37
	0.9	1.3	0.6	2	1.2	1.2	0.3	0.5	0.1	0.3	1	0.6	0.9	1.1	0.8	1	0.9	0.8	0.7	0.7	1.1	0.9	1.1	1	0.5	0.6	4	1.1	1.5	0.5	0.8	0.8	0.7	0.9	0.8	1	0	26.8
	CGIJ	C		AGHIij	IJ	IJ																																
Less than once a year	19	10	9	11	5	0	1	2	1	2	4	3	1	3	8	12	15	2	2	7	2	6	5	16	1	14	5	9	6	4	4	8	6	9	13	9	0	19
	0.5	0.5	0.4	1.7	0.6	0	0.2	0.2	0.1	0.2	0.4	0.3	1	0.3	0.4	0.6	0.4	0.6	1	0.6	0.2	0.4	0.5	0.5	0.2	0.4	1.5	0.6	1	0.5	0.3	0.3	0.3	0.5	0.4	0.4	0	13.9
	Jm			AFGHIij									e																			m						
Never	30	12	17	3	6	5	2	4	9	13	7	5	8	9	13	17	26	0	2	12	6	9	5	19	7	24	5	7	7	11	5	15	13	7	17	9	0	0
	0.7	0.6	0.8	0.4	0.7	0.7	0.3	0.6	1.8	1.1	0.6	0.6	1	0.8	0.6	0.9	0.8	0	1.1	1.1	0.6	0.6	0.5	0.6	1	0.6	1.5	0.4	1.1	1.3	0.4	0.5	0.6	0.4	0.5	0.4	0	0
	mpqs								ADGHIj	AH																													
Don't know	25	6	19	9	6	5	2	2	0	2	4	3	6	11	7	17	19	3	2	7	4	8	8	19	3	23	2	10	3	8	6	12	8	9	16	13	0	0
	0.6	0.3	0.9	1.4	0.7	0.8	0.4	0.4	0	0.2	0.4	0.3	0.7	1.1	0.3	0.9	0.5	1.1	1.1	0.7	0.4	0.6	0.8	0.6	0.5	0.6	0.6	0.6	0.5	0.9	0.4	0.4	0.4	0.5	0.5	0.6	0	0
	Bijkmr		AB	IJ			J								c	c																						
Regular (NET)	3837	1893	1944	578	801	664	641	642	510	1152	1108	942	761	1025	2050	1787	3353	259	184	1024	1001	1329	1051	3093	620	3524	288	1500	624	840	1393	2714	1963	1728	3099	2110	3837	0
	95.2	95.1	95.4	91.6	93.3	95	97.5	97.5	97.5	97.5	94.9	96.8	94.6	94.7	95.7	94.7	95.5	94.4	93.3	94.1	96.7	95.7	94.1	95	97.4	95.8	88.5	95	93.6	95.5	96.8	96.4	96.3	95.6	95.9	95.5	100	0
	DE					D	ADEF	ADEF	ADEF	ADEF		AYabcd			Y																	Aqrs	A		A			
Infrequent (NET)	137	80	57	41	46	24	12	10	3	13	48	23	29	37	71	66	112	12	9	45	25	43	53	126	7	106	31	62	32	21	35	73	55	63	101	79	0	137
	3.4	4	2.8	6.6	5.3	3.5	1.8	1.5	0.6	1.1	4.1	2.3	3.6	3.4	3.3	3.5	3.2	4.5	4.5	4.1	2.4	3.1	4.7	3.9	1.1	2.9	9.5	3.9	4.8	2.4	2.4	2.6	2.7	3.5	3.1	3.6	0	100
	CGHIJmn	C		AFGHIij	AGHIJ	Hij	I			I	2c				2								A															

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F2 Which of these fixed broadband services does your household have?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age							SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i									m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	1412	678	734	223	297	237	242	226	187	413	405	357	254	397	761	651	1245	81	69	360	374	511	358	1120	246	1281	121	586	140	393	474	968	705	539	1106	691	1380	22
	35.1	34.1	36	35.3	34.6	33.9	36.8	34.3	35.9	35	34.6	36.6	31.6	36.6	35.5	34.5	35.5	29.4	35.2	33.1	36.1	36.8	32	34.4	38.6	34.8	37.2	37.1	21	44.7	33	34.4	34.6	29.8	34.2	31.3	36	16
	lqrs											a				a															qs	qs		qs	q		
Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/second or higher	2023	1045	978	263	426	370	333	351	278	630	623	499	418	482	1122	901	1756	148	102	575	510	671	611	1642	326	1873	140	821	326	367	794	1478	1075	999	1691	1196	1935	72
	50.2	52.5	48	41.7	49.6	53	50.7	53.4	53.3	53.3	53.4	51.2	52	44.6	52.4	47.7	50	53.8	51.9	52.9	49.2	48.3	54.7	50.4	51.2	50.9	43	52	48.9	41.7	55.2	52.5	52.7	55.3	52.3	54.1	50.4	52.2
	CDbd	AC			D	D	D	D	AD	AD	Abd	b	bd		Abd	b							A									A	A	Amnrs	A	Ar		
Ultrafast broadband – the download speed is 100MB/second or higher	292	164	129	59	84	40	42	42	25	67	87	60	61	84	147	146	249	24	12	72	69	108	88	256	22	251	36	80	151	23	100	206	144	166	239	189	266	24
	7.3	8.2	6.3	9.4	9.7	5.8	6.3	6.4	4.8	5.7	7.4	6.2	7.6	7.8	6.9	7.7	7.1	8.6	5.9	6.6	6.7	7.7	7.9	7.9	3.5	6.8	11.1	5.1	22.7	2.6	6.9	7.3	7	9.2	7.4	8.5	6.9	17.4
	CU	C		FH	AFGHIJ																													Amnr		Amnr		
Don't know	301	105	196	86	53	52	41	39	31	71	54	58	71	119	111	190	261	23	14	80	83	98	59	238	42	272	28	91	50	97	71	162	115	103	196	134	255	20
	7.5	5.3	9.6	13.6	6.1	7.4	6.2	6	6	6	4.6	6	8.8	11	5.2	10	7.4	8.2	7	7.3	8	7.1	5.3	7.3	6.7	7.4	8.7	5.8	7.4	11	5	5.8	5.7	5.7	6.1	6.1	6.7	14.4
	BJYZcimnqrs		AB	AEFGHIJ									Y2c	AYZc		AYZc																						

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F3 On a day when you do watch television, for how many hours do you view, on average?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - A/D/E/F/G/H/I/J - A/Y/Z/a/b/c/d - A/i - A/m/n/q/r/s

Overlap formulae used. * small base

Indicators of small base sizes are based on the effective base

	All respondents	Gender		Age						SEG						Region						Households with children aged under 16	Urban v. Rural		Ethnicity		TV Type in Household				TV service users					Internet Users	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	55+	AB	C1	C2	DE	ABC1	C2DE	England	Scotland	Wales	North of England	Midlands	South of England		Urban	Rural	White	BAME	Sky	Virgin	Freeview only	Any Freeview	BBC iPlayer users	ITV Hub/ITV Hub+ users	Netflix users	BVOD users	SVOD users	Regular	Infrequent
	A	B	C	D	E	F	G	H	I	J	Y	Z	a	b	c	d							i								m	n	q	r	s		
Base: All respondents - Unweighted	4021	1807	2214	513	718	588	651	691	860	1551	1367	1159	655	840	2526	1495	3511	271	196	1068	1039	1404	989	3235	671	3708	293	1559	658	894	1495	2868	2082	1651	3248	2044	3852	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Base: All respondents - Weighted	4028	1991	2037	631	859	699	658	659	522	1181	1168	973	804	1082	2141	1887	3511	275	197	1087	1035	1388	1117	3257	636	3677	326	1578	666	880	1439	2814	2039	1807	3232	2210	3837	137*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100.0*
Base: All respondents - Effective base	3395	1419	2089	363	646	568	626	663	812	1409	1187	1037	580	732	2222	1311	2966	225	167	882	884	1202	883	2739	575	3144	241	1312	542	778	1259	2439	1771	1379	2754	1717	3260	92
Less than 1 hour	132	73	60	37	29	29	24	10	4	15	40	31	22	40	71	61	114	8	6	24	39	51	40	98	16	117	10	33	25	42	17	57	33	47	71	56	126	1
	3.3	3.7	2.9	5.8	3.4	4.1	3.6	1.6	0.8	1.2	3.4	3.2	2.7	3.7	3.3	3.3	3.2	2.8	3	2.2	3.7	3.7	3.6	3	2.5	3.2	3.1	2.1	3.8	4.8	1.2	2	1.6	2.6	2.2	2.5	3.3	0.7
	Hiimnrs			AHIij	Hij	Hij	Hij																								n		n	n	n		
1 hour	280	147	133	71	77	42	43	28	17	46	82	63	48	87	145	135	233	27	18	76	73	85	84	214	47	239	38	76	35	92	55	161	83	130	198	154	268	8
	6.9	7.4	6.5	11.3	9	6.1	6.5	4.3	3.3	3.9	7	6.4	6	8	6.8	7.2	6.6	9.7	9	6.9	7.1	6.1	7.5	6.6	7.4	6.5	11.6	4.8	5.2	10.4	3.8	5.7	4.1	7.2	6.1	7	7	5.7
	Hiimnr			AFGHIij	AHIij	Iij	Iij																								n		mnr	mn	mn		
2 hours	855	441	415	153	214	147	151	118	72	189	291	215	160	190	505	350	751	55	44	220	217	315	230	700	135	763	90	298	118	206	249	603	418	406	681	482	814	35
	21.2	22.1	20.4	24.3	24.9	21.1	23	17.9	13.7	16	24.9	22.1	19.9	17.5	23.6	18.5	21.4	19.9	22.3	20.2	20.9	22.7	20.6	21.5	21.2	20.7	27.6	18.9	17.7	23.4	17.3	21.4	20.5	22.4	21.1	21.8	21.2	25.5
	HiJbd			Hij	AHIij	Ij	Hij	I		I	Aabd	bd			Abd																							
3 hours	995	490	505	135	205	195	168	165	126	291	296	255	204	241	550	445	870	67	46	228	269	373	293	794	170	912	75	375	140	231	360	719	528	453	818	556	960	27
	24.7	24.6	24.8	21.5	23.9	27.9	25.5	25.1	24.2	24.7	25.3	26.2	25.3	22.3	25.7	23.6	24.8	24.4	23.2	21	26	26.9	26.2	24.4	26.7	24.8	23	23.8	21	26.2	25	25.6	25.9	25	25.3	25.1	25	20
						D																															
4 hours	687	330	357	86	148	117	98	121	117	238	195	171	138	183	366	321	602	46	33	207	175	220	210	549	120	638	48	308	131	131	279	507	376	308	585	375	641	36
	17.1	16.6	17.5	13.6	17.2	16.7	15	18.3	22.4	20.1	16.7	17.6	17.1	16.9	17.1	17	17.2	16.8	16.7	19.1	16.9	15.9	18.8	16.9	18.8	17.4	14.7	19.5	19.6	14.9	19.4	18	18.4	17	18.1	17	16.7	25.9
								D	ADEFGJ	ADGJ																						A	A		A			
5 hours	475	219	255	71	81	68	74	94	85	179	115	124	108	128	239	236	403	33	33	144	111	148	105	408	58	448	27	227	95	76	197	341	259	217	392	254	448	21
	11.8	11	12.5	11.3	9.5	9.8	11.3	14.3	16.2	15.1	9.8	12.7	13.4	11.8	11.2	12.5	11.5	11.9	16.9	13.3	10.7	10.7	9.4	12.5	9.2	12.2	8.3	14.4	14.3	8.7	13.7	12.1	12.7	12	12.1	11.5	11.7	15.4
	EHj							AEFJ	ADEFGJ	AEFGJ		Yc	Yc	Y		Y																						
6 hours	233	104	129	22	39	42	39	36	54	90	69	49	43	71	118	114	210	14	6	73	65	72	60	197	29	222	8	97	43	39	110	163	133	98	185	131	227	3
	5.8	5.2	6.3	3.5	4.5	6	5.9	5.5	10.3	7.7	5.9	5.1	5.4	6.6	5.5	6.1	6	5	2.8	6.7	6.3	5.2	5.3	6	4.6	6.1	2.9	6.1	6.5	4.4	7.7	5.8	6.5	5.4	5.7	5.9	5.9	2.2
	D								ADEFGHJ	ADEH																							Amr						
7 hours	108	58	50	14	18	17	20	25	14	39	21	19	30	38	41	67	102	3	1	32	38	32	36	90	12	96	11	38	22	17	47	81	67	50	95	66	103	3
	2.7	2.9	2.5	2.3	2.1	2.4	3	3.8	2.6	3.3	1.8	2	3.7	3.5	1.9	3.6	2.9	1.1	0.4	2.9	3.7	2.3	3.2	2.8	1.9	2.6	3.4	2.4	3.3	2	3.2	2.9	3.3	2.8	2.9	3	2.7	2.2
	Yc												Yzc	Yc		AYZc																A						
8 hours	73	34	39	11	11	13	7	18	13	31	23	13	18	18	37	36	62	8	3	20	15	27	15	57	16	68	5	41	23	11	35	53	38	23	59	35	72	0
	1.8	1.7	1.9	1.8	1.3	1.8	1.1	2.7	2.5	2.6	2	1.3	2.3	1.7	1.7	1.9	1.8	2.8	1.6	1.8	1.4	2	1.4	1.7	2.5	1.8	1.6	2.6	3.4	1.3	2.4	1.9	1.9	1.2	1.8	1.6	1.8	0
	q							q		AEGJ																						q	q		q	q		
9 hours or more	153	78	76	19	29	21	28	38	19	56	26	26	29	72	52	101	130	14	7	51	29	49	33	122	26	144	7	75	31	21	79	108	89	64	124	82	149	3
	3.8	3.9	3.7	2.9	3.4	3	4.3	5.7	3.6	4.8	2.2	2.7	3.6	6.7	2.4	5.4	3.7	5.1	3.4	4.7	2.8	3.6	2.9	3.7	4.1	3.9	2	4.8	4.6	2.3	5.5	3.9	4.4	3.5	3.8	3.7	3.9	2.4
	YZc							ADEF		AI				AYZacd		AYZac																						
Don't know	37	17	20	11	7	8	5	5	2	6	10	7	5	15	17	20	33	2	1	12	6	15	12	28	8	31	5	11	4	14	10	20	15	12	23	19	27	0
	0.9	0.9	1	1.7	0.8	1.1	0.7	0.7	0.4	0.5	0.9	0.7	0.6	1.4	0.8	1.1	0.9	0.6	0.6	1.1	0.5	1.1	1.1	0.8	1.2	0.8	1.6	0.7	0.6	1.6	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0
	Jmr			Iij																																		
Heavy (NET)	334	170	165	44	58	50	56	81	45	126	71	59	77	128	130	205	294	25	11	103	82	109	84	268	54	307	23	154	75	49	161	242	194	136	278	183	325	6
	8.3	8.5	8.1	7	6.8	7.2	8.4	12.3	8.7	10.7	6	6.1	9.5	11.9	6.1	10.9	8.4	9	5.4	9.5	7.9	7.8	7.5	8.2	8.5	8.4	7.1	9.7	11.3	5.6	11.2	8.6	9.5	7.6	8.6	8.3	8.5	4.5
	YZc							ADEFGJ		ADEFJ			Yzc	AYZc		AYZc																	Amqr				q		
Light (NET)	1267	660	607	261	320	218	218	156	94	250	413	308	230	316	721	546	1098	89	68	319	328	451	354	1013	198	1119	138	407	178	340	321	821	534	583	950	691	1209	44
	31.5	33.2	29.8	41.4	37.3	31.2	33.1	23.7	17.9	21.2	35.4	31.7	28.6	29.2	33.7	28.9	31.3	32.4	34.3	29.4	31.7	32.5	31.7	31.1	31	30.4	42.3	25.8	26.7	38.6	22.3	29.2	26.2	32.2	29.4	31.3	31.5	31.9
	CHJdmnr	C		AFGHIij	AFHIij	Hij	Hij	Ij		I	Aabd				Aabd																n		mnr	n	mnr		

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