

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (We will ask about watching streaming services like Netflix or Amazon Prime Video shortly.) .....	1
Base : All respondents	
A2. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? .....	9
Base : All respondents	
A2A. When did you first have broadband at home? (This may have been at a previous address.) .....	12
Base : Those with broadband access at home (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A3. Which, if any, of these ways of watching catch-up and on-demand services are used in your household? (By 'catch-up and on-demand' we mean services like BBC iPlayer, ITV Hub, Netflix and Amazon Prime Video which allow you to watch programmes and films at a time that suits you.) .....	15
Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device.) .....	18
Base : All respondents	
A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device.) .....	21
Base : All respondents	
A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS .....	27
Base : All respondents	
A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	30
Base : Those who have personally watched BBC One in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	33
Base : Those who have personally watched BBC Two in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	36
Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	39
Base : Those who have personally watched Channel 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	42
Base : Those who have personally watched Channel 5 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	45
Base : Those who have personally watched BBC Three in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	48
Base : Those who have personally watched BBC Four in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	51
Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	54
Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	57
Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	60
Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	63
Base : Those who have personally watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	66
Base : Those who have personally watched S4C (Welsh) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	69
Base : Those who have personally watched BBC News channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	72
Base : Those who have personally watched BBC Parliament in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	75
Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	78
Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	81
Base : Those who have personally watched CBBC in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.) .....	84
Base : Those who have personally watched CBeebies in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device) .....	87
Base : All respondents	
A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching on any device) .....	93
Base : All respondents	
CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B .....	96
Base : All respondents	
A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer? .....	102
Base : Those who have personally watched BBC iPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7B. How often in the past 3 months have you watched programmes or films using ITV Hub or ITV Hub+? .....	105
Base : Those who have personally watched ITV Hub or ITV Hub+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7C. How often in the past 3 months have you watched programmes or films using STV Player (Scotland)? .....	108
Base : Those who have personally watched STV Player (Scotland) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)? .....	111
Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7E. How often in the past 3 months have you watched programmes or films using All4 (previously 4OD)? .....	114
Base : Those who have personally watched All4 (previously 4OD) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)? .....	117
Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go? .....	120
Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7H. How often in the past 3 months have you watched programmes or films using UKTV Play? .....	123
Base : Those who have personally watched UKTV Play in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7I. How often in the past 3 months have you watched programmes or films using Dplay/ Discovery+? .....	126
Base : Those who have personally watched Dplay/ Discovery+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere? .....	129
Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube? .....	132
Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7L. How often in the past 3 months have you watched programmes or films using Netflix? .....	135
Base : Those who have personally watched Netflix in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video? .....	138
Base : Those who have personally watched Amazon Prime Video in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7N. How often in the past 3 months have you watched programmes or films using NOW TV? .....	141
Base : Those who have personally watched NOW TV in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7O. How often in the past 3 months have you watched programmes or films using Disney+? .....	144
Base : Those who have personally watched Disney+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7P. How often in the past 3 months have you watched programmes or films using Apple TV Plus? .....	147
Base : Those who have personally watched Apple TV Plus in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7Q. How often in the past 3 months have you watched programmes or films using BritBox? .....	150
Base : Those who have personally watched BritBox in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7R. How often in the past 3 months have you watched programmes or films using Hayu? .....	153
Base : Those who have personally watched Hayu in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A7S. How often in the past 3 months have you watched programmes or films using YouTube channels? .....	156
Base : Those who have personally watched YouTube channels in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.) .....	159
Base : All respondents	
A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.) .....	165
Base : All respondents	
RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B .....	171
Base : All respondents	
A9A. How often in the past 3 months have you listened to BBC Radio 1? .....	180
Base : Those who have personally listened to BBC Radio 1 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A9B. How often in the past 3 months have you listened to BBC Radio 2? .....	183
Base : Those who have personally listened to BBC Radio 2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9C. How often in the past 3 months have you listened to BBC Radio 3? .....	186
Base : Those who have personally listened to BBC Radio 3 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9D. How often in the past 3 months have you listened to BBC Radio 4? .....	189
Base : Those who have personally listened to BBC Radio 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9E. How often in the past 3 months have you listened to BBC Radio 5 live? .....	192
Base : Those who have personally listened to BBC Radio 5 live in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9F. How often in the past 3 months have you listened to BBC 6 Music? .....	195
Base : Those who have personally listened to BBC 6 Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9G. How often in the past 3 months have you listened to BBC Asian Network? .....	198
Base : Those who have personally listened to BBC Asian Network in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra? .....	201
Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra? .....	204
Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra? .....	207
Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9K. How often in the past 3 months have you listened to BBC World Service? .....	210
Base : Those who have personally listened to BBC World Service in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)? .....	213
Base : Those who have personally listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9M. How often in the past 3 months have you listened to talkSPORT or talkSPORT2? .....	216
Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9N. How often in the past 3 months have you listened to talkRADIO? .....	219
Base : Those who have personally listened to talkRADIO in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9O. How often in the past 3 months have you listened to Classic FM? .....	222
Base : Those who have personally listened to Classic FM in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9P. How often in the past 3 months have you listened to Any Absolute Radio station? .....	225
Base : Those who have personally listened to Any Absolute Radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9Q. How often in the past 3 months have you listened to Any Capital radio station? .....	228
Base : Those who have personally listened to Any Capital radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9R. How often in the past 3 months have you listened to Any Heart radio station? .....	231
Base : Those who have personally listened to Any Heart radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9S. How often in the past 3 months have you listened to Any Smooth radio station? .....	234
Base : Those who have personally listened to Any Smooth radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9T. How often in the past 3 months have you listened to Any Kiss radio station? .....	237
Base : Those who have personally listened to Any Kiss radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A9U. How often in the past 3 months have you listened to Any Magic radio station? .....	240
Base : Those who have personally listened to Any Magic radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9V. How often in the past 3 months have you listened to Virgin Radio? .....	243
Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9W. How often in the past 3 months have you listened to Any LBC radio station? .....	246
Base : Those who have personally listened to Any LBC radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A9X. How often in the past 3 months have you listened to Times Radio? .....	249
Base : Those who have personally listened to Times Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.) .....	252
Base : All respondents	
A11A. How often in the past 3 months have you used the BBC News site/ app? .....	255
Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11B. How often in the past 3 months have you used the BBC Sport site/ app? .....	258
Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11C. How often in the past 3 months have you used the BBC Bitesize site/ app? .....	261
Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11D. How often in the past 3 months have you used the BBC Weather site/ app? .....	264
Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app? .....	267
Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app? .....	270
Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app? .....	273
Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A11H. How often in the past 3 months have you used the BBC Newsround site? .....	276
Base : Those who have personally used the BBC Newsround site in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device. ....	279
Base : All respondents	
A13A. How often in the past 3 months have you listened to BBC Sounds? .....	285
Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts? .....	288
Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts? .....	291
Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13D. How often in the past 3 months have you listened to GlobalPlayer? .....	294
Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13E. How often in the past 3 months have you listened to RadioPlayer? .....	297
Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13F. How often in the past 3 months have you listened to Spotify? .....	300
Base : Those who have personally listened to Spotify in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

A13G. How often in the past 3 months have you listened to Deezer? .....	303
Base : Those who have personally listened to Deezer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13H. How often in the past 3 months have you listened to Amazon Music? .....	306
Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13I. How often in the past 3 months have you listened to Tidal? .....	309
Base : Those who have personally listened to Tidal in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13J. How often in the past 3 months have you listened to YouTube Music? .....	312
Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A13K. How often in the past 3 months have you listened to SoundCloud? .....	315
Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS .....	318
Base : All respondents	
TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS .....	321
Base : All respondents	
TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS .....	324
Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.) .....	327
Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months) .....	333
Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months	
B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months) .....	339
Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)	
B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months) .....	345
Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)	
B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months) .....	351
Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)	
B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months) .....	357
Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)	
B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels (including from NOW TV)? (Please think about what you have watched in the past 3 months) .....	363
Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)	
B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months) .....	369
Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)	
B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months) .....	375
Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)	
B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months) .....	381
Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)	
B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months) .....	387
Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)	
B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months) .....	393
Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)	

## OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.

<p>B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months) .....                      Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>399</p>
<p>B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any BBC Radio stations in the past 3 months</p>	<p>405</p>
<p>B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>411</p>
<p>B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>417</p>
<p>B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>422</p>
<p>B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>428</p>
<p>B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>434</p>
<p>B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>439</p>
<p>B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>445</p>
<p>B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>451</p>
<p>B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>456</p>
<p>B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>462</p>
<p>B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>467</p>
<p>B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months) .....                      Base : Those who have listened to Times Radio in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>473</p>
<p>B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds? .....                      Base : Those who have used BBC Sounds in the past 3 months</p>	<p>476</p>
<p>B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts? .....                      Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>482</p>
<p>B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts? .....                      Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>488</p>
<p>B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer? .....                      Base : Those who have used GlobalPlayer in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>494</p>
<p>B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer? .....                      Base : Those who have used RadioPlayer in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>498</p>
<p>B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify? .....                      Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)</p>	<p>502</p>

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer? .....	508
Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)	
B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music? .....	513
Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)	
B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal? .....	519
Base : Those who have used Tidal in the past 3 months (and if selected at random for those interviewed by phone)	
B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music? .....	522
Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)	
B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud? .....	528
Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)	
B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	534
Base : Those who have used BBC iPlayer in the past 3 months	
B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITV Hub or ITV Hub+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	540
Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)	
B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	546
Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)	
B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	552
Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)	
B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4 (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	558
Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)	
B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	564
Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)	
B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	570
Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)	
B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	576
Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)	
B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Dplay/ Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	581
Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)	
B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months) .....	587
Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (and if selected at random for those interviewed by phone)	
B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months? .....	590
Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months	
C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC? .....	596
Base : All respondents	



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

C1A .....	601
Base : All respondents	
C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"? .....	604
Base : All respondents	
C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"? .....	610
Base : All respondents	
C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"? .....	616
Base : All respondents	
C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? .....	622
Base : All respondents	
C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? .....	628
Base : All respondents	
C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"? .....	634
Base : All respondents	
C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"? .....	640
Base : All respondents	
C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? .....	646
Base : All respondents	
C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? .....	652
Base : All respondents	
C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"? .....	658
Base : All respondents	
C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"? .....	664
Base : All respondents	
C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? .....	670
Base : All respondents	
C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"? .....	676
Base : All respondents	
C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"? .....	682
Base : All respondents	
C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"? .....	688
Base : All respondents	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?	694
Base : All respondents	
C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?	700
Base : All respondents	
C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?	706
Base : All respondents	
C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?	712
Base : All respondents	
C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?	718
Base : All respondents	
C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?	724
Base : All respondents	
C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?	730
Base : All respondents	
C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?	736
Base : All respondents	
C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?	742
Base : All respondents	
C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/NORTHERN IRELAND) of the UK I live in"?	748
Base : All respondents	
C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?	754
Base : All respondents	
C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?	760
Base : All respondents	
C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?	766
Base : All respondents	
D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?	772
Base : All respondents	
D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?	775
Base : All respondents	
D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?	778
Base : All respondents	
D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?	781
Base : All respondents	
D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?	784
Base : All respondents	
D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?	787
Base : All respondents	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content? .....	790
Base : All respondents	
D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences? .....	793
Base : All respondents	
D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content? .....	796
Base : All respondents	
D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences? .....	799
Base : All respondents	
D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different? .....	802
Base : All respondents	
D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers? .....	805
Base : All respondents	
D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content? .....	808
Base : All respondents	
D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences? .....	811
Base : All respondents	
D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content? .....	814
Base : All respondents	
D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences? .....	817
Base : All respondents	
D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different? .....	820
Base : All respondents	
D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers? .....	823
Base : All respondents	
F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole? .....	826
Base : All respondents	
F2. To what extent do you agree or disagree with the statement "I would miss the BBC if it wasn't there"? .....	832
Base : All respondents	
F4. Have you watched BBC TV services in the past? .....	835
Base : Those who have not used any BBC TV services including BBC iPlayer and BBC programmes and content on YouTube in the past 3 months	
F5. Have you listened to BBC Radio services in the past? .....	838
Base : Those who have not listened to BBC Radio or BBC Sounds in the past 3 months	
F6. Have you used BBC websites or apps in the past? .....	841
Base : Those who have not used any BBC websites or apps in the past 3 months	
G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.) .....	844
Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways? .....	850
Base : Those who watch, listen to or read news (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
S1. Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV. How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally. ....	853
Base : All respondents	

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where: 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific? .....	856
Base : Those who go online (excluding those completing a paper questionnaire)	
S2. Which of the following describes how you think of yourself? .....	862
Base : All respondents	
S3. How old are you? .....	865
Base : All respondents	
S4. HOUSEHOLD SOCIO-ECONOMIC GROUP .....	868
Base : All respondents	
S6. Which of these best describes your current situation? Please note - if currently 'on furlough' please respond based on the usual employment status .....	871
Base : All respondents	
S8. Which region do you live in? .....	874
Base : All respondents	
URBANITY .....	886
Base : All respondents where urbanity can be reported	
S9. How would you describe your national identity? .....	889
Base : All respondents	
S10. Which one of these groups best describes your ethnic group or background? .....	892
Base : All respondents	
S11. What is your religion, if any? .....	901
Base : All respondents	
G3. What is the total number of people in the household (including yourself and any children)? .....	907
Base : All respondents	
G4. Do any children aged under 16 live in your household? .....	910
Base : All respondents	
G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian? .....	913
Base : Those in a household with any children aged under 16	
G5A. Which of these people aged 16 or over do you usually share your home with? .....	916
Base : All respondents	
G6. Which one of these - if any - is the highest educational or professional qualification that you currently have? .....	919
Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
G7. How long have you lived in the UK for? .....	928
Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)	
G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.) .....	931
Base : All respondents	
G9. Which of these – if any – impact or limit your daily activities or the work you can do? .....	934
Base : All respondents	
G10. Which of the following do you consider yourself to be, or would you prefer not to say? .....	940
Base : All respondents	
G11. Is your gender identity the same as the sex you were assigned at birth, or would you prefer not to say? .....	943
Base : All respondents	

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Freeview or Freeview Play (free TV via an aerial)	1787 42%	888 43%	883 41%	113 22%	242 31% a	256 37% ab	300 43% abc	873 55% abcd	584 45% b	473 38%	276 41%	433 43%
Sky (satellite TV with a monthly subscription)	1453 34%	732 35%	716 33%	183 35%	255 33%	255 37% e	260 37% e	499 31%	470 36% d	413 33%	240 35%	318 31%
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	1030 24%	472 23%	550 25%	142 27% e	233 30% e	173 25% e	191 27% e	290 18%	365 28% cd	349 28% cd	135 20%	171 17%
Virgin Media (cable TV subscription)	715 17%	380 18% b	331 15%	103 20% e	166 21% de	124 18% e	111 16%	211 13%	228 18%	198 16%	132 19% d	148 15%
Amazon Fire TV (plug in stick, plug in box or cube)	604 14%	286 14%	314 14%	83 16% e	141 18% e	119 17% e	109 16% e	152 10%	201 16% d	188 15% d	95 14%	111 11%
BT TV	395 9%	232 11% b	158 7%	57 11% d	73 9%	64 9%	47 7%	154 10%	158 12% bcd	110 9% d	59 9%	60 6%
NOW TV	388 9%	195 9%	190 9%	59 11% de	101 13% de	80 12% de	52 8%	96 6%	150 12% cd	113 9%	43 6%	78 8%
Freesat (satellite TV with no subscription)	337 8%	188 9% b	146 7%	38 7%	36 5%	52 8% b	53 8% b	157 10% b	113 9% b	76 6%	66 10% b	80 8%
Google Chromecast	215 5%	116 6%	97 4%	29 6% e	52 7% e	58 8% de	37 5% e	39 2%	86 7% d	66 5% d	32 5%	30 3%

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 1**

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
TalkTalk TV	168 4%	80 4%	86 4%	34 7% cde	48 6% de	26 4%	17 2%	44 3%	67 5% b	30 2%	33 5% b	37 4%
YouView	128 3%	69 3%	58 3%	21 4% d	25 3%	18 3%	11 2%	53 3%	56 4% bd	28 2%	24 4%	20 2%
Roku	99 2%	48 2%	51 2%	17 3%	17 2%	17 3%	14 2%	35 2%	38 3% c	31 3%	8 1%	21 2%
EE TV	63 1%	36 2%	26 1%	21 4% de	24 3% de	17 2% de	* *% de	1 *% de	23 2% b	7 1%	25 4% abd	8 1%
Other	77 2%	40 2%	37 2%	7 1%	15 2%	16 2%	14 2%	25 2%	28 2% c	19 2%	5 1%	24 2% c
No-one watches broadcast TV channels in the household	190 4%	99 5%	86 4%	32 6% de	64 8% de	38 6% e	23 3% e	28 2%	45 3%	61 5%	22 3%	52 5%
Don't know	71 2%	33 2%	35 2%	40 8% bcde	9 1%	4 1%	11 2% e	7 *% e	9 1%	23 2% a	8 1%	18 2% a
<b>SUMMARY</b>												
FREE BROADCAST TV SERVICE	2015 47%	1001 48%	995 46%	141 27%	276 35% a	284 42% ab	337 48% abc	971 61% abcd	655 51% b	534 43%	319 47%	485 48%
PAID BROADCAST TV SERVICE	2673 62%	1344 64% b	1313 61%	357 69% de	505 65% e	461 67% e	435 63% e	913 57% e	859 67% bd	765 62% d	451 67% d	573 56%
STREAMING TV PLAYER	826 19%	408 20%	413 19%	116 22% e	189 24% e	164 24% e	144 21% e	214 13%	281 22% d	261 21% d	123 18%	151 15%

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BROADCASTER APPS	1030	472	550	142	233	173	191	290	365	349	135	171
	24%	23%	25%	27%	30%	25%	27%	18%	28%	28%	20%	17%
				e	e	e	e		cd	cd		

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Freeview or Freeview Play (free TV via an aerial)	1787	1515	131	87	55	1369	247	383	1362	1013	725
	42%	42%	38%	40%	42%	42%	52%	31%	46%	38%	48%
							a		a		a
Sky (satellite TV with a monthly subscription)	1453	1186	140	83	45	1079	187	522	890	994	432
	34%	33%	41%	38%	35%	33%	39%	42%	30%	37%	29%
			a	a			a	b		b	
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	1030	865	79	54	31	804	116	332	679	722	288
	24%	24%	23%	25%	24%	25%	24%	27%	23%	27%	19%
								b		b	
Virgin Media (cable TV subscription)	715	628	49	22	16	588	6	279	423	494	206
	17%	17%	14%	10%	12%	18%	1%	22%	14%	19%	14%
		cd				b		b		b	
Amazon Fire TV (plug in stick, plug in box or cube)	604	470	62	41	31	468	64	237	356	433	155
	14%	13%	18%	19%	24%	14%	13%	19%	12%	16%	10%
			a	a	ab			b		b	
BT TV	395	350	20	14	11	273	63	126	255	275	115
	9%	10%	6%	6%	9%	8%	13%	10%	9%	10%	8%
		bc					a			b	
NOW TV	388	330	28	19	10	296	37	148	227	284	91
	9%	9%	8%	9%	8%	9%	8%	12%	8%	11%	6%
								b		b	
Freesat (satellite TV with no subscription)	337	278	21	26	12	243	52	86	247	183	146
	8%	8%	6%	12%	9%	8%	11%	7%	8%	7%	10%
				ab			a				a
Google Chromecast	215	181	18	6	10	162	22	97	115	161	49
	5%	5%	5%	3%	8%	5%	5%	8%	4%	6%	3%
					ac			b		b	

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
TalkTalk TV	168 4%	148 4%	12 4%	5 2%	3 3%	130 4% b	3 1%	67 5% b	100 3%	119 4%	47 3%
YouView	128 3%	111 3%	9 2%	4 2%	5 3%	89 3%	19 4%	39 3%	83 3%	86 3%	40 3%
Roku	99 2%	81 2%	11 3%	5 2%	2 2%	78 2%	12 3%	39 3%	59 2%	66 2%	29 2%
EE TV	63 1%	58 2% b	1 *% b	3 2%	1 *% b	45 1% b	- -%	40 3% b	22 1%	54 2% b	9 1%
Other	77 2%	66 2%	4 1%	4 2%	3 2%	69 2%	3 1%	21 2%	54 2%	48 2%	26 2%
No-one watches broadcast TV channels in the household	190 4%	153 4%	20 6%	11 5%	6 5%	143 4%	14 3%	48 4%	138 5%	115 4%	63 4%
Don't know	71 2%	67 2% b	1 *% b	2 1%	2 1%	36 1%	2 1%	23 2%	36 1%	30 1%	29 2%
<b>SUMMARY</b>											
FREE BROADCAST TV SERVICE	2015 47%	1702 47%	148 43%	104 48%	61 48%	1528 47%	284 59% a	449 36%	1518 52% a	1137 43%	824 55% a
PAID BROADCAST TV SERVICE	2673 62%	2248 62%	224 65% d	126 59%	75 58%	2039 63% b	266 56%	922 74% b	1689 58%	1819 68% b	800 53%
STREAMING TV PLAYER	826 19%	656 18%	83 24% a	49 23% a	39 30% ac	638 20%	93 19%	317 26% b	493 17%	587 22% b	215 14%
BROADCASTER APPS	1030 24%	865 24%	79 23%	54 25%	31 24%	804 25%	116 24%	332 27% b	679 23%	722 27% b	288 19%

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 1**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Freeview or Freeview Play (free TV via an aerial)	1787	1454	1137	334	1699	1160	1023	289	1718	70	279	422	1086
	42%	39%	37%	55%	45%	45%	41%	47%	44%	19%	37%	40%	44%
		b		ab	cf	cf	f	cf	f				a
Sky (satellite TV with a monthly subscription)	1453	1295	1139	158	1335	900	880	196	1361	93	229	350	875
	34%	35%	37%	26%	36%	35%	35%	32%	35%	26%	30%	33%	35%
		c	c		f	f	f		f				a
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	1030	1016	896	13	978	717	782	254	1003	27	117	210	703
	24%	28%	29%	2%	26%	28%	31%	41%	26%	7%	16%	20%	28%
		c	c		f	f	abef	abcef	f			a	ab
Virgin Media (cable TV subscription)	715	676	594	39	684	474	501	124	699	16	94	180	441
	17%	18%	19%	6%	18%	18%	20%	20%	18%	5%	13%	17%	18%
		c	c		f	f	ef	f	f			a	a
Amazon Fire TV (plug in stick, plug in box or cube)	604	596	579	9	568	398	421	116	578	27	95	144	364
	14%	16%	19%	1%	15%	15%	17%	19%	15%	7%	13%	14%	15%
		c	ac		f	f	ef	aef	f				
BT TV	395	369	327	26	380	304	301	94	385	10	45	76	274
	9%	10%	10%	4%	10%	12%	12%	15%	10%	3%	6%	7%	11%
		c	c		f	ef	aef	abef	f				ab
NOW TV	388	385	376	2	352	262	282	94	363	24	58	94	236
	9%	10%	12%	*%	9%	10%	11%	15%	9%	7%	8%	9%	9%
		c	c				aef	abcef					
Freesat (satellite TV with no subscription)	337	288	249	49	325	237	231	73	332	5	53	90	194
	8%	8%	8%	8%	9%	9%	9%	12%	8%	1%	7%	9%	8%
					f	f	f	aef	f				
Google Chromecast	215	213	201	2	204	154	159	48	208	7	24	55	136
	5%	6%	6%	*%	5%	6%	6%	8%	5%	2%	3%	5%	5%
		c	c		f	f	f	aef	f				a

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 1**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
TalkTalk TV	168 4%	154 4%	138 4%	14 2%	154 4%	129 5%	126 5%	35 6%	161 4%	7 2%	35 5%	38 4%	95 4%
YouView	128 3%	120 3%	109 3%	8 1%	124 3%	96 4%	96 4%	33 5%	124 3%	5 1%	25 3%	25 2%	78 3%
Roku	99 2%	99 3%	94 3%	- -%	92 2%	67 3%	74 3%	23 4%	96 2%	4 1%	10 1%	27 3%	62 2%
EE TV	63 1%	63 2%	62 2%	- -%	62 2%	58 2%	60 2%	22 4%	63 2%	- -%	5 1%	13 1%	44 2%
Other	77 2%	74 2%	62 2%	3 *%	63 2%	43 2%	46 2%	13 2%	69 2%	8 2%	22 3%	20 2%	34 1%
No-one watches broadcast TV channels in the household	190 4%	136 4%	120 4%	54 9%	31 1%	55 2%	58 2%	8 1%	90 2%	100 28%	74 10%	49 5%	66 3%
Don't know	71 2%	43 1%	39 1%	28 5%	24 1%	15 1%	17 1%	2 *%	32 1%	39 11%	23 3%	25 2%	24 1%
<b>SUMMARY</b>													
FREE BROADCAST TV SERVICE	2015 47%	1650 45%	1311 42%	366 61%	1917 51%	1319 51%	1183 47%	332 54%	1942 49%	73 20%	325 43%	486 46%	1205 49%
PAID BROADCAST TV SERVICE	2673 62%	2443 66%	2149 69%	230 38%	2469 66%	1699 66%	1707 68%	403 66%	2530 64%	142 40%	419 55%	630 60%	1624 65%
STREAMING TV PLAYER	826 19%	816 22%	785 25%	10 2%	777 21%	548 21%	579 23%	160 26%	793 20%	33 9%	126 17%	197 19%	503 20%

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BROADCASTER APPS	1030	1016	896	13	978	717	782	254	1003	27	117	210	703
	24%	28%	29%	2%	26%	28%	31%	41%	26%	7%	16%	20%	28%
		c	c		f	f	abef	abcef	f			a	ab

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

A2. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Yes	4049	1977	2038	490	738	660	668	1484	1252	1196	631	915
	94%	95%	94%	94%	94%	97%	96%	93%	97%	97%	93%	90%
						ae	e		cd	cd	d	
No	215	98	117	18	38	21	26	110	33	36	42	99
	5%	5%	5%	3%	5%	3%	4%	7%	3%	3%	6%	10%
								acd			ab	abc
Don't know	27	11	13	13	5	2	1	5	5	6	4	5
	1%	1%	1%	3%	1%	*%	*%	*%	*%	*%	1%	1%
				bcde								

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

A2. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Yes	4049 94%	3395 94%	328 95%	205 95%	121 93%	3075 95%	460 96%	1211 97% b	2739 93%	2576 97% b	1364 91%
No	215 5%	182 5%	16 5%	10 5%	8 6%	153 5%	17 4%	28 2%	179 6% a	75 3%	131 9% a
Don't know	27 1%	26 1%	- -%	* *%	1 1%	9 *%	- -%	6 *%	14 *%	9 *%	10 1%

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

A2. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Yes	4049	3582	3023	467	3565	2449	2425	607	3721	328	719	972	2358
	94%	97%	97%	77%	95%	94%	97%	99%	95%	91%	95%	92%	95%
		c	c		f	f	abef	abef	f		b		b
No	215	89	70	126	179	132	62	9	194	21	25	71	119
	5%	2%	2%	21%	5%	5%	2%	1%	5%	6%	3%	7%	5%
				ab	cd	cd			cd	cd		a	
Don't know	27	18	18	9	14	11	12	-	17	11	11	13	3
	1%	*%	1%	2%	*%	*%	*%	-%	*%	3%	1%	1%	*%
				a						abcde	c	c	

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

A2A. When did you first have broadband at home? (This may have been at a previous address.)

Base : Those with broadband access at home (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4198	1806	2360	612	744	809	728	1305	1289	1219	680	965
Effective Weighted Sample	2970	1315	1663	428	558	614	547	884	936	868	484	651
Total	3881	1898	1950	489	731	653	650	1358	1217	1143	602	874
In the last 3 months	98 3%	47 2%	48 2%	44 9% bcde	22 3% e	16 2% e	12 2% e	5 *% e	40 3% b	15 1% b	20 3% b	23 3% b
In the last 4-6 months	124 3%	55 3%	66 3%	41 8% cde	52 7% cde	14 2% e	11 2% e	6 *% e	55 5% b	20 2% b	23 4% b	26 3% b
In the last 7-12 months	174 4%	87 5%	85 4%	46 9% de	59 8% de	42 6% de	18 3% e	10 1% e	36 3% a	57 5% a	41 7% ad	36 4% ad
In the last 1-5 years	451 12%	213 11%	235 12%	78 16% de	155 21% acde	94 14% de	60 9% e	65 5% e	104 9% a	143 12% a	79 13% a	121 14% a
In the last 6-10 years	683 18%	360 19% b	314 16% b	66 13% a	144 20% a	134 20% a	114 18% a	226 17% a	212 17% a	194 17% a	110 18% a	166 19% a
Over 10 years	2234 58%	1099 58%	1129 58%	158 32% abcde	278 38% e	341 52% ab	426 66% abc	1030 76% abcd	747 61% cd	676 59% c	315 52% c	478 55% c
Don't know	117 3%	38 2%	72 4% a	56 11% bcde	21 3% e	14 2% e	9 1% e	17 1% e	23 2% a	39 3% a	15 2% a	25 3% a

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



A2A. When did you first have broadband at home? (This may have been at a previous address.)

Base : Those with broadband access at home (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4198	2845	497	455	399	3212	497	1349	2761	2501	1551
Effective Weighted Sample	2970	2258	387	395	373	2280	340	989	1929	1876	997
Total	3881	3248	322	193	118	2975	425	1201	2593	2519	1260
In the last 3 months	98 3%	88 3%	4 1%	4 2%	2 2%	63 2%	5 1%	55 5% b	42 2%	70 3%	27 2%
In the last 4-6 months	124 3%	104 3%	11 4%	6 3%	2 2%	76 3% b	3 1%	83 7% b	39 2%	105 4% b	18 1%
In the last 7-12 months	174 4%	149 5%	14 4%	7 4%	4 4%	125 4%	10 2%	75 6% b	95 4%	134 5% b	36 3%
In the last 1-5 years	451 12%	393 12% d	29 9%	20 10%	9 8%	338 11% b	29 7%	200 17% b	245 9%	330 13% b	111 9%
In the last 6-10 years	683 18%	565 17%	66 21%	30 15%	22 19%	522 18%	82 19%	250 21% b	418 16%	468 19%	203 16%
Over 10 years	2234 58%	1848 57%	194 60%	117 61%	75 64% a	1783 60%	286 67% a	500 42%	1686 65% a	1350 54%	818 65% a
Don't know	117 3%	102 3% b	4 1%	8 4% b	3 3%	68 2%	9 2%	39 3%	68 3%	62 2%	47 4%

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

A2A. When did you first have broadband at home? (This may have been at a previous address.)

Base : Those with broadband access at home (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4198	3908	3347	290	3687	2487	2627	630	3873	325	741	978	2479
Effective Weighted Sample	2970	2844	2438	200	2619	1789	1928	479	2755	219	495	691	1789
Total	3881	3473	2951	408	3408	2329	2347	590	3560	321	690	927	2264
In the last 3 months	98 3%	95 3%	87 3%	4 1%	77 2%	68 3%	71 3%	20 3%	88 2%	11 3%	17 2%	23 3%	58 3%
In the last 4-6 months	124 3%	122 4%	119 4%	1 *%	108 3%	103 4%	110 5%	25 4%	117 3%	6 2%	18 3%	51 6%	55 2%
In the last 7-12 months	174 4%	165 5%	159 5%	9 2%	142 4%	120 5%	118 5%	28 5%	154 4%	20 6%	24 3%	54 6%	97 4%
In the last 1-5 years	451 12%	415 12%	381 13%	36 9%	391 11%	267 11%	264 11%	72 12%	407 11%	44 14%	69 10%	109 12%	273 12%
In the last 6-10 years	683 18%	615 18%	520 18%	68 17%	584 17%	393 17%	386 16%	101 17%	611 17%	72 22%	142 21%	140 15%	401 18%
Over 10 years	2234 58%	1965 57%	1599 54%	269 66%	2019 59%	1328 57%	1350 58%	333 57%	2092 59%	142 44%	402 58%	504 54%	1328 59%
Don't know	117 3%	95 3%	87 3%	22 5%	86 3%	49 2%	46 2%	11 2%	91 3%	26 8%	19 3%	47 5%	51 2%

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

A3. Which, if any, of these ways of watching catch-up and on-demand services are used in your household? (By 'catch-up and on-demand' we mean services like BBC iPlayer, ITV Hub, Netflix and Amazon Prime Video which allow you to watch programmes and films at a time that suits you.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
TV set	2843	1407	1420	289	504	486	525	1039	941	851	428	594
	70%	72%	70%	56%	65%	72%	78%	75%	76%	72%	68%	63%
					a	ab	abc	ab	cd	d		
Smartphone	1555	754	785	325	455	317	259	199	486	483	263	310
	39%	38%	39%	63%	59%	47%	38%	14%	39%	41%	42%	33%
				cde	cde	de	e		d	d	d	
Laptop	1456	728	707	321	376	244	228	286	549	469	197	227
	36%	37%	35%	62%	49%	36%	34%	21%	44%	40%	31%	24%
				bcde	cde	e	e		cd	cd	d	
Tablet	1217	579	628	161	278	236	241	301	452	357	180	219
	30%	29%	31%	31%	36%	35%	36%	22%	36%	30%	29%	23%
				e	e	e	e		bcd	d	d	
Games console	574	312	254	149	216	119	64	25	174	181	116	95
	14%	16%	12%	29%	28%	18%	10%	2%	14%	15%	18%	10%
		b		cde	cde	de	e		d	d	ad	
Desktop computer	560	349	208	99	136	84	95	145	217	156	90	90
	14%	18%	10%	19%	18%	12%	14%	10%	18%	13%	14%	10%
		b		cde	ce		e		bd	d	d	
Any other device	64	39	25	7	11	16	15	15	22	18	7	17
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%
No-one watches catch-up or on-demand services	356	187	163	21	29	45	40	222	81	93	56	118
	9%	9%	8%	4%	4%	7%	6%	16%	7%	8%	9%	13%
						b		abcd				abc
Don't know	67	26	40	25	7	9	10	18	9	14	5	31
	2%	1%	2%	5%	1%	1%	1%	1%	1%	1%	1%	3%
				bcde								abc

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

A3. Which, if any, of these ways of watching catch-up and on-demand services are used in your household? (By 'catch-up and on-demand' we mean services like BBC iPlayer, ITV Hub, Netflix and Amazon Prime Video which allow you to watch programmes and films at a time that suits you.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
TV set	2843	2362	235	150	96	2234	337	868	1919	1899	870
	70%	70%	70%	77%	77%	73%	79%	70%	71%	73%	66%
				ab	ab		a			b	
Smartphone	1555	1336	107	61	51	1176	126	685	839	1189	335
	39%	40%	32%	31%	41%	38%	29%	55%	31%	46%	25%
		bc			bc	b		b		b	
Laptop	1456	1257	99	61	39	1110	115	528	889	1080	348
	36%	37%	30%	31%	31%	36%	27%	43%	33%	42%	26%
		bcd				b		b		b	
Tablet	1217	1003	108	64	42	948	108	476	716	905	288
	30%	30%	32%	33%	34%	31%	25%	39%	27%	35%	22%
						b		b		b	
Games console	574	477	47	30	20	448	37	293	271	461	100
	14%	14%	14%	15%	16%	15%	9%	24%	10%	18%	8%
						b		b		b	
Desktop computer	560	485	41	22	11	416	53	207	340	393	157
	14%	14%	12%	11%	9%	14%	12%	17%	13%	15%	12%
		d						b		b	
Any other device	64	52	5	5	2	55	5	17	44	46	17
	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%
No-one watches catch-up or on-demand services	356	293	41	13	10	267	38	62	286	140	202
	9%	9%	12%	7%	8%	9%	9%	5%	11%	5%	15%
			acd						a		a
Don't know	67	60	4	1	2	39	5	11	48	27	30
	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%
											a

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

A3. Which, if any, of these ways of watching catch-up and on-demand services are used in your household? (By 'catch-up and on-demand' we mean services like BBC iPlayer, ITV Hub, Netflix and Amazon Prime Video which allow you to watch programmes and films at a time that suits you.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
TV set	2843	2753	2364	91	2633	1785	1834	474	2710	134	446	654	1743
	70%	77%	78%	20%	75%	74%	76%	79%	73%	38%	62%	66%	75%
		c	c		f	f	ef	abef	f				ab
Smartphone	1555	1526	1427	29	1376	1011	1112	303	1450	105	203	382	971
	39%	43%	47%	6%	39%	42%	46%	51%	39%	30%	28%	39%	42%
		c	ac		f	f	abef	abef	f			a	a
Laptop	1456	1428	1290	27	1309	990	1079	315	1378	77	179	345	931
	36%	40%	42%	6%	37%	41%	45%	53%	37%	22%	25%	35%	40%
		c	c		f	aef	abef	abcef	f			a	ab
Tablet	1217	1200	1101	17	1118	854	917	280	1158	59	165	284	768
	30%	34%	36%	4%	32%	35%	38%	47%	31%	17%	23%	29%	33%
		c	ac		f	aef	aef	abcef	f			a	ab
Games console	574	573	570	1	505	381	416	111	531	43	98	157	319
	14%	16%	19%	*%	14%	16%	17%	19%	14%	12%	14%	16%	14%
		c	ac				ae	aef					
Desktop computer	560	543	492	17	499	397	426	146	530	30	89	126	345
	14%	15%	16%	4%	14%	16%	18%	24%	14%	9%	12%	13%	15%
		c	c		f	af	aef	abcef	f				
Any other device	64	60	54	4	58	40	38	13	59	5	18	9	37
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%
											b		
No-one watches catch-up or on-demand services	356	76	53	280	236	153	76	7	263	93	128	95	133
	9%	2%	2%	61%	7%	6%	3%	1%	7%	27%	18%	10%	6%
				ab	cd	cd	d		cd	abcde	bc	c	
Don't know	67	22	17	46	34	18	8	2	39	28	17	30	21
	2%	1%	1%	10%	1%	1%	*%	*%	1%	8%	2%	3%	1%
				ab	c				c	abcde	c	c	

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC One	3375	1684	1674	292	492	515	592	1479	1092	960	530	760
	79%	81%	77%	56%	63%	75%	85%	93%	85%	78%	78%	75%
		b			a	ab	abc	abcd	bcd			
The main ITV/ STV/ UTV channel	2868	1385	1465	192	379	417	528	1347	921	795	458	669
	67%	66%	68%	37%	48%	61%	76%	84%	71%	64%	68%	66%
					a	ab	abc	abcd	bd			
Channel 4	2825	1386	1420	218	421	440	491	1250	920	841	432	604
	66%	66%	66%	42%	54%	64%	71%	78%	71%	68%	64%	59%
					a	ab	abc	abcd	cd	d		
BBC Two	2472	1313	1145	156	320	325	420	1247	890	717	351	494
	58%	63%	53%	30%	41%	48%	60%	78%	69%	58%	52%	48%
		b			a	ab	abc	abcd	bcd	cd		
Channel 5	2238	1121	1109	116	246	286	402	1184	714	623	354	525
	52%	54%	51%	22%	31%	42%	58%	74%	55%	50%	52%	51%
					a	ab	abc	abcd	b			
None of these	440	205	219	118	137	85	42	52	83	133	58	136
	10%	10%	10%	23%	18%	13%	6%	3%	6%	11%	9%	13%
				bcde	cde	de	e			a		ac

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC One	3375	2821	267	182	105	2591	422	894	2418	2071	1226
	79%	78%	78%	85%	81%	80%	88%	72%	82%	78%	81%
				ab			a		a		a
The main ITV/ STV/ UTV channel	2868	2402	219	154	92	2215	377	724	2094	1723	1078
	67%	67%	64%	72%	72%	68%	79%	58%	71%	65%	72%
				b	b		a		a		a
Channel 4	2825	2366	230	142	86	2178	382	737	2038	1713	1041
	66%	66%	67%	66%	67%	67%	80%	59%	70%	64%	69%
							a		a		a
BBC Two	2472	2090	185	130	67	1890	352	562	1872	1456	955
	58%	58%	54%	61%	52%	58%	74%	45%	64%	55%	63%
		d		bd			a		a		a
Channel 5	2238	1871	174	127	67	1730	302	508	1693	1264	917
	52%	52%	51%	59%	52%	53%	63%	41%	58%	48%	61%
				ab			a		a		a
None of these	440	368	39	19	13	308	27	136	268	248	157
	10%	10%	11%	9%	10%	10%	6%	11%	9%	9%	10%
						b					

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 5**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC One	3375	2923	2413	451	3375	2241	2128	552	3375	-	427	783	2166
	79%	79%	78%	75%	90%	86%	85%	90%	86%	-%	57%	74%	87%
					bcef	f	f	cef	f			a	ab
The main ITV/ STV/ UTV channel	2868	2464	1991	403	2742	1870	1723	441	2786	81	440	664	1763
	67%	67%	64%	67%	73%	72%	69%	72%	71%	23%	58%	63%	71%
		b			cf	cf	f	f	f				ab
Channel 4	2825	2482	2043	343	2719	1890	1758	473	2762	63	393	648	1784
	66%	67%	66%	57%	72%	73%	70%	77%	70%	18%	52%	61%	72%
		c	c		f	ef	f	acef	f			a	ab
BBC Two	2472	2134	1711	339	2472	1779	1637	481	2472	-	303	538	1632
	58%	58%	55%	56%	66%	69%	66%	78%	63%	-%	40%	51%	66%
		b			ef	acef	f	abcef	f			a	ab
Channel 5	2238	1882	1483	357	2164	1482	1331	339	2186	52	332	531	1376
	52%	51%	48%	59%	58%	57%	53%	55%	56%	14%	44%	50%	55%
		b		ab	cf	cf	f	f	f			a	ab
None of these	440	335	302	105	111	91	110	13	202	238	171	135	134
	10%	9%	10%	17%	3%	4%	4%	2%	5%	66%	23%	13%	5%
				ab			ad		abd	abcde	bc	c	

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 6**

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2261 53%	1084 52%	1165 54%	207 40%	309 40%	334 49%	413 59%	993 62%	691 53%	640 52%	382 56%	519 51%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	2137 50%	1038 50%	1078 50%	163 31%	326 42%	307 45%	400 58%	938 59%	707 55%	613 50%	343 51%	447 44%
BBC News channel	1589 37%	840 40%	742 34%	111 21%	204 26%	235 34%	279 40%	757 47%	582 45%	439 35%	229 34%	319 31%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1580 37%	851 41%	719 33%	82 16%	180 23%	214 31%	287 41%	815 51%	517 40%	460 37%	250 37%	335 33%
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1365 32%	783 38%	581 27%	92 18%	220 28%	226 33%	265 38%	561 35%	452 35%	405 33%	219 32%	280 27%
BBC Four	1355 32%	769 37%	580 27%	119 23%	147 19%	168 25%	227 33%	694 43%	563 44%	363 29%	164 24%	254 25%
Other Channel 5 channel (e.g. 5USA, 5Star)	1102 26%	544 26%	554 26%	64 12%	125 16%	172 25%	225 32%	515 32%	323 25%	297 24%	194 29%	276 27%
BBC Three	1006 23%	516 25%	484 22%	153 29%	238 30%	186 27%	151 22%	277 17%	362 28%	262 21%	177 26%	194 19%
BBC Parliament	411 10%	243 12%	166 8%	30 6%	67 9%	59 9%	46 7%	208 13%	182 14%	105 8%	46 7%	73 7%

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
CBeebies	357 8%	130 6%	227 10% a	47 9% e	106 14% ade	112 16% ade	43 6% e	50 3%	132 10% b	83 7%	58 9%	79 8%
CBBC	304 7%	138 7%	163 8%	88 17% bcde	67 9% e	71 10% de	40 6% e	38 2%	110 9% d	77 6%	58 9% d	54 5%
BBC Scotland TV channel (on air between 7pm and midnight)	230 5%	139 7% b	92 4%	18 3%	52 7% a	39 6%	32 5%	90 6%	94 7% bd	54 4%	36 5%	46 5%
S4C (Welsh)	99 2%	52 2%	47 2%	13 2%	28 4% cd	11 2%	11 2%	36 2%	33 3%	27 2%	21 3%	18 2%
BBC Alba (Scottish Gaelic)	92 2%	56 3% b	36 2%	14 3%	25 3%	12 2%	12 2%	29 2%	43 3% bd	17 1%	19 3%	14 1%
Any other broadcast TV channels	191 4%	106 5%	84 4%	4 1%	8 1%	12 2%	24 3% ab	142 9% abcd	63 5%	63 5% c	19 3%	44 4%
None/ no others	566 13%	235 11%	316 15% a	116 22% cde	148 19% de	101 15% de	64 9%	130 8%	104 8%	182 15% ac	74 11%	179 18% ac

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2261 53%	1907 53%	167 48%	113 53%	74 58%	1740 54%	297 62%	625 50%	1593 54%	1385 52%	803 53%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	2137 50%	1797 50%	164 48%	110 51%	66 52%	1672 52%	283 59%	551 44%	1554 53%	1320 50%	755 50%
BBC News channel	1589 37%	1332 37%	121 35%	92 43%	42 33%	1239 38%	213 45%	424 34%	1145 39%	956 36%	594 39%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1580 37%	1324 37%	121 35%	92 43%	43 33%	1244 38%	235 49%	344 28%	1210 41%	922 35%	616 41%
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1365 32%	1120 31%	123 36%	81 38%	41 32%	1065 33%	177 37%	421 34%	918 31%	924 35%	411 27%
BBC Four	1355 32%	1139 32%	103 30%	80 37%	33 26%	1030 32%	194 41%	324 26%	1013 35%	751 28%	574 38%
Other Channel 5 channel (e.g. 5USA, 5Star)	1102 26%	919 25%	90 26%	58 27%	35 27%	881 27%	127 26%	287 23%	801 27%	660 25%	405 27%
BBC Three	1006 23%	859 24%	63 18%	53 25%	31 24%	773 24%	104 22%	355 29%	635 22%	701 26%	280 19%
BBC Parliament	411 10%	347 10%	37 11%	19 9%	9 7%	309 10%	56 12%	119 10%	285 10%	246 9%	152 10%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
CBeebies	357 8%	309 9%	26 8%	11 5%	10 8%	276 9%	25 5%	266 21%	86 3%	258 10%	93 6%
		c				b		b		b	
CBBC	304 7%	262 7%	24 7%	9 4%	9 7%	229 7%	19 4%	206 17%	89 3%	220 8%	82 5%
		c				b		b		b	
BBC Scotland TV channel (on air between 7pm and midnight)	230 5%	114 3%	107 31% acd	7 3%	3 2%	155 5%	39 8% a	89 7% b	139 5%	154 6%	75 5%
S4C (Welsh)	99 2%	46 1%	9 3% a	42 20% abd	1 1%	56 2%	24 5% a	37 3%	60 2%	70 3%	28 2%
BBC Alba (Scottish Gaelic)	92 2%	50 1%	36 11% acd	3 2%	3 2%	58 2%	16 3%	47 4% b	45 2%	66 2%	24 2%
Any other broadcast TV channels	191 4%	163 5%	12 3%	9 4%	7 5%	139 4%	34 7% a	14 1%	175 6% a	82 3%	106 7% a
None/ no others	566 13%	474 13%	49 14%	23 11%	19 15%	401 12% b	38 8%	144 12%	389 13%	318 12%	216 14%

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 6**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2261 53%	1977 54%	1636 53%	285 47%	2148 57%	1480 57%	1369 55%	339 55%	2185 56%	76 21%	349 46%	527 50%	1385 56%
		c			f	f	f	f	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	2137 50%	1899 51%	1568 50%	238 39%	2053 55%	1429 55%	1350 54%	372 60%	2083 53%	54 15%	331 44%	480 45%	1326 53%
		c	c		f	f	f	abcef	f				ab
BBC News channel	1589 37%	1427 39%	1182 38%	162 27%	1589 42%	1150 44%	1159 46%	325 53%	1589 40%	- -%	157 21%	333 32%	1098 44%
		c	c		f	ef	aef	abcef	f			a	ab
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1580 37%	1355 37%	1096 35%	225 37%	1531 41%	1054 41%	969 39%	257 42%	1545 39%	35 10%	260 34%	372 35%	948 38%
					f	f	f	f	f				
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1365 32%	1231 33%	1063 34%	134 22%	1291 34%	886 34%	873 35%	213 35%	1309 33%	56 16%	220 29%	311 29%	835 34%
		c	c		f	f	f	f	f				ab
BBC Four	1355 32%	1196 32%	939 30%	159 26%	1355 36%	1054 41%	965 39%	350 57%	1355 34%	- -%	172 23%	256 24%	927 37%
		c			f	aef	ef	abcef	f				ab
Other Channel 5 channel (e.g. 5USA, 5Star)	1102 26%	938 25%	768 25%	164 27%	1054 28%	691 27%	628 25%	130 21%	1067 27%	35 10%	182 24%	289 27%	631 25%
					cdf	df	f	f	df				
BBC Three	1006 23%	951 26%	848 27%	56 9%	1006 27%	757 29%	743 30%	242 39%	1006 26%	- -%	94 12%	208 20%	704 28%
		c	c		f	ef	aef	abcef	f			a	ab
BBC Parliament	411 10%	377 10%	317 10%	34 6%	411 11%	326 13%	331 13%	123 20%	411 10%	- -%	45 6%	72 7%	294 12%
		c	c		f	ef	aef	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
CBeebies	357 8%	352 10%	319 10%	5 1%	357 9%	250 10%	261 10%	70 11%	357 9%	- -%	41 5%	81 8%	235 9%
		c	c		f	f	f	f	f				a
CBBC	304 7%	298 8%	279 9%	6 1%	304 8%	220 8%	237 9%	76 12%	304 8%	- -%	22 3%	73 7%	209 8%
		c	c		f	f	ef	abef	f			a	a
BBC Scotland TV channel (on air between 7pm and midnight)	230 5%	209 6%	184 6%	22 4%	230 6%	179 7%	185 7%	60 10%	230 6%	- -%	28 4%	55 5%	148 6%
					f	f	ef	abef	f				a
S4C (Welsh)	99 2%	87 2%	75 2%	12 2%	99 3%	85 3%	75 3%	17 3%	99 3%	- -%	17 2%	28 3%	53 2%
					f	f	f	f	f				
BBC Alba (Scottish Gaelic)	92 2%	84 2%	77 2%	8 1%	92 2%	89 3%	79 3%	36 6%	92 2%	- -%	9 1%	28 3%	56 2%
					f	aef	f	abcef	f				
Any other broadcast TV channels	191 4%	144 4%	106 3%	47 8%	183 5%	124 5%	112 4%	37 6%	183 5%	8 2%	27 4%	38 4%	126 5%
				ab				f					
None/ no others	566 13%	413 11%	349 11%	153 25%	246 7%	156 6%	161 6%	21 3%	342 9%	224 62%	160 21%	175 17%	231 9%
				ab	d	d	d		abcd	abcde	bc	c	

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
ANY BBC TV CHANNELS	3669 86%	1799 86%	1849 85%	382 73%	600 77%	570 83%	610 88%	1502 94%	1179 91%	1039 84%	579 86%	836 82%
						ab	abc	abcd	bcd			
ANY ITV CHANNELS	3171 74%	1526 73%	1627 75%	265 51%	446 57%	469 69%	563 81%	1424 89%	999 77%	891 72%	506 75%	745 73%
						ab	abc	abcd	bd			
ANY CHANNEL 4 CHANNELS	3114 73%	1522 73%	1568 72%	265 51%	481 61%	477 70%	541 78%	1346 84%	1001 78%	909 73%	493 73%	679 67%
					a	ab	abc	abcd	bcd	d	d	
ANY CHANNEL 5 CHANNELS	2395 56%	1205 58%	1182 55%	141 27%	266 34%	323 47%	426 61%	1235 77%	776 60%	660 53%	376 56%	559 55%
					a	ab	abc	abcd	bd			
ANY OTHER CHANNELS	2321 54%	1246 60%	1064 49%	155 30%	314 40%	354 52%	401 58%	1095 69%	742 57%	688 56%	365 54%	505 50%
		b			a	ab	abc	abcd	d	d		
NONE	312 7%	138 7%	163 8%	91 18%	93 12%	56 8%	33 5%	33 2%	59 5%	97 8%	39 6%	91 9%
				bcde	cde	de	e		a			ac

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
ANY BBC TV CHANNELS	3669	3085	287	189	109	2788	436	1058	2540	2282	1304
	86%	86%	83%	88%	84%	86%	91%	85%	87%	86%	87%
ANY ITV CHANNELS	3171	2657	248	166	100	2437	400	838	2273	1932	1158
	74%	74%	72%	77%	77%	75%	84%	67%	78%	73%	77%
							a		a		a
ANY CHANNEL 4 CHANNELS	3114	2613	251	157	93	2388	407	833	2224	1904	1131
	73%	73%	73%	73%	72%	74%	85%	67%	76%	72%	75%
							a		a		a
ANY CHANNEL 5 CHANNELS	2395	2006	188	131	70	1859	313	561	1796	1373	961
	56%	56%	55%	61%	54%	57%	65%	45%	61%	52%	64%
							a		a		a
ANY OTHER CHANNELS	2321	1928	188	139	66	1807	321	595	1682	1431	832
	54%	53%	55%	65%	51%	56%	67%	48%	57%	54%	55%
				abd			a		a		
NONE	312	259	29	13	11	210	21	88	200	167	116
	7%	7%	8%	6%	8%	7%	4%	7%	7%	6%	8%

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
ANY BBC TV CHANNELS	3669	3204	2678	465	3669	2441	2341	594	3669	-	491	879	2299
	86%	87%	86%	77%	98%	94%	94%	96%	93%	-%	65%	83%	93%
		c	c		bcef	f	f	bcef	f			a	ab
ANY ITV CHANNELS	3171	2745	2246	426	3010	2058	1924	472	3070	101	486	736	1950
	74%	74%	72%	71%	80%	79%	77%	77%	78%	28%	64%	70%	79%
					cf	f	f	f	f			a	ab
ANY CHANNEL 4 CHANNELS	3114	2734	2258	380	2977	2066	1934	513	3032	82	462	711	1941
	73%	74%	73%	63%	79%	80%	77%	83%	77%	23%	61%	67%	78%
		c	c		f	ef	f	acef	f			a	ab
ANY CHANNEL 5 CHANNELS	2395	2031	1616	364	2308	1588	1432	364	2338	57	358	580	1457
	56%	55%	52%	60%	61%	61%	57%	59%	59%	16%	47%	55%	59%
		b		b	cf	cf	f	f	f			a	a
ANY OTHER CHANNELS	2321	2020	1678	301	2206	1515	1427	367	2237	85	394	536	1391
	54%	55%	54%	50%	59%	58%	57%	60%	57%	23%	52%	51%	56%
					f	f	f	f	f				b
NONE	312	223	197	89	37	54	61	6	114	199	118	101	93
	7%	6%	6%	15%	1%	2%	2%	1%	3%	55%	16%	10%	4%
				ab		a	a		ad	abcde	bc	c	

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

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

Base : Those who have personally watched BBC One in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	3403	1498	1890	382	508	634	639	1240	1120	970	549	739
Effective Weighted Sample	2399	1089	1326	268	380	485	486	836	808	687	400	491
Total	3142	1575	1550	292	487	510	570	1283	1045	903	482	688
At least daily	1886 60%	986 63%	890 57%	101 35%	203 42%	268 52%	364 64%	950 74%	636 61%	516 57%	283 59%	441 64%
		b				ab	abc	abcd				b
At least weekly	908 29%	430 27%	474 31%	121 41%	184 38%	176 35%	160 28%	268 21%	302 29%	262 29%	157 33%	178 26%
				de	de	de	e				d	
At least monthly	207 7%	89 6%	118 8%	43 15%	56 12%	37 7%	33 6%	37 3%	70 7%	77 9%	25 5%	34 5%
				cde	cde	e	e			cd		
Less often	112 4%	53 3%	58 4%	23 8%	34 7%	24 5%	12 2%	19 1%	27 3%	42 5%	12 2%	30 4%
				de	de	de				a		
Don't know/ can't remember	28 1%	18 1%	10 1%	5 2%	9 2%	4 1%	1 *%	9 1%	10 1%	6 1%	4 1%	6 1%
				d	de							
<b>SUMMARY</b>												
DAILY	1886 60%	986 63%	890 57%	101 35%	203 42%	268 52%	364 64%	950 74%	636 61%	516 57%	283 59%	441 64%
		b				ab	abc	abcd				b
WEEKLY	2795 89%	1416 90%	1364 88%	222 76%	387 80%	444 87%	524 92%	1218 95%	938 90%	778 86%	441 91%	619 90%
						ab	abc	abcd	b		b	b
MONTHLY	3002 96%	1504 96%	1483 96%	265 91%	443 91%	481 94%	557 98%	1255 98%	1009 96%	855 95%	466 97%	653 95%
							abc	abc				

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

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

Base : Those who have personally watched BBC One in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	3403	2296	387	386	332	2620	438	1012	2342	2028	1268
Effective Weighted Sample	2399	1816	296	338	308	1860	295	749	1627	1527	801
Total	3142	2619	258	164	101	2435	377	884	2202	2014	1055
At least daily	1886	1581	147	99	59	1465	252	482	1368	1103	736
	60%	60%	57%	61%	59%	60%	67%	55%	62%	55%	70%
							a		a		a
At least weekly	908	746	84	48	30	715	91	289	606	648	243
	29%	28%	33%	29%	30%	29%	24%	33%	28%	32%	23%
								b		b	
At least monthly	207	176	16	9	6	152	24	66	138	169	35
	7%	7%	6%	6%	6%	6%	6%	8%	6%	8%	3%
										b	
Less often	112	94	8	5	5	84	8	38	73	77	32
	4%	4%	3%	3%	5%	3%	2%	4%	3%	4%	3%
Don't know/ can't remember	28	23	3	2	*	19	3	9	17	17	9
	1%	1%	1%	1%	***	1%	1%	1%	1%	1%	1%
<b>SUMMARY</b>											
DAILY	1886	1581	147	99	59	1465	252	482	1368	1103	736
	60%	60%	57%	61%	59%	60%	67%	55%	62%	55%	70%
							a		a		a
WEEKLY	2795	2327	231	148	89	2180	343	771	1974	1751	979
	89%	89%	89%	90%	89%	90%	91%	87%	90%	87%	93%
											a
MONTHLY	3002	2502	247	157	95	2332	366	837	2113	1920	1014
	96%	96%	96%	96%	95%	96%	97%	95%	96%	95%	96%

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 8**

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

Base : Those who have personally watched BBC One in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	3403	3175	2670	228	3403	2217	2312	583	3403	-	427	756	2220
Effective Weighted Sample	2399	2314	1951	153	2399	1585	1694	442	2399	-	279	528	1598
Total	3142	2819	2347	323	3142	2073	2048	537	3142	-	397	723	2022
At least daily	1886 60%	1659 59%	1329 57%	228 70% ab	1886 60%	1323 64% ae	1243 61%	341 63%	1886 60%	** **	191 48%	402 56% a	1294 64% ab
At least weekly	908 29%	841 30% c	725 31% c	67 21%	908 29%	561 27%	588 29%	150 28%	908 29%	** **	141 35% c	223 31%	545 27%
At least monthly	207 7%	200 7% c	182 8% c	7 2%	207 7%	125 6%	152 7%	35 6%	207 7%	** **	39 10% bc	38 5%	130 6%
Less often	112 4%	92 3%	87 4%	20 6% a	112 4% bc	50 2%	50 2%	10 2%	112 4% bc	** **	21 5% c	49 7% c	43 2%
Don't know/ can't remember	28 1%	28 1%	25 1%	* *% a	28 1%	14 1%	16 1%	2 *% a	28 1%	** **	6 2% c	11 2% c	10 1%
<b>SUMMARY</b>													
DAILY	1886 60%	1659 59%	1329 57%	228 70% ab	1886 60%	1323 64% ae	1243 61%	341 63%	1886 60%	** **	191 48%	402 56% a	1294 64% ab
WEEKLY	2795 89%	2500 89%	2054 87%	295 91%	2795 89%	1884 91% ae	1830 89%	490 91%	2795 89%	** **	331 83%	625 86%	1839 91% ab
MONTHLY	3002 96%	2699 96%	2236 95%	302 94%	3002 96%	2009 97% ae	1982 97% ae	525 98% ae	3002 96%	** **	370 93%	663 92%	1969 97% ab

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

Base : Those who have personally watched BBC Two in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2398	1147	1240	199	316	391	448	1044	897	679	344	462
Effective Weighted Sample	1708	836	883	132	242	309	351	710	644	488	253	316
Total	2276	1221	1042	156	317	322	403	1078	853	666	304	439
At least daily	584 26%	365 30%	217 21%	31 20%	65 20%	74 23%	85 21%	330 31%	228 27%	151 23%	80 26%	124 28%
		b						abcd				
At least weekly	1203 53%	642 53%	556 53%	73 47%	152 48%	159 49%	228 57%	590 55%	459 54%	364 55%	149 49%	225 51%
							b					
At least monthly	325 14%	158 13%	167 16%	32 20%	60 19%	61 19%	63 16%	109 10%	119 14%	99 15%	49 16%	54 12%
				e	e	e	e					
Less often	138 6%	47 4%	88 8%	15 10%	31 10%	23 7%	26 6%	43 4%	41 5%	42 6%	25 8%	29 7%
			a	e	e	e					a	
Don't know/ can't remember	26 1%	9 1%	14 1%	5 3%	9 3%	4 1%	2 *%	6 1%	6 1%	11 2%	1 *%	7 2%
				de	de							
<b>SUMMARY</b>												
DAILY	584 26%	365 30%	217 21%	31 20%	65 20%	74 23%	85 21%	330 31%	228 27%	151 23%	80 26%	124 28%
		b						abcd				
WEEKLY	1788 79%	1007 82%	773 74%	104 67%	217 68%	234 73%	313 78%	920 85%	687 81%	515 77%	229 75%	349 79%
		b					ab	abcd				
MONTHLY	2113 93%	1165 95%	939 90%	136 87%	277 87%	295 92%	376 93%	1029 96%	806 95%	614 92%	278 91%	402 92%
		b					ab	abc				

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

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

Base : Those who have personally watched BBC Two in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2398	1663	261	263	210	1841	345	604	1764	1367	951
Effective Weighted Sample	1708	1322	195	231	194	1315	238	454	1238	1044	610
Total	2276	1923	176	113	64	1767	309	557	1688	1410	810
At least daily	584	495	43	34	12	447	86	131	447	322	250
	26%	26%	24%	30%	19%	25%	28%	23%	26%	23%	31%
		d		d							a
At least weekly	1203	1004	102	61	36	940	158	299	893	741	428
	53%	52%	58%	54%	57%	53%	51%	54%	53%	53%	53%
At least monthly	325	280	21	13	11	247	47	85	233	232	88
	14%	15%	12%	12%	17%	14%	15%	15%	14%	16%	11%
										b	
Less often	138	122	8	4	4	114	14	38	96	97	38
	6%	6%	5%	3%	7%	6%	4%	7%	6%	7%	5%
Don't know/ can't remember	26	21	3	1	-	19	4	5	19	18	5
	1%	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%
<b>SUMMARY</b>											
DAILY	584	495	43	34	12	447	86	131	447	322	250
	26%	26%	24%	30%	19%	25%	28%	23%	26%	23%	31%
		d		d							a
WEEKLY	1788	1500	145	95	49	1387	244	430	1340	1063	679
	79%	78%	82%	84%	76%	78%	79%	77%	79%	75%	84%
				ad							a
MONTHLY	2113	1780	166	108	59	1634	291	514	1573	1295	767
	93%	93%	94%	96%	93%	92%	94%	92%	93%	92%	95%
											a

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 9**

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

Base : Those who have personally watched BBC Two in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2398	2234	1829	164	2398	1693	1732	498	2398	-	286	506	1606
Effective Weighted Sample	1708	1643	1349	109	1708	1219	1277	378	1708	-	190	355	1166
Total	2276	2047	1662	230	2276	1620	1567	467	2276	-	279	492	1505
At least daily	584 26%	498 24%	403 24%	86 37% ab	584 26%	467 29%	408 26%	158 34% ace	584 26%	** **	57 20%	106 22%	422 28% ab
At least weekly	1203 53%	1097 54%	876 53%	106 46%	1203 53%	858 53%	833 53%	233 50%	1203 53%	** **	150 54%	256 52%	797 53%
At least monthly	325 14%	298 15%	250 15%	28 12%	325 14%	206 13%	233 15%	55 12%	325 14%	** **	47 17%	79 16%	199 13%
Less often	138 6%	128 6%	112 7%	10 4%	138 6%	81 5%	79 5%	21 4%	138 6%	** **	21 8%	42 9%	74 5%
Don't know/ can't remember	26 1%	26 1%	22 1%	- -%	26 1%	7 *%	14 1%	* *%	26 1%	** **	4 1%	8 2%	13 1%
<b>SUMMARY</b>													
DAILY	584 26%	498 24%	403 24%	86 37% ab	584 26%	467 29%	408 26%	158 34% ace	584 26%	** **	57 20%	106 22%	422 28% ab
WEEKLY	1788 79%	1596 78%	1279 77%	192 84%	1788 79%	1325 82% ae	1242 79%	391 84% ae	1788 79%	** **	207 74%	362 74%	1219 81% ab
MONTHLY	2113 93%	1893 93%	1528 92%	220 96%	2113 93%	1531 95%	1474 94%	446 96%	2113 93%	** **	254 91%	441 90%	1418 94% b

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

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2890	1228	1648	268	390	526	581	1125	928	828	471	643
Effective Weighted Sample	2024	883	1153	196	290	408	439	753	664	592	342	418
Total	2663	1287	1360	192	377	416	514	1165	874	753	414	604
At least daily	1348 51%	657 51%	682 50%	55 29%	120 32%	194 47%	259 50%	720 62%	386 44%	353 47%	227 55%	372 62%
						ab	ab	abcd			ab	ab
At least weekly	958 36%	466 36%	485 36%	83 43%	165 44%	160 38%	209 41%	342 29%	364 42%	284 38%	139 34%	166 27%
				e	e	e	e		cd	d		
At least monthly	249 9%	115 9%	134 10%	38 20%	67 18%	38 9%	31 6%	75 6%	86 10%	84 11%	34 8%	44 7%
				cde	cde					d		
Less often	89 3%	39 3%	49 4%	14 7%	21 6%	19 5%	14 3%	20 2%	32 4%	26 3%	13 3%	18 3%
				de	e	e						
Don't know/ can't remember	19 1%	9 1%	10 1%	3 1%	4 1%	5 1%	- -%	8 1%	7 1%	7 1%	1 *%	4 1%
				d	d	d						
<b>SUMMARY</b>												
DAILY	1348 51%	657 51%	682 50%	55 29%	120 32%	194 47%	259 50%	720 62%	386 44%	353 47%	227 55%	372 62%
						ab	ab	abcd			ab	ab
WEEKLY	2307 87%	1124 87%	1167 86%	138 72%	286 76%	354 85%	468 91%	1062 91%	750 86%	636 84%	367 88%	538 89%
						ab	abc	abc				b
MONTHLY	2556 96%	1239 96%	1301 96%	175 91%	352 93%	392 94%	499 97%	1137 98%	836 96%	720 96%	401 97%	582 96%
							abc	abc				

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



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

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2890	1960	324	313	293	2227	390	820	2029	1699	1099
Effective Weighted Sample	2024	1539	248	265	274	1567	260	610	1397	1279	686
Total	2663	2229	211	135	88	2067	343	719	1904	1677	927
At least daily	1348	1122	103	72	51	1055	181	344	988	767	549
	51%	50%	49%	54%	58%	51%	53%	48%	52%	46%	59%
					ab						a
At least weekly	958	814	76	42	26	751	118	271	669	661	277
	36%	37%	36%	31%	30%	36%	34%	38%	35%	39%	30%
		d								b	
At least monthly	249	207	22	15	6	179	32	68	178	175	70
	9%	9%	10%	11%	7%	9%	9%	9%	9%	10%	8%
										b	
Less often	89	72	9	4	4	72	10	26	59	64	24
	3%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%
Don't know/ can't remember	19	15	2	1	1	11	2	10	10	11	7
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
								b			
<b>SUMMARY</b>											
DAILY	1348	1122	103	72	51	1055	181	344	988	767	549
	51%	50%	49%	54%	58%	51%	53%	48%	52%	46%	59%
					ab						a
WEEKLY	2307	1936	178	115	78	1806	299	615	1657	1427	826
	87%	87%	84%	85%	88%	87%	87%	86%	87%	85%	89%
											a
MONTHLY	2556	2142	200	129	84	1985	331	683	1835	1603	896
	96%	96%	95%	96%	95%	96%	97%	95%	96%	96%	97%

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

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

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2890	2685	2222	205	2767	1845	1888	459	2816	74	450	646	1794
Effective Weighted Sample	2024	1956	1624	137	1941	1308	1389	346	1977	48	296	443	1288
Total	2663	2368	1932	296	2543	1725	1653	426	2588	75	412	610	1641
At least daily	1348	1157	908	192	1306	826	735	154	1312	36	210	302	836
	51%	49%	47%	65%	51%	48%	44%	36%	51%	47%	51%	50%	51%
				ab	cd	d	d		cd				
At least weekly	958	884	741	74	909	643	654	189	929	30	131	222	605
	36%	37%	38%	25%	36%	37%	40%	44%	36%	39%	32%	36%	37%
		c	c				ae	abe					
At least monthly	249	231	200	18	233	185	195	61	245	4	50	61	138
	9%	10%	10%	6%	9%	11%	12%	14%	9%	6%	12%	10%	8%
						ae	ae						
Less often	89	83	72	6	78	60	58	21	84	5	17	21	51
	3%	3%	4%	2%	3%	3%	4%	5%	3%	7%	4%	3%	3%
Don't know/ can't remember	19	13	11	6	18	11	10	1	18	1	4	4	11
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%
				a									
<b>SUMMARY</b>													
DAILY	1348	1157	908	192	1306	826	735	154	1312	36	210	302	836
	51%	49%	47%	65%	51%	48%	44%	36%	51%	47%	51%	50%	51%
				ab	cd	d	d		cd				
WEEKLY	2307	2041	1649	266	2215	1469	1389	342	2241	65	341	524	1441
	87%	86%	85%	90%	87%	85%	84%	80%	87%	87%	83%	86%	88%
					cd	d			cd				a
MONTHLY	2556	2272	1849	284	2448	1654	1585	404	2486	69	391	585	1580
	96%	96%	96%	96%	96%	96%	96%	95%	96%	92%	95%	96%	96%

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

Base : Those who have personally watched Channel 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2891	1250	1626	306	443	546	533	1063	951	852	452	616
Effective Weighted Sample	2057	911	1159	222	338	426	410	717	689	613	332	410
Total	2620	1292	1311	218	416	434	474	1078	876	790	391	543
At least daily	669 26%	333 26%	333 25%	52 24%	108 26%	130 30% e	127 27%	253 23%	195 22%	187 24%	115 30% a	167 31% ab
At least weekly	1420 54%	704 54%	708 54%	106 49%	199 48%	216 50%	269 57% bc	629 58% abc	488 56%	439 56%	208 53%	274 50%
At least monthly	394 15%	183 14%	207 16%	42 19% d	78 19% d	61 14%	61 13%	153 14%	145 17%	119 15%	53 13%	76 14%
Less often	111 4%	57 4%	54 4%	12 6%	25 6% e	21 5%	16 3%	36 3%	44 5%	37 5%	11 3%	18 3%
Don't know/ can't remember	26 1%	15 1%	10 1%	5 2% de	6 1% d	7 2% d	- -%	8 1%	4 *%	8 1%	4 1%	8 1%
<b>SUMMARY</b>												
DAILY	669 26%	333 26%	333 25%	52 24%	108 26%	130 30% e	127 27%	253 23%	195 22%	187 24%	115 30% a	167 31% ab
WEEKLY	2089 80%	1037 80%	1041 79%	158 73%	306 74%	346 80% ab	396 84% ab	882 82% ab	683 78%	626 79%	324 83%	441 81%
MONTHLY	2483 95%	1220 94%	1248 95%	200 92%	384 92%	407 94%	457 97% ab	1035 96% ab	828 95%	745 94%	376 96%	517 95%

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

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

Base : Those who have personally watched Channel 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2891	1966	344	304	277	2251	389	844	2002	1706	1090
Effective Weighted Sample	2057	1562	265	274	258	1610	264	630	1405	1302	690
Total	2620	2189	221	127	82	2051	338	729	1847	1664	891
At least daily	669	574	47	23	25	525	77	228	434	426	227
	26%	26%	21%	18%	30%	26%	23%	31%	23%	26%	26%
		c			bc			b			
At least weekly	1420	1181	122	78	39	1113	185	373	1028	887	500
	54%	54%	55%	61%	47%	54%	55%	51%	56%	53%	56%
		d		ad							
At least monthly	394	323	39	18	15	311	61	90	295	263	120
	15%	15%	17%	14%	18%	15%	18%	12%	16%	16%	14%
									a		
Less often	111	91	10	7	2	86	12	30	73	73	37
	4%	4%	5%	6%	3%	4%	4%	4%	4%	4%	4%
Don't know/ can't remember	26	20	3	1	1	16	3	8	17	14	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>SUMMARY</b>											
DAILY	669	574	47	23	25	525	77	228	434	426	227
	26%	26%	21%	18%	30%	26%	23%	31%	23%	26%	26%
		c			bc			b			
WEEKLY	2089	1755	169	101	64	1638	261	601	1462	1313	727
	80%	80%	76%	79%	77%	80%	77%	82%	79%	79%	82%
MONTHLY	2483	2078	208	119	79	1950	323	691	1757	1576	848
	95%	95%	94%	94%	96%	95%	95%	95%	95%	95%	95%

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

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

Base : Those who have personally watched Channel 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2891	2718	2284	173	2772	1889	1943	505	2824	67	408	634	1849
Effective Weighted Sample	2057	2002	1690	113	1969	1364	1443	387	2008	48	275	447	1336
Total	2620	2381	1980	239	2518	1735	1686	457	2559	61	362	597	1660
At least daily	669 26%	598 25%	520 26%	71 30%	651 26%	472 27%	408 24%	123 27%	655 26%	14 22%	76 21%	163 27%	430 26%
At least weekly	1420 54%	1296 54%	1041 53%	124 52%	1379 55%	941 54%	925 55%	236 52%	1392 54%	28 46%	184 51%	307 51%	929 56%
At least monthly	394 15%	367 15%	315 16%	27 11%	367 15%	242 14%	269 16%	76 17%	379 15%	15 25% abe	72 20% bc	84 14%	238 14%
Less often	111 4%	99 4%	87 4%	12 5%	100 4%	75 4%	74 4%	21 5%	109 4%	2 3%	22 6% c	35 6% c	55 3%
Don't know/ can't remember	26 1%	20 1%	17 1%	6 2%	21 1%	6 *%	11 1%	1 *%	24 1% b	2 3% bd	9 2% c	8 1%	9 1%
<b>SUMMARY</b>													
DAILY	669 26%	598 25%	520 26%	71 30%	651 26%	472 27%	408 24%	123 27%	655 26%	14 22%	76 21%	163 27%	430 26%
WEEKLY	2089 80%	1895 80%	1561 79%	194 81%	2030 81% f	1412 81% f	1332 79%	359 79%	2047 80%	42 69%	260 72%	470 79% a	1359 82% a
MONTHLY	2483 95%	2262 95%	1876 95%	222 93%	2397 95%	1654 95%	1601 95%	435 95%	2426 95%	57 94%	332 92%	555 93%	1597 96% ab

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

Base : Those who have personally watched Channel 5 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2215	974	1233	157	255	363	446	994	712	623	366	500
Effective Weighted Sample	1551	702	862	110	192	283	342	668	505	438	270	332
Total	2053	1030	1015	116	245	285	387	1019	671	584	316	468
At least daily	415 20%	203 20%	210 21%	24 20%	53 22%	78 27% de	75 19%	186 18%	115 17%	93 16%	75 24% ab	127 27% ab
At least weekly	1059 52%	552 54%	504 50%	60 52%	106 43%	144 50%	220 57% b	528 52% b	334 50%	305 52%	172 54%	240 51%
At least monthly	406 20%	197 19%	206 20%	20 17%	57 23% c	44 15%	71 18%	214 21% c	151 23% cd	139 24% cd	51 16%	62 13%
Less often	154 7%	66 6%	87 9%	11 9%	26 11% cd	15 5%	21 6%	80 8%	65 10% c	44 7%	14 4%	32 7%
Don't know/ can't remember	19 1%	11 1%	7 1%	1 1%	3 1% d	4 1% d	- -%	10 1%	6 1%	3 *%	4 1%	6 1%
<b>SUMMARY</b>												
DAILY	415 20%	203 20%	210 21%	24 20%	53 22%	78 27% de	75 19%	186 18%	115 17%	93 16%	75 24% ab	127 27% ab
WEEKLY	1474 72%	755 73%	715 70%	84 72%	159 65%	221 78% be	295 76% be	714 70%	449 67%	398 68%	247 78% ab	367 78% ab
MONTHLY	1880 92%	952 92%	921 91%	104 90%	216 88%	265 93%	366 94% b	928 91%	601 90%	537 92%	298 94% a	430 92%

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

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

Base : Those who have personally watched Channel 5 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2215	1504	249	250	212	1715	300	585	1599	1238	897
Effective Weighted Sample	1551	1179	187	218	195	1200	205	437	1104	930	570
Total	2053	1716	165	107	64	1599	267	504	1520	1228	773
At least daily	415	343	36	21	14	315	51	124	287	236	166
	20%	20%	22%	20%	22%	20%	19%	25% b	19%	19%	22%
At least weekly	1059	886	88	54	31	836	122	270	779	651	379
	52%	52%	53%	51%	48%	52%	46%	53%	51%	53%	49%
At least monthly	406	338	31	23	13	310	74	80	319	254	145
	20%	20%	19%	22%	21%	19%	28% a	16%	21% a	21%	19%
Less often	154	132	9	8	5	124	18	26	120	79	72
	7%	8%	5%	7%	8%	8%	7%	5%	8%	6%	9% a
Don't know/ can't remember	19	16	1	1	1	13	2	5	14	8	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>SUMMARY</b>											
DAILY	415	343	36	21	14	315	51	124	287	236	166
	20%	20%	22%	20%	22%	20%	19%	25% b	19%	19%	22%
WEEKLY	1474	1229	124	76	45	1151	173	394	1067	887	546
	72%	72%	75%	70%	70%	72% b	65%	78% b	70%	72%	71%
MONTHLY	1880	1568	156	99	58	1461	247	474	1386	1141	690
	92%	91%	94%	92%	91%	91%	92%	94%	91%	93% b	89%

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

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

Base : Those who have personally watched Channel 5 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2215	2041	1654	174	2141	1447	1459	358	2170	45	331	510	1374
Effective Weighted Sample	1551	1485	1207	118	1502	1028	1062	272	1523	29	218	352	982
Total	2053	1804	1439	249	1984	1351	1269	326	2007	46	306	482	1266
At least daily	415 20%	339 19%	281 20%	76 31% ab	398 20% c	258 19%	212 17%	51 16%	400 20% c	15 33% cd	60 20%	109 23%	246 19%
At least weekly	1059 52%	942 52%	746 52%	117 47%	1028 52%	698 52%	677 53%	155 48%	1040 52%	19 41%	147 48%	237 49%	674 53%
At least monthly	406 20%	378 21% c	294 20% c	28 11%	393 20%	284 21%	280 22%	83 25% ae	397 20%	9 20%	66 22%	83 17%	257 20%
Less often	154 7%	130 7%	105 7%	23 9%	146 7%	104 8%	90 7%	37 11% ace	151 8%	2 5%	28 9%	46 9%	81 6%
Don't know/ can't remember	19 1%	15 1%	12 1%	4 2%	19 1%	7 1%	10 1%	1 *% %	19 1%	- -% %	4 1%	7 1%	8 1%
<b>SUMMARY</b>													
DAILY	415 20%	339 19%	281 20%	76 31% ab	398 20% c	258 19%	212 17%	51 16%	400 20% c	15 33% cd	60 20%	109 23%	246 19%
WEEKLY	1474 72%	1281 71%	1027 71%	193 78%	1426 72% d	956 71% d	889 70% d	206 63%	1440 72% d	34 75%	208 68%	346 72%	920 73%
MONTHLY	1880 92%	1659 92%	1321 92%	221 89%	1819 92%	1240 92%	1169 92%	288 88%	1837 92%	44 95%	274 90%	429 89%	1177 93% b



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

Base : Those who have personally watched BBC Three in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1077	477	594	200	236	232	158	251	383	287	186	213
Effective Weighted Sample	786	363	430	142	174	179	124	178	291	204	139	147
Total	966	495	465	153	236	186	146	246	360	256	165	178
At least daily	150	90	60	32	41	42	16	18	61	18	29	42
	16%	18%	13%	21%	17%	23%	11%	7%	17%	7%	17%	24%
		b		de	e	de			b		b	b
At least weekly	374	199	173	65	79	73	60	98	126	100	74	72
	39%	40%	37%	42%	33%	39%	41%	40%	35%	39%	45%	40%
											a	
At least monthly	286	133	149	40	73	43	43	87	114	86	44	40
	30%	27%	32%	26%	31%	23%	29%	35%	32%	34%	27%	23%
								c	d	d		
Less often	136	62	74	14	38	26	21	37	53	45	17	18
	14%	13%	16%	9%	16%	14%	14%	15%	15%	18%	11%	10%
Don't know/ can't remember	20	10	10	2	4	2	7	5	6	7	1	5
	2%	2%	2%	1%	2%	1%	4%	2%	2%	3%	*%	3%
<b>SUMMARY</b>												
DAILY	150	90	60	32	41	42	16	18	61	18	29	42
	16%	18%	13%	21%	17%	23%	11%	7%	17%	7%	17%	24%
		b		de	e	de			b		b	b
WEEKLY	524	289	232	97	120	115	76	116	187	118	103	114
	54%	59%	50%	63%	51%	62%	52%	47%	52%	46%	62%	64%
		b		be		be					ab	ab
MONTHLY	810	422	382	137	193	158	119	203	301	204	147	154
	84%	85%	82%	90%	82%	85%	81%	83%	84%	80%	89%	87%
				b							b	

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

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

Base : Those who have personally watched BBC Three in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1077	747	104	121	103	826	123	398	669	691	349
Effective Weighted Sample	786	612	90	112	97	605	86	296	482	530	237
Total	966	825	62	49	30	738	102	354	601	690	253
At least daily	150	135	8	5	2	110	6	85	63	117	30
	16%	16%	12%	10%	8%	15%	6%	24%	10%	17%	12%
		d				b		b			
At least weekly	374	322	21	18	13	285	37	144	229	262	103
	39%	39%	33%	38%	43%	39%	36%	41%	38%	38%	41%
At least monthly	286	238	21	18	9	216	38	82	200	204	76
	30%	29%	35%	37%	29%	29%	37%	23%	33%	29%	30%
									a		
Less often	136	115	11	6	4	110	20	37	97	98	33
	14%	14%	18%	13%	13%	15%	20%	10%	16%	14%	13%
									a		
Don't know/ can't remember	20	15	1	1	2	17	1	6	13	9	11
	2%	2%	2%	2%	6%	2%	1%	2%	2%	1%	4%
					a						a
<b>SUMMARY</b>											
DAILY	150	135	8	5	2	110	6	85	63	117	30
	16%	16%	12%	10%	8%	15%	6%	24%	10%	17%	12%
		d				b		b			
WEEKLY	524	457	28	23	15	395	43	229	291	379	133
	54%	55%	45%	48%	51%	54%	42%	65%	48%	55%	53%
						b		b			
MONTHLY	810	695	50	41	24	611	81	311	491	583	209
	84%	84%	80%	85%	80%	83%	79%	88%	82%	84%	83%
								b			

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

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

Base : Those who have personally watched BBC Three in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1077	1046	934	31	1077	788	817	248	1077	-	102	224	751
Effective Weighted Sample	786	769	684	21	786	585	602	189	786	-	72	168	546
Total	966	928	832	37	966	722	727	239	966	-	88	202	676
At least daily	150 16%	144 16%	136 16%	6 17%	150 16%	121 17%	117 16%	49 20%	150 16%	** **	8 10%	27 13%	115 17%
At least weekly	374 39%	356 38%	321 39%	18 48%	374 39%	303 42%	286 39%	97 41%	374 39%	** **	38 43%	83 41%	253 37%
At least monthly	286 30%	274 30%	242 29%	11 30%	286 30%	204 28%	219 30%	70 29%	286 30%	** **	23 27%	58 29%	205 30%
Less often	136 14%	135 14%	115 14%	1 4%	136 14%	89 12%	95 13%	22 9%	136 14%	** **	14 16%	27 13%	95 14%
Don't know/ can't remember	20 2%	19 2%	18 2%	* 1%	20 2% b	4 1%	11 1%	2 1%	20 2% b	** **	4 5% c	7 3%	9 1%
<b>SUMMARY</b>													
DAILY	150 16%	144 16%	136 16%	6 17%	150 16%	121 17%	117 16%	49 20%	150 16%	** **	8 10%	27 13%	115 17%
WEEKLY	524 54%	500 54%	457 55%	24 65%	524 54%	424 59%	403 55%	146 61%	524 54%	** **	46 52%	110 55%	368 54%
MONTHLY	810 84%	775 83%	699 84%	36 95%	810 84%	629 87%	622 85%	216 90% ae	810 84%	** **	69 79%	168 83%	573 85%

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

Base : Those who have personally watched BBC Four in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1313	673	635	140	143	187	242	601	547	348	173	237
Effective Weighted Sample	928	485	451	98	108	146	188	403	394	238	136	163
Total	1263	722	534	119	147	166	217	614	544	341	143	227
At least daily	161 13%	94 13%	66 12%	21 18% e	27 18% e	40 24% de	26 12%	47 8%	70 13%	30 9%	23 16% b	37 16% b
At least weekly	601 48%	352 49%	247 46%	54 45%	58 40%	68 41%	94 43%	326 53% bcd	242 44%	160 47%	72 50%	119 53%
At least monthly	343 27%	187 26%	151 28%	25 21%	34 23%	39 24% a	73 34% a	172 28%	159 29% d	107 31% d	36 25%	41 18%
Less often	137 11%	77 11%	61 11%	15 13%	25 17% de	18 11%	20 9%	59 10%	66 12%	34 10%	11 8%	26 11%
Don't know/ can't remember	21 2%	12 2%	9 2%	4 4%	2 1%	2 1%	3 2%	10 2%	7 1%	9 3%	1 1%	4 2%
<b>SUMMARY</b>												
DAILY	161 13%	94 13%	66 12%	21 18% e	27 18% e	40 24% de	26 12%	47 8%	70 13%	30 9%	23 16% b	37 16% b
WEEKLY	761 60%	446 62%	314 59%	75 63%	85 58%	108 65%	121 56%	373 61%	312 57%	191 56%	95 66%	157 69% ab
MONTHLY	1105 87%	633 88%	465 87%	99 84%	119 81%	147 88%	194 89%	545 89% b	471 87%	298 87%	131 92%	198 87%

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

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

Base : Those who have personally watched BBC Four in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	*d	a	b	a	b	a	b
Unweighted total	1313	913	143	158	99	1000	187	342	957	704	569
Effective Weighted Sample	928	715	113	140	91	713	123	257	663	534	369
Total	1263	1066	99	67	31	965	173	323	929	730	505
At least daily	161	142	9	7	3	123	16	53	106	107	47
	13%	13%	9%	10%	8%	13%	9%	17% b	11%	15% b	9%
At least weekly	601	505	46	33	16	460	79	152	441	318	271
	48%	47%	46%	49%	53%	48%	45%	47%	47%	44%	54% a
At least monthly	343	285	32	19	7	266	50	76	265	209	129
	27%	27%	33%	28%	24%	28%	29%	24%	29%	29%	26%
Less often	137	115	10	8	4	102	25	38	98	93	40
	11%	11%	10%	12%	13%	11%	15%	12%	11%	13% b	8%
Don't know/ can't remember	21	19	1	1	1	14	3	2	19	4	18
	2%	2%	1%	1%	3%	1%	2%	1%	2%	1%	3% a
<b>SUMMARY</b>											
DAILY	161	142	9	7	3	123	16	53	106	107	47
	13%	13%	9%	10%	8%	13%	9%	17% b	11%	15% b	9%
WEEKLY	761	648	55	40	19	582	95	206	547	425	318
	60%	61%	56%	59%	61%	60%	55%	64%	59%	58%	63%
MONTHLY	1105	932	87	58	26	849	144	282	811	634	448
	87%	87%	88%	87%	85%	88%	83%	87%	87%	87%	89%

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

Base : Those who have personally watched BBC Four in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1313	1230	984	83	1313	1006	991	354	1313	-	149	259	905
Effective Weighted Sample	928	898	718	53	928	730	729	266	928	-	96	183	654
Total	1263	1147	918	116	1263	978	924	339	1263	-	155	239	869
At least daily	161 13%	148 13%	127 14%	13 11%	161 13%	128 13%	124 13%	53 16%	161 13%	** **	7 5%	26 11%	127 15% a
At least weekly	601 48%	539 47%	414 45%	61 53%	601 48%	474 48%	447 48%	171 50%	601 48%	** **	76 49%	106 44%	418 48%
At least monthly	343 27%	310 27%	251 27%	33 28%	343 27%	270 28%	250 27%	87 26%	343 27%	** **	41 27%	70 29%	232 27%
Less often	137 11%	128 11%	106 12%	9 8%	137 11%	99 10%	94 10%	27 8%	137 11%	** **	21 13%	36 15%	81 9%
Don't know/ can't remember	21 2%	21 2%	20 2%	- -%	21 2%	8 1%	9 1%	2 *%	21 2%	** **	10 6% bc	2 1%	10 1%
<b>SUMMARY</b>													
DAILY	161 13%	148 13%	127 14%	13 11%	161 13%	128 13%	124 13%	53 16%	161 13%	** **	7 5%	26 11%	127 15% a
WEEKLY	761 60%	687 60%	541 59%	74 64%	761 60%	602 62%	571 62%	224 66%	761 60%	** **	83 54%	132 55%	546 63%
MONTHLY	1105 87%	997 87%	792 86%	107 92%	1105 87%	872 89%	820 89%	311 92%	1105 87%	** **	125 80%	202 84%	778 90% a

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

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2354	981	1363	280	335	419	456	864	726	666	412	527
Effective Weighted Sample	1645	702	958	190	243	324	343	584	519	465	296	351
Total	2137	1023	1102	207	308	331	405	886	662	624	355	475
At least daily	488 23%	233 23%	250 23%	48 23%	71 23%	94 28% e	102 25% e	173 20%	125 19%	129 21%	101 28% ab	124 26% a
At least weekly	1023 48%	499 49%	518 47%	89 43%	145 47%	147 44%	215 53% ac	427 48%	321 49%	293 47%	170 48%	231 49%
At least monthly	437 20%	210 21%	227 21%	51 25% d	62 20%	64 19%	69 17%	191 22%	149 23% c	142 23% c	59 17%	84 18%
Less often	148 7%	57 6%	91 8% a	14 7%	23 8%	25 8% d	16 4%	70 8% d	49 7%	47 7%	22 6%	29 6%
Don't know/ can't remember	40 2%	23 2%	17 2%	5 2%	7 2%	2 1%	2 1%	24 3% cd	17 3%	13 2%	3 1%	7 1%
<b>SUMMARY</b>												
DAILY	488 23%	233 23%	250 23%	48 23%	71 23%	94 28% e	102 25% e	173 20%	125 19%	129 21%	101 28% ab	124 26% a
WEEKLY	1511 71%	732 72%	768 70%	138 67%	216 70%	240 73%	317 78% abe	600 68%	446 67%	422 68%	271 76% ab	356 75% ab
MONTHLY	1949 91%	943 92%	995 90%	189 91%	277 90%	304 92%	387 95% abe	792 89%	596 90%	564 90%	330 93%	439 92%

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

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

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2354	1607	260	244	243	1807	316	721	1596	1379	878
Effective Weighted Sample	1645	1259	203	212	227	1267	217	521	1101	1024	557
Total	2137	1799	165	101	72	1650	270	624	1477	1363	709
At least daily	488	404	42	25	18	384	42	172	304	330	139
	23%	22%	25%	25%	25%	23%	16%	28%	21%	24%	20%
						b		b		b	
At least weekly	1023	876	75	40	32	787	144	312	694	647	350
	48%	49%	45%	40%	45%	48%	53%	50%	47%	47%	49%
		c									
At least monthly	437	364	33	25	16	338	61	103	332	278	147
	20%	20%	20%	25%	22%	21%	23%	17%	22%	20%	21%
									a		
Less often	148	124	11	9	5	113	19	27	118	83	58
	7%	7%	6%	9%	7%	7%	7%	4%	8%	6%	8%
									a		
Don't know/ can't remember	40	32	5	2	1	28	4	10	30	25	14
	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%
<b>SUMMARY</b>											
DAILY	488	404	42	25	18	384	42	172	304	330	139
	23%	22%	25%	25%	25%	23%	16%	28%	21%	24%	20%
						b		b		b	
WEEKLY	1511	1280	116	65	50	1171	186	483	997	977	490
	71%	71%	71%	64%	69%	71%	69%	78%	68%	72%	69%
		c						b			
MONTHLY	1949	1644	149	90	66	1510	247	587	1330	1255	637
	91%	91%	91%	89%	91%	91%	91%	94%	90%	92%	90%
								b			

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



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

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2354	2203	1862	151	2244	1508	1528	368	2284	70	363	526	1465
Effective Weighted Sample	1645	1600	1353	100	1575	1070	1122	278	1604	44	235	359	1056
Total	2137	1919	1605	218	2027	1396	1327	332	2063	74	332	490	1315
At least daily	488 23%	418 22%	362 23%	70 32% ab	458 23%	313 22%	281 21%	76 23%	467 23%	21 29%	72 22%	111 23%	306 23%
At least weekly	1023 48%	933 49%	765 48%	91 42%	978 48%	671 48%	639 48%	141 42%	992 48%	32 43%	168 50%	244 50%	612 47%
At least monthly	437 20%	404 21%	341 21%	33 15%	416 21%	295 21%	289 22%	87 26% ae	424 21%	14 19%	60 18%	94 19%	283 22%
Less often	148 7%	134 7%	110 7%	14 7%	138 7%	100 7%	94 7%	24 7%	143 7%	5 7%	23 7%	29 6%	96 7%
Don't know/ can't remember	40 2%	30 2%	27 2%	10 5% ab	37 2%	17 1%	23 2%	4 1%	39 2%	2 2%	10 3%	13 3%	17 1%
<b>SUMMARY</b>													
DAILY	488 23%	418 22%	362 23%	70 32% ab	458 23%	313 22%	281 21%	76 23%	467 23%	21 29%	72 22%	111 23%	306 23%
WEEKLY	1511 71%	1351 70%	1127 70%	161 74%	1436 71%	985 71%	920 69%	217 65%	1458 71%	53 72%	239 72%	354 72%	918 70%
MONTHLY	1949 91%	1755 91%	1468 91%	194 89%	1852 91%	1279 92%	1209 91%	304 91%	1882 91%	67 91%	300 90%	448 91%	1201 91%

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

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	2231	965	1250	223	341	395	440	832	723	639	371	480
Effective Weighted Sample	1570	694	881	159	256	301	340	556	514	452	269	323
Total	2031	996	1016	163	323	306	389	849	689	599	323	401
At least daily	332 16%	176 18%	156 15%	38 23% de	60 18% e	75 25% de	59 15%	100 12%	104 15%	107 18%	52 16%	65 16%
At least weekly	974 48%	484 49%	482 47%	69 42%	137 42%	142 46%	217 56% abce	409 48%	309 45%	273 46%	167 52%	216 54% ab
At least monthly	517 25%	252 25%	258 25%	34 21%	81 25%	68 22%	82 21%	253 30% acd	191 28% d	155 26%	78 24%	87 22%
Less often	181 9%	70 7%	109 11% a	19 11% c	35 11% c	18 6%	28 7%	82 10%	77 11% d	54 9%	23 7%	26 6%
Don't know/ can't remember	27 1%	13 1%	11 1%	4 2% e	11 3% e	3 1%	4 1%	5 1%	8 1%	9 2%	4 1%	7 2%
<b>SUMMARY</b>												
DAILY	332 16%	176 18%	156 15%	38 23% de	60 18% e	75 25% de	59 15%	100 12%	104 15%	107 18%	52 16%	65 16%
WEEKLY	1306 64%	660 66%	638 63%	107 66%	196 61%	217 71% be	275 71% be	510 60%	413 60%	380 63%	219 68% a	282 70% ab
MONTHLY	1823 90%	913 92% b	896 88%	141 86%	277 86%	285 93% ab	357 92% b	763 90%	604 88%	536 89%	297 92%	368 92%

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

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

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2231	1517	254	242	218	1742	295	640	1560	1312	833
Effective Weighted Sample	1570	1196	199	211	201	1235	198	473	1083	994	520
Total	2031	1704	161	102	64	1596	260	547	1456	1296	678
At least daily	332	281	24	16	12	278	26	110	220	235	87
	16%	16%	15%	15%	18%	17%	10%	20%	15%	18%	13%
						b		b		b	
At least weekly	974	813	85	44	32	757	130	280	681	626	321
	48%	48%	53%	43%	50%	47%	50%	51%	47%	48%	47%
At least monthly	517	432	40	32	14	404	79	110	395	311	193
	25%	25%	25%	31%	21%	25%	30%	20%	27%	24%	28%
				d					a		
Less often	181	158	10	8	5	136	22	35	144	105	69
	9%	9%	6%	8%	7%	9%	8%	6%	10%	8%	10%
									a		
Don't know/ can't remember	27	21	2	2	2	21	3	11	16	19	8
	1%	1%	1%	2%	4%	1%	1%	2%	1%	1%	1%
				a							
<b>SUMMARY</b>											
DAILY	332	281	24	16	12	278	26	110	220	235	87
	16%	16%	15%	15%	18%	17%	10%	20%	15%	18%	13%
						b		b		b	
WEEKLY	1306	1093	109	60	43	1035	157	390	901	861	408
	64%	64%	68%	59%	68%	65%	60%	71%	62%	66%	60%
								b		b	
MONTHLY	1823	1525	149	91	57	1439	235	501	1297	1172	600
	90%	89%	93%	90%	89%	90%	91%	92%	89%	90%	89%

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

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

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2231	2104	1771	127	2136	1464	1503	402	2175	56	346	489	1396
Effective Weighted Sample	1570	1539	1295	85	1502	1049	1104	304	1531	38	225	336	1013
Total	2031	1841	1532	190	1953	1355	1310	363	1983	48	313	461	1257
At least daily	332 16%	301 16%	263 17%	31 17%	318 16%	221 16%	196 15%	49 13%	323 16%	9 20%	47 15%	69 15%	216 17%
At least weekly	974 48%	881 48%	738 48%	93 49%	937 48%	635 47%	610 47%	169 46%	948 48%	26 54%	154 49%	237 51%	582 46%
At least monthly	517 25%	468 25%	370 24%	50 26%	505 26%	358 26%	363 28%	96 27%	512 26%	6 12%	67 21%	110 24%	341 27%
Less often	181 9%	167 9%	138 9%	14 7%	168 9%	129 10%	124 9%	48 13%	176 9%	5 11%	39 12%	40 9%	103 8%
Don't know/ can't remember	27 1%	26 1%	23 2%	2 1%	25 1%	12 1%	18 1%	1 *%	26 1%	2 3%	6 2%	6 1%	15 1%
<b>SUMMARY</b>													
DAILY	332 16%	301 16%	263 17%	31 17%	318 16%	221 16%	196 15%	49 13%	323 16%	9 20%	47 15%	69 15%	216 17%
WEEKLY	1306 64%	1181 64%	1001 65%	124 66%	1255 64%	856 63%	805 61%	217 60%	1270 64%	35 74%	201 64%	306 66%	798 63%
MONTHLY	1823 90%	1649 90%	1371 89%	174 92%	1760 90%	1214 90%	1168 89%	314 86%	1782 90%	41 86%	268 86%	416 90%	1139 91% a

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

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1149	496	649	77	143	221	250	458	330	295	214	301
Effective Weighted Sample	797	352	451	55	104	171	189	301	233	202	155	205
Total	1042	511	526	64	125	172	219	462	312	287	176	258
At least daily	152 15%	80 16%	72 14%	11 17%	18 15%	35 20% e	39 18% e	48 10%	47 15%	34 12%	30 17%	39 15%
At least weekly	536 51%	271 53%	264 50%	29 45%	55 44%	87 51%	119 54%	247 53%	147 47%	156 55%	100 57%	130 50%
At least monthly	248 24%	117 23%	130 25%	16 25%	31 25%	36 21%	48 22%	116 25%	77 25%	72 25%	36 21%	59 23%
Less often	77 7%	33 6%	43 8%	5 8%	14 11% d	13 7%	10 4%	36 8%	33 10% c	18 6%	7 4%	20 8%
Don't know/ can't remember	28 3%	11 2%	17 3%	3 4% c	6 5% c	1 *%	4 2%	15 3%	8 3%	7 2%	3 2%	9 4%
<b>SUMMARY</b>												
DAILY	152 15%	80 16%	72 14%	11 17%	18 15%	35 20% e	39 18% e	48 10%	47 15%	34 12%	30 17%	39 15%
WEEKLY	688 66%	351 69%	336 64%	40 62%	73 59%	122 71% b	158 72% b	296 64%	194 62%	190 66%	130 74% a	170 66%
MONTHLY	936 90%	467 91%	467 89%	56 88%	105 84%	158 92% b	206 94% b	412 89%	271 87%	262 91%	166 94% a	228 89%

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

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1149	769	138	129	113	915	131	332	803	664	434
Effective Weighted Sample	797	597	107	113	106	636	88	247	545	486	279
Total	1042	864	89	55	34	836	118	286	745	648	361
At least daily	152	128	10	9	5	116	16	53	97	96	50
	15%	15%	11%	17%	14%	14%	13%	18%	13%	15%	14%
								b			
At least weekly	536	447	49	24	17	445	52	146	386	341	182
	51%	52%	55%	44%	49%	53%	44%	51%	52%	53%	51%
At least monthly	248	204	21	15	8	196	34	61	185	151	86
	24%	24%	24%	27%	24%	23%	29%	21%	25%	23%	24%
Less often	77	63	6	5	4	56	16	17	59	48	28
	7%	7%	6%	9%	12%	7%	14%	6%	8%	7%	8%
							a				
Don't know/ can't remember	28	23	3	1	*	22	1	10	18	12	15
	3%	3%	3%	3%	1%	3%	1%	3%	2%	2%	4%
<b>SUMMARY</b>											
DAILY	152	128	10	9	5	116	16	53	97	96	50
	15%	15%	11%	17%	14%	14%	13%	18%	13%	15%	14%
								b			
WEEKLY	688	575	59	34	21	562	67	199	483	437	232
	66%	66%	66%	61%	63%	67%	57%	69%	65%	67%	64%
MONTHLY	936	778	80	48	29	758	101	260	668	588	318
	90%	90%	90%	89%	87%	91%	86%	91%	90%	91%	88%

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

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

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1149	1064	888	85	1098	710	727	152	1115	34	194	293	662
Effective Weighted Sample	797	784	653	57	764	505	536	117	776	22	122	198	480
Total	1042	910	752	132	995	647	614	128	1009	33	171	274	597
At least daily	152 15%	136 15%	111 15%	16 12%	144 14%	84 13%	84 14%	21 17%	146 15%	6 18%	22 13%	38 14%	92 15%
At least weekly	536 51%	459 50%	384 51%	77 58%	522 52%	329 51%	309 50%	59 46%	525 52%	11 32%	88 51%	145 53%	303 51%
At least monthly	248 24%	219 24%	176 23%	29 22%	233 23%	167 26%	155 25%	34 27%	237 24%	11 32%	42 25%	62 23%	144 24%
Less often	77 7%	74 8%	61 8%	4 3%	71 7%	53 8%	55 9%	13 10%	74 7%	3 10%	14 8%	22 8%	42 7%
Don't know/ can't remember	28 3%	22 2%	21 3%	6 5%	25 3%	15 2%	10 2%	- -%	25 3%	3 8%	5 3%	7 3%	15 3%
<b>SUMMARY</b>													
DAILY	152 15%	136 15%	111 15%	16 12%	144 14%	84 13%	84 14%	21 17%	146 15%	6 18%	22 13%	38 14%	92 15%
WEEKLY	688 66%	595 65%	495 66%	93 71%	666 67%	413 64%	393 64%	80 63%	672 67%	17 50%	110 64%	183 67%	395 66%
MONTHLY	936 90%	814 89%	671 89%	122 93%	899 90%	579 90%	548 89%	114 90%	909 90%	27 83%	152 89%	245 90%	539 90%

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

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1594	778	808	119	185	268	314	708	526	454	258	345
Effective Weighted Sample	1117	551	574	92	141	208	238	477	375	320	188	228
Total	1494	810	675	82	180	213	276	744	497	441	229	313
At least daily	285	163	121	18	30	52	49	137	89	68	46	81
	19%	20%	18%	22%	16%	24%	18%	18%	18%	15%	20%	26%
												ab
At least weekly	704	411	290	34	67	102	140	360	238	209	130	122
	47%	51%	43%	41%	38%	48%	51%	48%	48%	47%	57%	39%
		b					b	b	d	d	abd	
At least monthly	375	180	190	22	60	51	70	174	125	120	47	75
	25%	22%	28%	26%	33%	24%	25%	23%	25%	27%	20%	24%
			a		e							
Less often	114	51	64	7	21	8	14	64	42	36	5	32
	8%	6%	9%	8%	12%	4%	5%	9%	8%	8%	2%	10%
			a		cd			c	c	c		c
Don't know/ can't remember	16	5	10	2	2	-	4	8	3	8	1	3
	1%	1%	2%	2%	1%	-%	1%	1%	1%	2%	1%	1%
				c								
<b>SUMMARY</b>												
DAILY	285	163	121	18	30	52	49	137	89	68	46	81
	19%	20%	18%	22%	16%	24%	18%	18%	18%	15%	20%	26%
												ab
WEEKLY	989	574	411	52	97	154	189	497	327	278	176	203
	66%	71%	61%	63%	54%	72%	68%	67%	66%	63%	77%	65%
		b				b	b	b			abd	
MONTHLY	1364	754	601	73	157	204	259	671	452	398	223	278
	91%	93%	89%	90%	87%	96%	94%	90%	91%	90%	97%	89%
		b				abe	b				abd	

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



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

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1594	1094	174	188	138	1266	229	390	1184	892	648
Effective Weighted Sample	1117	856	125	163	129	895	151	292	820	667	415
Total	1494	1251	120	82	41	1185	219	343	1129	902	553
At least daily	285 19%	245 20%	19 16%	13 15%	8 19%	215 18%	47 21%	81 24% b	199 18%	166 18%	112 20%
At least weekly	704 47%	575 46%	70 58% ac	38 46%	21 51%	556 47%	109 50%	165 48%	528 47%	427 47%	259 47%
At least monthly	375 25%	318 25%	23 20%	24 29%	10 24%	299 25%	52 24%	83 24%	287 25%	236 26%	128 23%
Less often	114 8%	97 8%	8 6%	7 9%	2 6%	100 8%	12 5%	13 4%	99 9% a	66 7%	46 8%
Don't know/ can't remember	16 1%	15 1%	- -%	1 1%	- -%	15 1%	- -%	1 *%	15 1%	7 1%	8 1%
<b>SUMMARY</b>											
DAILY	285 19%	245 20%	19 16%	13 15%	8 19%	215 18%	47 21%	81 24% b	199 18%	166 18%	112 20%
WEEKLY	989 66%	821 66%	89 74% c	50 61%	29 70%	771 65%	155 71%	246 72% b	728 64%	592 66%	371 67%
MONTHLY	1364 91%	1139 91%	112 94%	74 90%	39 94%	1070 90%	207 95%	330 96% b	1015 90%	829 92%	499 90%

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

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

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1594	1474	1214	120	1541	1059	1076	281	1559	35	263	364	967
Effective Weighted Sample	1117	1088	901	80	1082	760	805	215	1096	22	168	251	701
Total	1494	1311	1073	183	1447	988	936	252	1461	33	246	350	898
At least daily	285 19%	233 18%	188 17%	52 28% ab	277 19% c	191 19%	146 16%	47 19%	279 19%	5 16%	47 19%	74 21%	163 18%
At least weekly	704 47%	625 48%	514 48%	79 43%	677 47%	468 47%	456 49%	120 48%	684 47%	20 61%	114 46%	162 46%	428 48%
At least monthly	375 25%	338 26%	274 26%	38 21%	365 25%	243 25%	248 27%	66 26%	369 25%	6 19%	58 23%	78 22%	239 27%
Less often	114 8%	103 8%	86 8%	11 6%	112 8%	80 8%	80 9%	16 6%	113 8%	1 3%	22 9%	31 9%	61 7%
Don't know/ can't remember	16 1%	12 1%	12 1%	3 2%	15 1%	5 1%	6 1%	2 1%	15 1%	* 1%	5 2%	4 1%	7 1%
<b>SUMMARY</b>													
DAILY	285 19%	233 18%	188 17%	52 28% ab	277 19% c	191 19%	146 16%	47 19%	279 19%	5 16%	47 19%	74 21%	163 18%
WEEKLY	989 66%	858 65%	702 65%	131 71%	955 66%	659 67%	602 64%	168 67%	963 66%	26 77%	161 65%	237 68%	591 66%
MONTHLY	1364 91%	1195 91%	976 91%	169 92%	1319 91%	902 91%	850 91%	233 93%	1332 91%	32 96%	219 89%	315 90%	830 92%

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1427	721	704	121	235	286	300	485	489	421	219	290
Effective Weighted Sample	1031	530	516	92	179	224	228	334	362	313	161	192
Total	1285	731	553	90	220	225	260	490	439	384	195	261
At least daily	565 44%	361 49%	204 37%	30 34%	64 29%	107 48%	105 40%	259 53%	198 45%	158 41%	82 42%	125 48%
		b				ab	b	abd				
At least weekly	511 40%	275 38%	236 43%	38 43%	93 42%	85 38%	117 45%	178 36%	164 37%	165 43%	80 41%	100 38%
							e					
At least monthly	159 12%	72 10%	87 16%	16 17%	49 23%	23 10%	28 11%	42 9%	59 13%	47 12%	27 14%	25 9%
			a	e	cde							
Less often	44 3%	22 3%	21 4%	4 5%	13 6%	10 4%	7 3%	10 2%	19 4%	11 3%	5 2%	10 4%
					e							
Don't know/ can't remember	6 1%	2 *%	5 1%	2 2%	1 *%	- -%	3 1%	1 *%	- -%	3 1%	2 1%	1 1%
				ce								
<b>SUMMARY</b>												
DAILY	565 44%	361 49%	204 37%	30 34%	64 29%	107 48%	105 40%	259 53%	198 45%	158 41%	82 42%	125 48%
		b				ab	b	abd				
WEEKLY	1076 84%	636 87%	440 80%	69 76%	157 72%	192 85%	222 85%	437 89%	361 82%	323 84%	162 83%	225 86%
		b				b	b	ab				
MONTHLY	1235 96%	708 97%	527 95%	84 93%	207 94%	215 96%	250 96%	479 98%	420 96%	371 96%	189 97%	250 96%
								ab				

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

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1427	947	181	165	134	1116	187	482	923	935	446
Effective Weighted Sample	1031	766	136	152	126	809	127	360	658	708	292
Total	1285	1054	120	71	41	1005	164	420	844	901	355
At least daily	565	463	53	34	15	446	72	184	375	388	166
	44%	44%	44%	48%	37%	44%	44%	44%	44%	43%	47%
At least weekly	511	414	50	27	19	391	75	171	332	352	145
	40%	39%	42%	38%	47%	39%	46%	41%	39%	39%	41%
At least monthly	159	133	14	7	5	126	13	48	108	124	32
	12%	13%	12%	9%	13%	13%	8%	11%	13%	14%	9%
Less often	44	37	3	3	1	37	4	16	24	32	11
	3%	4%	2%	4%	2%	4%	3%	4%	3%	4%	3%
Don't know/ can't remember	6	6	1	-	-	5	1	1	4	5	1
	1%	1%	*%	-%	-%	1%	*%	*%	1%	1%	*%
<b>SUMMARY</b>											
DAILY	565	463	53	34	15	446	72	184	375	388	166
	44%	44%	44%	48%	37%	44%	44%	44%	44%	43%	47%
WEEKLY	1076	878	103	61	35	837	146	355	708	740	310
	84%	83%	86%	86%	85%	83%	89%	85%	84%	82%	88%
											a
MONTHLY	1235	1011	117	68	40	963	159	403	816	864	342
	96%	96%	97%	96%	98%	96%	97%	96%	97%	96%	96%

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

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1427	1358	1201	69	1348	931	988	233	1372	55	242	323	862
Effective Weighted Sample	1031	1007	900	46	976	691	757	186	993	38	167	226	639
Total	1285	1192	1039	94	1216	837	849	210	1235	50	208	287	790
At least daily	565 44%	512 43%	431 41%	54 57% b	537 44% d	366 44% d	353 42%	75 36%	543 44% d	22 44%	103 49%	122 42%	340 43%
At least weekly	511 40%	478 40%	428 41%	34 36%	479 39%	322 39%	337 40%	90 43%	489 40%	22 44%	75 36%	115 40%	321 41%
At least monthly	159 12%	153 13%	136 13%	6 6%	153 13%	118 14%	122 14%	34 16%	155 13%	4 7%	22 10%	35 12%	102 13%
Less often	44 3%	43 4%	38 4%	1 1%	40 3%	26 3%	33 4%	12 6%	41 3%	2 5%	7 3%	14 5%	23 3%
Don't know/ can't remember	6 1%	6 1%	6 1%	- -%	6 1%	4 *%	5 1%	- -%	6 1%	- -%	1 1%	1 *%	4 *%
<b>SUMMARY</b>													
DAILY	565 44%	512 43%	431 41%	54 57% b	537 44% d	366 44% d	353 42%	75 36%	543 44% d	22 44%	103 49%	122 42%	340 43%
WEEKLY	1076 84%	989 83%	859 83%	87 93%	1016 84%	688 82%	690 81%	165 78%	1032 84%	44 88%	179 86%	237 82%	661 84%
MONTHLY	1235 96%	1142 96%	995 96%	93 99%	1170 96%	806 96%	812 96%	198 94%	1187 96%	48 95%	200 96%	272 95%	763 97%

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

Base : Those who have personally watched S4C (Welsh) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 ^c	45-54 ^d	55+ *e	AB *a	C1 *b	C2 ^c	DE ^d
Significance Level: 95%												
Unweighted total	136	72	62	22	30	19	17	48	50	38	27	20
Effective Weighted Sample	90	48	41	14	22	14	12	30	35	27	16	13
Total	93	49	44	13	28	11	11	31	32	24	21	15
At least daily	20 21%	10 21%	9 20%	** **	5 16%	** **	** **	6 19%	7 22%	5 21%	** **	** **
At least weekly	41 44%	23 47%	18 41%	** **	14 48%	** **	** **	15 49%	13 41%	8 34%	** **	** **
At least monthly	19 21%	9 19%	10 22%	** **	5 19%	** **	** **	6 21%	8 24%	6 24%	** **	** **
Less often	10 11%	5 9%	6 13%	** **	4 15%	** **	** **	3 8%	4 12%	3 12%	** **	** **
Don't know/ can't remember	3 4%	2 4%	2 4%	** **	1 3%	** **	** **	1 3%	1 2%	2 9%	** **	** **
<b>SUMMARY</b>												
DAILY	20 21%	10 21%	9 20%	** **	5 16%	** **	** **	6 19%	7 22%	5 21%	** **	** **
WEEKLY	60 65%	33 68%	27 62%	** **	18 64%	** **	** **	21 68%	20 63%	13 55%	** **	** **
MONTHLY	80 85%	42 87%	37 83%	** **	23 82%	** **	** **	27 89%	28 87%	19 79%	** **	** **

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

Base : Those who have personally watched S4C (Welsh) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	^b	*c	^d	*a	^b	*a	*b	*a	*b
Unweighted total	136	37	11	83	5	88	28	49	84	96	38
Effective Weighted Sample	90	32	7	77	5	62	19	32	56	69	20
Total	93	46	9	37	1	55	20	36	54	70	23
At least daily	20	8	**	10	**	7	**	7	12	16	3
	21%	17%	**	27%	**	13%	**	19%	22%	23%	14%
At least weekly	41	20	**	14	**	22	**	17	23	30	11
	44%	44%	**	39%	**	40%	**	48%	42%	42%	49%
At least monthly	19	10	**	8	**	15	**	6	11	14	5
	21%	22%	**	23%	**	27%	**	17%	21%	20%	21%
Less often	10	5	**	4	**	8	**	4	7	7	3
	11%	11%	**	11%	**	15%	**	10%	12%	10%	13%
Don't know/ can't remember	3	3	**	-	**	3	**	2	1	3	1
	4%	6%	**	-%	**	5%	**	6%	3%	4%	4%
		c									
<b>SUMMARY</b>											
DAILY	20	8	**	10	**	7	**	7	12	16	3
	21%	17%	**	27%	**	13%	**	19%	22%	23%	14%
WEEKLY	60	28	**	24	**	30	**	24	35	46	14
	65%	61%	**	66%	**	53%	**	67%	64%	66%	62%
MONTHLY	80	38	**	33	**	45	**	31	46	60	19
	85%	83%	**	89%	**	81%	**	84%	85%	86%	83%

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

Base : Those who have personally watched S4C (Welsh) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS ^d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	136	130	115	6	135	115	114	26	136	-	16	33	87
Effective Weighted Sample	90	91	79	4	90	78	80	17	90	-	11	21	62
Total	93	86	75	8	93	79	74	17	93	-	15	26	53
At least daily	20 21%	18 21%	16 21%	** **	20 21%	16 20%	16 22%	** **	20 21%	** **	** **	3 11%	13 25%
At least weekly	41 44%	36 42%	32 43%	** **	41 44%	36 45%	30 41%	** **	41 44%	** **	** **	11 43%	23 43%
At least monthly	19 21%	19 22%	14 19%	** **	19 20%	16 21%	16 22%	** **	19 21%	** **	** **	7 25%	10 19%
Less often	10 11%	10 12%	10 14%	** **	10 11%	9 11%	9 12%	** **	10 11%	** **	** **	5 21%	4 8%
Don't know/ can't remember	3 4%	3 3%	3 3%	** **	3 4%	3 3%	3 3%	** **	3 4%	** **	** **	- -%	3 5%
<b>SUMMARY</b>													
DAILY	20 21%	18 21%	16 21%	** **	20 21%	16 20%	16 22%	** **	20 21%	** **	** **	3 11%	13 25%
WEEKLY	60 65%	54 63%	48 64%	** **	60 65%	52 65%	47 63%	** **	60 65%	** **	** **	14 54%	36 68%
MONTHLY	80 85%	73 85%	62 83%	** **	79 85%	68 86%	63 85%	** **	80 85%	** **	** **	21 79%	46 87%



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

Base : Those who have personally watched BBC News channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1641	781	855	138	208	279	316	700	620	440	248	319
Effective Weighted Sample	1177	578	604	97	157	213	248	480	447	325	179	217
Total	1520	806	708	111	204	235	272	697	567	427	217	294
At least daily	694 46%	364 45%	325 46%	40 36%	76 37%	109 46%	132 48% ab	338 48% ab	235 41%	186 43%	105 49%	160 55% ab
At least weekly	504 33%	281 35%	223 31%	35 32%	75 36%	83 35%	80 29%	232 33%	204 36% d	149 35% d	70 32%	76 26%
At least monthly	222 15%	114 14%	108 15%	25 23% ce	39 19% e	30 13%	40 15%	89 13%	97 17%	57 13%	30 14%	37 13%
Less often	91 6%	43 5%	47 7%	10 9%	12 6%	12 5%	18 7%	38 6%	29 5%	31 7%	11 5%	19 7%
Don't know/ can't remember	8 1%	4 1%	4 1%	1 1%	2 1%	2 1%	3 1% e	1 *% e	2 *% e	5 1%	- -%	* *% e
<b>SUMMARY</b>												
DAILY	694 46%	364 45%	325 46%	40 36%	76 37%	109 46%	132 48% ab	338 48% ab	235 41%	186 43%	105 49%	160 55% ab
WEEKLY	1198 79%	645 80%	548 77%	75 67%	151 74%	192 82% a	211 78%	569 82% ab	439 77%	335 78%	176 81%	237 81%
MONTHLY	1420 93%	759 94%	657 93%	100 90%	190 93%	222 94%	251 92%	658 94%	536 94%	391 92%	206 95%	274 93%

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

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

Base : Those who have personally watched BBC News channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1641	1137	184	185	135	1274	228	464	1161	941	650
Effective Weighted Sample	1177	905	148	162	125	925	153	350	816	726	417
Total	1520	1282	117	80	40	1192	195	422	1081	942	541
At least daily	694 46%	585 46%	54 46%	39 49%	16 41%	559 47%	81 42%	194 46%	490 45%	416 44%	258 48%
At least weekly	504 33%	423 33%	40 34%	25 31%	17 41%	384 32%	71 36%	149 35%	354 33%	323 34%	173 32%
At least monthly	222 15%	192 15%	15 13%	10 13%	5 12%	167 14%	37 19%	59 14%	162 15%	146 15%	74 14%
Less often	91 6%	75 6%	8 7%	6 7%	3 7%	75 6%	7 3%	19 4%	69 6%	51 5%	36 7%
Don't know/ can't remember	8 1%	8 1%	* *0%	* *0%	- -0%	7 1%	- -0%	2 *0%	6 1%	6 1%	1 *0%
<b>SUMMARY</b>											
DAILY	694 46%	585 46%	54 46%	39 49%	16 41%	559 47%	81 42%	194 46%	490 45%	416 44%	258 48%
WEEKLY	1198 79%	1008 79%	94 80%	64 80%	33 82%	943 79%	152 78%	343 81%	844 78%	739 78%	430 80%
MONTHLY	1420 93%	1200 94%	109 93%	74 92%	38 93%	1110 93%	189 97%	402 95%	1006 93%	885 94%	504 93%

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

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

Base : Those who have personally watched BBC News channel in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1641	1550	1298	91	1641	1186	1269	343	1641	-	170	341	1130
Effective Weighted Sample	1177	1144	957	60	1177	858	943	262	1177	-	108	239	831
Total	1520	1394	1165	126	1520	1092	1135	319	1520	-	151	318	1050
At least daily	694 46%	634 45%	518 44%	60 48%	694 46%	514 47%	512 45%	131 41%	694 46%	** **	55 37%	139 44%	500 48% a
At least weekly	504 33%	461 33%	389 33%	43 34%	504 33%	362 33%	372 33%	105 33%	504 33%	** **	54 35%	106 33%	344 33%
At least monthly	222 15%	206 15%	183 16%	16 13%	222 15%	164 15%	181 16%	61 19%	222 15%	** **	28 19%	42 13%	152 14%
Less often	91 6%	84 6%	68 6%	6 5%	91 6%	51 5%	64 6%	19 6%	91 6%	** **	12 8%	29 9%	50 5%
Don't know/ can't remember	8 1%	8 1%	6 1%	- -%	8 1%	2 *%	6 1%	2 1%	8 1%	** **	2 1%	3 1%	4 *%
<b>SUMMARY</b>													
DAILY	694 46%	634 45%	518 44%	60 48%	694 46%	514 47%	512 45%	131 41%	694 46%	** **	55 37%	139 44%	500 48% a
WEEKLY	1198 79%	1095 79%	907 78%	103 82%	1198 79%	875 80% d	884 78%	236 74%	1198 79%	** **	109 72%	245 77%	844 80% a
MONTHLY	1420 93%	1301 93%	1090 94%	119 95%	1420 93%	1039 95%	1065 94%	297 93%	1420 93%	** **	137 91%	287 90%	996 95% b

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	390	219	169	35	56	70	49	180	163	100	49	77
Effective Weighted Sample	286	165	120	26	43	54	39	129	121	73	36	56
Total	390	235	153	30	67	59	45	189	175	100	46	68
At least daily	72 18%	46 20%	25 17%	5 18%	13 19%	17 28% e	11 25%	26 14%	23 13%	19 19%	9 19%	21 31% a
At least weekly	156 40%	95 40%	61 40%	13 43%	29 43%	18 31%	18 40%	78 42%	71 40%	40 40%	22 46%	23 34%
At least monthly	88 23%	50 21%	36 24%	6 21%	12 18%	16 27%	11 24%	43 23%	46 26% d	26 26%	8 17%	9 13%
Less often	66 17%	39 17%	27 18%	2 8%	11 17%	8 14%	5 12%	39 21%	35 20%	12 12%	6 13%	14 21%
Don't know/ can't remember	8 2%	5 2%	3 2%	3 11% cde	2 3%	- -%	- -%	2 1%	- -%	4 4% a	2 5% a	1 2%
<b>SUMMARY</b>												
DAILY	72 18%	46 20%	25 17%	5 18%	13 19%	17 28% e	11 25%	26 14%	23 13%	19 19%	9 19%	21 31% a
WEEKLY	228 58%	141 60%	87 57%	18 60%	41 62%	35 59%	29 65%	104 55%	94 54%	59 59%	30 65%	44 64%
MONTHLY	316 81%	191 81%	123 80%	25 82%	54 80%	51 86%	40 88%	147 78%	141 80%	84 84%	38 82%	52 77%

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	^d	a	*b	a	b	a	b
Unweighted total	390	273	51	39	27	295	57	118	267	217	163
Effective Weighted Sample	286	220	41	30	23	216	41	91	192	167	113
Total	390	327	37	18	8	293	53	119	266	241	139
At least daily	72 18%	64 20%	4 12%	2 12%	** **	54 19%	8 15%	31 26% b	40 15%	44 18%	22 16%
At least weekly	156 40%	128 39%	15 40%	9 48%	** **	112 38%	23 43%	49 41%	103 39%	95 39%	59 43%
At least monthly	88 23%	69 21%	12 33%	5 29%	** **	66 23%	13 24%	19 16%	69 26%	61 25%	27 19%
Less often	66 17%	59 18%	5 14%	2 10%	** **	55 19%	9 18%	20 17%	46 17%	36 15%	29 21%
Don't know/ can't remember	8 2%	7 2%	1 2%	- -%	** **	4 1%	- -%	- -%	8 3%	5 2%	3 2%
<b>SUMMARY</b>											
DAILY	72 18%	64 20%	4 12%	2 12%	** **	54 19%	8 15%	31 26% b	40 15%	44 18%	22 16%
WEEKLY	228 58%	192 59%	19 52%	11 60%	** **	166 57%	31 59%	80 67% b	143 54%	139 58%	81 58%
MONTHLY	316 81%	261 80%	31 84%	16 90%	** **	233 80%	44 82%	99 83%	212 80%	200 83%	107 77%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	390	373	315	17	390	307	314	111	390	-	43	74	273
Effective Weighted Sample	286	277	232	13	286	225	232	84	286	-	27	54	205
Total	390	363	311	27	390	308	318	117	390	-	43	70	276
At least daily	72 18%	65 18%	58 19%	** **	72 18%	53 17%	58 18%	26 23%	72 18%	** **	6 13%	13 19%	52 19%
At least weekly	156 40%	148 41%	129 42%	** **	156 40%	124 40%	132 41%	41 35%	156 40%	** **	22 50%	24 34%	111 40%
At least monthly	88 23%	87 24%	72 23%	** **	88 23%	76 25%	76 24%	32 27%	88 23%	** **	4 10%	16 23%	68 25%
Less often	66 17%	57 16%	44 14%	** **	66 17%	52 17%	46 15%	15 13%	66 17%	** **	12 27%	15 21%	40 14%
Don't know/ can't remember	8 2%	8 2%	8 2%	** **	8 2%	3 1%	6 2%	2 2%	8 2%	** **	- -%	2 3%	5 2%
<b>SUMMARY</b>													
DAILY	72 18%	65 18%	58 19%	** **	72 18%	53 17%	58 18%	26 23%	72 18%	** **	6 13%	13 19%	52 19%
WEEKLY	228 58%	213 59%	187 60%	** **	228 58%	177 57%	189 60%	67 58%	228 58%	** **	27 63%	37 53%	163 59%
MONTHLY	316 81%	299 82%	259 83%	** **	316 81%	252 82%	265 83%	99 85%	316 81%	** **	32 73%	54 76%	231 84%

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

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ *e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	96	57	39	14	23	15	13	31	39	18	19	20	
Effective Weighted Sample	70	42	28	11	17	13	9	21	31	13	13	14	
Total	90	55	35	14	25	12	11	28	42	17	18	14	
At least daily	15 16%	12 21%	3 9%	** **	** **	** **	** **	1 2%	7 17%	** **	** **	** **	** **
At least weekly	35 39%	23 41%	12 35%	** **	** **	** **	** **	13 48%	17 41%	** **	** **	** **	** **
At least monthly	29 32%	13 24%	15 43%	** **	** **	** **	** **	10 35%	12 28%	** **	** **	** **	** **
Less often	10 12%	6 11%	5 13%	** **	** **	** **	** **	4 15%	5 11%	** **	** **	** **	** **
Don't know/ can't remember	1 2%	1 3%	- -%	** **	** **	** **	** **	- -%	1 3%	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	15 16%	12 21%	3 9%	** **	** **	** **	** **	1 2%	7 17%	** **	** **	** **	** **
WEEKLY	50 55%	34 62%	16 44%	** **	** **	** **	** **	14 50%	24 58%	** **	** **	** **	** **
MONTHLY	78 87%	48 87%	31 87%	** **	** **	** **	** **	24 85%	36 86%	** **	** **	** **	** **

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

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	*b	^c	^d	*a	^b	*a	*b	*a	^b
Unweighted total	96	37	46	8	5	65	19	43	53	66	27
Effective Weighted Sample	70	33	33	8	5	46	17	33	38	51	17
Total	90	50	35	3	2	58	15	47	44	65	23
At least daily	15 16%	11 23%	2 7%	** **	** **	10 17%	** **	10 21%	5 11%	14 21%	** **
At least weekly	35 39%	16 32%	17 47%	** **	** **	20 35%	** **	16 35%	19 43%	25 38%	** **
At least monthly	29 32%	16 32%	12 34%	** **	** **	21 36%	** **	13 27%	16 36%	17 26%	** **
Less often	10 12%	5 10%	4 12%	** **	** **	5 9%	** **	6 14%	4 9%	8 12%	** **
Don't know/ can't remember	1 2%	1 3%	- -%	** **	** **	1 2%	** **	1 3%	- -%	1 2%	** **
<b>SUMMARY</b>											
DAILY	15 16%	11 23%	2 7%	** **	** **	10 17%	** **	10 21%	5 11%	14 21%	** **
WEEKLY	50 55%	28 55%	19 54%	** **	** **	30 53%	** **	26 56%	24 54%	39 60%	** **
MONTHLY	78 87%	43 87%	31 88%	** **	** **	51 89%	** **	39 83%	40 91%	56 85%	** **



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

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS *d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c
Significance Level: 95%													
Unweighted total	96	92	80	4	96	89	83	37	96	-	11	26	59
Effective Weighted Sample	70	69	61	3	70	66	62	27	70	-	10	17	45
Total	90	83	77	7	90	87	78	35	90	-	9	28	54
At least daily	15 16%	14 17%	14 19%	** **	15 16%	14 16%	15 19%	7 20%	15 16%	** **	** **	** **	13 25%
At least weekly	35 39%	31 37%	28 36%	** **	35 39%	34 39%	30 39%	13 38%	35 39%	** **	** **	** **	20 36%
At least monthly	29 32%	26 32%	24 31%	** **	29 32%	27 31%	22 29%	9 25%	29 32%	** **	** **	** **	15 28%
Less often	10 12%	10 13%	10 13%	** **	10 12%	10 11%	9 12%	5 13%	10 12%	** **	** **	** **	4 8%
Don't know/ can't remember	1 2%	1 2%	1 2%	** **	1 2%	1 2%	1 2%	1 4%	1 2%	** **	** **	** **	1 3%
<b>SUMMARY</b>													
DAILY	15 16%	14 17%	14 19%	** **	15 16%	14 16%	15 19%	7 20%	15 16%	** **	** **	** **	13 25%
WEEKLY	50 55%	45 54%	42 55%	** **	50 55%	48 56%	45 58%	20 57%	50 55%	** **	** **	** **	33 61%
MONTHLY	78 87%	71 86%	66 86%	** **	78 87%	76 87%	67 86%	29 83%	78 87%	** **	** **	** **	48 89%

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

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 ^a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	270	146	124	22	56	53	47	92	102	73	41	54
Effective Weighted Sample	190	103	91	17	41	38	34	63	72	55	29	37
Total	224	135	89	18	52	39	31	84	92	52	36	44
At least daily	47 21%	31 23%	16 18%	** **	12 23%	12 30%	8 25%	10 12%	21 23%	10 19%	10 28%	6 13%
					e							
At least weekly	108 48%	71 52%	37 41%	** **	17 33%	16 43%	15 47%	53 63%	43 47%	21 41%	17 48%	26 59%
								bc				
At least monthly	37 17%	18 13%	19 22%	** **	11 21%	6 15%	4 12%	13 15%	12 13%	11 20%	7 21%	7 16%
Less often	28 12%	15 11%	12 14%	** **	10 20%	5 12%	4 11%	7 8%	13 14%	9 17%	1 3%	5 11%
Don't know/ can't remember	4 2%	- -%	4 5%	** **	2 3%	- -%	1 5%	1 2%	3 3%	1 2%	- -%	1 1%
			a									
<b>SUMMARY</b>												
DAILY	47 21%	31 23%	16 18%	** **	12 23%	12 30%	8 25%	10 12%	21 23%	10 19%	10 28%	6 13%
					e							
WEEKLY	155 69%	102 75%	53 60%	** **	30 56%	28 72%	23 72%	63 75%	64 70%	32 60%	27 76%	32 72%
		b						b				
MONTHLY	192 86%	119 89%	73 81%	** **	40 77%	34 88%	26 84%	75 90%	77 83%	42 81%	35 97%	38 88%
											b	

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

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	b	^c	^d	a	*b	*a	b	a	*b
Unweighted total	270	88	161	13	8	195	43	99	167	173	92
Effective Weighted Sample	190	73	121	12	7	143	29	70	117	129	58
Total	224	112	104	6	3	152	38	88	133	151	71
At least daily	47	22	23	**	**	33	4	30	17	36	11
	21%	20%	22%	**	**	22%	11%	34%	13%	24%	15%
								b			
At least weekly	108	49	55	**	**	71	24	31	75	67	39
	48%	44%	53%	**	**	47%	64%	36%	56%	44%	56%
									a		
At least monthly	37	21	15	**	**	25	5	17	21	24	13
	17%	19%	14%	**	**	17%	14%	19%	15%	16%	18%
Less often	28	17	10	**	**	18	4	9	18	22	6
	12%	15%	10%	**	**	12%	11%	10%	13%	14%	8%
Don't know/ can't remember	4	3	1	**	**	4	-	2	3	3	2
	2%	3%	1%	**	**	3%	-%	2%	2%	2%	3%
<b>SUMMARY</b>											
DAILY	47	22	23	**	**	33	4	30	17	36	11
	21%	20%	22%	**	**	22%	11%	34%	13%	24%	15%
								b			
WEEKLY	155	71	78	**	**	104	28	61	92	103	50
	69%	63%	75%	**	**	68%	75%	69%	69%	68%	71%
MONTHLY	192	92	92	**	**	129	34	78	113	127	63
	86%	82%	89%	**	**	85%	89%	88%	85%	84%	89%

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

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	270	257	222	13	270	207	221	74	270	-	35	65	170
Effective Weighted Sample	190	188	161	9	190	149	162	54	190	-	26	45	120
Total	224	205	182	19	224	174	182	59	224	-	27	53	144
At least daily	47 21%	46 22%	42 23%	** **	47 21%	39 23%	40 22%	16 28%	47 21%	** **	5 20%	12 22%	30 21%
At least weekly	108 48%	94 46%	80 44%	** **	108 48%	80 46%	83 46%	28 47%	108 48%	** **	11 41%	19 37%	77 54%
At least monthly	37 17%	34 17%	33 18%	** **	37 17%	30 17%	33 18%	10 17%	37 17%	** **	5 19%	9 16%	23 16%
Less often	28 12%	26 13%	24 13%	** **	28 12%	21 12%	21 12%	4 6%	28 12%	** **	5 18%	13 24%	10 7%
Don't know/ can't remember	4 2%	4 2%	3 2%	** **	4 2%	3 2%	4 2%	1 1%	4 2%	** **	* 2%	1 1%	3 2%
<b>SUMMARY</b>													
DAILY	47 21%	46 22%	42 23%	** **	47 21%	39 23%	40 22%	16 28%	47 21%	** **	5 20%	12 22%	30 21%
WEEKLY	155 69%	140 68%	122 67%	** **	155 69%	119 69%	124 68%	44 75%	155 69%	** **	16 61%	31 59%	107 74%
MONTHLY	192 86%	175 85%	155 85%	** **	192 86%	149 86%	157 86%	54 92%	192 86%	** **	22 80%	40 75%	131 91%

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

Base : Those who have personally watched CBBC in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	341	127	211	107	69	87	39	39	116	87	67	67
Effective Weighted Sample	253	97	160	74	52	66	30	31	89	66	50	44
Total	299	136	160	88	67	71	38	35	106	77	58	53
At least daily	91 30%	49 36%	41 25%	18 21%	23 35%	28 40%	15 38%	6 17%	31 29%	23 29%	18 31%	19 35%
						ae						
At least weekly	106 35%	47 35%	59 37%	29 34%	23 35%	31 43%	13 34%	9 27%	40 37%	25 33%	19 32%	22 41%
At least monthly	55 19%	20 15%	34 21%	17 19%	10 15%	8 11%	8 21%	12 35%	17 16%	15 19%	14 25%	7 13%
								bc				
Less often	40 14%	16 12%	24 15%	18 21%	8 12%	4 5%	3 8%	7 21%	15 15%	14 18%	5 8%	6 11%
				c				c				
Don't know/ can't remember	6 2%	4 3%	3 2%	5 5%	2 3%	- -%	- -%	- -%	2 2%	* *%	2 4%	- -%
<b>SUMMARY</b>												
DAILY	91 30%	49 36%	41 25%	18 21%	23 35%	28 40%	15 38%	6 17%	31 29%	23 29%	18 31%	19 35%
						ae						
WEEKLY	197 66%	96 70%	100 62%	48 55%	47 70%	59 83%	28 72%	15 44%	71 67%	48 62%	37 64%	41 76%
					e	ae	e					
MONTHLY	252 84%	116 85%	134 83%	65 74%	57 85%	67 95%	35 92%	28 79%	88 83%	63 81%	51 88%	47 89%
						ae	a					

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

Base : Those who have personally watched CBBC in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	^c	*d	a	^b	a	b	a	b
Unweighted total	341	250	37	23	31	253	25	230	101	215	121
Effective Weighted Sample	253	202	30	22	29	185	19	173	73	167	91
Total	299	258	24	9	9	225	19	204	85	219	78
At least daily	91	79	6	**	3	66	**	78	11	73	17
	30%	31%	27%	**	29%	29%	**	38%	12%	33%	22%
								b			
At least weekly	106	93	7	**	3	85	**	72	32	82	23
	35%	36%	31%	**	39%	38%	**	35%	37%	37%	30%
At least monthly	55	48	4	**	1	42	**	35	19	36	20
	19%	19%	16%	**	9%	19%	**	17%	23%	16%	25%
Less often	40	32	6	**	2	29	**	17	22	25	15
	14%	12%	26%	**	19%	13%	**	8%	26%	11%	20%
			a						a		
Don't know/ can't remember	6	6	-	**	*	3	**	3	2	4	2
	2%	2%	-%	**	4%	1%	**	1%	2%	2%	3%
<b>SUMMARY</b>											
DAILY	91	79	6	**	3	66	**	78	11	73	17
	30%	31%	27%	**	29%	29%	**	38%	12%	33%	22%
								b			
WEEKLY	197	172	14	**	6	151	**	150	42	155	40
	66%	67%	58%	**	68%	67%	**	73%	50%	71%	52%
								b		b	
MONTHLY	252	220	18	**	7	193	**	184	62	190	60
	84%	85%	74%	**	77%	86%	**	90%	72%	87%	77%
								b			

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

Base : Those who have personally watched CBBC in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	341	336	316	5	341	236	262	76	341	-	27	81	233
Effective Weighted Sample	253	248	233	5	253	176	193	61	253	-	22	61	171
Total	299	293	278	6	299	215	233	72	299	-	22	73	204
At least daily	91 30%	91 31%	86 31%	** **	91 30%	69 32%	72 31%	31 43%	91 30%	** **	** **	19 26%	64 32%
At least weekly	106 35%	103 35%	97 35%	** **	106 35%	78 36%	81 35%	20 28%	106 35%	** **	** **	21 29%	81 40%
At least monthly	55 19%	53 18%	52 19%	** **	55 19%	40 18%	46 20%	10 13%	55 19%	** **	** **	14 19%	36 18%
Less often	40 14%	39 13%	37 13%	** **	40 14%	29 13%	29 13%	11 15%	40 14%	** **	** **	14 19%	22 11%
Don't know/ can't remember	6 2%	6 2%	6 2%	** **	6 2%	* *%	4 2%	- -%	6 2%	** **	** **	5 7%	1 *%
												c	
<b>SUMMARY</b>													
DAILY	91 30%	91 31%	86 31%	** **	91 30%	69 32%	72 31%	31 43%	91 30%	** **	** **	19 26%	64 32%
WEEKLY	197 66%	194 66%	183 66%	** **	197 66%	146 68%	154 66%	51 71%	197 66%	** **	** **	40 54%	145 71% b
MONTHLY	252 84%	247 84%	234 84%	** **	252 84%	186 86%	199 86%	61 85%	252 84%	** **	** **	53 73%	182 89% b

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

Base : Those who have personally watched CBeebies in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	b	c	*d	*e	a	*b	*c	d
Unweighted total	412	129	282	59	119	138	40	56	142	92	72	103
Effective Weighted Sample	313	102	212	42	87	109	34	42	111	74	54	72
Total	351	129	222	47	104	112	42	47	129	83	58	78
At least daily	143	58	85	17	46	55	19	5	53	38	21	31
	41%	45%	38%	37%	45%	49%	47%	12%	41%	46%	36%	40%
				e	e	e	e					
At least weekly	105	41	65	12	31	40	10	12	35	23	24	22
	30%	31%	29%	26%	30%	36%	24%	25%	27%	28%	41%	28%
At least monthly	53	13	39	9	8	11	8	18	18	12	10	13
	15%	10%	18%	19%	8%	10%	18%	39%	14%	15%	17%	16%
								abc				
Less often	40	13	27	7	14	2	5	11	21	8	2	8
	11%	10%	12%	16%	13%	2%	11%	25%	16%	10%	3%	10%
				c	c		c	c	c			
Don't know/ can't remember	10	4	6	1	5	4	-	-	2	1	2	4
	3%	3%	2%	2%	5%	3%	-%	-%	2%	1%	4%	6%
<b>SUMMARY</b>												
DAILY	143	58	85	17	46	55	19	5	53	38	21	31
	41%	45%	38%	37%	45%	49%	47%	12%	41%	46%	36%	40%
				e	e	e	e					
WEEKLY	249	98	150	29	77	95	30	17	88	62	45	53
	71%	76%	68%	63%	74%	85%	71%	37%	68%	74%	77%	68%
				e	e	ae	e					
MONTHLY	302	112	189	38	85	106	37	35	106	74	54	66
	86%	87%	85%	82%	82%	95%	89%	75%	82%	89%	93%	84%
						abe						



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

Base : Those who have personally watched CBeebies in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	*b	a	b
Unweighted total	412	302	44	30	36	316	37	312	95	259	141
Effective Weighted Sample	313	250	37	29	34	240	28	237	72	207	106
Total	351	304	26	11	10	270	25	263	82	256	89
At least daily	143	123	11	4	5	112	4	132	8	109	32
	41%	41%	43%	35%	45%	42%	16%	50%	9%	43%	36%
						b		b			
At least weekly	105	92	6	3	4	84	10	82	23	80	22
	30%	30%	23%	30%	36%	31%	39%	31%	28%	31%	25%
At least monthly	53	48	2	2	1	37	9	22	31	35	18
	15%	16%	6%	22%	6%	14%	36%	8%	37%	14%	20%
							a		a		
Less often	40	32	6	1	1	29	2	18	21	24	14
	11%	10%	23%	5%	12%	11%	9%	7%	25%	9%	16%
			a						a		
Don't know/ can't remember	10	8	1	1	-	8	-	9	1	7	3
	3%	3%	5%	7%	-%	3%	-%	4%	1%	3%	3%
<b>SUMMARY</b>											
DAILY	143	123	11	4	5	112	4	132	8	109	32
	41%	41%	43%	35%	45%	42%	16%	50%	9%	43%	36%
						b		b			
WEEKLY	249	216	17	7	8	196	14	213	31	190	54
	71%	71%	66%	66%	81%	73%	55%	81%	37%	74%	61%
								b		b	
MONTHLY	302	264	19	10	9	233	23	235	61	225	72
	86%	87%	72%	87%	88%	86%	91%	89%	74%	88%	81%
		b						b			

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

Base : Those who have personally watched CBeebies in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	412	407	375	5	412	282	303	70	412	-	54	85	273
Effective Weighted Sample	313	308	285	4	313	215	231	58	313	-	39	65	210
Total	351	346	317	5	351	247	258	67	351	-	41	81	229
At least daily	143 41%	143 41%	130 41%	** **	143 41%	98 40%	107 41%	32 47%	143 41%	** **	17 40%	27 33%	100 44%
At least weekly	105 30%	102 30%	97 31%	** **	105 30%	74 30%	83 32%	19 28%	105 30%	** **	9 21%	24 30%	73 32%
At least monthly	53 15%	53 15%	48 15%	** **	53 15%	40 16%	36 14%	10 15%	53 15%	** **	9 21%	14 17%	31 13%
Less often	40 11%	38 11%	34 11%	** **	40 11%	31 12%	27 11%	5 8%	40 11%	** **	6 15%	12 14%	22 10%
Don't know/ can't remember	10 3%	10 3%	9 3%	** **	10 3%	4 2%	6 2%	1 2%	10 3%	** **	2 4%	5 6%	4 2%
<b>SUMMARY</b>													
DAILY	143 41%	143 41%	130 41%	** **	143 41%	98 40%	107 41%	32 47%	143 41%	** **	17 40%	27 33%	100 44%
WEEKLY	249 71%	245 71%	227 71%	** **	249 71%	172 70%	189 73%	51 75%	249 71%	** **	25 61%	51 63%	173 75%
MONTHLY	302 86%	298 86%	274 87%	** **	302 86%	212 86%	225 87%	61 90%	302 86%	** **	34 81%	65 80%	203 89%

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC iPlayer	2543	1270	1259	281	443	424	465	928	907	755	384	475
	59%	61%	58%	54%	57%	62%	67%	58%	70%	61%	57%	47%
						a	abe		bcd	d	d	
ITV Hub or ITV Hub+	1619	751	857	185	262	250	302	618	529	465	270	339
	38%	36%	40%	35%	33%	37%	44%	39%	41%	38%	40%	33%
			a				abc	b	d		d	
All4 (previously 4OD)	1092	532	549	122	258	190	200	323	365	368	159	193
	25%	26%	25%	23%	33%	28%	29%	20%	28%	30%	23%	19%
					ace	e	e		cd	cd		
Sky On Demand or Sky Go	708	390	317	73	144	149	132	210	262	210	117	116
	17%	19%	15%	14%	18%	22%	19%	13%	20%	17%	17%	11%
		b			e	ae	ae		d	d	d	
My5 (previously Demand 5)	651	302	345	55	98	105	129	263	184	195	118	152
	15%	14%	16%	11%	12%	15%	19%	16%	14%	16%	17%	15%
						a	ab	ab				
BBC TV programmes and content on YouTube	473	246	221	76	118	89	73	116	153	144	76	97
	11%	12%	10%	15%	15%	13%	11%	7%	12%	12%	11%	10%
				e	de	e	e					
Virgin TV Catch-up or Virgin Media Anywhere	307	174	132	41	55	59	63	89	93	86	63	61
	7%	8%	6%	8%	7%	9%	9%	6%	7%	7%	9%	6%
		b				e	e				d	
UKTV Play	287	164	123	34	63	59	46	84	91	84	49	63
	7%	8%	6%	6%	8%	9%	7%	5%	7%	7%	7%	6%
		b			e	e						
STV Player (Scotland)	245	126	118	50	70	46	33	46	95	68	46	36
	6%	6%	5%	10%	9%	7%	5%	3%	7%	5%	7%	3%
				de	de	e			d		d	
Dplay/ Discovery+	120	72	46	19	32	26	17	26	50	25	27	18
	3%	3%	2%	4%	4%	4%	2%	2%	4%	2%	4%	2%
		b		e	e	e			bd		bd	
S4C Clic (Welsh language)	107	67	38	16	53	23	8	6	43	27	21	16
	3%	3%	2%	3%	7%	3%	1%	0%	3%	2%	3%	2%
		b		de	acde	de			d			

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

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
None of these	1031	484	534	120	139	122	118	523	201	280	164	351
	24%	23%	25%	23%	18%	18%	17%	33%	16%	23%	24%	34%
				bcd				abcd		a	a	abc

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

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC iPlayer	2543	2132	199	130	82	1981	293	756	1748	1716	772
	59%	59%	58%	61%	64%	61%	61%	61%	60%	64%	51%
										b	
ITV Hub or ITV Hub+	1619	1391	84	87	57	1242	204	475	1119	1061	518
	38%	39%	24%	41%	44%	38%	43%	38%	38%	40%	34%
		b		b	b					b	
All4 (previously 4OD)	1092	921	88	52	31	853	123	326	754	759	300
	25%	26%	26%	24%	24%	26%	26%	26%	26%	29%	20%
										b	
Sky On Demand or Sky Go	708	569	70	45	25	549	76	281	412	534	160
	17%	16%	20%	21%	19%	17%	16%	23%	14%	20%	11%
			a	a				b		b	
My5 (previously Demand 5)	651	547	55	29	20	518	74	187	457	424	203
	15%	15%	16%	13%	15%	16%	15%	15%	16%	16%	14%
BBC TV programmes and content on YouTube	473	417	27	20	10	369	42	179	286	338	127
	11%	12%	8%	9%	7%	11%	9%	14%	10%	13%	8%
		bd						b		b	
Virgin TV Catch-up or Virgin Media Anywhere	307	275	21	6	6	249	1	123	176	222	74
	7%	8%	6%	3%	4%	8%	*%	10%	6%	8%	5%
		cd	c			b		b		b	
UKTV Play	287	245	15	18	9	215	29	102	178	197	80
	7%	7%	4%	9%	7%	7%	6%	8%	6%	7%	5%
				b				b		b	
STV Player (Scotland)	245	137	102	4	2	177	20	117	121	186	55
	6%	4%	30%	2%	1%	5%	4%	9%	4%	7%	4%
		d	acd					b		b	
Dplay/ Discovery+	120	105	6	6	3	70	12	60	55	95	23
	3%	3%	2%	3%	2%	2%	3%	5%	2%	4%	2%
								b		b	
S4C Clic (Welsh language)	107	83	9	15	1	65	10	67	40	97	10
	3%	2%	3%	7%	1%	2%	2%	5%	1%	4%	1%
		d	d	abd				b		b	

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

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
None of these	1031	862	88	53	28	752	126	186	797	436	544
	24%	24%	26%	25%	22%	23%	26%	15%	27%	16%	36%
									a		a

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

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC iPlayer	2543	2543	2099	-	2543	1753	1839	538	2543	-	256	549	1738
	59%	69%	67%	-%	68%	68%	74%	87%	65%	-%	34%	52%	70%
		c	c		ef	ef	abef	abcef	f			a	ab
ITV Hub or ITV Hub+	1619	1619	1342	-	1561	1090	1139	326	1584	35	208	350	1061
	38%	44%	43%	-%	42%	42%	46%	53%	40%	10%	28%	33%	43%
		c	c		f	f	abef	abcef	f			a	ab
All4 (previously 4OD)	1092	1092	942	-	1036	756	801	294	1061	32	130	230	733
	25%	30%	30%	-%	28%	29%	32%	48%	27%	9%	17%	22%	30%
		c	c		f	f	aef	abcef	f			a	ab
Sky On Demand or Sky Go	708	708	639	-	668	479	522	136	683	26	95	162	451
	17%	19%	21%	-%	18%	18%	21%	22%	17%	7%	13%	15%	18%
		c	c		f	f	aef	aef	f				a
My5 (previously Demand 5)	651	651	523	-	614	433	447	139	633	18	93	169	389
	15%	18%	17%	-%	16%	17%	18%	23%	16%	5%	12%	16%	16%
		c	c		f	f	f	abcef	f				
BBC TV programmes and content on YouTube	473	473	429	-	473	356	388	120	473	-	52	90	331
	11%	13%	14%	-%	13%	14%	16%	20%	12%	-%	7%	9%	13%
		c	c		f	f	aef	abcef	f				ab
Virgin TV Catch-up or Virgin Media Anywhere	307	307	271	-	296	210	224	67	302	5	35	67	205
	7%	8%	9%	-%	8%	8%	9%	11%	8%	1%	5%	6%	8%
		c	c		f	f	f	aef	f				a
UKTV Play	287	287	247	-	278	208	222	88	281	6	33	76	178
	7%	8%	8%	-%	7%	8%	9%	14%	7%	2%	4%	7%	7%
		c	c		f	f	ef	abcef	f			a	a
STV Player (Scotland)	245	245	229	-	233	196	204	60	239	6	37	72	136
	6%	7%	7%	-%	6%	8%	8%	10%	6%	2%	5%	7%	5%
		c	c		f	ef	aef	aef	f				
Dplay/ Discovery+	120	120	109	-	118	98	105	43	120	*	15	32	72
	3%	3%	4%	-%	3%	4%	4%	7%	3%	*%	2%	3%	3%
		c	c		f	f	ef	abcef	f				

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

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching through a TV set, a tablet, laptop, mobile phone, or any other device)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
S4C Clic (Welsh language)	107	107	102	-	98	100	101	22	107	-	17	32	58
	3%	3%	3%	-%	3%	4%	4%	3%	3%	-%	2%	3%	2%
		c	c		f	aef	aef	f	f				
None of these	1031	428	381	603	664	399	213	17	755	276	319	296	416
	24%	12%	12%	100%	18%	15%	9%	3%	19%	77%	42%	28%	17%
				ab	bcd	cd	d		bcd	abcde	bc	c	

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



A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching on any device)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Netflix	2632	1224	1389	423	637	506	447	619	847	808	399	546
	61%	59%	64%	81%	81%	74%	64%	39%	66%	65%	59%	54%
			a	cde	cde	de	e		cd	cd		
Amazon Prime Video	1840	924	903	257	466	394	338	386	634	601	265	321
	43%	44%	42%	49%	60%	58%	49%	24%	49%	49%	39%	31%
				e	ade	ade	e		cd	cd	d	
YouTube channels	1258	635	610	219	328	243	186	282	400	395	190	256
	29%	30%	28%	42%	42%	36%	27%	18%	31%	32%	28%	25%
				cde	cde	de	e		d	d		
Disney+	978	426	542	222	329	221	141	66	313	322	164	166
	23%	20%	25%	43%	42%	32%	20%	4%	24%	26%	24%	16%
			a	cde	cde	de	e		d	d	d	
NOW TV	567	288	271	90	159	118	86	113	190	172	95	102
	13%	14%	13%	17%	20%	17%	12%	7%	15%	14%	14%	10%
				de	de	de	e		d	d	d	
Apple TV Plus	206	110	93	46	67	50	19	24	97	50	35	24
	5%	5%	4%	9%	9%	7%	3%	2%	8%	4%	5%	2%
				de	de	de			bd		d	
BritBox	140	90	50	21	38	31	25	26	55	26	34	26
	3%	4%	2%	4%	5%	5%	4%	2%	4%	2%	5%	3%
		b		e	e	e	e		b		bd	
Hayu	93	27	66	24	39	16	4	10	28	30	13	22
	2%	1%	3%	5%	5%	2%	1%	1%	2%	2%	2%	2%
			a	cde	cde	de						
Any other catch-up, on-demand or streaming services	47	28	19	5	8	6	12	16	13	19	6	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
None/ no others	992	490	491	33	42	69	118	719	227	257	165	316
	23%	23%	23%	6%	5%	10%	17%	45%	18%	21%	24%	31%
						ab	abc	abcd			a	abc

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

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching on any device)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Netflix	2632 61%	2199 61%	210 61%	133 62%	91 71% abc	2009 62% b	257 54%	965 78% b	1606 55%	1902 71% b	669 44%
Amazon Prime Video	1840 43%	1528 42%	165 48% a	89 41%	59 46%	1421 44% b	181 38%	691 56% b	1108 38%	1391 52% b	405 27%
YouTube channels	1258 29%	1068 30%	87 25%	63 29%	41 31%	995 31% b	109 23%	448 36% b	779 27%	881 33% b	343 23%
Disney+	978 23%	825 23%	70 20%	49 23%	34 26%	739 23% b	72 15%	506 41% b	440 15%	767 29% b	190 13%
NOW TV	567 13%	474 13%	43 12%	33 15%	18 14%	435 13%	48 10%	221 18% b	330 11%	449 17% b	105 7%
Apple TV Plus	206 5%	172 5%	19 6%	10 4%	5 4%	132 4%	18 4%	108 9% b	91 3%	170 6% b	34 2%
BritBox	140 3%	123 3% d	11 3% d	6 3% d	1 1%	103 3% b	5 1%	72 6% b	66 2%	118 4% b	22 1%
Hayu	93 2%	81 2%	4 1%	6 3%	3 2%	73 2% b	2 *%	40 3% b	52 2%	69 3%	23 2%
Any other catch-up, on-demand or streaming services	47 1%	37 1%	5 2%	3 2%	2 1%	35 1%	7 1%	7 1%	38 1% a	28 1%	17 1%
None/ no others	992 23%	830 23% d	87 25% d	54 25% d	21 17%	732 23%	155 32% a	75 6%	879 30% a	326 12%	621 41% a

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

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast, to catch-up or on-demand. Please include watching on any device)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Netflix	2632	2632	2632	-	2340	1626	1716	468	2437	195	411	600	1622
	61%	71%	85%	-%	62%	63%	69%	76%	62%	54%	54%	57%	65%
		c	ac		f	f	abef	abcef	f				ab
Amazon Prime Video	1840	1840	1840	-	1646	1153	1275	366	1720	120	278	429	1133
	43%	50%	59%	-%	44%	44%	51%	60%	44%	33%	37%	41%	46%
		c	ac		f	f	abef	abcef	f				ab
YouTube channels	1258	1258	1077	-	1110	822	881	258	1165	93	220	287	751
	29%	34%	35%	-%	30%	32%	35%	42%	30%	26%	29%	27%	30%
		c	c				abef	abcef					
Disney+	978	978	978	-	849	616	672	169	903	75	146	244	588
	23%	27%	31%	-%	23%	24%	27%	28%	23%	21%	19%	23%	24%
		c	ac				abef	ae					a
NOW TV	567	567	567	-	519	385	415	129	541	26	85	149	333
	13%	15%	18%	-%	14%	15%	17%	21%	14%	7%	11%	14%	13%
		c	ac		f	f	aef	abcef	f				
Apple TV Plus	206	206	206	-	190	169	184	57	201	5	26	49	131
	5%	6%	7%	-%	5%	7%	7%	9%	5%	2%	3%	5%	5%
		c	c		f	aef	aef	abef	f				
BritBox	140	140	140	-	130	116	123	39	137	3	23	35	82
	3%	4%	5%	-%	3%	4%	5%	6%	3%	1%	3%	3%	3%
		c	c		f	f	aef	aef	f				
Hayu	93	93	93	-	82	63	67	20	88	5	16	22	56
	2%	3%	3%	-%	2%	2%	3%	3%	2%	1%	2%	2%	2%
		c	c										
Any other catch-up, on-demand or streaming services	47	47	39	-	40	24	32	8	42	6	10	9	29
	1%	1%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%
None/ no others	992	389	-	603	842	533	319	54	871	121	215	274	503
	23%	11%	-%	100%	22%	21%	13%	9%	22%	34%	28%	26%	20%
		b		ab	cd	cd	d		cd	abcde	c	c	

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Netflix	2632 61%	1224 59%	1389 64%	423 81%	637 81%	506 74%	447 64%	619 39%	847 66%	808 65%	399 59%	546 54%
BBC iPlayer	2543 59%	1270 61%	1259 58%	281 54%	443 57%	424 62%	465 67%	928 58%	907 70%	755 61%	384 57%	475 47%
Amazon Prime Video	1840 43%	924 44%	903 42%	257 49%	466 60%	394 58%	338 49%	386 24%	634 49%	601 49%	265 39%	321 31%
ITV Hub or ITV Hub+	1619 38%	751 36%	857 40%	185 35%	262 33%	250 37%	302 44%	618 39%	529 41%	465 38%	270 40%	339 33%
YouTube channels	1258 29%	635 30%	610 28%	219 42%	328 42%	243 36%	186 27%	282 18%	400 31%	395 32%	190 28%	256 25%
All4 (previously 4OD)	1092 25%	532 26%	549 25%	122 23%	258 33%	190 28%	200 29%	323 20%	365 28%	368 30%	159 23%	193 19%
Disney+	978 23%	426 20%	542 25%	222 43%	329 42%	221 32%	141 20%	66 4%	313 24%	322 26%	164 24%	166 16%
Sky On Demand or Sky Go	708 17%	390 19%	317 15%	73 14%	144 18%	149 22%	132 19%	210 13%	262 20%	210 17%	117 17%	116 11%
My5 (previously Demand 5)	651 15%	302 14%	345 16%	55 11%	98 12%	105 15%	129 19%	263 16%	184 14%	195 16%	118 17%	152 15%
NOW TV	567 13%	288 14%	271 13%	90 17%	159 20%	118 17%	86 12%	113 7%	190 15%	172 14%	95 14%	102 10%
BBC TV programmes and content on YouTube	473 11%	246 12%	221 10%	76 15%	118 15%	89 13%	73 11%	116 7%	153 12%	144 12%	76 11%	97 10%

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Virgin TV Catch-up or Virgin Media Anywhere	307 7%	174 8%	132 6%	41 8%	55 7%	59 9%	63 9%	89 6%	93 7%	86 7%	63 9%	61 6%
UKTV Play	287 7%	164 8%	123 6%	34 6%	63 8%	59 9%	46 7%	84 5%	91 7%	84 7%	49 7%	63 6%
STV Player (Scotland)	245 6%	126 6%	118 5%	50 10%	70 9%	46 7%	33 5%	46 3%	95 7%	68 5%	46 7%	36 3%
Apple TV Plus	206 5%	110 5%	93 4%	46 9%	67 9%	50 7%	19 3%	24 2%	97 8%	50 4%	35 5%	24 2%
BritBox	140 3%	90 4%	50 2%	21 4%	38 5%	31 5%	25 4%	26 2%	55 4%	26 2%	34 5%	26 3%
Dplay/ Discovery+	120 3%	72 3%	46 2%	19 4%	32 4%	26 4%	17 2%	26 2%	50 4%	25 2%	27 4%	18 2%
S4C Clic (Welsh language)	107 3%	67 3%	38 2%	16 3%	53 7%	23 3%	8 1%	6 *%	43 3%	27 2%	21 3%	16 2%
Hayu	93 2%	27 1%	66 3%	24 5%	39 5%	16 2%	4 1%	10 1%	28 2%	30 2%	13 2%	22 2%
Any other catch-up, on-demand or streaming services	47 1%	28 1%	19 1%	5 1%	8 1%	6 1%	12 2%	16 1%	13 1%	19 2%	6 1%	8 1%
None	603 14%	303 15%	293 14%	30 6%	30 4%	46 7%	61 9%	425 27%	113 9%	148 12%	102 15%	214 21%
						b	b	abcd		a	a	abc

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Netflix	2632 61%	2199 61%	210 61%	133 62%	91 71%	2009 62%	257 54%	965 78%	1606 55%	1902 71%	669 44%
BBC iPlayer	2543 59%	2132 59%	199 58%	130 61%	82 64%	1981 61%	293 61%	756 61%	1748 60%	1716 64%	772 51%
Amazon Prime Video	1840 43%	1528 42%	165 48%	89 41%	59 46%	1421 44%	181 38%	691 56%	1108 38%	1391 52%	405 27%
ITV Hub or ITV Hub+	1619 38%	1391 39%	84 24%	87 41%	57 44%	1242 38%	204 43%	475 38%	1119 38%	1061 40%	518 34%
YouTube channels	1258 29%	1068 30%	87 25%	63 29%	41 31%	995 31%	109 23%	448 36%	779 27%	881 33%	343 23%
All4 (previously 4OD)	1092 25%	921 26%	88 26%	52 24%	31 24%	853 26%	123 26%	326 26%	754 26%	759 29%	300 20%
Disney+	978 23%	825 23%	70 20%	49 23%	34 26%	739 23%	72 15%	506 41%	440 15%	767 29%	190 13%
Sky On Demand or Sky Go	708 17%	569 16%	70 20%	45 21%	25 19%	549 17%	76 16%	281 23%	412 14%	534 20%	160 11%
My5 (previously Demand 5)	651 15%	547 15%	55 16%	29 13%	20 15%	518 16%	74 15%	187 15%	457 16%	424 16%	203 14%
NOW TV	567 13%	474 13%	43 12%	33 15%	18 14%	435 13%	48 10%	221 18%	330 11%	449 17%	105 7%
BBC TV programmes and content on YouTube	473 11%	417 12%	27 8%	20 9%	10 7%	369 11%	42 9%	179 14%	286 10%	338 13%	127 8%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Virgin TV Catch-up or Virgin Media Anywhere	307 7%	275 8%	21 6%	6 3%	6 4%	249 8%	1 **%	123 10%	176 6%	222 8%	74 5%
		cd	c			b		b		b	
UKTV Play	287 7%	245 7%	15 4%	18 9%	9 7%	215 7%	29 6%	102 8%	178 6%	197 7%	80 5%
				b				b		b	
STV Player (Scotland)	245 6%	137 4%	102 30%	4 2%	2 1%	177 5%	20 4%	117 9%	121 4%	186 7%	55 4%
		d	acd					b		b	
Apple TV Plus	206 5%	172 5%	19 6%	10 4%	5 4%	132 4%	18 4%	108 9%	91 3%	170 6%	34 2%
								b		b	
BritBox	140 3%	123 3%	11 3%	6 3%	1 1%	103 3%	5 1%	72 6%	66 2%	118 4%	22 1%
		d	d	d		b		b		b	
Dplay/ Discovery+	120 3%	105 3%	6 2%	6 3%	3 2%	70 2%	12 3%	60 5%	55 2%	95 4%	23 2%
								b		b	
S4C Clic (Welsh language)	107 3%	83 2%	9 3%	15 7%	1 1%	65 2%	10 2%	67 5%	40 1%	97 4%	10 1%
		d	d	abd				b		b	
Hayu	93 2%	81 2%	4 1%	6 3%	3 2%	73 2%	2 **%	40 3%	52 2%	69 3%	23 2%
						b		b			
Any other catch-up, on-demand or streaming services	47 1%	37 1%	5 2%	3 2%	2 1%	35 1%	7 1%	7 1%	38 1%	28 1%	17 1%
									a		
None	603 14%	507 14%	52 15%	31 14%	13 10%	433 13%	94 20%	53 4%	518 18%	184 7%	382 25%
		d	d				a		a		a

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Netflix	2632	2632	2632	-	2340	1626	1716	468	2437	195	411	600	1622
	61%	71%	85%	-%	62%	63%	69%	76%	62%	54%	54%	57%	65%
		c	ac		f	f	abef	abcef	f				ab
BBC iPlayer	2543	2543	2099	-	2543	1753	1839	538	2543	-	256	549	1738
	59%	69%	67%	-%	68%	68%	74%	87%	65%	-%	34%	52%	70%
		c	c		ef	ef	abef	abcef	f			a	ab
Amazon Prime Video	1840	1840	1840	-	1646	1153	1275	366	1720	120	278	429	1133
	43%	50%	59%	-%	44%	44%	51%	60%	44%	33%	37%	41%	46%
		c	ac		f	f	abef	abcef	f				ab
ITV Hub or ITV Hub+	1619	1619	1342	-	1561	1090	1139	326	1584	35	208	350	1061
	38%	44%	43%	-%	42%	42%	46%	53%	40%	10%	28%	33%	43%
		c	c		f	f	abef	abcef	f			a	ab
YouTube channels	1258	1258	1077	-	1110	822	881	258	1165	93	220	287	751
	29%	34%	35%	-%	30%	32%	35%	42%	30%	26%	29%	27%	30%
		c	c				abef	abcef					
All4 (previously 4OD)	1092	1092	942	-	1036	756	801	294	1061	32	130	230	733
	25%	30%	30%	-%	28%	29%	32%	48%	27%	9%	17%	22%	30%
		c	c		f	f	aef	abcef	f			a	ab
Disney+	978	978	978	-	849	616	672	169	903	75	146	244	588
	23%	27%	31%	-%	23%	24%	27%	28%	23%	21%	19%	23%	24%
		c	ac				abef	ae					a
Sky On Demand or Sky Go	708	708	639	-	668	479	522	136	683	26	95	162	451
	17%	19%	21%	-%	18%	18%	21%	22%	17%	7%	13%	15%	18%
		c	c		f	f	aef	aef	f				a
My5 (previously Demand 5)	651	651	523	-	614	433	447	139	633	18	93	169	389
	15%	18%	17%	-%	16%	17%	18%	23%	16%	5%	12%	16%	16%
		c	c		f	f	f	abcef	f				
NOW TV	567	567	567	-	519	385	415	129	541	26	85	149	333
	13%	15%	18%	-%	14%	15%	17%	21%	14%	7%	11%	14%	13%
		c	ac		f	f	aef	abcef	f				
BBC TV programmes and content on YouTube	473	473	429	-	473	356	388	120	473	-	52	90	331
	11%	13%	14%	-%	13%	14%	16%	20%	12%	-%	7%	9%	13%
		c	c		f	f	aef	abcef	f				ab

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 29**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Virgin TV Catch-up or Virgin Media Anywhere	307 7%	307 8%	271 9%	- -%	296 8%	210 8%	224 9%	67 11%	302 8%	5 1%	35 5%	67 6%	205 8%
		c	c		f	f	f	aef	f				a
UKTV Play	287 7%	287 8%	247 8%	- -%	278 7%	208 8%	222 9%	88 14%	281 7%	6 2%	33 4%	76 7%	178 7%
		c	c		f	f	ef	abcef	f			a	a
STV Player (Scotland)	245 6%	245 7%	229 7%	- -%	233 6%	196 8%	204 8%	60 10%	239 6%	6 2%	37 5%	72 7%	136 5%
		c	c		f	ef	aef	aef	f				
Apple TV Plus	206 5%	206 6%	206 7%	- -%	190 5%	169 7%	184 7%	57 9%	201 5%	5 2%	26 3%	49 5%	131 5%
		c	c		f	aef	aef	abef	f				
BritBox	140 3%	140 4%	140 5%	- -%	130 3%	116 4%	123 5%	39 6%	137 3%	3 1%	23 3%	35 3%	82 3%
		c	c		f	f	aef	aef	f				
Dplay/ Discovery+	120 3%	120 3%	109 4%	- -%	118 3%	98 4%	105 4%	43 7%	120 3%	* *%	15 2%	32 3%	72 3%
		c	c		f	f	ef	abcef	f				
S4C Clic (Welsh language)	107 3%	107 3%	102 3%	- -%	98 3%	100 4%	101 4%	22 3%	107 3%	- -%	17 2%	32 3%	58 2%
		c	c		f	aef	aef	f	f				
Hayu	93 2%	93 3%	93 3%	- -%	82 2%	63 2%	67 3%	20 3%	88 2%	5 1%	16 2%	22 2%	56 2%
		c	c										
Any other catch-up, on-demand or streaming services	47 1%	47 1%	39 1%	- -%	40 1%	24 1%	32 1%	8 1%	42 1%	6 2%	10 1%	9 1%	29 1%
None	603 14%	- -%	- -%	603 100%	465 12%	287 11%	98 4%	4 1%	490 12%	113 31%	160 21%	180 17%	263 11%
				ab	cd	cd	d		cd	abcde	c	c	

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

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2796	1216	1567	372	458	537	520	909	983	812	436	545
Effective Weighted Sample	2047	915	1148	260	349	418	402	643	736	594	330	376
Total	2455	1221	1221	281	439	419	452	864	887	726	361	462
At least daily	426 17%	225 18%	199 16%	69 24% de	107 24% de	88 21% de	70 16% e	93 11%	153 17%	102 14%	85 23% ab	84 18%
At least weekly	1129 46%	548 45%	571 47%	97 35%	191 44% a	195 46% a	230 51% ab	415 48% a	421 48%	341 47%	156 43%	202 44%
At least monthly	641 26%	331 27%	310 25%	72 26%	104 24%	98 23%	117 26%	250 29% c	235 27%	208 29% c	80 22%	112 24%
Less often	234 10%	104 9%	126 10%	36 13% bd	34 8%	36 9%	32 7%	95 11% d	70 8%	71 10%	36 10%	56 12% a
Don't know/ can't remember	26 1%	12 1%	14 1%	7 2% c	3 1%	2 1%	3 1%	11 1%	6 1%	4 1%	4 1%	9 2%
<b>SUMMARY</b>												
DAILY	426 17%	225 18%	199 16%	69 24% de	107 24% de	88 21% de	70 16% e	93 11%	153 17%	102 14%	85 23% ab	84 18%
WEEKLY	1555 63%	773 63%	770 63%	166 59%	298 68% ae	283 67% ae	300 66% e	508 59%	575 65%	443 61%	241 67%	286 62%
MONTHLY	2196 89%	1104 90%	1081 89%	238 85%	402 92% a	381 91% a	417 92% ae	758 88%	810 91% d	651 90%	320 89%	398 86%

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

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2796	1900	319	305	271	2166	351	876	1882	1733	980
Effective Weighted Sample	2047	1554	266	265	254	1585	256	650	1371	1334	663
Total	2455	2056	193	126	81	1926	282	750	1671	1676	724
At least daily	426 17%	371 18%	26 14%	19 15%	10 13%	327 17% b	29 10%	185 25% b	232 14%	328 20% b	90 12%
At least weekly	1129 46%	943 46%	92 47%	55 43%	40 49%	908 47%	132 47%	355 47%	761 46%	752 45%	348 48%
At least monthly	641 26%	531 26%	51 26%	38 30%	22 28%	489 25%	93 33% a	139 19%	494 30% a	433 26%	193 27%
Less often	234 10%	196 10%	17 9%	13 10%	8 10%	184 10%	24 9%	66 9%	166 10%	148 9%	85 12% a
Don't know/ can't remember	26 1%	15 1%	8 4% ad	2 2%	* *%	19 1%	4 1%	5 1%	19 1%	16 1%	9 1%
<b>SUMMARY</b>											
DAILY	426 17%	371 18%	26 14%	19 15%	10 13%	327 17% b	29 10%	185 25% b	232 14%	328 20% b	90 12%
WEEKLY	1555 63%	1314 64%	118 61%	74 58%	50 62%	1234 64% b	161 57%	540 72% b	993 59%	1079 64%	438 60%
MONTHLY	2196 89%	1844 90%	169 87%	111 88%	72 90%	1723 89%	254 90%	679 91%	1487 89%	1512 90% b	631 87%

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

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2796	2796	2354	-	2796	1889	2034	566	2796	-	297	596	1903
Effective Weighted Sample	2047	2047	1729	-	2047	1397	1490	429	2047	-	211	445	1392
Total	2455	2455	2049	-	2455	1687	1781	525	2455	-	246	522	1688
At least daily	426 17%	426 17%	380 19%	** **	426 17%	332 20%	343 19%	139 27% abce	426 17%	** **	26 10%	71 14%	330 20% ab
At least weekly	1129 46%	1129 46%	948 46%	** **	1129 46%	794 47%	848 48%	267 51%	1129 46%	** **	101 41%	210 40%	818 48% ab
At least monthly	641 26%	641 26%	524 26%	** **	641 26% d	419 25% d	437 25% d	101 19%	641 26% d	** **	77 31% c	161 31% c	403 24%
Less often	234 10%	234 10%	176 9%	** **	234 10% bd	125 7% d	137 8% d	16 3%	234 10% bd	** **	36 15% c	69 13% c	128 8%
Don't know/ can't remember	26 1%	26 1%	21 1%	** **	26 1%	18 1%	16 1%	1 *% *	26 1%	** **	7 3% c	11 2% c	8 *% *
<b>SUMMARY</b>													
DAILY	426 17%	426 17%	380 19%	** **	426 17%	332 20%	343 19%	139 27% abce	426 17%	** **	26 10%	71 14%	330 20% ab
WEEKLY	1555 63%	1555 63%	1327 65%	** **	1555 63%	1127 67% ae	1191 67% ae	407 78% abce	1555 63%	** **	126 51%	281 54%	1148 68% ab
MONTHLY	2196 89%	2196 89%	1852 90%	** **	2196 89%	1545 92% ae	1628 91%	507 97% abce	2196 89%	** **	203 83%	442 85%	1551 92% ab

A7B. How often in the past 3 months have you watched programmes or films using ITV Hub or ITV Hub+?

Base : Those who have personally watched ITV Hub or ITV Hub+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1784	706	1067	246	275	317	349	597	572	504	300	392
Effective Weighted Sample	1303	531	782	175	208	246	266	427	427	365	229	271
Total	1570	719	840	185	259	248	296	582	519	450	255	331
At least daily	215 14%	88 12%	124 15%	39 21% e	45 17% e	44 18% e	48 16% e	38 6%	67 13%	48 11%	48 19% ab	46 14%
At least weekly	683 43%	308 43%	367 44%	75 41%	120 46%	107 43%	136 46%	245 42%	204 39%	214 48% a	125 49% a	133 40%
At least monthly	490 31%	237 33%	251 30%	48 26%	69 27%	68 27%	90 30%	214 37% abc	182 35% c	139 31%	62 24%	106 32%
Less often	160 10%	75 10%	84 10%	16 9%	24 9%	26 10%	21 7%	73 13% d	64 12%	45 10%	19 7%	31 9%
Don't know/ can't remember	23 1%	10 1%	13 2%	5 3% d	2 1%	3 1%	* *% d	12 2% d	1 *% d	4 1%	2 1%	15 5% abc
<b>SUMMARY</b>												
DAILY	215 14%	88 12%	124 15%	39 21% e	45 17% e	44 18% e	48 16% e	38 6%	67 13%	48 11%	48 19% ab	46 14%
WEEKLY	897 57%	397 55%	491 58%	115 62% e	165 64% e	151 61% e	184 62% e	283 49%	272 52%	263 58%	173 68% abd	179 54%
MONTHLY	1388 88%	634 88%	743 88%	163 88%	234 90%	219 88%	274 93% e	497 85%	454 87%	402 89%	234 92% d	285 86%

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

**A7B. How often in the past 3 months have you watched programmes or films using ITV Hub or ITV Hub+?**

Base : Those who have personally watched ITV Hub or ITV Hub+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1784	1256	135	199	193	1368	232	561	1198	1079	641
Effective Weighted Sample	1303	1026	111	162	181	1000	166	413	874	828	436
Total	1570	1347	83	84	56	1209	198	471	1077	1041	490
At least daily	215 14%	188 14%	10 12%	10 13%	6 11%	157 13%	18 9%	101 22% b	110 10%	159 15% b	46 9%
At least weekly	683 43%	584 43%	42 50%	35 42%	22 39%	534 44%	76 38%	217 46%	453 42%	465 45%	207 42%
At least monthly	490 31%	418 31%	19 23%	30 36% b	23 40% ab	374 31%	76 38%	120 26%	367 34% a	307 29%	169 34%
Less often	160 10%	137 10%	10 12%	7 9%	5 8%	125 10%	27 13%	28 6%	129 12% a	99 10%	58 12%
Don't know/ can't remember	23 1%	19 1%	2 3%	1 1%	1 1%	19 2%	2 1%	5 1%	18 2%	11 1%	11 2%
<b>SUMMARY</b>											
DAILY	215 14%	188 14%	10 12%	10 13%	6 11%	157 13%	18 9%	101 22% b	110 10%	159 15% b	46 9%
WEEKLY	897 57%	772 57%	52 62%	45 54%	28 50%	691 57% b	93 47%	318 68% b	563 52%	624 60% b	252 52%
MONTHLY	1388 88%	1190 88%	71 85%	75 90%	51 91%	1065 88%	169 85%	438 93% b	930 86%	931 89%	421 86%

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

A7B. How often in the past 3 months have you watched programmes or films using ITV Hub or ITV Hub+?

Base : Those who have personally watched ITV Hub or ITV Hub+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1784	1784	1525	-	1720	1171	1252	345	1746	38	243	388	1153
Effective Weighted Sample	1303	1303	1115	-	1256	860	914	258	1275	28	179	284	841
Total	1570	1570	1313	-	1513	1054	1108	320	1537	33	199	336	1035
At least daily	215 14%	215 14%	201 15%	** **	205 14%	145 14%	153 14%	56 18%	210 14%	5 15%	17 9%	50 15%	148 14%
													a
At least weekly	683 43%	683 43%	570 43%	** **	657 43%	460 44%	485 44%	132 41%	665 43%	18 53%	87 44%	145 43%	450 44%
At least monthly	490 31%	490 31%	399 30%	** **	475 31%	331 31%	348 31%	97 30%	483 31%	8 23%	63 32%	86 26%	341 33%
													b
Less often	160 10%	160 10%	124 9%	** **	154 10%	103 10%	105 10%	33 10%	157 10%	2 7%	25 13%	49 15%	85 8%
													c
Don't know/ can't remember	23 1%	23 1%	18 1%	** **	22 1%	15 1%	17 2%	2 1%	22 1%	1 2%	6 3%	6 2%	11 1%
													c
<b>SUMMARY</b>													
DAILY	215 14%	215 14%	201 15%	** **	205 14%	145 14%	153 14%	56 18%	210 14%	5 15%	17 9%	50 15%	148 14%
													a
WEEKLY	897 57%	897 57%	771 59%	** **	862 57%	605 57%	638 58%	188 59%	875 57%	23 68%	105 52%	195 58%	598 58%
MONTHLY	1388 88%	1388 88%	1171 89%	** **	1337 88%	936 89%	985 89%	285 89%	1357 88%	30 91%	168 84%	280 84%	939 91%
													ab

A7C. How often in the past 3 months have you watched programmes or films using STV Player (Scotland)?

Base : Those who have personally watched STV Player (Scotland) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	287	124	162	50	75	57	47	58	101	86	49	51
Effective Weighted Sample	207	92	120	36	52	44	35	46	76	58	38	37
Total	243	125	117	50	70	45	32	46	94	68	46	35
At least daily	43 18%	25 20%	18 15%	5 10%	14 19%	12 25%	7 21%	6 14%	19 20%	8 12%	11 23%	5 14%
At least weekly	91 37%	49 39%	42 36%	17 34%	24 35%	18 40%	16 49%	16 35%	33 35%	35 51%	11 25%	12 34%
At least monthly	76 31%	36 29%	38 33%	21 43% d	22 31%	14 30%	6 17%	14 31%	25 26%	17 25%	21 45% ab	14 39%
Less often	27 11%	13 11%	14 12%	5 11%	11 15%	2 5%	4 12%	5 11%	16 17%	7 10%	3 6%	2 5%
Don't know/ can't remember	6 2%	1 1%	5 4%	2 3%	- -%	- -%	* 1%	4 9% bc	1 1%	2 3%	1 1%	2 7%
<b>SUMMARY</b>												
DAILY	43 18%	25 20%	18 15%	5 10%	14 19%	12 25%	7 21%	6 14%	19 20%	8 12%	11 23%	5 14%
WEEKLY	134 55%	74 59%	60 51%	22 43%	38 54%	30 65%	23 70% a	23 49%	52 55%	43 63%	22 48%	17 49%
MONTHLY	210 86%	111 89%	98 84%	43 86%	60 85%	43 95% e	28 87%	37 80%	77 82%	59 88%	43 93%	31 88%



A7C. How often in the past 3 months have you watched programmes or films using STV Player (Scotland)?

Base : Those who have personally watched STV Player (Scotland) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	287	107	166	8	6	217	25	124	155	199	82
Effective Weighted Sample	207	89	137	8	6	155	21	89	115	145	63
Total	243	137	101	4	2	176	20	116	121	186	54
At least daily	43 18%	26 19%	15 15%	** **	** **	32 18%	** **	25 22%	17 14%	36 19%	7 13%
At least weekly	91 37%	50 37%	39 39%	** **	** **	69 39%	** **	47 41%	43 35%	72 39%	18 33%
At least monthly	76 31%	46 34%	29 29%	** **	** **	52 30%	** **	30 26%	44 36%	56 30%	20 37%
Less often	27 11%	11 8%	15 15%	** **	** **	19 11%	** **	12 10%	13 11%	21 11%	5 9%
Don't know/ can't remember	6 2%	3 2%	3 3%	** **	** **	4 3%	** **	2 2%	4 3%	1 *%	5 9% a
<b>SUMMARY</b>											
DAILY	43 18%	26 19%	15 15%	** **	** **	32 18%	** **	25 22%	17 14%	36 19%	7 13%
WEEKLY	134 55%	77 56%	54 53%	** **	** **	100 57%	** **	72 62%	60 49%	108 58%	25 46%
MONTHLY	210 86%	123 90%	83 82%	** **	** **	152 87%	** **	102 88%	103 85%	164 88%	45 83%

A7C. How often in the past 3 months have you watched programmes or films using STV Player (Scotland)?

Base : Those who have personally watched STV Player (Scotland) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	287	287	265	-	269	213	229	64	277	10	45	85	157
Effective Weighted Sample	207	207	191	-	194	154	165	48	200	9	32	63	112
Total	243	243	228	-	231	195	204	59	237	6	36	72	136
At least daily	43 18%	43 18%	41 18%	** **	40 17%	36 18%	36 18%	14 23%	41 17%	** **	6 16%	15 21%	22 16%
At least weekly	91 37%	91 37%	85 37%	** **	87 38%	71 36%	77 38%	20 34%	89 38%	** **	7 19%	23 32%	62 46% a
At least monthly	76 31%	76 31%	72 32%	** **	73 32%	61 31%	62 31%	15 26%	75 31%	** **	14 39%	26 37%	36 26%
Less often	27 11%	27 11%	25 11%	** **	25 11%	24 12%	25 12%	9 15%	27 11%	** **	7 19%	7 10%	13 9%
Don't know/ can't remember	6 2%	6 2%	5 2%	** **	5 2%	4 2%	4 2%	1 2%	5 2%	** **	2 7%	* 1%	3 2%
<b>SUMMARY</b>													
DAILY	43 18%	43 18%	41 18%	** **	40 17%	36 18%	36 18%	14 23%	41 17%	** **	6 16%	15 21%	22 16%
WEEKLY	134 55%	134 55%	126 55%	** **	128 55%	106 55%	113 55%	34 57%	130 55%	** **	13 35%	38 52%	84 62% a
MONTHLY	210 86%	210 86%	198 87%	** **	201 87%	168 86%	175 86%	49 83%	205 86%	** **	27 74%	64 89%	120 88% a

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 ^c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	105	61	42	20	42	26	7	10	40	29	17	19	
Effective Weighted Sample	76	45	29	13	33	19	5	8	30	20	13	13	
Total	107	67	38	16	53	23	8	6	43	27	21	16	
At least daily	17 16%	11 16%	6 16%	** **	7 13%	** **	** **	** **	10 23%	** **	** **	** **	** **
At least weekly	54 51%	36 54%	16 42%	** **	31 59%	** **	** **	** **	22 50%	** **	** **	** **	** **
At least monthly	20 18%	9 13%	11 29%	** **	9 16%	** **	** **	** **	6 15%	** **	** **	** **	** **
Less often	11 11%	7 11%	4 10%	** **	4 7%	** **	** **	** **	3 7%	** **	** **	** **	** **
Don't know/ can't remember	5 4%	4 5%	1 3%	** **	3 5%	** **	** **	** **	2 5%	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	17 16%	11 16%	6 16%	** **	7 13%	** **	** **	** **	10 23%	** **	** **	** **	** **
WEEKLY	71 67%	47 71%	22 58%	** **	38 72%	** **	** **	** **	32 73%	** **	** **	** **	** **
MONTHLY	91 85%	56 84%	33 87%	** **	47 88%	** **	** **	** **	38 88%	** **	** **	** **	** **

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES *c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING ^b
Significance Level: 95%											
Unweighted total	105	57	12	33	3	64	14	61	42	89	16
Effective Weighted Sample	76	50	11	31	3	46	9	44	31	66	13
Total	107	83	9	15	1	64	10	67	39	97	10
At least daily	17	16	**	1	**	10	**	12	5	15	**
	16%	19%	**	6%	**	15%	**	18%	12%	15%	**
At least weekly	54	42	**	6	**	33	**	33	21	51	**
	51%	50%	**	42%	**	51%	**	49%	54%	52%	**
At least monthly	20	14	**	5	**	14	**	12	7	19	**
	18%	17%	**	33%	**	22%	**	18%	19%	20%	**
Less often	11	8	**	3	**	5	**	6	5	8	**
	11%	9%	**	19%	**	7%	**	9%	13%	8%	**
Don't know/ can't remember	5	4	**	-	**	3	**	4	1	5	**
	4%	4%	**	-%	**	4%	**	5%	3%	5%	**
<b>SUMMARY</b>											
DAILY	17	16	**	1	**	10	**	12	5	15	**
	16%	19%	**	6%	**	15%	**	18%	12%	15%	**
WEEKLY	71	57	**	7	**	42	**	45	26	66	**
	67%	69%	**	48%	**	66%	**	67%	66%	67%	**
MONTHLY	91	71	**	12	**	57	**	57	33	85	**
	85%	86%	**	81%	**	88%	**	85%	84%	87%	**

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	105	105	98	-	98	97	99	22	105	-	13	30	62	
Effective Weighted Sample	76	76	71	-	70	71	72	16	76	-	10	21	47	
Total	107	107	101	-	98	100	101	22	107	-	17	32	58	
At least daily	17 16%	17 16%	17 17%	** **	17 17%	17 17%	17 17%	** **	17 16%	** **	** **	4 11%	12 20%	
At least weekly	54 51%	54 51%	51 50%	** **	49 50%	51 50%	52 52%	** **	54 51%	** **	** **	14 43%	32 55%	
At least monthly	20 18%	20 18%	18 18%	** **	17 17%	17 17%	17 17%	** **	20 18%	** **	** **	8 23%	8 13%	
Less often	11 11%	11 11%	11 10%	** **	10 10%	11 11%	10 10%	** **	11 11%	** **	** **	5 17%	5 9%	
Don't know/ can't remember	5 4%	5 4%	5 5%	** **	5 5%	5 5%	5 5%	** **	5 4%	** **	** **	2 6%	1 2%	
<b>SUMMARY</b>														
DAILY	17 16%	17 16%	17 17%	** **	17 17%	17 17%	17 17%	** **	17 16%	** **	** **	4 11%	12 20%	
WEEKLY	71 67%	71 67%	68 67%	** **	66 68%	67 67%	69 68%	** **	71 67%	** **	** **	17 54%	44 76%	
MONTHLY	91 85%	91 85%	86 85%	** **	83 85%	84 84%	86 85%	** **	91 85%	** **	** **	25 77%	51 89%	

A7E. How often in the past 3 months have you watched programmes or films using All4 (previously 4OD)?

Base : Those who have personally watched All4 (previously 4OD) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1233	528	693	175	260	244	232	322	395	395	185	251
Effective Weighted Sample	917	405	512	127	200	190	180	235	303	288	143	183
Total	1067	517	539	122	255	185	198	308	363	359	152	188
At least daily	84 8%	45 9%	38 7%	13 11% e	21 8%	21 11% e	17 8%	13 4%	30 8%	19 5%	18 12% b	18 9%
At least weekly	461 43%	212 41%	245 46%	57 47%	113 44%	87 47%	85 43%	119 39%	148 41%	168 47%	64 42%	81 43%
At least monthly	381 36%	193 37%	188 35%	32 26%	92 36%	53 29%	68 35%	136 44% acd	139 38%	117 33%	58 38%	64 34%
Less often	125 12%	64 12%	55 10%	14 12%	28 11%	20 11%	24 12%	39 13%	46 13%	50 14% c	11 7%	17 9%
Don't know/ can't remember	15 1%	3 *% a	12 2% a	5 4% be	2 1%	4 2%	3 2%	1 *%	1 *%	4 1%	1 1%	9 5% abc
<b>SUMMARY</b>												
DAILY	84 8%	45 9%	38 7%	13 11% e	21 8%	21 11% e	17 8%	13 4%	30 8%	19 5%	18 12% b	18 9%
WEEKLY	545 51%	257 50%	284 53%	70 58% e	133 52% e	108 58% e	102 52%	132 43%	177 49%	187 52%	82 54%	98 52%
MONTHLY	926 87%	450 87%	472 88%	102 84%	225 88%	161 87%	170 86%	268 87%	316 87%	304 85%	140 92% b	162 86%

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

A7E. How often in the past 3 months have you watched programmes or films using All4 (previously 4OD)?

Base : Those who have personally watched All4 (previously 4OD) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1233	851	143	129	110	976	141	377	843	778	406
Effective Weighted Sample	917	705	116	113	104	726	107	275	632	611	276
Total	1067	898	87	51	31	839	120	324	733	746	288
At least daily	84 8%	69 8%	9 10%	3 6%	3 10%	64 8%	6 5%	43 13% b	40 5%	64 9%	18 6%
At least weekly	461 43%	401 45% b	29 33%	19 37%	13 41%	377 45% b	35 29%	152 47%	305 42%	327 44%	119 42%
At least monthly	381 36%	315 35%	32 36%	25 49% ad	10 32%	292 35%	60 50% a	97 30%	280 38% a	266 36%	104 36%
Less often	125 12%	100 11%	16 19% ac	4 8%	5 16%	100 12%	16 13%	29 9%	96 13%	80 11%	41 14%
Don't know/ can't remember	15 1%	14 2%	1 2%	- -%	* 1%	6 1%	3 2%	4 1%	12 2%	8 1%	6 2%
<b>SUMMARY</b>											
DAILY	84 8%	69 8%	9 10%	3 6%	3 10%	64 8%	6 5%	43 13% b	40 5%	64 9%	18 6%
WEEKLY	545 51%	469 52%	38 43%	22 43%	16 52%	441 53% b	42 35%	194 60% b	345 47%	391 52%	137 48%
MONTHLY	926 87%	784 87% b	69 80%	47 92% b	26 84%	733 87%	102 84%	291 90%	625 85%	657 88%	241 84%

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

A7E. How often in the past 3 months have you watched programmes or films using All4 (previously 4OD)?

Base : Those who have personally watched All4 (previously 4OD) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1233	1233	1087	-	1165	824	906	313	1198	35	152	259	822
Effective Weighted Sample	917	917	810	-	866	614	667	242	890	26	111	197	610
Total	1067	1067	928	-	1012	737	786	289	1035	31	126	223	718
At least daily	84 8%	84 8%	77 8%	** **	78 8%	63 9%	60 8%	27 10%	81 8%	3 11%	5 4%	18 8%	60 8%
At least weekly	461 43%	461 43%	413 45%	** **	432 43%	306 41%	337 43%	115 40%	442 43%	19 59%	49 38%	96 43%	316 44%
At least monthly	381 36%	381 36%	321 35%	** **	371 37%	274 37%	288 37%	106 37%	376 36%	6 18%	43 34%	79 35%	260 36%
Less often	125 12%	125 12%	105 11%	** **	118 12%	83 11%	90 11%	35 12%	123 12%	3 9%	26 21%	26 12%	73 10%
Don't know/ can't remember	15 1%	15 1%	13 1%	** **	12 1%	12 2%	11 1%	4 2%	14 1%	1 3%	3 3%	3 2%	9 1%
<b>SUMMARY</b>													
DAILY	84 8%	84 8%	77 8%	** **	78 8%	63 9%	60 8%	27 10%	81 8%	3 11%	5 4%	18 8%	60 8%
WEEKLY	545 51%	545 51%	490 53%	** **	510 50%	369 50%	398 51%	143 49%	523 50%	22 70%	54 43%	115 51%	376 52%
MONTHLY	926 87%	926 87%	810 87%	** **	881 87%	643 87%	685 87%	249 86%	899 87%	28 88%	97 77%	193 87%	636 89%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	739	297	438	68	106	131	157	277	212	202	134	187
Effective Weighted Sample	541	221	326	50	74	101	121	199	159	145	102	135
Total	636	294	339	55	97	105	129	249	182	189	114	149
At least daily	61 10%	26 9%	35 10%	9 17% de	11 11%	20 19% de	9 7%	12 5%	17 9%	9 5%	23 20% abd	12 8%
At least weekly	259 41%	121 41%	137 40%	19 35%	53 54% ace	36 34%	58 45%	93 38%	62 34%	80 43%	50 44%	65 44%
At least monthly	209 33%	95 32%	113 33%	20 36%	21 22%	29 28%	48 37% b	92 37% b	66 36%	64 34%	29 26%	51 34%
Less often	98 15%	49 17%	48 14%	5 9%	12 12%	17 17%	14 11%	50 20% d	36 20% cd	34 18%	11 10%	16 11%
Don't know/ can't remember	9 1%	2 1%	7 2%	2 3%	* *%	3 3%	1 1%	2 1%	* *%	2 1%	* *%	6 4% a
<b>SUMMARY</b>												
DAILY	61 10%	26 9%	35 10%	9 17% de	11 11%	20 19% de	9 7%	12 5%	17 9%	9 5%	23 20% abd	12 8%
WEEKLY	320 50%	147 50%	171 51%	29 52%	64 66% e	55 53%	67 52%	105 42%	79 44%	90 47%	73 64% ab	77 51%
MONTHLY	529 83%	243 83%	284 84%	48 88%	85 87%	84 80%	114 88% e	197 79%	145 80%	153 81%	102 90% a	127 85%

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	739	508	91	71	69	591	86	216	515	432	269
Effective Weighted Sample	541	413	75	67	66	427	69	160	375	331	188
Total	636	533	55	28	20	507	71	187	443	417	194
At least daily	61 10%	53 10%	4 8%	2 7%	1 6%	48 9%	3 4%	27 14% b	34 8%	48 11% b	11 6%
At least weekly	259 41%	217 41% c	26 48% c	7 25%	9 44% c	212 42%	24 34%	92 49% b	165 37%	175 42%	75 39%
At least monthly	209 33%	174 33%	15 28%	14 49% abd	6 31%	166 33%	28 39%	49 26%	158 36% a	128 31%	71 37%
Less often	98 15%	81 15%	9 16%	4 16%	4 19%	75 15%	16 23%	17 9%	80 18% a	60 14%	34 18%
Don't know/ can't remember	9 1%	8 2%	- -%	1 3%	- -%	6 1%	- -%	2 1%	7 1%	6 1%	3 1%
<b>SUMMARY</b>											
DAILY	61 10%	53 10%	4 8%	2 7%	1 6%	48 9%	3 4%	27 14% b	34 8%	48 11% b	11 6%
WEEKLY	320 50%	270 51% c	30 56% c	9 32%	10 50% c	260 51% b	27 38%	119 64% b	199 45%	223 53% b	86 44%
MONTHLY	529 83%	445 83%	46 84%	23 81%	16 81%	425 84%	55 77%	168 90% b	357 80%	351 84%	157 81%

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	739	739	617	-	698	481	522	163	719	20	101	189	449
Effective Weighted Sample	541	541	456	-	511	352	380	129	528	14	71	143	329
Total	636	636	519	-	599	422	439	137	618	18	89	162	384
At least daily	61 10%	61 10%	56 11%	** **	58 10%	46 11%	43 10%	19 14%	58 9%	** **	6 7%	12 7%	43 11%
At least weekly	259 41%	259 41%	212 41%	** **	244 41%	159 38%	170 39%	47 34%	252 41%	** **	41 46%	71 44%	146 38%
At least monthly	209 33%	209 33%	173 33%	** **	201 34%	141 33%	152 35%	47 34%	206 33%	** **	17 19%	52 32% a	140 37% a
Less often	98 15%	98 15%	73 14%	** **	88 15%	70 17%	67 15%	21 15%	93 15%	** **	21 23% c	25 16%	52 13%
Don't know/ can't remember	9 1%	9 1%	5 1%	** **	7 1%	7 2%	6 1%	4 3%	9 1%	** **	4 4% c	2 1%	3 1%
<b>SUMMARY</b>													
DAILY	61 10%	61 10%	56 11%	** **	58 10%	46 11%	43 10%	19 14%	58 9%	** **	6 7%	12 7%	43 11%
WEEKLY	320 50%	320 50%	268 52%	** **	301 50%	204 48%	214 49%	66 48%	310 50%	** **	48 53%	83 51%	189 49%
MONTHLY	529 83%	529 83%	441 85%	** **	503 84%	346 82%	365 83%	113 82%	516 84%	** **	65 72%	135 83%	330 86% a

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	825	408	415	97	162	189	151	226	304	250	134	133
Effective Weighted Sample	617	315	305	72	119	146	115	169	235	185	99	96
Total	698	384	312	71	144	148	130	205	260	209	114	112
At least daily	187 27%	112 29%	73 23%	18 26%	54 38% de	49 33% de	23 18%	42 21%	72 28%	52 25%	30 27%	33 29%
At least weekly	314 45%	175 46%	139 45%	28 39%	60 41%	62 42%	80 62% abce	84 41%	122 47% d	104 50% d	47 41%	39 34%
At least monthly	142 20%	76 20%	66 21%	20 28% c	24 17%	25 17%	23 17%	50 24%	54 21%	37 18%	26 23%	24 22%
Less often	48 7%	17 4%	31 10% a	4 5%	5 4%	10 7%	4 3%	25 12% bd	10 4%	14 7%	9 8%	15 13% a
Don't know/ can't remember	8 1%	4 1%	4 1%	1 2%	1 *%	2 1%	- -%	4 2%	2 1%	2 1%	2 1%	1 1%
<b>SUMMARY</b>												
DAILY	187 27%	112 29%	73 23%	18 26%	54 38% de	49 33% de	23 18%	42 21%	72 28%	52 25%	30 27%	33 29%
WEEKLY	501 72%	287 75%	212 68%	46 65%	114 79% ae	111 75% e	103 80% ae	127 62%	194 75% d	156 74%	77 68%	71 64%
MONTHLY	643 92%	363 95% b	278 89%	66 93%	138 96% e	136 92%	126 97% e	177 86%	248 95% d	193 92%	103 91%	96 86%

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	825	522	117	104	82	637	97	332	482	573	229
Effective Weighted Sample	617	442	102	99	76	475	76	245	367	441	167
Total	698	563	70	41	24	542	75	280	406	530	155
At least daily	187 27%	155 28%	15 22%	11 27%	6 23%	149 27%	9 12%	85 30%	98 24%	149 28%	35 22%
At least weekly	314 45%	243 43%	36 52%	22 53%	13 52%	239 44%	40 54%	126 45%	184 45%	248 47%	61 39%
At least monthly	142 20%	118 21%	13 19%	6 14%	5 18%	112 21%	17 23%	46 17%	92 23%	100 19%	39 25%
Less often	48 7%	40 7%	4 6%	2 5%	1 5%	38 7%	6 7%	19 7%	28 7%	28 5%	18 12%
Don't know/ can't remember	8 1%	7 1%	* *%	* 1%	* 2%	4 1%	3 4%	3 1%	4 1%	4 1%	3 2%
<b>SUMMARY</b>											
DAILY	187 27%	155 28%	15 22%	11 27%	6 23%	149 27%	9 12%	85 30%	98 24%	149 28%	35 22%
WEEKLY	501 72%	398 71%	52 74%	33 80%	18 75%	388 72%	49 66%	211 75%	281 69%	397 75%	95 62%
MONTHLY	643 92%	517 92%	65 93%	39 94%	23 94%	500 92%	66 89%	257 92%	374 92%	497 94%	134 86%

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	825	825	750	-	774	555	605	151	793	32	116	188	521
Effective Weighted Sample	617	617	563	-	581	418	461	119	594	24	80	143	394
Total	698	698	630	-	660	475	518	135	675	24	94	160	445
At least daily	187 27%	187 27%	174 28%	** **	175 27%	143 30%	145 28%	44 33%	181 27%	6 27%	28 29%	35 22%	125 28%
At least weekly	314 45%	314 45%	282 45%	** **	301 46%	210 44%	239 46%	57 42%	306 45%	8 35%	38 40%	81 51%	196 44%
At least monthly	142 20%	142 20%	126 20%	** **	131 20%	92 19%	95 18%	28 21%	134 20%	7 31%	21 22%	31 20%	90 20%
Less often	48 7%	48 7%	40 6%	** **	47 7%	24 5%	33 6%	5 4%	47 7%	1 3%	6 6%	10 6%	31 7%
Don't know/ can't remember	8 1%	8 1%	8 1%	** **	6 1%	6 1%	5 1%	1 1%	6 1%	1 5%	2 2%	2 1%	4 1%
<b>SUMMARY</b>													
DAILY	187 27%	187 27%	174 28%	** **	175 27%	143 30%	145 28%	44 33%	181 27%	6 27%	28 29%	35 22%	125 28%
WEEKLY	501 72%	501 72%	456 72%	** **	476 72%	353 74%	384 74%	101 75%	487 72%	15 61%	65 70%	116 73%	320 72%
MONTHLY	643 92%	643 92%	582 92%	** **	607 92%	445 94%	479 93%	129 95%	621 92%	22 93%	86 92%	147 92%	410 92%

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	323	176	147	39	57	72	61	94	98	97	52	75
Effective Weighted Sample	243	136	107	30	43	58	47	70	76	70	42	55
Total	283	164	119	34	63	59	46	82	91	83	46	62
At least daily	51 18%	35 21%	16 14%	8 25% de	22 34% de	14 23% de	3 7%	4 5%	24 26% b	6 7%	8 17%	14 22% b
At least weekly	105 37%	63 38%	42 35%	6 18%	18 28%	26 44% a	21 46% a	34 41% a	32 35%	29 35%	23 50%	21 34%
At least monthly	85 30%	46 28%	39 33%	7 22%	19 30%	13 22%	15 33%	31 37%	24 26%	33 40%	12 25%	16 26%
Less often	37 13%	19 12%	18 15%	9 28% bc	4 7%	7 11%	6 14%	11 13%	11 12%	15 18%	2 5%	10 15%
Don't know/ can't remember	5 2%	1 1%	3 3%	2 7% c	* 1%	- -%	- -%	2 3%	1 1%	- -%	1 3%	2 4%
<b>SUMMARY</b>												
DAILY	51 18%	35 21%	16 14%	8 25% de	22 34% de	14 23% de	3 7%	4 5%	24 26% b	6 7%	8 17%	14 22% b
WEEKLY	156 55%	97 59%	58 49%	14 43%	39 62%	40 67% ae	24 53%	38 47%	55 61% b	35 42%	31 67% b	34 55%
MONTHLY	241 85%	143 87%	97 82%	22 65%	58 93% a	53 89% a	39 86% a	69 84% a	79 87%	68 82%	42 92%	50 81%

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	323	225	25	45	28	242	39	110	206	201	107
Effective Weighted Sample	243	189	23	43	26	181	35	82	155	157	79
Total	283	242	15	18	9	212	28	102	175	196	78
At least daily	51 18%	45 19%	** **	4 21%	** **	34 16%	3 9%	29 29% b	20 11%	40 21% b	8 10%
At least weekly	105 37%	89 37%	** **	6 36%	** **	80 38%	11 41%	41 40%	62 35%	73 37%	30 39%
At least monthly	85 30%	73 30%	** **	5 29%	** **	67 31%	9 31%	21 21%	63 36% a	61 31%	21 27%
Less often	37 13%	31 13%	** **	2 12%	** **	27 13%	4 15%	11 10%	26 15%	19 10%	16 21% a
Don't know/ can't remember	5 2%	5 2%	** **	* 2%	** **	4 2%	1 4%	* *% b	5 3%	3 1%	2 3%
<b>SUMMARY</b>											
DAILY	51 18%	45 19%	** **	4 21%	** **	34 16%	3 9%	29 29% b	20 11%	40 21% b	8 10%
WEEKLY	156 55%	134 55%	** **	10 57%	** **	114 54%	14 50%	70 69% b	82 47%	114 58%	38 49%
MONTHLY	241 85%	206 85%	** **	15 86%	** **	181 85%	23 81%	91 89%	144 82%	174 89% b	59 76%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	323	323	279	-	312	225	249	94	315	8	45	77	201
Effective Weighted Sample	243	243	208	-	235	171	187	73	237	6	36	59	150
Total	283	283	246	-	274	204	220	88	277	6	32	74	177
At least daily	51 18%	51 18%	51 21%	** **	50 18%	41 20%	42 19%	26 30% ae	50 18%	** **	6 19%	11 15%	34 19%
At least weekly	105 37%	105 37%	94 38%	** **	102 37%	74 36%	80 36%	29 33%	104 37%	** **	8 24%	24 32%	73 41%
At least monthly	85 30%	85 30%	71 29%	** **	83 30%	61 30%	64 29%	22 25%	83 30%	** **	14 45% c	27 36%	44 25%
Less often	37 13%	37 13%	27 11%	** **	34 12%	24 12%	29 13%	10 11%	35 13%	** **	4 13%	10 13%	24 13%
Don't know/ can't remember	5 2%	5 2%	4 2%	** **	5 2%	5 2%	5 2%	1 2%	5 2%	** **	- -%	3 4%	2 1%
<b>SUMMARY</b>													
DAILY	51 18%	51 18%	51 21%	** **	50 18%	41 20%	42 19%	26 30% ae	50 18%	** **	6 19%	11 15%	34 19%
WEEKLY	156 55%	156 55%	144 59%	** **	152 55%	115 56%	122 56%	55 62%	153 55%	** **	14 42%	35 47%	107 61%
MONTHLY	241 85%	241 85%	215 87%	** **	235 86%	176 86%	186 85%	77 87%	237 85%	** **	28 87%	62 83%	151 85%

A7I. How often in the past 3 months have you watched programmes or films using Dplay/ Discovery+?

Base : Those who have personally watched Dplay/ Discovery+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	119	67	51	22	28	30	18	21	49	21	27	21	
Effective Weighted Sample	86	49	36	18	22	25	13	13	37	13	22	16	
Total	120	72	46	19	32	26	17	26	50	25	27	18	
At least daily	27 23%	19 26%	8 18%	** **	** **	9 33%	** **	** **	17 35%	** **	** **	** **	** **
At least weekly	42 35%	27 38%	12 27%	** **	** **	9 35%	** **	** **	11 22%	** **	** **	** **	** **
At least monthly	36 30%	15 21%	21 45%	** **	** **	7 26%	** **	** **	13 26%	** **	** **	** **	** **
Less often	11 9%	7 10%	4 10%	** **	** **	1 5%	** **	** **	9 17%	** **	** **	** **	** **
Don't know/ can't remember	4 3%	4 6%	- -%	** **	** **	- -%	** **	** **	- -%	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	27 23%	19 26%	8 18%	** **	** **	9 33%	** **	** **	17 35%	** **	** **	** **	** **
WEEKLY	69 57%	46 64%	21 45%	** **	** **	18 68%	** **	** **	29 57%	** **	** **	** **	** **
MONTHLY	105 87%	61 85%	42 90%	** **	** **	24 95%	** **	** **	42 83%	** **	** **	** **	** **

A7I. How often in the past 3 months have you watched programmes or films using Dplay/ Discovery+?

Base : Those who have personally watched Dplay/ Discovery+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	119	88	7	15	9	74	14	61	54	83	31
Effective Weighted Sample	86	70	5	14	8	51	11	49	35	62	24
Total	120	105	6	6	3	70	12	60	55	95	23
At least daily	27	25	**	**	**	9	**	14	10	25	2
	23%	24%	**	**	**	13%	**	23%	19%	26%	8%
At least weekly	42	35	**	**	**	26	**	23	16	34	6
	35%	33%	**	**	**	38%	**	39%	29%	36%	25%
At least monthly	36	31	**	**	**	23	**	16	20	24	12
	30%	30%	**	**	**	33%	**	27%	36%	25%	53%
											a
Less often	11	9	**	**	**	8	**	7	5	8	3
	9%	9%	**	**	**	11%	**	11%	9%	9%	14%
Don't know/ can't remember	4	4	**	**	**	4	**	-	4	4	-
	3%	4%	**	**	**	6%	**	-%	7%	4%	-%
<b>SUMMARY</b>											
DAILY	27	25	**	**	**	9	**	14	10	25	2
	23%	24%	**	**	**	13%	**	23%	19%	26%	8%
WEEKLY	69	60	**	**	**	35	**	37	26	59	8
	57%	58%	**	**	**	50%	**	62%	48%	62%	33%
										b	
MONTHLY	105	92	**	**	**	58	**	53	46	83	20
	87%	87%	**	**	**	83%	**	89%	84%	87%	86%

A7I. How often in the past 3 months have you watched programmes or films using Dplay/ Discovery+?

Base : Those who have personally watched Dplay/ Discovery+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO *b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	119	119	108	-	114	94	102	39	118	1	17	31	71
Effective Weighted Sample	86	86	77	-	83	72	78	32	85	1	14	19	55
Total	120	120	109	-	118	98	105	43	120	*	15	32	72
At least daily	27	27	25	**	27	22	24	18	27	**	**	5	21
	23%	23%	23%	**	23%	23%	23%	42%	23%	**	**	15%	29%
							abe						
At least weekly	42	42	37	**	40	35	39	7	41	**	**	11	22
	35%	35%	33%	**	34%	36%	37%	17%	35%	**	**	34%	31%
							d						
At least monthly	36	36	32	**	36	30	31	12	36	**	**	10	21
	30%	30%	30%	**	30%	30%	29%	28%	30%	**	**	32%	28%
Less often	11	11	11	**	11	11	11	6	11	**	**	2	9
	9%	9%	10%	**	10%	11%	10%	13%	9%	**	**	7%	12%
Don't know/ can't remember	4	4	4	**	4	-	-	-	4	**	**	4	-
	3%	3%	4%	**	3%	-%	-%	-%	3%	**	**	12%	-%
												c	
<b>SUMMARY</b>													
DAILY	27	27	25	**	27	22	24	18	27	**	**	5	21
	23%	23%	23%	**	23%	23%	23%	42%	23%	**	**	15%	29%
							abe						
WEEKLY	69	69	62	**	67	57	63	25	69	**	**	16	43
	57%	57%	56%	**	57%	58%	60%	59%	57%	**	**	49%	59%
MONTHLY	105	105	94	**	102	87	94	37	105	**	**	26	63
	87%	87%	86%	**	87%	89%	90%	87%	87%	**	**	80%	88%

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	305	154	151	38	47	67	72	81	99	83	57	63
Effective Weighted Sample	233	120	116	27	37	54	60	60	77	66	46	42
Total	294	167	127	41	54	59	61	80	91	85	60	55
At least daily	86 29%	52 31%	34 27%	9 22%	14 26%	28 48% abe	20 33%	15 19%	28 31%	18 21%	26 43% bd	12 22%
At least weekly	148 50%	85 51%	63 50%	17 42%	27 50%	20 34%	35 58% c	48 61% c	43 48%	50 59%	25 42%	29 52%
At least monthly	42 14%	24 14%	18 14%	10 24% d	11 20% d	6 11%	3 5%	12 15%	16 18%	12 14%	5 8%	9 17%
Less often	17 6%	5 3%	12 9%	5 12%	2 4%	3 6%	2 4%	4 5%	3 3%	5 6%	4 7%	5 8%
Don't know/ can't remember	1 *%	1 *%	* *%	* 1%	- -%	1 1%	- -%	- -%	1 1%	* *%	- -%	- -%
<b>SUMMARY</b>												
DAILY	86 29%	52 31%	34 27%	9 22%	14 26%	28 48% abe	20 33%	15 19%	28 31%	18 21%	26 43% bd	12 22%
WEEKLY	234 80%	137 82%	97 76%	26 64%	41 76%	48 82%	55 91% ab	64 80%	71 78%	67 80%	51 85%	41 75%
MONTHLY	276 94%	161 97%	115 90%	36 88%	52 96%	55 93%	59 96%	75 95%	88 97%	79 93%	55 93%	50 92%

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	^c	^d	a	^b	a	b	a	*b
Unweighted total	305	235	34	14	22	254	2	125	174	199	91
Effective Weighted Sample	233	196	30	14	21	194	2	98	130	163	61
Total	294	263	19	5	6	239	1	123	163	215	68
At least daily	86 29%	81 31%	2 12%	** **	** **	73 31%	** **	48 39%	34 21%	65 30%	17 25%
		b						b			
At least weekly	148 50%	127 48%	14 71%	** **	** **	116 48%	** **	55 45%	93 57%	108 50%	34 49%
		a									
At least monthly	42 14%	39 15%	2 10%	** **	** **	35 15%	** **	11 9%	27 16%	29 14%	12 17%
Less often	17 6%	15 6%	1 4%	** **	** **	15 6%	** **	8 6%	9 6%	12 5%	5 7%
Don't know/ can't remember	1 *% *%	* *% *%	1 3% a	** ** **	** ** **	1 *% *%	** ** **	1 *% *%	* *% *%	1 *% *%	* 1% 1%
<b>SUMMARY</b>											
DAILY	86 29%	81 31%	2 12%	** **	** **	73 31%	** **	48 39%	34 21%	65 30%	17 25%
		b						b			
WEEKLY	234 80%	208 79%	16 83%	** **	** **	189 79%	** **	103 84%	127 78%	174 81%	51 75%
MONTHLY	276 94%	248 94%	18 93%	** **	** **	224 94%	** **	114 93%	154 94%	203 94%	63 92%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	305	305	276	-	294	207	227	68	300	5	39	63	203
Effective Weighted Sample	233	233	214	-	224	160	174	55	229	4	27	51	156
Total	294	294	261	-	284	204	216	66	289	5	34	62	198
At least daily	86 29%	86 29%	81 31%	** **	84 30%	61 30%	66 31%	22 33%	85 29%	** **	5 14%	13 21%	68 34% a
At least weekly	148 50%	148 50%	124 47%	** **	142 50%	101 50%	107 50%	32 48%	145 50%	** **	19 55%	36 57%	94 47%
At least monthly	42 14%	42 14%	40 15%	** **	41 14%	30 15%	31 14%	9 14%	41 14%	** **	9 26%	9 15%	24 12%
Less often	17 6%	17 6%	16 6%	** **	16 6%	11 5%	10 5%	3 4%	17 6%	** **	2 5%	4 7%	11 6%
Don't know/ can't remember	1 *%	1 *%	1 *%	** **	1 *%	1 *%	1 *%	1 1%	1 *%	** **	- -%	- -%	1 *%
<b>SUMMARY</b>													
DAILY	86 29%	86 29%	81 31%	** **	84 30%	61 30%	66 31%	22 33%	85 29%	** **	5 14%	13 21%	68 34% a
WEEKLY	234 80%	234 80%	205 78%	** **	226 80%	162 80%	174 80%	54 81%	231 80%	** **	23 70%	49 79%	162 82%
MONTHLY	276 94%	276 94%	244 93%	** **	267 94%	192 94%	205 95%	63 95%	271 94%	** **	32 95%	58 93%	186 94%

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 *c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE d
Significance Level: 95%												
Unweighted total	489	220	265	91	105	97	73	123	157	146	82	102
Effective Weighted Sample	371	175	198	63	84	79	60	87	122	115	64	70
Total	464	243	216	76	118	89	71	110	153	140	75	94
At least daily	143 31%	74 30%	68 32%	34 44% bde	28 24%	39 44% bde	16 22%	26 24%	54 36%	43 31%	23 31%	21 22%
At least weekly	168 36%	88 36%	77 36%	27 35%	43 36%	31 35%	30 43%	37 33%	54 35%	46 33%	28 37%	41 44%
At least monthly	97 21%	57 24%	39 18%	9 12%	33 28% ac	7 7%	19 27% ac	29 26% ac	28 18%	32 23%	16 22%	21 22%
Less often	53 11%	24 10%	29 14%	6 8%	13 11%	10 11%	6 8%	18 17%	17 11%	19 14%	8 10%	9 10%
Don't know/ can't remember	3 1%	* *%	2 1%	- -%	1 1%	2 2%	* 1%	- -%	- -%	* *%	- -%	2 2%
<b>SUMMARY</b>												
DAILY	143 31%	74 30%	68 32%	34 44% bde	28 24%	39 44% bde	16 22%	26 24%	54 36%	43 31%	23 31%	21 22%
WEEKLY	311 67%	161 66%	145 67%	61 80% be	71 60%	71 80% bde	46 65%	63 57%	108 71%	89 63%	51 68%	62 66%
MONTHLY	408 88%	219 90%	185 86%	70 92%	104 88%	77 87%	65 92%	92 83%	136 89%	121 86%	67 90%	83 88%



A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	489	368	44	43	34	375	52	184	297	312	165
Effective Weighted Sample	371	306	35	41	33	284	41	146	220	254	112
Total	464	410	27	18	10	362	42	177	280	334	122
At least daily	143	129	5	5	3	112	10	67	74	103	38
	31%	32%	18%	30%	35%	31%	25%	38%	26%	31%	31%
								b			
At least weekly	168	147	12	4	5	133	12	66	99	123	42
	36%	36%	46%	22%	50%	37%	29%	37%	35%	37%	34%
			c		c						
At least monthly	97	84	6	5	1	76	14	32	63	74	22
	21%	20%	24%	30%	15%	21%	33%	18%	23%	22%	18%
Less often	53	47	3	2	-	38	5	10	43	33	19
	11%	12%	12%	13%	-%	11%	11%	6%	15%	10%	16%
		d		d					a		
Don't know/ can't remember	3	2	-	1	-	2	*	2	1	1	1
	1%	1%	-%	5%	-%	*%	1%	1%	1%	*%	1%
				a							
<b>SUMMARY</b>											
DAILY	143	129	5	5	3	112	10	67	74	103	38
	31%	32%	18%	30%	35%	31%	25%	38%	26%	31%	31%
								b			
WEEKLY	311	276	17	9	8	246	22	133	172	227	80
	67%	67%	64%	52%	85%	68%	54%	75%	62%	68%	65%
					ac			b			
MONTHLY	408	360	24	15	10	322	36	165	235	300	102
	88%	88%	88%	82%	100%	89%	87%	93%	84%	90%	83%
					ac			b			

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	489	489	441	-	489	368	403	125	489	-	51	90	348
Effective Weighted Sample	371	371	340	-	371	282	308	100	371	-	34	71	267
Total	464	464	422	-	464	348	383	120	464	-	49	86	328
At least daily	143 31%	143 31%	136 32%	** **	143 31%	114 33%	124 32%	40 33%	143 31%	** **	8 16%	23 27%	112 34% a
At least weekly	168 36%	168 36%	150 35%	** **	168 36%	128 37%	133 35%	39 32%	168 36%	** **	20 40%	39 45%	110 33%
At least monthly	97 21%	97 21%	87 21%	** **	97 21%	75 22%	85 22%	25 21%	97 21%	** **	15 29%	17 20%	65 20%
Less often	53 11%	53 11%	47 11%	** **	53 11%	31 9%	39 10%	17 14%	53 11%	** **	7 14%	5 6%	40 12%
Don't know/ can't remember	3 1%	3 1%	2 1%	** **	3 1%	* *%	2 *%	* *%	3 1%	** **	- -%	2 3%	1 *% c
<b>SUMMARY</b>													
DAILY	143 31%	143 31%	136 32%	** **	143 31%	114 33%	124 32%	40 33%	143 31%	** **	8 16%	23 27%	112 34% a
WEEKLY	311 67%	311 67%	285 68%	** **	311 67%	242 69%	257 67%	79 65%	311 67%	** **	28 56%	62 72%	221 67%
MONTHLY	408 88%	408 88%	373 88%	** **	408 88%	317 91%	342 89%	103 86%	408 88%	** **	42 86%	78 91%	287 87%

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2955	1200	1733	542	650	642	509	612	933	887	473	630
Effective Weighted Sample	2155	903	1257	378	496	492	385	428	704	641	355	436
Total	2566	1189	1358	421	629	499	437	579	836	786	387	529
At least daily	1190 46%	546 46%	632 47%	242 57% de	358 57% de	260 52% de	179 41% e	151 26%	368 44%	368 47%	193 50%	244 46%
At least weekly	1054 41%	502 42%	548 40%	135 32%	220 35%	189 38%	201 46% abc	310 53% abcd	364 43%	330 42%	152 39%	204 39%
At least monthly	226 9%	96 8%	128 9%	34 8%	33 5%	37 7%	43 10% b	80 14% abc	76 9%	57 7%	31 8%	58 11% b
Less often	77 3%	38 3%	39 3%	6 1%	15 2%	12 2%	13 3%	32 6% abc	25 3%	28 4%	10 2%	15 3%
Don't know/ can't remember	19 1%	7 1%	11 1%	5 1%	4 1%	2 *%	2 *%	6 1%	4 *%	3 *%	2 *%	8 2% b
<b>SUMMARY</b>												
DAILY	1190 46%	546 46%	632 47%	242 57% de	358 57% de	260 52% de	179 41% e	151 26%	368 44%	368 47%	193 50%	244 46%
WEEKLY	2244 87%	1048 88%	1180 87%	377 90% e	578 92% de	448 90% e	380 87% e	461 80%	731 87%	698 89% d	345 89%	448 85%
MONTHLY	2470 96%	1144 96%	1308 96%	411 98% e	611 97% e	485 97% e	422 97% e	541 93%	807 97%	755 96%	376 97%	506 96%

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

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	2955	1966	353	325	310	2255	325	1116	1776	1940	922
Effective Weighted Sample	2155	1619	301	300	292	1661	233	820	1292	1479	628
Total	2566	2140	208	128	90	1969	249	959	1551	1866	641
At least daily	1190 46%	982 46%	103 50%	56 44%	48 54% ac	916 47% b	97 39%	548 57% b	616 40%	892 48% b	269 42%
At least weekly	1054 41%	886 41%	80 39%	55 43%	33 37%	807 41%	115 46%	331 35%	703 45% a	769 41%	262 41%
At least monthly	226 9%	189 9%	20 9%	11 9%	6 7%	171 9%	30 12%	65 7%	152 10% a	150 8%	71 11% a
Less often	77 3%	67 3%	3 2%	4 3%	3 3%	64 3%	6 3%	12 1%	65 4% a	46 2%	30 5% a
Don't know/ can't remember	19 1%	17 1%	1 1%	1 1%	- -%	12 1%	1 *%	3 *%	14 1%	9 1%	8 1%
<b>SUMMARY</b>											
DAILY	1190 46%	982 46%	103 50%	56 44%	48 54% ac	916 47% b	97 39%	548 57% b	616 40%	892 48% b	269 42%
WEEKLY	2244 87%	1868 87%	184 88%	111 87%	82 90%	1723 87%	212 85%	879 92% b	1320 85%	1661 89% b	531 83%
MONTHLY	2470 96%	2056 96%	203 98%	123 96%	88 97%	1894 96%	241 97%	944 98% b	1472 95%	1811 97% b	602 94%

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

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2955	2955	2955	-	2610	1774	1904	485	2733	222	487	669	1799
Effective Weighted Sample	2155	2155	2155	-	1912	1309	1394	371	2002	154	344	495	1317
Total	2566	2566	2566	-	2280	1589	1677	459	2374	192	402	586	1578
At least daily	1190 46%	1190 46%	1190 46%	** **	1036 45%	718 45%	773 46%	201 44%	1090 46%	100 52%	182 45%	289 49%	719 46%
At least weekly	1054 41%	1054 41%	1054 41%	** **	951 42%	666 42%	701 42%	196 43%	985 41%	69 36%	167 41%	222 38%	665 42%
At least monthly	226 9%	226 9%	226 9%	** **	209 9%	144 9%	145 9%	45 10%	215 9%	11 6%	32 8%	54 9%	140 9%
Less often	77 3%	77 3%	77 3%	** **	68 3%	48 3%	49 3%	15 3%	70 3%	8 4%	15 4%	16 3%	46 3%
Don't know/ can't remember	19 1%	19 1%	19 1%	** **	15 1%	12 1%	10 1%	2 *%	16 1%	3 2%	6 1%	5 1%	8 *%
											c		
<b>SUMMARY</b>													
DAILY	1190 46%	1190 46%	1190 46%	** **	1036 45%	718 45%	773 46%	201 44%	1090 46%	100 52%	182 45%	289 49%	719 46%
WEEKLY	2244 87%	2244 87%	2244 87%	** **	1987 87%	1384 87%	1474 88%	397 87%	2074 87%	170 88%	349 87%	511 87%	1384 88%
MONTHLY	2470 96%	2470 96%	2470 96%	** **	2196 96%	1528 96%	1619 97%	442 96%	2289 96%	181 94%	381 95%	565 96%	1524 97%

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	2081	923	1143	331	481	480	377	412	698	647	312	405
Effective Weighted Sample	1548	698	860	230	364	375	289	299	532	474	240	294
Total	1810	907	889	257	461	389	329	374	628	587	261	316
At least daily	500 28%	238 26%	257 29%	91 35% de	148 32% de	130 33% de	66 20%	66 17%	161 26%	156 27%	84 32%	94 30%
At least weekly	793 44%	418 46%	371 42%	89 35%	194 42%	161 41%	172 52% abc	176 47% a	297 47% cd	266 45%	100 38%	122 39%
At least monthly	380 21%	186 21%	191 21%	62 24%	94 20%	68 18%	74 23%	81 22%	131 21%	129 22%	57 22%	61 19%
Less often	122 7%	59 6%	63 7%	16 6%	21 5%	24 6%	14 4%	46 12% abcd	36 6%	33 6%	19 7%	31 10% ab
Don't know/ can't remember	15 1%	6 1%	8 1%	- -%	3 1%	6 1%	2 1%	5 1%	3 1%	2 *%	1 1%	7 2% ab
<b>SUMMARY</b>												
DAILY	500 28%	238 26%	257 29%	91 35% de	148 32% de	130 33% de	66 20%	66 17%	161 26%	156 27%	84 32%	94 30%
WEEKLY	1293 71%	656 72%	628 71%	180 70%	342 74% e	291 75% e	238 72% e	242 65%	458 73%	423 72%	184 71%	216 68%
MONTHLY	1673 92%	842 93%	819 92%	241 94% e	437 95% e	359 92% e	313 95% e	323 86%	589 94% d	551 94% d	241 92%	277 88%

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

**A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?**

Base : Those who have personally watched Amazon Prime Video in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	2081	1387	275	222	195	1614	237	785	1253	1414	599
Effective Weighted Sample	1548	1156	238	210	183	1208	179	581	939	1091	434
Total	1810	1500	164	87	57	1411	178	685	1085	1369	396
At least daily	500 28%	410 27%	49 30%	25 29%	17 29%	371 26%	43 24%	240 35% b	250 23%	385 28%	105 26%
At least weekly	793 44%	659 44%	75 46%	35 41%	23 40%	622 44%	85 48%	303 44%	480 44%	609 45%	165 42%
At least monthly	380 21%	317 21%	30 18%	20 23%	12 21%	308 22%	37 21%	117 17%	249 23% a	290 21%	82 21%
Less often	122 7%	101 7%	9 5%	6 7%	6 10%	98 7%	13 7%	22 3%	98 9% a	76 6%	40 10% a
Don't know/ can't remember	15 1%	13 1%	1 1%	* 1%	- -%	12 1%	* *%	4 1%	8 1%	9 1%	5 1%
<b>SUMMARY</b>											
DAILY	500 28%	410 27%	49 30%	25 29%	17 29%	371 26%	43 24%	240 35% b	250 23%	385 28%	105 26%
WEEKLY	1293 71%	1069 71%	124 75%	60 69%	40 69%	993 70%	128 72%	543 79% b	730 67%	994 73%	270 68%
MONTHLY	1673 92%	1386 92%	154 94%	81 92%	52 90%	1301 92%	165 93%	660 96% b	979 90%	1284 94% b	351 89%

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

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2081	2081	2081	-	1849	1279	1424	379	1944	137	339	479	1263
Effective Weighted Sample	1548	1548	1548	-	1385	967	1070	294	1455	94	247	352	950
Total	1810	1810	1810	-	1617	1133	1247	359	1690	120	276	426	1108
At least daily	500 28%	500 28%	500 28%	** **	452 28%	314 28%	350 28%	105 29%	471 28%	29 25%	68 24%	120 28%	313 28%
At least weekly	793 44%	793 44%	793 44%	** **	726 45%	508 45%	550 44%	158 44%	751 44%	42 35%	126 45%	177 42%	490 44%
At least monthly	380 21%	380 21%	380 21%	** **	324 20%	230 20%	258 21%	66 18%	343 20%	37 31%	62 23%	90 21%	228 21%
Less often	122 7%	122 7%	122 7%	** **	105 7%	74 7%	84 7%	29 8%	113 7%	8 7%	16 6%	34 8%	71 6%
Don't know/ can't remember	15 1%	15 1%	15 1%	** **	11 1%	7 1%	6 *%	2 *%	12 1%	3 2% c	5 2% c	5 1%	5 *%
<b>SUMMARY</b>													
DAILY	500 28%	500 28%	500 28%	** **	452 28%	314 28%	350 28%	105 29%	471 28%	29 25%	68 24%	120 28%	313 28%
WEEKLY	1293 71%	1293 71%	1293 71%	** **	1178 73% f	822 73% f	900 72% f	263 73% f	1222 72% f	71 59%	193 70%	297 70%	803 72%
MONTHLY	1673 92%	1673 92%	1673 92%	** **	1501 93%	1052 93%	1158 93%	329 92%	1564 93%	108 91%	255 92%	387 91%	1031 93%



A7N. How often in the past 3 months have you watched programmes or films using NOW TV?

Base : Those who have personally watched NOW TV in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	619	275	337	120	155	136	102	106	200	195	102	117
Effective Weighted Sample	450	203	251	82	117	108	75	75	146	142	76	82
Total	559	283	268	90	159	118	85	107	189	170	92	101
At least daily	150 27%	69 24%	79 29%	32 35% e	39 25%	38 33%	19 23%	22 21%	58 31%	42 25%	26 28%	24 24%
At least weekly	220 39%	129 45% b	90 33%	27 30%	65 41%	44 37%	35 41%	49 46% a	78 41%	63 37%	34 38%	42 42%
At least monthly	118 21%	54 19%	62 23%	21 24%	42 26%	22 19%	16 18%	17 16%	31 16%	40 24%	22 24%	21 21%
Less often	64 11%	28 10%	34 13%	10 11%	12 7%	10 8%	15 17% b	18 17% b	21 11%	24 14%	8 9%	10 10%
Don't know/ can't remember	6 1%	4 1%	3 1%	1 1%	1 1%	3 2%	1 1%	1 1%	1 1%	1 *%	1 1%	3 3%
<b>SUMMARY</b>												
DAILY	150 27%	69 24%	79 29%	32 35% e	39 25%	38 33%	19 23%	22 21%	58 31%	42 25%	26 28%	24 24%
WEEKLY	370 66%	198 70%	169 63%	58 65%	104 66%	82 70%	54 63%	71 67%	136 72%	105 62%	60 66%	66 66%
MONTHLY	488 87%	252 89%	231 86%	80 88%	146 92% de	105 89%	70 82%	88 82%	167 88%	146 85%	83 90%	87 87%

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

A7N. How often in the past 3 months have you watched programmes or films using NOW TV?

Base : Those who have personally watched NOW TV in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	619	409	68	83	58	468	67	252	349	444	156
Effective Weighted Sample	450	338	59	78	55	343	53	183	253	336	111
Total	559	467	41	33	18	429	48	219	323	446	101
At least daily	150 27%	126 27%	12 28%	8 25%	4 24%	114 27%	5 10%	70 32%	74 23%	121 27%	26 26%
						b		b			
At least weekly	220 39%	184 39%	16 39%	12 37%	8 44%	169 39%	25 52%	85 39%	131 41%	178 40%	35 35%
At least monthly	118 21%	100 21%	7 17%	8 25%	3 17%	91 21%	10 22%	43 20%	71 22%	91 20%	26 26%
Less often	64 11%	53 11%	4 10%	4 14%	3 15%	50 12%	6 13%	20 9%	42 13%	51 12%	13 13%
Don't know/ can't remember	6 1%	4 1%	2 6%	- -	- -	5 1%	1 2%	1 1%	4 1%	5 1%	1 1%
			ac								
<b>SUMMARY</b>											
DAILY	150 27%	126 27%	12 28%	8 25%	4 24%	114 27%	5 10%	70 32%	74 23%	121 27%	26 26%
						b		b			
WEEKLY	370 66%	310 66%	28 67%	20 61%	12 69%	283 66%	30 63%	155 71%	205 63%	298 67%	62 61%
MONTHLY	488 87%	410 88%	35 84%	28 86%	15 85%	374 87%	40 85%	198 90%	276 86%	389 87%	88 87%

A7N. How often in the past 3 months have you watched programmes or films using NOW TV?

Base : Those who have personally watched NOW TV in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	619	619	619	-	564	411	449	139	590	29	95	157	367
Effective Weighted Sample	450	450	450	-	412	298	335	111	430	20	69	113	268
Total	559	559	559	-	513	379	410	128	534	25	83	148	328
At least daily	150 27%	150 27%	150 27%	** **	143 28%	106 28%	113 28%	44 34%	144 27%	** **	19 23%	50 34%	82 25%
At least weekly	220 39%	220 39%	220 39%	** **	204 40%	158 42%	164 40%	46 36%	213 40%	** **	30 36%	48 32%	142 43% b
At least monthly	118 21%	118 21%	118 21%	** **	107 21%	76 20%	83 20%	19 15%	112 21%	** **	23 28%	29 19%	66 20%
Less often	64 11%	64 11%	64 11%	** **	53 10%	35 9%	46 11%	16 12%	57 11%	** **	9 11%	20 14%	35 11%
Don't know/ can't remember	6 1%	6 1%	6 1%	** **	5 1%	4 1%	4 1%	3 3%	6 1%	** **	2 3%	1 1%	3 1%
<b>SUMMARY</b>													
DAILY	150 27%	150 27%	150 27%	** **	143 28%	106 28%	113 28%	44 34%	144 27%	** **	19 23%	50 34%	82 25%
WEEKLY	370 66%	370 66%	370 66%	** **	347 68%	265 70%	277 68%	89 70%	357 67%	** **	48 58%	98 66%	224 68%
MONTHLY	488 87%	488 87%	488 87%	** **	454 89%	340 90%	360 88%	109 85%	470 88%	** **	72 86%	126 85%	290 89%

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	*e	a	b	c	d
Unweighted total	1146	418	717	291	338	281	159	77	365	372	185	212
Effective Weighted Sample	841	318	529	208	259	215	117	50	279	267	138	150
Total	969	420	539	220	325	219	141	64	313	318	162	164
At least daily	235 24%	111 26%	124 23%	71 32% bde	74 23% e	61 28% de	22 15%	6 10%	76 24%	67 21%	39 24%	49 30% b
At least weekly	419 43%	203 48% b	212 39%	78 35%	150 46% a	107 49% a	56 40%	29 45%	142 45%	135 42%	79 49% d	61 37%
At least monthly	228 24%	91 22%	134 25%	52 24%	73 22%	38 17%	44 31% c	22 34% c	65 21%	83 26%	30 18%	46 28%
Less often	85 9%	16 4%	69 13% a	18 8%	28 9%	12 5%	20 14% c	7 11%	29 9%	33 10%	14 9%	9 5%
Don't know/ can't remember	2 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%
<b>SUMMARY</b>												
DAILY	235 24%	111 26%	124 23%	71 32% bde	74 23% e	61 28% de	22 15%	6 10%	76 24%	67 21%	39 24%	49 30% b
WEEKLY	654 68%	313 75% b	335 62%	149 68% d	224 69% de	168 77% ade	77 55%	35 55%	218 70%	202 64%	118 73%	109 67%
MONTHLY	882 91%	404 96% b	469 87%	201 91%	297 91%	206 94% d	121 86%	57 89%	283 90%	285 90%	148 91%	155 95%

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1146	770	126	130	119	881	98	595	522	800	312
Effective Weighted Sample	841	638	115	123	112	649	73	429	393	611	229
Total	969	816	70	49	34	733	72	503	435	760	188
At least daily	235 24%	204 25%	13 18%	9 19%	9 26%	155 21%	14 20%	154 31% b	71 16%	178 23%	52 28%
At least weekly	419 43%	346 42%	35 50%	24 48%	15 44%	328 45%	33 46%	226 45%	185 43%	332 44%	81 43%
At least monthly	228 24%	192 24%	17 25%	12 25%	7 21%	185 25%	18 25%	92 18%	129 30% a	176 23%	46 24%
Less often	85 9%	73 9%	5 8%	4 7%	3 8%	63 9%	7 10%	30 6%	50 11% a	72 9% b	10 5%
Don't know/ can't remember	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	1 *%	- -%	2 *%	- -%
<b>SUMMARY</b>											
DAILY	235 24%	204 25%	13 18%	9 19%	9 26%	155 21%	14 20%	154 31% b	71 16%	178 23%	52 28%
WEEKLY	654 68%	549 67%	48 68%	33 67%	24 71%	483 66%	48 66%	380 76% b	256 59%	511 67%	133 70%
MONTHLY	882 91%	741 91%	65 92%	45 93%	31 92%	668 91%	65 90%	473 94% b	385 89%	686 90%	178 95% a

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1146	1146	1146	-	998	699	768	178	1058	88	193	266	687
Effective Weighted Sample	841	841	841	-	737	518	567	139	780	61	139	198	506
Total	969	969	969	-	843	615	668	169	895	73	145	241	582
At least daily	235 24%	235 24%	235 24%	** **	211 25%	166 27%	168 25%	60 36% abcef	222 25%	13 17%	24 16%	60 25%	150 26% a
At least weekly	419 43%	419 43%	419 43%	** **	360 43%	256 42%	290 43%	59 35%	387 43%	33 44%	70 48%	101 42%	248 43%
At least monthly	228 24%	228 24%	228 24%	** **	196 23%	138 22%	153 23%	41 24%	206 23%	22 30%	38 26%	59 25%	131 23%
Less often	85 9%	85 9%	85 9%	** **	74 9%	54 9%	55 8%	9 5%	79 9%	6 8%	13 9%	20 8%	51 9%
Don't know/ can't remember	2 *%	2 *%	2 *%	** **	2 *%	1 *%	2 *%	- -%	2 *%	- -%	1 1%	- -%	1 *%
<b>SUMMARY</b>													
DAILY	235 24%	235 24%	235 24%	** **	211 25%	166 27%	168 25%	60 36% abcef	222 25%	13 17%	24 16%	60 25%	150 26% a
WEEKLY	654 68%	654 68%	654 68%	** **	571 68%	422 69%	458 69%	119 70%	609 68%	45 62%	93 64%	162 67%	399 68%
MONTHLY	882 91%	882 91%	882 91%	** **	768 91%	560 91%	611 92%	160 95%	815 91%	68 92%	131 90%	221 92%	530 91%

A7P. How often in the past 3 months have you watched programmes or films using Apple TV Plus?

Base : Those who have personally watched Apple TV Plus in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	221	103	115	50	60	54	25	32	102	55	33	31
Effective Weighted Sample	163	80	82	34	48	44	19	21	79	39	25	21
Total	204	109	91	46	66	48	19	24	96	50	35	23
At least daily	44 22%	25 23%	20 21%	12 26%	13 20%	15 31%	** **	2 9%	23 24%	10 20%	4 12%	6 28%
At least weekly	79 39%	39 36%	40 44%	16 34%	28 43%	16 33%	** **	12 51%	40 42%	13 26%	19 53%	7 31%
At least monthly	54 26%	28 26%	24 26%	15 32%	13 20%	14 29%	** **	6 24%	20 21%	21 42%	8 22%	5 21%
Less often	25 12%	14 13%	8 9%	4 9%	11 16%	2 5%	** **	4 17%	11 11%	5 10%	4 13%	4 19%
Don't know/ can't remember	2 1%	2 2%	- -%	- -%	1 1%	1 3%	** **	- -%	1 1%	1 2%	- -%	- -%
<b>SUMMARY</b>												
DAILY	44 22%	25 23%	20 21%	12 26%	13 20%	15 31%	** **	2 9%	23 24%	10 20%	4 12%	6 28%
WEEKLY	123 60%	63 58%	60 65%	28 60%	42 63%	31 64%	** **	14 59%	64 66%	23 47%	23 65%	14 60%
MONTHLY	177 87%	92 85%	84 91%	42 91%	55 83%	45 92%	** **	20 83%	84 87%	44 88%	31 87%	18 81%

A7P. How often in the past 3 months have you watched programmes or films using Apple TV Plus?

Base : Those who have personally watched Apple TV Plus in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	221	148	32	23	18	153	24	111	104	166	52
Effective Weighted Sample	163	123	27	21	17	117	18	83	76	127	37
Total	204	170	19	10	5	132	18	108	88	168	34
At least daily	44 22%	42 25%	1 4%	** **	** **	29 22%	** **	31 29%	11 12%	38 23%	6 19%
At least weekly	79 39%	67 39%	8 40%	** **	** **	49 37%	** **	47 43%	32 36%	66 39%	12 37%
At least monthly	54 26%	40 24%	8 40%	** **	** **	35 27%	** **	18 16%	33 38%	43 26%	10 28%
Less often	25 12%	19 11%	3 15%	** **	** **	16 12%	** **	11 10%	11 13%	19 11%	5 16%
Don't know/ can't remember	2 1%	2 1%	- -%	** **	** **	1 1%	** **	1 1%	1 1%	2 1%	- -%
<b>SUMMARY</b>											
DAILY	44 22%	42 25%	1 4%	** **	** **	29 22%	** **	31 29%	11 12%	38 23%	6 19%
WEEKLY	123 60%	108 64%	8 45%	** **	** **	79 60%	** **	78 72%	43 48%	103 62%	19 56%
MONTHLY	177 87%	149 88%	16 85%	** **	** **	114 86%	** **	96 89%	76 86%	147 87%	28 84%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A7P. How often in the past 3 months have you watched programmes or films using Apple TV Plus?

Base : Those who have personally watched Apple TV Plus in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	221	221	221	-	200	177	189	56	213	8	28	53	140
Effective Weighted Sample	163	163	163	-	149	132	140	46	158	6	21	38	104
Total	204	204	204	-	190	168	182	56	198	5	26	48	130
At least daily	44 22%	44 22%	44 22%	** **	42 22%	36 21%	41 22%	17 31%	42 21%	** **	** **	7 15%	33 25%
At least weekly	79 39%	79 39%	79 39%	** **	76 40%	69 41%	71 39%	23 41%	78 40%	** **	** **	20 42%	52 40%
At least monthly	54 26%	54 26%	54 26%	** **	48 25%	42 25%	47 26%	13 22%	53 27%	** **	** **	12 26%	33 25%
Less often	25 12%	25 12%	25 12%	** **	21 11%	19 11%	22 12%	1 2%	22 11%	** **	** **	8 17%	11 8%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	2 1%	2 1%	1 1%	2 4%	2 1%	** **	** **	- -%	2 2%
<b>SUMMARY</b>													
DAILY	44 22%	44 22%	44 22%	** **	42 22%	36 21%	41 22%	17 31%	42 21%	** **	** **	7 15%	33 25%
WEEKLY	123 60%	123 60%	123 60%	** **	118 62%	105 63%	112 61%	40 72%	121 61%	** **	** **	27 58%	84 65%
MONTHLY	177 87%	177 87%	177 87%	** **	166 88%	147 87%	159 87%	53 94%	174 88%	** **	** **	40 83%	117 90%

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	133	74	58	20	33	32	23	25	55	27	26	25	
Effective Weighted Sample	102	60	42	14	27	25	18	20	44	20	23	16	
Total	139	89	50	21	38	31	25	24	55	26	33	25	
At least daily	26 19%	17 19%	9 17%	** **	7 19%	7 22%	** **	** **	12 23%	** **	** **	** **	** **
At least weekly	60 43%	43 48%	17 35%	** **	11 29%	19 60%	** **	** **	22 40%	** **	** **	** **	** **
At least monthly	29 21%	17 19%	12 25%	** **	14 36%	4 14%	** **	** **	10 18%	** **	** **	** **	** **
Less often	18 13%	10 12%	8 16%	** **	5 13%	1 4%	** **	** **	10 17%	** **	** **	** **	** **
Don't know/ can't remember	5 4%	2 2%	4 8%	** **	1 4%	- -%	** **	** **	2 3%	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	26 19%	17 19%	9 17%	** **	7 19%	7 22%	** **	** **	12 23%	** **	** **	** **	** **
WEEKLY	86 62%	60 68%	26 52%	** **	18 48%	26 82%	** **	** **	34 62%	** **	** **	** **	** **
MONTHLY	115 83%	77 87%	38 77%	** **	32 84%	30 96%	** **	** **	44 80%	** **	** **	** **	** **

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	133	101	14	14	4	101	8	61	70	99	32
Effective Weighted Sample	102	85	11	13	4	76	7	50	51	81	23
Total	139	123	10	5	1	102	5	72	65	118	20
At least daily	26 19%	23 19%	** **	** **	** **	14 14%	** **	21 30% b	5 7%	19 16%	7 33%
At least weekly	60 43%	52 42%	** **	** **	** **	43 42%	** **	28 39%	30 46%	52 44%	8 41%
At least monthly	29 21%	27 22%	** **	** **	** **	23 22%	** **	13 18%	16 25%	27 23% b	1 4%
Less often	18 13%	16 13%	** **	** **	** **	18 17%	** **	6 9%	12 19%	16 13%	3 14%
Don't know/ can't remember	5 4%	5 4%	** **	** **	** **	4 4%	** **	3 4%	2 4%	4 3%	1 7%
<b>SUMMARY</b>											
DAILY	26 19%	23 19%	** **	** **	** **	14 14%	** **	21 30% b	5 7%	19 16%	7 33%
WEEKLY	86 62%	75 61%	** **	** **	** **	57 56%	** **	50 69%	34 53%	71 60%	15 74%
MONTHLY	115 83%	102 83%	** **	** **	** **	80 79%	** **	63 87%	50 78%	98 83%	16 78%

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	133	133	133	-	122	104	115	39	128	5	21	34	78
Effective Weighted Sample	102	102	102	-	95	80	90	31	99	4	16	28	59
Total	139	139	139	-	129	116	122	39	136	3	23	34	82
At least daily	26 19%	26 19%	26 19%	** **	23 18%	23 20%	24 20%	13 34%	25 18%	** **	** **	6 16%	14 17%
At least weekly	60 43%	60 43%	60 43%	** **	56 44%	51 44%	48 39%	16 41%	59 44%	** **	** **	12 35%	41 51%
At least monthly	29 21%	29 21%	29 21%	** **	27 21%	24 21%	27 22%	5 13%	28 21%	** **	** **	10 29%	13 16%
Less often	18 13%	18 13%	18 13%	** **	18 14%	14 12%	18 15%	4 10%	18 13%	** **	** **	4 13%	11 14%
Don't know/ can't remember	5 4%	5 4%	5 4%	** **	5 4%	4 3%	5 4%	1 3%	5 4%	** **	** **	2 7%	2 3%
<b>SUMMARY</b>													
DAILY	26 19%	26 19%	26 19%	** **	23 18%	23 20%	24 20%	13 34%	25 18%	** **	** **	6 16%	14 17%
WEEKLY	86 62%	86 62%	86 62%	** **	79 61%	74 64%	72 59%	29 74%	84 62%	** **	** **	17 51%	55 68%
MONTHLY	115 83%	115 83%	115 83%	** **	106 82%	98 85%	99 81%	34 88%	112 83%	** **	** **	27 80%	68 83%

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE ^a	FEMALE *b	16-24 *a	25-34 *b	35-44 ^c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 ^c	DE *d
Significance Level: 95%												
Unweighted total	112	24	87	34	39	24	4	11	35	31	15	30
Effective Weighted Sample	79	18	63	25	29	18	3	7	26	22	11	19
Total	93	27	66	24	39	16	4	10	28	30	13	22
At least daily	27 29%	** **	23 35%	14 56% b	7 17%	** **	** **	** **	11 38% b	3 10%	** **	9 40% b
At least weekly	41 44%	** **	28 42%	7 27%	20 50%	** **	** **	** **	8 29%	18 62% a	** **	9 42%
At least monthly	13 14%	** **	7 11%	2 8%	7 18%	** **	** **	** **	4 13%	6 19%	** **	3 12%
Less often	10 11%	** **	5 8%	2 10%	4 10%	** **	** **	** **	5 18%	1 3%	** **	1 6%
Don't know/ can't remember	2 2%	** **	2 3%	- -%	2 5%	** **	** **	** **	* 2%	2 6%	** **	- -%
<b>SUMMARY</b>												
DAILY	27 29%	** **	23 35%	14 56% b	7 17%	** **	** **	** **	11 38% b	3 10%	** **	9 40% b
WEEKLY	68 73%	** **	52 78%	20 83%	26 67%	** **	** **	** **	19 67%	21 71%	** **	18 82%
MONTHLY	81 87%	** **	59 89%	22 90%	33 85%	** **	** **	** **	22 80%	27 91%	** **	21 94%

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	112	76	8	16	12	87	4	47	64	72	37
Effective Weighted Sample	79	62	8	15	11	62	4	33	45	55	23
Total	93	81	4	6	3	73	2	40	52	69	23
At least daily	27	24	**	**	**	18	**	14	12	18	8
	29%	30%	**	**	**	24%	**	36%	22%	26%	37%
At least weekly	41	33	**	**	**	36	**	20	21	31	9
	44%	41%	**	**	**	49%	**	50%	40%	45%	41%
At least monthly	13	11	**	**	**	13	**	3	10	9	4
	14%	14%	**	**	**	17%	**	8%	19%	13%	18%
Less often	10	10	**	**	**	7	**	2	8	9	1
	11%	12%	**	**	**	9%	**	6%	15%	14%	3%
Don't know/ can't remember	2	2	**	**	**	*	**	-	2	2	*
	2%	3%	**	**	**	1%	**	-%	4%	3%	2%
<b>SUMMARY</b>											
DAILY	27	24	**	**	**	18	**	14	12	18	8
	29%	30%	**	**	**	24%	**	36%	22%	26%	37%
WEEKLY	68	57	**	**	**	54	**	34	32	49	18
	73%	71%	**	**	**	73%	**	86%	62%	71%	77%
MONTHLY	81	68	**	**	**	66	**	38	42	58	22
	87%	85%	**	**	**	90%	**	94%	81%	84%	95%

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c	
Significance Level: 95%														
Unweighted total	112	112	112	-	99	74	80	23	106	6	20	23	69	
Effective Weighted Sample	79	79	79	-	71	54	59	18	76	4	13	17	50	
Total	93	93	93	-	82	63	67	20	88	5	16	22	56	
At least daily	27	27	27	**	23	18	18	**	26	**	**	**	16	
	29%	29%	29%	**	28%	29%	27%	**	30%	**	**	**	29%	
At least weekly	41	41	41	**	36	25	28	**	37	**	**	**	28	
	44%	44%	44%	**	43%	40%	42%	**	42%	**	**	**	50%	
At least monthly	13	13	13	**	13	12	13	**	13	**	**	**	6	
	14%	14%	14%	**	16%	19%	19%	**	15%	**	**	**	11%	
Less often	10	10	10	**	9	7	8	**	10	**	**	**	6	
	11%	11%	11%	**	10%	11%	12%	**	11%	**	**	**	10%	
Don't know/ can't remember	2	2	2	**	2	-	-	**	2	**	**	**	-	
	2%	2%	2%	**	2%	-%	-%	**	2%	**	**	**	-%	
<b>SUMMARY</b>														
DAILY	27	27	27	**	23	18	18	**	26	**	**	**	16	
	29%	29%	29%	**	28%	29%	27%	**	30%	**	**	**	29%	
WEEKLY	68	68	68	**	58	43	46	**	63	**	**	**	44	
	73%	73%	73%	**	71%	69%	69%	**	72%	**	**	**	79%	
MONTHLY	81	81	81	**	72	55	59	**	77	**	**	**	51	
	87%	87%	87%	**	87%	89%	88%	**	87%	**	**	**	90%	

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1435	632	790	320	327	292	204	292	446	448	216	308
Effective Weighted Sample	1053	479	574	228	249	230	157	206	336	331	164	210
Total	1234	617	603	219	324	240	181	270	396	387	183	252
At least daily	668 54%	342 55%	315 52%	158 72% cde	209 65% cde	131 55% e	92 50% e	78 29%	180 45%	227 59% a	104 57% a	148 59% a
At least weekly	361 29%	178 29%	182 30%	44 20%	80 25%	77 32% a	60 33% a	100 37% ab	123 31%	101 26%	55 30%	81 32%
At least monthly	120 10%	56 9%	64 11%	12 6%	16 5%	19 8%	23 13% ab	50 19% abc	55 14% bd	33 9%	17 9%	12 5%
Less often	76 6%	37 6%	39 7%	3 1%	17 5% a	11 4% a	5 3%	41 15% abcd	34 9% cd	26 7%	7 4%	9 4%
Don't know/ can't remember	9 1%	5 1%	3 1%	1 1%	2 1%	3 1%	1 1%	1 *% %	4 1%	1 *% %	* *% %	2 1%
<b>SUMMARY</b>												
DAILY	668 54%	342 55%	315 52%	158 72% cde	209 65% cde	131 55% e	92 50% e	78 29%	180 45%	227 59% a	104 57% a	148 59% a
WEEKLY	1029 83%	520 84%	497 82%	202 93% cde	288 89% e	208 87% e	152 84% e	178 66%	303 77%	327 84% a	159 87% a	228 91% ab
MONTHLY	1149 93%	576 93%	560 93%	215 98% bce	304 94% e	227 94% e	175 97% e	228 84%	358 90%	360 93%	176 96% a	240 95% a

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



A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1435	982	152	155	146	1122	143	525	878	886	492
Effective Weighted Sample	1053	809	135	140	137	824	108	391	640	688	340
Total	1234	1046	87	61	41	981	106	442	762	870	330
At least daily	668 54%	570 55%	47 54%	31 50%	21 51%	533 54% b	33 31%	273 62% b	374 49%	469 54%	180 55%
At least weekly	361 29%	300 29%	25 29%	21 35%	14 35%	292 30%	42 40% a	125 28%	229 30%	263 30%	89 27%
At least monthly	120 10%	100 10%	10 12%	5 8%	5 11%	87 9%	22 21% a	32 7%	87 11% a	82 9%	34 10%
Less often	76 6%	67 6%	4 5%	4 6%	1 3%	62 6%	7 7%	10 2%	66 9% a	50 6%	26 8%
Don't know/ can't remember	9 1%	8 1%	* 1%	* 1%	- -%	6 1%	2 2%	2 *%	6 1%	5 1%	2 1%
<b>SUMMARY</b>											
DAILY	668 54%	570 55%	47 54%	31 50%	21 51%	533 54% b	33 31%	273 62% b	374 49%	469 54%	180 55%
WEEKLY	1029 83%	870 83%	72 83%	52 85%	35 85%	825 84% b	75 71%	399 90% b	603 79%	733 84%	269 81%
MONTHLY	1149 93%	970 93%	82 95%	57 93%	39 97%	913 93%	97 92%	431 97% b	690 90%	814 94%	302 92%

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

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1435	1435	1241	-	1260	899	988	278	1325	110	249	321	865
Effective Weighted Sample	1053	1053	914	-	926	663	729	220	973	80	178	238	637
Total	1234	1234	1058	-	1087	802	866	255	1141	92	215	282	737
At least daily	668 54%	668 54%	594 56%	** **	564 52%	399 50%	447 52%	114 45%	605 53%	63 68%	119 55%	161 57%	388 53%
At least weekly	361 29%	361 29%	294 28%	** **	329 30%	248 31%	253 29%	83 33%	337 30%	24 26%	64 30%	77 27%	219 30%
At least monthly	120 10%	120 10%	108 10%	** **	113 10%	92 11%	97 11%	37 15%	116 10%	4 5%	12 6%	27 10%	81 11%
Less often	76 6%	76 6%	57 5%	** **	72 7%	56 7%	61 7%	17 7%	75 7%	1 1%	18 8%	14 5%	44 6%
Don't know/ can't remember	9 1%	9 1%	6 1%	** **	8 1%	6 1%	7 1%	4 1%	8 1%	* *%	2 1%	3 1%	4 1%
<b>SUMMARY</b>													
DAILY	668 54%	668 54%	594 56%	** **	564 52%	399 50%	447 52%	114 45%	605 53%	63 68%	119 55%	161 57%	388 53%
WEEKLY	1029 83%	1029 83%	888 84%	** **	893 82%	648 81%	700 81%	197 77%	942 83%	87 94%	183 85%	238 84%	607 82%
MONTHLY	1149 93%	1149 93%	996 94%	** **	1007 93%	740 92%	797 92%	234 92%	1058 93%	91 98%	196 91%	265 94%	688 93%

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC Radio 2	1055	575	473	78	113	143	198	521	383	276	176	209
	25%	28%	22%	15%	15%	21%	28%	33%	30%	22%	26%	21%
		b				ab	abc	abc	bd		d	
BBC Radio 1	984	469	510	174	287	214	156	153	313	307	200	159
	23%	22%	24%	33%	37%	31%	22%	10%	24%	25%	30%	16%
				de	cde	de	e		d	d	ad	
BBC Radio 4	698	372	325	44	75	76	88	412	347	178	78	92
	16%	18%	15%	8%	10%	11%	13%	26%	27%	14%	11%	9%
		b				a	abcd	abcd	bcd	d		
BBC Radio 5 live	489	353	132	37	81	71	91	206	208	134	70	69
	11%	17%	6%	7%	10%	10%	13%	13%	16%	11%	10%	7%
		b					a	a	bcd	d	d	
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403	209	190	24	40	44	52	241	131	107	79	81
	9%	10%	9%	5%	5%	6%	7%	15%	10%	9%	12%	8%
								abcd			d	
BBC Radio 3	310	165	144	58	64	34	22	128	157	68	39	43
	7%	8%	7%	11%	8%	5%	3%	8%	12%	6%	6%	4%
				cd	cd			cd	bcd			
BBC Radio 5 live sports extra	238	170	67	25	42	47	31	93	96	75	29	31
	6%	8%	3%	5%	5%	7%	5%	6%	7%	6%	4%	3%
		b							cd	d		
BBC 6 Music	233	135	94	22	56	57	33	64	112	57	40	20
	5%	6%	4%	4%	7%	8%	5%	4%	9%	5%	6%	2%
		b			ae	ade			bd	d	d	
BBC World Service	212	125	85	17	35	41	22	94	82	59	35	30
	5%	6%	4%	3%	4%	6%	3%	6%	6%	5%	5%	3%
		b				ad		ad	d		d	

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

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC Radio 4 Extra	206	118	88	16	41	30	20	97	94	41	30	39
	5%	6%	4%	3%	5%	4%	3%	6%	7%	3%	4%	4%
		b			d			ad	bcd			
BBC Radio 1Xtra	184	88	94	60	64	41	14	4	67	47	44	23
	4%	4%	4%	11%	8%	6%	2%	*%	5%	4%	6%	2%
				cde	de	de	e		d		bd	
BBC Asian Network	108	54	52	22	36	29	12	10	40	25	22	21
	3%	3%	2%	4%	5%	4%	2%	1%	3%	2%	3%	2%
				de	de	de	e					
Any other BBC radio station	97	45	52	2	10	11	23	51	33	26	12	25
	2%	2%	2%	*%	1%	2%	3%	3%	3%	2%	2%	3%
						a	ab	ab				
None of these	1699	758	918	244	308	293	278	572	375	515	232	531
	40%	36%	42%	47%	39%	43%	40%	36%	29%	42%	34%	52%
			a	bde		e				ac	a	abc

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

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC Radio 2	1055	883	85	66	21	770	183	283	762	654	380
	25%	25%	25%	31%	17%	24%	38%	23%	26%	25%	25%
		d	d	ad			a		a		
BBC Radio 1	984	837	65	51	31	722	110	413	555	779	190
	23%	23%	19%	24%	24%	22%	23%	33%	19%	29%	13%
		b						b		b	
BBC Radio 4	698	605	41	38	14	506	117	137	548	383	303
	16%	17%	12%	17%	11%	16%	24%	11%	19%	14%	20%
		bd		bd			a		a		a
BBC Radio 5 live	489	422	29	25	13	370	71	141	344	344	133
	11%	12%	8%	12%	10%	11%	15%	11%	12%	13%	9%
		b								b	
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403	304	38	31	30	304	63	77	313	214	180
	9%	8%	11%	15%	23%	9%	13%	6%	11%	8%	12%
				a	abc		a		a		a
BBC Radio 3	310	277	16	13	4	210	46	116	185	199	104
	7%	8%	5%	6%	3%	6%	10%	9%	6%	7%	7%
		bd		d			a	b			
BBC Radio 5 live sports extra	238	206	15	12	5	181	26	88	144	167	66
	6%	6%	4%	5%	4%	6%	5%	7%	5%	6%	4%
								b		b	
BBC 6 Music	233	204	15	13	1	174	29	89	136	181	46
	5%	6%	4%	6%	1%	5%	6%	7%	5%	7%	3%
		d	d	d				b		b	
BBC World Service	212	193	9	6	4	157	35	67	137	138	69
	5%	5%	3%	3%	3%	5%	7%	5%	5%	5%	5%
		bc									

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

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC Radio 4 Extra	206	186	11	6	2	155	28	73	128	130	70
	5%	5%	3%	3%	2%	5%	6%	6%	4%	5%	5%
		cd									
BBC Radio 1Xtra	184	167	7	6	3	139	11	98	82	146	35
	4%	5%	2%	3%	3%	4%	2%	8%	3%	5%	2%
		b						b		b	
BBC Asian Network	108	101	4	3	-	71	7	53	55	82	24
	3%	3%	1%	1%	-%	2%	2%	4%	2%	3%	2%
		d	d	d				b		b	
Any other BBC radio station	97	81	8	5	3	75	13	22	74	51	44
	2%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%
None of these	1699	1415	156	75	53	1318	135	457	1178	980	650
	40%	39%	45%	35%	41%	41%	28%	37%	40%	37%	43%
			ac			b					a

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

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC Radio 2	1055	923	768	131	1019	1055	736	261	1055	-	127	220	707
	25%	25%	25%	22%	27%	41%	29%	42%	27%	-%	17%	21%	29%
					f	acef	ef	acef	f				ab
BBC Radio 1	984	944	880	41	942	984	755	226	984	-	77	214	693
	23%	26%	28%	7%	25%	38%	30%	37%	25%	-%	10%	20%	28%
		c	ac		f	acef	aef	acef	f			a	ab
BBC Radio 4	698	598	469	100	666	698	513	277	698	-	82	112	504
	16%	16%	15%	17%	18%	27%	21%	45%	18%	-%	11%	11%	20%
					f	acef	aef	abcef	f				ab
BBC Radio 5 live	489	443	385	46	481	489	406	159	489	-	43	87	359
	11%	12%	12%	8%	13%	19%	16%	26%	12%	-%	6%	8%	14%
		c	c		f	acef	aef	abcef	f				ab
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403	322	245	81	391	403	270	103	403	-	55	81	267
	9%	9%	8%	13%	10%	16%	11%	17%	10%	-%	7%	8%	11%
				ab	f	acef	f	acef	f				ab
BBC Radio 3	310	276	239	34	291	310	250	109	310	-	29	74	207
	7%	7%	8%	6%	8%	12%	10%	18%	8%	-%	4%	7%	8%
					f	aef	aef	abcef	f			a	a
BBC Radio 5 live sports extra	238	221	197	17	231	238	211	81	238	-	29	36	174
	6%	6%	6%	3%	6%	9%	8%	13%	6%	-%	4%	3%	7%
		c	c		f	aef	aef	abcef	f				ab
BBC 6 Music	233	224	205	9	223	233	201	110	233	-	22	49	162
	5%	6%	7%	2%	6%	9%	8%	18%	6%	-%	3%	5%	7%
		c	c		f	aef	aef	abcef	f				a
BBC World Service	212	189	166	22	196	212	177	87	212	-	15	29	168
	5%	5%	5%	4%	5%	8%	7%	14%	5%	-%	2%	3%	7%
					f	aef	aef	abcef	f				ab

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

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, through a smart speaker, listening through a service like BBC Sounds, GlobalPlayer or RadioPlayer, on any other device.)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC Radio 4 Extra	206	187	160	19	196	206	168	95	206	-	16	28	161
	5%	5%	5%	3%	5%	8%	7%	15%	5%	-%	2%	3%	7%
					f	aef	aef	abcef	f				ab
BBC Radio 1Xtra	184	181	175	3	175	184	157	69	184	-	10	50	123
	4%	5%	6%	*%	5%	7%	6%	11%	5%	-%	1%	5%	5%
		c	c		f	aef	aef	abcef	f			a	a
BBC Asian Network	108	102	98	6	104	108	95	30	108	-	13	17	78
	3%	3%	3%	1%	3%	4%	4%	5%	3%	-%	2%	2%	3%
			c		f	aef	aef	aef	f				b
Any other BBC radio station	97	85	66	12	95	97	70	20	97	-	10	27	60
	2%	2%	2%	2%	3%	4%	3%	3%	2%	-%	1%	3%	2%
					f	aef	f	f	f				
None of these	1699	1383	1154	316	1281	-	638	31	1339	360	447	486	766
	40%	37%	37%	52%	34%	-%	26%	5%	34%	100%	59%	46%	31%
				ab	bcd		bd	b	bcd	abcde	bc	c	

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Any Heart radio station	887 21%	393 19%	487 22% a	91 17%	158 20% e	197 29% abe	198 28% abe	243 15%	261 20%	254 21%	188 28% abd	178 17%
Classic FM	774 18%	429 21% b	339 16%	103 20% bd	119 15%	108 16%	102 15%	341 21% bcd	327 25% bcd	217 18% d	99 15%	122 12%
Any Capital radio station	647 15%	253 12%	391 18% a	122 23% de	172 22% de	158 23% de	118 17% e	76 5%	198 15% d	212 17% d	111 16% d	119 12%
Any Smooth Radio station	603 14%	307 15%	291 13%	48 9%	85 11%	98 14% a	94 14% a	276 17% ab	190 15%	174 14%	101 15%	131 13%
Any Kiss radio station	431 10%	179 9%	249 11% a	87 17% de	112 14% e	111 16% de	82 12% e	38 2%	143 11% d	120 10%	83 12% d	80 8%
Any Absolute Radio station	413 10%	213 10%	198 9%	50 10% e	84 11% e	94 14% ae	103 15% abe	82 5%	126 10%	126 10%	83 12% d	76 7%
talkSPORT or talkSPORT2	407 9%	336 16% b	70 3%	44 8%	59 8%	95 14% abde	70 10%	139 9%	154 12% bd	105 9%	74 11% d	63 6%
Any Magic radio station	394 9%	172 8%	218 10%	52 10%	65 8%	92 13% be	72 10% e	111 7%	142 11% d	116 9% d	71 11% d	62 6%
Any LBC radio station	271 6%	164 8% b	107 5%	18 3%	43 6%	42 6% a	53 8% a	114 7% a	120 9% bcd	76 6% d	32 5%	40 4%
Virgin Radio	220 5%	131 6% b	84 4%	33 6% e	59 8% e	56 8% e	46 7% e	25 2%	79 6% d	66 5% d	49 7% d	23 2%
talkRADIO	188 4%	126 6% b	61 3%	43 8% de	41 5% e	47 7% de	29 4% e	29 2%	77 6% bd	48 4% d	46 7% bd	17 2%

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Times Radio	92 2%	60 3%	32 1%	14 3%	28 4%	21 3%	10 1%	19 1%	51 4%	22 2%	12 2%	7 1%
		b			de	e			bcd			
Any other commercial radio station	350 8%	196 9%	154 7%	8 2%	32 4%	46 7%	68 10%	196 12%	104 8%	98 8%	57 8%	90 9%
		b			a	a	ab	abc				
None/ no others	1528 36%	681 33%	827 38%	211 40%	291 37%	207 30%	189 27%	624 39%	379 29%	424 34%	215 32%	474 46%
			a	cd	cd			cd		a		abc

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Any Heart radio station	887 21%	779 22%	44 13%	56 26%	9 7%	685 21%	113 24%	312 25%	555 19%	664 25%	198 13%
		bd	d	bd				b		b	
Classic FM	774 18%	670 19%	48 14%	37 17%	19 15%	555 17%	95 20%	268 21%	493 17%	471 18%	288 19%
		b						b			
Any Capital radio station	647 15%	560 16%	44 13%	31 14%	11 8%	506 16%	51 11%	283 23%	342 12%	504 19%	131 9%
		d	d	d		b		b		b	
Any Smooth Radio station	603 14%	518 14%	49 14%	28 13%	6 5%	475 15%	76 16%	164 13%	433 15%	399 15%	185 12%
		d	d	d						b	
Any Kiss radio station	431 10%	388 11%	15 4%	22 10%	7 5%	333 10%	33 7%	216 17%	206 7%	336 13%	82 5%
		bd		bd		b		b		b	
Any Absolute Radio station	413 10%	344 10%	40 12%	17 8%	12 10%	330 10%	41 9%	157 13%	249 9%	325 12%	81 5%
								b		b	
talkSPORT or talkSPORT2	407 9%	339 9%	31 9%	21 10%	17 13%	303 9%	58 12%	166 13%	234 8%	324 12%	75 5%
					a			b		b	
Any Magic radio station	394 9%	342 9%	23 7%	20 9%	8 6%	312 10%	38 8%	142 11%	247 8%	286 11%	99 7%
								b		b	
Any LBC radio station	271 6%	252 7%	10 3%	6 3%	4 3%	227 7%	16 3%	81 6%	182 6%	195 7%	73 5%
		bcd				b				b	
Virgin Radio	220 5%	197 5%	11 3%	9 4%	3 3%	163 5%	12 2%	121 10%	90 3%	177 7%	40 3%
		d				b		b		b	
talkRADIO	188 4%	167 5%	11 3%	7 3%	4 3%	141 4%	8 2%	103 8%	80 3%	163 6%	24 2%
						b		b		b	

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Times Radio	92 2%	82 2%	7 2%	3 1%	1 1%	62 2%	7 1%	51 4%	41 1%	73 3%	18 1%
		d						b		b	
Any other commercial radio station	350 8%	258 7%	46 13%	23 11%	23 18%	263 8%	62 13%	68 5%	282 10%	235 9%	107 7%
			a	a	ac		a		a		
None/ no others	1528 36%	1262 35%	134 39%	74 34%	58 45%	1133 35%	165 35%	348 28%	1121 38%	761 29%	709 47%
					ac				a		a

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Any Heart radio station	887 21%	824 22%	746 24%	64 11%	821 22%	604 23%	620 25%	134 22%	844 21%	43 12%	134 18%	197 19%	556 22%
		c	c		f	f	aef	f	f				ab
Classic FM	774 18%	685 19%	577 19%	90 15%	725 19%	633 24%	554 22%	189 31%	752 19%	22 6%	105 14%	171 16%	498 20%
					f	aef	aef	abcef	f				ab
Any Capital radio station	647 15%	629 17%	590 19%	17 3%	596 16%	463 18%	484 19%	103 17%	620 16%	27 7%	78 10%	147 14%	421 17%
		c	c		f	f	aef	f	f				a
Any Smooth Radio station	603 14%	539 15%	485 16%	63 11%	568 15%	422 16%	382 15%	90 15%	580 15%	23 6%	107 14%	143 14%	352 14%
			c		f	f	f	f	f				
Any Kiss radio station	431 10%	415 11%	396 13%	16 3%	409 11%	343 13%	329 13%	93 15%	421 11%	10 3%	40 5%	98 9%	294 12%
		c	c		f	aef	aef	aef	f			a	a
Any Absolute Radio station	413 10%	400 11%	368 12%	14 2%	379 10%	324 13%	332 13%	83 13%	404 10%	9 2%	62 8%	103 10%	249 10%
		c	c		f	aef	aef	aef	f				
talkSPORT or talkSPORT2	407 9%	379 10%	335 11%	28 5%	390 10%	355 14%	337 13%	111 18%	399 10%	9 2%	52 7%	86 8%	270 11%
		c	c		f	aef	aef	abcef	f				ab
Any Magic radio station	394 9%	362 10%	332 11%	32 5%	372 10%	280 11%	287 11%	70 11%	390 10%	3 1%	65 9%	85 8%	244 10%
		c	c		f	f	f	f	f				
Any LBC radio station	271 6%	243 7%	218 7%	28 5%	253 7%	199 8%	197 8%	65 11%	263 7%	8 2%	46 6%	76 7%	150 6%
					f	f	f	abcef	f				
Virgin Radio	220 5%	216 6%	209 7%	3 1%	205 5%	188 7%	191 8%	62 10%	211 5%	8 2%	18 2%	55 5%	147 6%
		c	c		f	aef	aef	abef	f			a	a
talkRADIO	188 4%	179 5%	168 5%	9 2%	175 5%	171 7%	161 6%	70 11%	180 5%	8 2%	31 4%	46 4%	111 4%
		c	c			aef	aef	abcef					

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Times Radio	92 2%	90 2%	87 3%	1 *%	91 2%	92 4%	85 3%	43 7%	92 2%	- -%	11 1%	18 2%	63 3%
		c	c		f	aef	aef	abcef	f				
Any other commercial radio station	350 8%	296 8%	230 7%	54 9%	321 9%	202 8%	209 8%	55 9%	331 8%	19 5%	78 10%	50 5%	221 9%
											b		b
None/ no others	1528 36%	1206 33%	956 31%	322 53%	1219 32%	647 25%	621 25%	150 24%	1280 33%	248 69%	308 41%	409 39%	810 33%
				ab	bcd				bcd	abcde	c	c	

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B**

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC Radio 2	1055	575	473	78	113	143	198	521	383	276	176	209
	25%	28%	22%	15%	15%	21%	28%	33%	30%	22%	26%	21%
		b				ab	abc	abc	bd		d	
BBC Radio 1	984	469	510	174	287	214	156	153	313	307	200	159
	23%	22%	24%	33%	37%	31%	22%	10%	24%	25%	30%	16%
				de	cde	de	e		d	d	ad	
Any Heart radio station	887	393	487	91	158	197	198	243	261	254	188	178
	21%	19%	22%	17%	20%	29%	28%	15%	20%	21%	28%	17%
			a		e	abe	abe				abd	
Classic FM	774	429	339	103	119	108	102	341	327	217	99	122
	18%	21%	16%	20%	15%	16%	15%	21%	25%	18%	15%	12%
		b		bd				bcd	bcd	d		
BBC Radio 4	698	372	325	44	75	76	88	412	347	178	78	92
	16%	18%	15%	8%	10%	11%	13%	26%	27%	14%	11%	9%
		b					a	abcd	bcd	d		
Any Capital radio station	647	253	391	122	172	158	118	76	198	212	111	119
	15%	12%	18%	23%	22%	23%	17%	5%	15%	17%	16%	12%
			a	de	de	de	e		d	d	d	
Any Smooth radio station	603	307	291	48	85	98	94	276	190	174	101	131
	14%	15%	13%	9%	11%	14%	14%	17%	15%	14%	15%	13%
						a	a	ab				
BBC Radio 5 live	489	353	132	37	81	71	91	206	208	134	70	69
	11%	17%	6%	7%	10%	10%	13%	13%	16%	11%	10%	7%
		b					a	a	bcd	d	d	
Any Kiss radio station	431	179	249	87	112	111	82	38	143	120	83	80
	10%	9%	11%	17%	14%	16%	12%	2%	11%	10%	12%	8%
			a	de	e	de	e		d		d	
Any Absolute Radio station	413	213	198	50	84	94	103	82	126	126	83	76
	10%	10%	9%	10%	11%	14%	15%	5%	10%	10%	12%	7%
				e	e	ae	abe				d	
talkSPORT or talkSPORT2	407	336	70	44	59	95	70	139	154	105	74	63
	9%	16%	3%	8%	8%	14%	10%	9%	12%	9%	11%	6%
		b				abde			bd		d	

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

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403 9%	209 10%	190 9%	24 5%	40 5%	44 6%	52 7%	241 15% abcd	131 10%	107 9%	79 12% d	81 8%
Any Magic radio station	394 9%	172 8%	218 10%	52 10%	65 8%	92 13% be	72 10% e	111 7%	142 11% d	116 9% d	71 11% d	62 6%
BBC Radio 3	310 7%	165 8%	144 7%	58 11% cd	64 8% cd	34 5%	22 3%	128 8% cd	157 12% bcd	68 6%	39 6%	43 4%
Any LBC radio station	271 6%	164 8% b	107 5%	18 3%	43 6%	42 6% a	53 8% a	114 7% a	120 9% bcd	76 6% d	32 5%	40 4%
BBC Radio 5 live sports extra	238 6%	170 8% b	67 3%	25 5%	42 5%	47 7%	31 5%	93 6%	96 7% cd	75 6% d	29 4%	31 3%
BBC 6 Music	233 5%	135 6% b	94 4%	22 4%	56 7% ae	57 8% ade	33 5%	64 4%	112 9% bd	57 5% d	40 6% d	20 2%
Virgin Radio	220 5%	131 6% b	84 4%	33 6% e	59 8% e	56 8% e	46 7% e	25 2%	79 6% d	66 5% d	49 7% d	23 2%
BBC World Service	212 5%	125 6% b	85 4%	17 3%	35 4%	41 6% ad	22 3%	94 6% ad	82 6% d	59 5%	35 5% d	30 3%
BBC Radio 4 Extra	206 5%	118 6% b	88 4%	16 3%	41 5% d	30 4%	20 3%	97 6% ad	94 7% bcd	41 3%	30 4%	39 4%

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B**

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
talkRADIO	188 4%	126 6%	61 3%	43 8%	41 5%	47 7%	29 4%	29 2%	77 6%	48 4%	46 7%	17 2%
		b		de	e	de	e		bd	d	bd	
BBC Radio 1Xtra	184 4%	88 4%	94 4%	60 11%	64 8%	41 6%	14 2%	4 *	67 5%	47 4%	44 6%	23 2%
				cde	de	de	e		d		bd	
BBC Asian Network	108 3%	54 3%	52 2%	22 4%	36 5%	29 4%	12 2%	10 1%	40 3%	25 2%	22 3%	21 2%
				de	de	de	e					
Times Radio	92 2%	60 3%	32 1%	14 3%	28 4%	21 3%	10 1%	19 1%	51 4%	22 2%	12 2%	7 1%
		b			de	e			bcd			
ANY BBC RADIO	2593 60%	1329 64%	1250 58%	277 53%	474 61%	390 57%	417 60%	1027 64%	916 71%	722 58%	446 66%	488 48%
		b			a		a	ac	bcd	d	bd	
ANY COMMERCIAL RADIO	2764 64%	1406 67%	1341 62%	311 60%	491 63%	477 70%	506 73%	974 61%	913 71%	813 66%	463 68%	546 54%
		b				abe	abe		bd	d	d	
None	880 21%	393 19%	471 22%	175 34%	194 25%	149 22%	107 15%	251 16%	172 13%	246 20%	112 17%	318 31%
			a	bcde	de	de				a		abc

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

**RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B**

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC Radio 2	1055	883	85	66	21	770	183	283	762	654	380
	25%	25%	25%	31%	17%	24%	38%	23%	26%	25%	25%
		d	d	ad			a		a		
BBC Radio 1	984	837	65	51	31	722	110	413	555	779	190
	23%	23%	19%	24%	24%	22%	23%	33%	19%	29%	13%
		b						b		b	
Any Heart radio station	887	779	44	56	9	685	113	312	555	664	198
	21%	22%	13%	26%	7%	21%	24%	25%	19%	25%	13%
		bd	d	bd				b		b	
Classic FM	774	670	48	37	19	555	95	268	493	471	288
	18%	19%	14%	17%	15%	17%	20%	21%	17%	18%	19%
		b						b			
BBC Radio 4	698	605	41	38	14	506	117	137	548	383	303
	16%	17%	12%	17%	11%	16%	24%	11%	19%	14%	20%
		bd		bd			a		a		a
Any Capital radio station	647	560	44	31	11	506	51	283	342	504	131
	15%	16%	13%	14%	8%	16%	11%	23%	12%	19%	9%
		d	d	d		b		b		b	
Any Smooth radio station	603	518	49	28	6	475	76	164	433	399	185
	14%	14%	14%	13%	5%	15%	16%	13%	15%	15%	12%
		d	d	d						b	
BBC Radio 5 live	489	422	29	25	13	370	71	141	344	344	133
	11%	12%	8%	12%	10%	11%	15%	11%	12%	13%	9%
		b								b	
Any Kiss radio station	431	388	15	22	7	333	33	216	206	336	82
	10%	11%	4%	10%	5%	10%	7%	17%	7%	13%	5%
		bd		bd		b		b		b	
Any Absolute Radio station	413	344	40	17	12	330	41	157	249	325	81
	10%	10%	12%	8%	10%	10%	9%	13%	9%	12%	5%
								b		b	
talkSPORT or talkSPORT2	407	339	31	21	17	303	58	166	234	324	75
	9%	9%	9%	10%	13%	9%	12%	13%	8%	12%	5%
				a				b		b	

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

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403 9%	304 8%	38 11%	31 15% a	30 23% abc	304 9%	63 13% a	77 6%	313 11% a	214 8%	180 12% a
Any Magic radio station	394 9%	342 9%	23 7%	20 9%	8 6%	312 10%	38 8%	142 11% b	247 8%	286 11% b	99 7%
BBC Radio 3	310 7%	277 8% bd	16 5%	13 6% d	4 3%	210 6%	46 10% a	116 9% b	185 6%	199 7%	104 7%
Any LBC radio station	271 6%	252 7% bcd	10 3%	6 3%	4 3%	227 7% b	16 3%	81 6%	182 6%	195 7% b	73 5%
BBC Radio 5 live sports extra	238 6%	206 6%	15 4%	12 5%	5 4%	181 6%	26 5%	88 7% b	144 5%	167 6% b	66 4%
BBC 6 Music	233 5%	204 6% d	15 4% d	13 6% d	1 1%	174 5%	29 6%	89 7% b	136 5%	181 7% b	46 3%
Virgin Radio	220 5%	197 5% d	11 3%	9 4%	3 3%	163 5% b	12 2%	121 10% b	90 3%	177 7% b	40 3%
BBC World Service	212 5%	193 5% bc	9 3%	6 3%	4 3%	157 5%	35 7%	67 5%	137 5%	138 5%	69 5%
BBC Radio 4 Extra	206 5%	186 5% cd	11 3%	6 3%	2 2%	155 5%	28 6%	73 6%	128 4%	130 5%	70 5%

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

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
talkRADIO	188 4%	167 5%	11 3%	7 3%	4 3%	141 4% b	8 2%	103 8% b	80 3%	163 6% b	24 2%
BBC Radio 1Xtra	184 4%	167 5% b	7 2%	6 3%	3 3%	139 4%	11 2%	98 8% b	82 3%	146 5% b	35 2%
BBC Asian Network	108 3%	101 3% d	4 1% d	3 1% d	- -%	71 2%	7 2%	53 4% b	55 2%	82 3% b	24 2%
Times Radio	92 2%	82 2% d	7 2%	3 1%	1 1%	62 2%	7 1%	51 4% b	41 1%	73 3% b	18 1%
ANY BBC RADIO	2593 60%	2189 61% b	188 55%	140 65% b	76 59%	1919 59%	343 72% a	788 63%	1754 60%	1681 63% b	855 57%
ANY COMMERCIAL RADIO	2764 64%	2342 65% d	210 61%	141 66% d	71 55%	2104 65%	312 65%	897 72% b	1811 62%	1900 71% b	796 53%
None	880 21%	726 20%	85 25% ac	36 17%	33 26% ac	647 20% b	65 14%	245 20%	599 20%	447 17%	391 26% a

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

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC Radio 2	1055	923	768	131	1019	1055	736	261	1055	-	127	220	707
	25%	25%	25%	22%	27%	41%	29%	42%	27%	-%	17%	21%	29%
					f	acef	ef	acef	f				ab
BBC Radio 1	984	944	880	41	942	984	755	226	984	-	77	214	693
	23%	26%	28%	7%	25%	38%	30%	37%	25%	-%	10%	20%	28%
		c	ac		f	acef	aef	acef	f			a	ab
Any Heart radio station	887	824	746	64	821	604	620	134	844	43	134	197	556
	21%	22%	24%	11%	22%	23%	25%	22%	21%	12%	18%	19%	22%
		c	c		f	f	aef	f	f				ab
Classic FM	774	685	577	90	725	633	554	189	752	22	105	171	498
	18%	19%	19%	15%	19%	24%	22%	31%	19%	6%	14%	16%	20%
					f	aef	aef	abcef	f				ab
BBC Radio 4	698	598	469	100	666	698	513	277	698	-	82	112	504
	16%	16%	15%	17%	18%	27%	21%	45%	18%	-%	11%	11%	20%
					f	acef	aef	abcef	f				ab
Any Capital radio station	647	629	590	17	596	463	484	103	620	27	78	147	421
	15%	17%	19%	3%	16%	18%	19%	17%	16%	7%	10%	14%	17%
		c	c		f	f	aef	f	f				a
Any Smooth radio station	603	539	485	63	568	422	382	90	580	23	107	143	352
	14%	15%	16%	11%	15%	16%	15%	15%	15%	6%	14%	14%	14%
			c		f	f	f	f	f				
BBC Radio 5 live	489	443	385	46	481	489	406	159	489	-	43	87	359
	11%	12%	12%	8%	13%	19%	16%	26%	12%	-%	6%	8%	14%
		c	c		f	acef	aef	abcef	f				ab
Any Kiss radio station	431	415	396	16	409	343	329	93	421	10	40	98	294
	10%	11%	13%	3%	11%	13%	13%	15%	11%	3%	5%	9%	12%
		c	c		f	aef	aef	aef	f			a	a
Any Absolute Radio station	413	400	368	14	379	324	332	83	404	9	62	103	249
	10%	11%	12%	2%	10%	13%	13%	13%	10%	2%	8%	10%	10%
		c	c		f	aef	aef	aef	f				
talkSPORT or talkSPORT2	407	379	335	28	390	355	337	111	399	9	52	86	270
	9%	10%	11%	5%	10%	14%	13%	18%	10%	2%	7%	8%	11%
		c	c		f	aef	aef	abcef	f				ab

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B**

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)	403 9%	322 9%	245 8%	81 13% ab	391 10% f	403 16% acef	270 11% f	103 17% acef	403 10% f	- -%	55 7%	81 8%	267 11% ab
Any Magic radio station	394 9%	362 10% c	332 11% c	32 5%	372 10% f	280 11% f	287 11% f	70 11% f	390 10% f	3 1%	65 9%	85 8%	244 10%
BBC Radio 3	310 7%	276 7%	239 8%	34 6%	291 8% f	310 12% aef	250 10% aef	109 18% abcef	310 8% f	- -%	29 4%	74 7% a	207 8% a
Any LBC radio station	271 6%	243 7%	218 7%	28 5%	253 7% f	199 8% f	197 8% f	65 11% abcef	263 7% f	8 2%	46 6%	76 7%	150 6%
BBC Radio 5 live sports extra	238 6%	221 6% c	197 6% c	17 3%	231 6% f	238 9% aef	211 8% aef	81 13% abcef	238 6% f	- -%	29 4%	36 3%	174 7% ab
BBC 6 Music	233 5%	224 6% c	205 7% c	9 2%	223 6% f	233 9% aef	201 8% aef	110 18% abcef	233 6% f	- -%	22 3%	49 5%	162 7% a
Virgin Radio	220 5%	216 6% c	209 7% c	3 1%	205 5% f	188 7% aef	191 8% aef	62 10% abef	211 5% f	8 2%	18 2%	55 5% a	147 6% a
BBC World Service	212 5%	189 5%	166 5%	22 4%	196 5% f	212 8% aef	177 7% aef	87 14% abcef	212 5% f	- -%	15 2%	29 3%	168 7% ab
BBC Radio 4 Extra	206 5%	187 5%	160 5%	19 3%	196 5% f	206 8% aef	168 7% aef	95 15% abcef	206 5% f	- -%	16 2%	28 3%	161 7% ab

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 51**

**RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B**

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
talkRADIO	188 4%	179 5%	168 5%	9 2%	175 5%	171 7%	161 6%	70 11%	180 5%	8 2%	31 4%	46 4%	111 4%
		c	c			aef	aef	abcef					
BBC Radio 1Xtra	184 4%	181 5%	175 6%	3 *%	175 5%	184 7%	157 6%	69 11%	184 5%	- -%	10 1%	50 5%	123 5%
		c	c		f	aef	aef	abcef	f			a	a
BBC Asian Network	108 3%	102 3%	98 3%	6 1%	104 3%	108 4%	95 4%	30 5%	108 3%	- -%	13 2%	17 2%	78 3%
			c		f	aef	aef	aef	f				b
Times Radio	92 2%	90 2%	87 3%	1 *%	91 2%	92 4%	85 3%	43 7%	92 2%	- -%	11 1%	18 2%	63 3%
		c	c		f	aef	aef	abcef	f				
ANY BBC RADIO	2593 60%	2306 63%	1958 63%	287 48%	2477 66%	2593 100%	1861 74%	584 95%	2593 66%	- -%	308 41%	570 54%	1715 69%
		c	c		f	acdef	aef	acef	f			a	ab
ANY COMMERCIAL RADIO	2764 64%	2483 67%	2156 69%	281 47%	2539 68%	1945 75%	1877 75%	465 76%	2652 67%	112 31%	447 59%	646 61%	1671 67%
		c	c		f	aef	aef	aef	f				ab
None	880 21%	694 19%	574 18%	186 31%	604 16%	- -%	277 11%	14 2%	632 16%	248 69%	214 28%	273 26%	393 16%
				ab	bcd		bd	b	bcd	abcde	c	c	

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

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1059	426	627	214	287	263	156	139	335	336	215	167
Effective Weighted Sample	782	331	457	151	215	204	119	101	255	253	159	113
Total	954	450	499	174	286	213	152	129	305	301	192	153
At least daily	299 31%	164 36%	135 27%	50 29%	81 28%	71 33%	59 39%	38 29%	97 32%	90 30%	61 32%	51 34%
At least weekly	399 42%	191 42%	206 41%	67 39%	133 47%	96 45%	59 39%	42 33%	126 41%	126 42%	86 45%	59 38%
At least monthly	155 16%	60 13%	96 19%	34 19%	35 12%	32 15%	25 17%	30 23%	52 17%	43 14%	31 16%	28 18%
Less often	88 9%	33 7%	53 11%	18 11%	31 11%	14 7%	9 6%	15 12%	29 10%	34 11%	13 7%	10 7%
Don't know/ can't remember	13 1%	3 1%	11 2%	4 3%	5 2%	- -%	- -%	4 3%	* *%	8 2%	1 *%	5 3%
				c				c		a		a
<b>SUMMARY</b>												
DAILY	299 31%	164 36%	135 27%	50 29%	81 28%	71 33%	59 39%	38 29%	97 32%	90 30%	61 32%	51 34%
WEEKLY	698 73%	354 79%	341 68%	117 68%	215 75%	167 78%	119 78%	80 62%	224 73%	216 72%	147 77%	110 72%
MONTHLY	853 89%	414 92%	436 87%	151 87%	250 87%	198 93%	144 94%	110 85%	275 90%	259 86%	178 93%	138 90%
		b				abe	abe				b	

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



A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1059	728	109	116	104	790	121	457	586	789	246
Effective Weighted Sample	782	605	97	102	95	587	92	337	433	603	168
Total	954	813	65	47	31	706	100	412	526	768	171
At least daily	299 31%	263 32%	18 27%	9 20%	10 33%	222 31%	23 23%	144 35%	151 29%	256 33%	42 25%
		c			c					b	
At least weekly	399 42%	335 41%	29 44%	24 51%	12 38%	297 42%	43 43%	184 45%	207 39%	322 42%	67 39%
At least monthly	155 16%	127 16%	13 20%	10 21%	6 20%	113 16%	19 19%	56 14%	95 18%	117 15%	36 21%
Less often	88 9%	76 9%	5 8%	4 8%	2 8%	63 9%	14 14%	25 6%	62 12%	67 9%	20 12%
Don't know/ can't remember	13 1%	13 2%	- -%	- -%	* 1%	11 2%	1 1%	3 1%	11 2%	7 1%	6 3%
									a		a
<b>SUMMARY</b>											
DAILY	299 31%	263 32%	18 27%	9 20%	10 33%	222 31%	23 23%	144 35%	151 29%	256 33%	42 25%
		c			c					b	
WEEKLY	698 73%	597 73%	46 72%	33 71%	22 71%	519 73%	66 66%	328 80%	359 68%	577 75%	109 64%
								b		b	
MONTHLY	853 89%	724 89%	59 92%	43 92%	28 91%	632 89%	85 85%	384 93%	454 86%	694 90%	145 85%
								b		b	

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

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1059	1036	968	23	1013	1059	825	232	1059	-	88	211	760
Effective Weighted Sample	782	769	722	17	749	782	610	184	782	-	66	157	560
Total	954	925	867	30	912	954	747	225	954	-	76	202	676
At least daily	299	295	273	**	287	299	245	105	299	**	16	54	229
	31%	32%	32%	**	31%	31%	33%	47%	31%	**	22%	27%	34%
								abce					a
At least weekly	399	386	361	**	382	399	300	74	399	**	30	90	279
	42%	42%	42%	**	42%	42%	40%	33%	42%	**	39%	44%	41%
					d	d			d				
At least monthly	155	146	138	**	148	155	120	23	155	**	21	35	99
	16%	16%	16%	**	16%	16%	16%	10%	16%	**	28%	17%	15%
					d	d	d		d		c		
Less often	88	85	81	**	84	88	72	20	88	**	7	21	59
	9%	9%	9%	**	9%	9%	10%	9%	9%	**	10%	10%	9%
Don't know/ can't remember	13	13	13	**	12	13	9	3	13	**	1	2	10
	1%	1%	1%	**	1%	1%	1%	1%	1%	**	1%	1%	1%
<b>SUMMARY</b>													
DAILY	299	295	273	**	287	299	245	105	299	**	16	54	229
	31%	32%	32%	**	31%	31%	33%	47%	31%	**	22%	27%	34%
								abce					a
WEEKLY	698	680	634	**	668	698	545	179	698	**	46	143	508
	73%	74%	73%	**	73%	73%	73%	79%	73%	**	61%	71%	75%
													a
MONTHLY	853	827	773	**	816	853	665	201	853	**	68	179	607
	89%	89%	89%	**	89%	89%	89%	90%	89%	**	89%	88%	90%

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1059	514	540	109	116	170	223	441	408	280	182	184
Effective Weighted Sample	764	379	391	79	88	134	177	307	304	204	134	124
Total	975	533	435	78	113	142	187	455	371	254	158	186
At least daily	357	219	136	16	34	46	67	194	130	83	55	87
	37%	41%	31%	21%	30%	33%	36%	43%	35%	33%	35%	47%
		b					a	ab				ab
At least weekly	395	205	188	35	44	55	79	182	154	111	65	62
	41%	39%	43%	46%	39%	39%	42%	40%	42%	44%	41%	33%
At least monthly	142	68	71	19	22	27	25	49	60	40	24	18
	15%	13%	16%	24%	20%	19%	13%	11%	16%	16%	15%	10%
				de	e	e						
Less often	72	38	34	6	13	13	14	26	26	19	14	12
	7%	7%	8%	8%	11%	9%	8%	6%	7%	8%	9%	6%
Don't know/ can't remember	8	2	6	2	-	1	2	4	*	1	-	7
	1%	*%	1%	2%	-%	1%	1%	1%	*%	*%	-%	4%
												abc
<b>SUMMARY</b>												
DAILY	357	219	136	16	34	46	67	194	130	83	55	87
	37%	41%	31%	21%	30%	33%	36%	43%	35%	33%	35%	47%
		b					a	ab				ab
WEEKLY	752	425	324	51	78	101	146	375	285	194	120	149
	77%	80%	74%	66%	69%	71%	78%	82%	77%	76%	76%	80%
							a	abc				
MONTHLY	894	493	395	70	100	128	171	425	344	234	144	167
	92%	92%	91%	90%	89%	90%	91%	93%	93%	92%	91%	90%

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

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND *d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1059	725	119	145	70	782	183	309	744	657	380
Effective Weighted Sample	764	581	85	123	67	563	131	241	521	506	244
Total	975	809	82	63	21	720	163	282	687	630	329
At least daily	357 37%	288 36%	41 50% acd	22 35%	5 25%	256 36%	69 42%	85 30%	269 39% a	216 34%	135 41%
At least weekly	395 41%	329 41%	30 37%	27 43%	9 44%	306 43% b	53 33%	121 43%	273 40%	267 42%	123 38%
At least monthly	142 15%	118 15%	9 11%	10 15%	5 24% b	103 14%	27 16%	55 20% b	87 13%	95 15%	44 13%
Less often	72 7%	65 8% b	2 2%	4 6%	2 8%	50 7%	15 9%	17 6%	52 8%	50 8%	20 6%
Don't know/ can't remember	8 1%	8 1%	- -%	- -%	- -%	5 1%	- -%	3 1%	6 1%	2 *%	7 2% a
<b>SUMMARY</b>											
DAILY	357 37%	288 36%	41 50% acd	22 35%	5 25%	256 36%	69 42%	85 30%	269 39% a	216 34%	135 41%
WEEKLY	752 77%	617 76%	71 87% ad	50 79%	14 68%	562 78%	122 75%	206 73%	542 79%	483 77%	258 78%
MONTHLY	894 92%	735 91%	81 98% a	59 94%	19 92%	665 92%	148 91%	261 93%	629 92%	578 92%	302 92%

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1059	1003	852	56	1017	1059	818	289	1059	-	126	213	720
Effective Weighted Sample	764	757	647	37	732	764	614	223	764	-	85	156	524
Total	975	889	744	86	939	975	705	254	975	-	121	205	649
At least daily	357 37%	317 36%	259 35%	39 46%	349 37%	357 37%	245 35%	103 41%	357 37%	** **	40 33%	72 35%	244 38%
At least weekly	395 41%	363 41%	310 42%	32 37%	381 41%	395 41%	290 41%	101 40%	395 41%	** **	50 41%	74 36%	272 42%
At least monthly	142 15%	137 15%	118 16%	5 5%	134 14%	142 15%	111 16%	33 13%	142 15%	** **	19 16%	30 15%	92 14%
Less often	72 7%	62 7%	51 7%	10 12%	69 7%	72 7%	54 8%	16 6%	72 7%	** **	10 8%	24 12%	38 6%
Don't know/ can't remember	8 1%	8 1%	6 1%	- -%	6 1%	8 1%	5 1%	- -%	8 1%	** **	2 1%	4 2%	2 *%
<b>SUMMARY</b>													
DAILY	357 37%	317 36%	259 35%	39 46%	349 37%	357 37%	245 35%	103 41%	357 37%	** **	40 33%	72 35%	244 38%
WEEKLY	752 77%	681 77%	569 76%	71 83%	730 78%	752 77%	535 76%	205 81%	752 77%	** **	90 75%	146 71%	516 79% b
MONTHLY	894 92%	818 92%	687 92%	76 88%	863 92%	894 92%	646 92%	238 94%	894 92%	** **	109 90%	176 86%	609 94% b

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	257	123	133	60	56	37	23	81	124	54	39	39
Effective Weighted Sample	190	93	98	45	44	29	18	59	90	41	31	29
Total	280	147	133	58	64	33	21	103	143	59	39	39
At least daily	67 24%	36 25%	30 23%	10 18%	13 20%	12 35%	** **	27 26%	34 24%	12 21%	12 31%	9 22%
At least weekly	127 45%	67 45%	60 45%	21 35%	36 56%	14 43%	** **	48 46%	72 51%	28 48%	12 32%	14 36%
At least monthly	67 24%	34 23%	33 25%	22 37%	10 15%	5 16%	** **	23 23%	29 20%	14 23%	13 33%	11 28%
Less often	14 5%	5 4%	8 6%	4 7%	4 6%	- -%	** **	6 5%	7 5%	3 5%	1 3%	1 3%
Don't know/ can't remember	7 2%	5 3%	2 1%	2 3%	2 3%	2 5%	** **	- -%	- -%	2 4%	* 1%	4 11%
				b								a
<b>SUMMARY</b>												
DAILY	67 24%	36 25%	30 23%	10 18%	13 20%	12 35%	** **	27 26%	34 24%	12 21%	12 31%	9 22%
WEEKLY	193 69%	103 70%	90 68%	31 53%	49 76%	26 79%	** **	75 72%	106 74%	40 68%	24 63%	22 58%
MONTHLY	260 93%	137 93%	123 93%	52 90%	58 91%	31 95%	** **	98 95%	135 95%	54 91%	37 96%	33 86%

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	257	201	22	21	13	179	33	111	140	163	88
Effective Weighted Sample	190	161	19	20	12	132	24	87	99	125	61
Total	280	253	14	9	4	195	34	116	157	188	84
At least daily	67 24%	57 22%	** **	** **	** **	50 26%	10 29%	25 21%	42 27%	49 26%	14 16%
At least weekly	127 45%	118 47%	** **	** **	** **	92 47%	10 31%	61 53%	61 39%	82 44%	42 50%
At least monthly	67 24%	61 24%	** **	** **	** **	41 21%	13 37%	24 21%	39 25%	47 25%	18 22%
Less often	14 5%	11 4%	** **	** **	** **	9 4%	1 4%	4 3%	10 6%	7 4%	6 7%
Don't know/ can't remember	7 2%	6 2%	** **	** **	** **	3 1%	- -%	2 1%	5 3%	3 2%	4 4%
<b>SUMMARY</b>											
DAILY	67 24%	57 22%	** **	** **	** **	50 26%	10 29%	25 21%	42 27%	49 26%	14 16%
WEEKLY	193 69%	175 69%	** **	** **	** **	142 73%	20 59%	86 74%	103 66%	131 70%	56 66%
MONTHLY	260 93%	236 93%	** **	** **	** **	183 94%	33 96%	110 95%	142 91%	179 95%	74 88%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	257	246	215	11	239	257	222	97	257	-	24	58	175
Effective Weighted Sample	190	183	161	9	177	190	168	77	190	-	19	41	131
Total	280	259	232	21	264	280	235	101	280	-	29	66	186
At least daily	67 24%	63 24%	58 25%	** **	65 25%	67 24%	55 24%	31 31%	67 24%	** **	** **	9 13%	50 27%
At least weekly	127 45%	112 43%	98 42%	** **	120 46%	127 45%	104 44%	45 45%	127 45%	** **	** **	26 40%	88 47%
At least monthly	67 24%	67 26%	61 26%	** **	60 23%	67 24%	59 25%	21 20%	67 24%	** **	** **	21 31%	39 21%
Less often	14 5%	11 4%	8 3%	** **	13 5%	14 5%	11 5%	2 2%	14 5%	** **	** **	6 9%	7 4%
Don't know/ can't remember	7 2%	7 3%	7 3%	** **	5 2%	7 2%	7 3%	3 3%	7 2%	** **	** **	4 7%	2 1%
<b>SUMMARY</b>													
DAILY	67 24%	63 24%	58 25%	** **	65 25%	67 24%	55 24%	31 31%	67 24%	** **	** **	9 13%	50 27%
WEEKLY	193 69%	176 68%	156 68%	** **	186 70%	193 69%	159 68%	76 75%	193 69%	** **	** **	35 53%	138 74% b
MONTHLY	260 93%	242 93%	217 94%	** **	246 93%	260 93%	218 93%	97 96%	260 93%	** **	** **	55 85%	177 95% b



A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	611	307	303	48	69	86	92	316	311	152	72	75
Effective Weighted Sample	437	222	217	34	56	67	71	219	221	109	55	51
Total	620	340	279	44	75	74	79	348	323	154	70	73
At least daily	285 46%	153 45%	132 47%	9 20%	21 28%	28 38%	34 43% a	192 55% abc	155 48%	69 45%	30 43%	30 42%
At least weekly	214 34%	118 35%	96 34%	23 51% e	30 40%	26 35%	28 35%	107 31%	111 34%	57 37%	24 34%	22 31%
At least monthly	89 14%	55 16%	34 12%	8 19%	15 20%	13 18%	14 18%	37 11%	45 14%	19 12%	13 18%	12 16%
Less often	27 4%	12 4%	13 5%	1 3%	9 12% de	6 7%	1 2%	10 3%	10 3%	7 4%	4 6%	6 8%
Don't know/ can't remember	6 1%	1 *%	5 2%	3 7% e	- -%	1 1%	1 2%	1 *%	1 *%	2 2%	- -%	2 3%
<b>SUMMARY</b>												
DAILY	285 46%	153 45%	132 47%	9 20%	21 28%	28 38%	34 43% a	192 55% abc	155 48%	69 45%	30 43%	30 42%
WEEKLY	499 80%	271 80%	227 82%	31 71%	51 68%	54 73%	63 79%	300 86% abc	266 82%	126 82%	54 76%	52 72%
MONTHLY	587 95%	326 96%	261 94%	40 90%	66 88%	68 91%	77 96%	337 97% b	311 96% d	145 94%	66 94%	64 89%

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	611	441	59	69	42	468	93	135	469	339	259
Effective Weighted Sample	437	351	44	57	39	328	70	104	329	257	171
Total	620	539	38	31	13	472	92	132	480	359	249
At least daily	285 46%	248 46%	18 46%	14 46%	5 42%	221 47%	47 51%	43 32%	238 50%	141 39%	134 54%
									a		a
At least weekly	214 34%	184 34%	16 41%	9 29%	6 44%	146 31%	36 39%	60 46%	151 32%	134 37%	78 31%
								b			
At least monthly	89 14%	79 15%	2 6%	6 20%	1 10%	76 16%	8 9%	20 15%	68 14%	65 18%	24 10%
										b	
Less often	27 4%	22 4%	3 7%	2 5%	1 4%	26 6%	1 1%	10 7%	17 4%	16 4%	11 4%
Don't know/ can't remember	6 1%	6 1%	- -%	- -%	- -%	2 *%	- -%	- -%	6 1%	4 1%	2 1%
<b>SUMMARY</b>											
DAILY	285 46%	248 46%	18 46%	14 46%	5 42%	221 47%	47 51%	43 32%	238 50%	141 39%	134 54%
									a		a
WEEKLY	499 80%	432 80%	33 86%	23 75%	11 86%	368 78%	83 90%	103 78%	389 81%	275 77%	212 85%
							a				a
MONTHLY	587 95%	510 95%	36 93%	29 95%	12 96%	444 94%	91 99%	123 93%	456 95%	339 95%	236 95%

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	611	574	462	37	583	611	487	270	611	-	58	94	459
Effective Weighted Sample	437	420	341	27	415	437	360	204	437	-	38	67	336
Total	620	560	450	60	593	620	477	263	620	-	68	100	453
At least daily	285 46%	252 45%	191 42%	33 56%	276 47%	285 46%	220 46%	140 53%	285 46%	** **	22 32%	35 35%	229 51% ab
At least weekly	214 34%	200 36%	165 37%	14 23%	208 35%	214 34%	162 34%	89 34%	214 34%	** **	21 31%	42 43%	150 33%
At least monthly	89 14%	80 14%	70 16%	9 14%	78 13%	89 14%	70 15%	28 10%	89 14%	** **	15 22%	17 17%	57 13%
Less often	27 4%	22 4%	19 4%	5 8%	26 4%	27 4%	20 4%	6 2%	27 4%	** **	10 15% c	4 4%	13 3%
Don't know/ can't remember	6 1%	6 1%	5 1%	- -%	5 1%	6 1%	5 1%	- -%	6 1%	** **	1 1%	2 2%	4 1%
<b>SUMMARY</b>													
DAILY	285 46%	252 45%	191 42%	33 56%	276 47%	285 46%	220 46%	140 53%	285 46%	** **	22 32%	35 35%	229 51% ab
WEEKLY	499 80%	452 81%	355 79%	47 78%	484 82%	499 80%	382 80%	229 87% bce	499 80%	** **	42 62%	77 77%	379 84% a
MONTHLY	587 95%	532 95%	425 95%	55 92%	562 95%	587 95%	452 95%	257 98%	587 95%	** **	57 84%	94 94%	436 96% a

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	455	309	143	41	65	78	91	180	202	127	65	56
Effective Weighted Sample	344	236	108	31	52	64	71	132	152	97	50	42
Total	452	325	124	37	80	70	85	181	201	128	62	57
At least daily	116 26%	91 28%	26 21%	5 15%	16 21%	16 23%	26 31%	52 29%	55 28%	30 24%	20 32%	9 16%
At least weekly	215 48%	161 50%	54 43%	17 45%	38 47%	35 51%	43 51%	83 46%	88 44%	66 52%	24 39%	35 61%
At least monthly	83 18%	53 16%	30 24%	9 23%	14 18%	16 23%	13 15%	31 17%	46 23%	16 13%	11 17%	9 16%
Less often	34 7%	19 6%	12 10%	5 12%	11 13%	1 1%	3 4%	15 8%	12 6%	13 10%	6 10%	2 4%
Don't know/ can't remember	4 1%	2 1%	2 2%	2 4%	1 1%	2 2%	- -%	- -%	- -%	2 1%	1 1%	2 3%
<b>SUMMARY</b>												
DAILY	116 26%	91 28%	26 21%	5 15%	16 21%	16 23%	26 31%	52 29%	55 28%	30 24%	20 32%	9 16%
WEEKLY	332 73%	252 77%	80 64%	22 60%	54 68%	51 73%	69 81%	135 75%	143 71%	97 76%	45 72%	44 78%
MONTHLY	415 92%	305 94%	110 88%	31 83%	69 86%	67 96%	82 96%	166 92%	189 94%	113 88%	55 89%	53 93%

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	455	328	41	49	37	349	68	129	322	306	137
Effective Weighted Sample	344	276	31	47	34	265	50	100	242	240	96
Total	452	392	28	21	12	346	64	138	312	330	113
At least daily	116 26%	103 26%	6 21%	5 25%	2 21%	87 25%	16 25%	47 34% b	69 22%	86 26%	27 23%
At least weekly	215 48%	181 46%	17 63%	9 43%	8 69% ac	162 47%	32 49%	62 45%	153 49%	158 48%	55 49%
At least monthly	83 18%	74 19%	2 8%	6 29% b	1 11%	66 19%	14 23%	24 17%	57 18%	60 18%	20 18%
Less often	34 7%	31 8%	2 8%	1 4%	- -%	28 8%	2 3%	5 4%	28 9%	22 7%	11 10%
Don't know/ can't remember	4 1%	4 1%	- -%	- -%	- -%	2 1%	- -%	- -%	4 1%	4 1%	- -%
<b>SUMMARY</b>											
DAILY	116 26%	103 26%	6 21%	5 25%	2 21%	87 25%	16 25%	47 34% b	69 22%	86 26%	27 23%
WEEKLY	332 73%	283 72%	23 84%	14 67%	11 89% ac	249 72%	48 75%	109 79%	222 71%	244 74%	82 72%
MONTHLY	415 92%	357 91%	25 92%	20 96%	12 100%	315 91%	63 97%	133 96% b	279 90%	304 92%	102 90%

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	455	438	380	17	450	455	399	156	455	-	49	79	327
Effective Weighted Sample	344	336	292	12	340	344	308	119	344	-	32	58	254
Total	452	428	374	24	447	452	393	155	452	-	42	79	332
At least daily	116 26%	113 26%	100 27%	** **	114 25%	116 26%	103 26%	51 33%	116 26%	** **	13 31%	13 17%	90 27%
At least weekly	215 48%	202 47%	173 46%	** **	214 48%	215 48%	185 47%	71 46%	215 48%	** **	18 43%	42 54%	155 47%
At least monthly	83 18%	80 19%	73 20%	** **	83 19%	83 18%	75 19%	23 15%	83 18%	** **	7 17%	14 18%	62 19%
Less often	34 7%	29 7%	24 7%	** **	33 7%	34 7%	25 6%	9 6%	34 7%	** **	4 9%	7 9%	23 7%
Don't know/ can't remember	4 1%	4 1%	3 1%	** **	4 1%	4 1%	4 1%	2 1%	4 1%	** **	- -%	2 2%	2 1%
<b>SUMMARY</b>													
DAILY	116 26%	113 26%	100 27%	** **	114 25%	116 26%	103 26%	51 33%	116 26%	** **	13 31%	13 17%	90 27%
WEEKLY	332 73%	315 74%	273 73%	** **	327 73%	332 73%	288 73%	121 78%	332 73%	** **	31 75%	56 71%	245 74%
MONTHLY	415 92%	395 92%	346 93%	** **	410 92%	415 92%	363 93%	144 93%	415 92%	** **	38 91%	70 89%	307 92%

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	^a	*b	*c	*d	*e	a	*b	*c	^d
Unweighted total	216	113	100	27	47	58	38	46	111	53	31	20
Effective Weighted Sample	170	91	78	21	38	44	32	38	90	41	24	17
Total	217	125	88	22	56	55	32	52	106	53	40	17
At least daily	64	46	18	**	14	22	15	9	32	21	8	**
	30%	37%	21%	**	25%	40%	47%	17%	30%	41%	20%	**
		b				e	e					
At least weekly	88	49	38	**	23	20	13	23	40	19	21	**
	41%	39%	43%	**	41%	37%	39%	44%	38%	36%	53%	**
At least monthly	43	21	21	**	10	11	3	12	24	6	8	**
	20%	17%	24%	**	17%	20%	10%	23%	23%	12%	19%	**
Less often	18	7	9	**	10	1	*	5	8	5	3	**
	8%	6%	10%	**	17%	3%	1%	10%	7%	9%	8%	**
					cd							
Don't know/ can't remember	4	2	2	**	-	-	1	3	1	2	-	**
	2%	1%	3%	**	-%	-%	2%	6%	1%	3%	-%	**
<b>SUMMARY</b>												
DAILY	64	46	18	**	14	22	15	9	32	21	8	**
	30%	37%	21%	**	25%	40%	47%	17%	30%	41%	20%	**
		b				e	e					
WEEKLY	152	95	56	**	37	42	28	32	72	40	29	**
	70%	76%	63%	**	66%	77%	86%	61%	68%	76%	73%	**
							e					
MONTHLY	195	116	77	**	47	53	31	43	97	46	37	**
	90%	93%	88%	**	83%	97%	97%	84%	91%	88%	92%	**
						be						

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	216	170	23	19	4	168	23	87	123	163	45
Effective Weighted Sample	170	142	21	18	4	132	18	67	99	131	34
Total	217	194	14	8	1	167	23	88	123	175	36
At least daily	64 30%	58 30%	**	**	**	49 29%	**	31 35%	33 27%	59 34%	5 13%
										b	
At least weekly	88 41%	80 42%	**	**	**	65 39%	**	33 38%	51 41%	69 39%	16 45%
At least monthly	43 20%	38 20%	**	**	**	33 20%	**	14 16%	27 22%	32 18%	9 24%
Less often	18 8%	16 8%	**	**	**	16 10%	**	8 9%	10 8%	13 7%	5 13%
Don't know/ can't remember	4 2%	2 1%	**	**	**	4 2%	**	2 2%	2 2%	2 1%	2 4%
<b>SUMMARY</b>											
DAILY	64 30%	58 30%	**	**	**	49 29%	**	31 35%	33 27%	59 34%	5 13%
										b	
WEEKLY	152 70%	138 71%	**	**	**	114 68%	**	64 73%	84 68%	128 73%	21 58%
MONTHLY	195 90%	176 91%	**	**	**	147 88%	**	78 89%	111 90%	160 91%	29 82%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	216	215	198	1	206	216	192	108	216	-	20	37	159
Effective Weighted Sample	170	169	155	1	164	170	150	88	170	-	15	28	127
Total	217	215	199	1	207	217	193	106	217	-	20	42	155
At least daily	64 30%	64 30%	59 29%	** **	60 29%	64 30%	56 29%	36 34%	64 30%	** **	** **	12 30%	50 32%
At least weekly	88 41%	87 40%	79 40%	** **	85 41%	88 41%	76 39%	44 42%	88 41%	** **	** **	18 42%	64 41%
At least monthly	43 20%	43 20%	43 21%	** **	42 20%	43 20%	39 20%	22 21%	43 20%	** **	** **	9 20%	27 17%
Less often	18 8%	18 8%	17 8%	** **	17 8%	18 8%	18 9%	4 3%	18 8%	** **	** **	3 8%	10 7%
Don't know/ can't remember	4 2%	4 2%	3 1%	** **	4 2%	4 2%	4 2%	- -%	4 2%	** **	** **	- -%	4 2%
<b>SUMMARY</b>													
DAILY	64 30%	64 30%	59 29%	** **	60 29%	64 30%	56 29%	36 34%	64 30%	** **	** **	12 30%	50 32%
WEEKLY	152 70%	151 70%	137 69%	** **	144 70%	152 70%	132 69%	80 75%	152 70%	** **	** **	30 72%	114 74%
MONTHLY	195 90%	194 90%	180 90%	** **	186 90%	195 90%	172 89%	102 97%	195 90%	** **	** **	39 92%	141 91%

c

**A9G. How often in the past 3 months have you listened to BBC Asian Network?**

Base : Those who have personally listened to BBC Asian Network in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d
Significance Level: 95%												
Unweighted total	98	42	55	26	27	29	10	6	37	24	21	16
Effective Weighted Sample	78	35	43	19	22	26	8	5	31	18	17	12
Total	105	54	50	22	35	29	11	8	40	25	22	19
At least daily	37 35%	17 31%	20 40%	** **	** **	** **	** **	** **	16 41%	** **	** **	** **
At least weekly	43 41%	21 40%	19 39%	** **	** **	** **	** **	** **	11 28%	** **	** **	** **
At least monthly	18 17%	9 17%	9 18%	** **	** **	** **	** **	** **	7 18%	** **	** **	** **
Less often	4 3%	2 4%	1 3%	** **	** **	** **	** **	** **	2 6%	** **	** **	** **
Don't know/ can't remember	4 4%	4 8%	- -%	** **	** **	** **	** **	** **	3 7%	** **	** **	** **
<b>SUMMARY</b>												
DAILY	37 35%	17 31%	20 40%	** **	** **	** **	** **	** **	16 41%	** **	** **	** **
WEEKLY	79 75%	38 71%	39 79%	** **	** **	** **	** **	** **	28 69%	** **	** **	** **
MONTHLY	97 92%	47 88%	48 97%	** **	** **	** **	** **	** **	35 88%	** **	** **	** **

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING ^b
Significance Level: 95%											
Unweighted total	98	85	6	7	-	72	4	52	45	69	28
Effective Weighted Sample	78	70	5	7	-	60	3	41	37	57	24
Total	105	98	4	3	-	71	6	53	52	81	22
At least daily	37 35%	33 34%	** **	** **	** **	30 42%	** **	15 29%	21 41%	26 32%	** **
At least weekly	43 41%	42 42%	** **	** **	** **	23 33%	** **	30 57%	13 24%	34 43%	** **
At least monthly	18 17%	16 17%	** **	** **	** **	13 18%	** **	6 12%	12 22%	13 16%	** **
Less often	4 3%	3 3%	** **	** **	** **	3 4%	** **	1 2%	2 4%	3 4%	** **
Don't know/ can't remember	4 4%	4 5%	** **	** **	** **	2 2%	** **	- -%	4 9%	4 6%	** **
<b>SUMMARY</b>											
DAILY	37 35%	33 34%	** **	** **	** **	30 42%	** **	15 29%	21 41%	26 32%	** **
WEEKLY	79 75%	75 76%	** **	** **	** **	53 75%	** **	45 86%	34 65%	61 75%	** **
MONTHLY	97 92%	91 93%	** **	** **	** **	66 93%	** **	52 98%	46 87%	74 91%	** **

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c	
Significance Level: 95%														
Unweighted total	98	95	92	3	92	98	86	27	98	-	10	18	70	
Effective Weighted Sample	78	76	73	2	74	78	69	22	78	-	8	15	55	
Total	105	101	97	5	102	105	93	29	105	-	12	17	76	
At least daily	37	35	33	**	34	37	34	**	37	**	**	**	26	
	35%	34%	35%	**	34%	35%	36%	**	35%	**	**	**	35%	
At least weekly	43	40	37	**	42	43	35	**	43	**	**	**	29	
	41%	40%	39%	**	41%	41%	38%	**	41%	**	**	**	38%	
At least monthly	18	18	18	**	18	18	16	**	18	**	**	**	13	
	17%	18%	19%	**	18%	17%	17%	**	17%	**	**	**	18%	
Less often	4	4	4	**	3	4	3	**	4	**	**	**	3	
	3%	3%	4%	**	3%	3%	3%	**	3%	**	**	**	4%	
Don't know/ can't remember	4	4	4	**	4	4	4	**	4	**	**	**	4	
	4%	4%	5%	**	4%	4%	5%	**	4%	**	**	**	6%	
<b>SUMMARY</b>														
DAILY	37	35	33	**	34	37	34	**	37	**	**	**	26	
	35%	34%	35%	**	34%	35%	36%	**	35%	**	**	**	35%	
WEEKLY	79	75	71	**	76	79	69	**	79	**	**	**	55	
	75%	74%	73%	**	75%	75%	74%	**	75%	**	**	**	73%	
MONTHLY	97	93	89	**	94	97	85	**	97	**	**	**	68	
	92%	92%	92%	**	93%	92%	92%	**	92%	**	**	**	90%	

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	188	79	108	64	62	47	10	5	64	50	43	27
Effective Weighted Sample	141	61	80	47	45	39	8	4	50	36	32	21
Total	181	87	94	60	62	41	14	4	67	47	41	23
At least daily	43 24%	29 33% b	14 15%	12 20%	10 16%	11 27%	** **	** **	18 26%	9 19%	11 28%	** **
At least weekly	65 36%	36 42%	29 31%	22 37%	18 29%	19 46%	** **	** **	25 37%	20 42%	14 35%	** **
At least monthly	52 29%	19 21%	33 36%	16 27%	28 45% c	8 19%	** **	** **	16 25%	12 25%	12 29%	** **
Less often	19 10%	2 2%	17 18% a	9 15% c	7 11%	1 2%	** **	** **	7 10%	7 14%	4 9%	** **
Don't know/ can't remember	3 1%	2 2%	1 1%	- -%	- -%	3 6%	** **	** **	1 1%	- -%	- -%	** **
<b>SUMMARY</b>												
DAILY	43 24%	29 33% b	14 15%	12 20%	10 16%	11 27%	** **	** **	18 26%	9 19%	11 28%	** **
WEEKLY	108 60%	65 75% b	43 46%	34 58%	27 45%	30 73% b	** **	** **	43 64%	28 61%	26 62%	** **
MONTHLY	160 88%	83 96% b	76 81%	50 85%	55 89%	38 92%	** **	** **	59 88%	40 86%	37 91%	** **

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	188	148	11	15	13	142	12	99	85	133	50
Effective Weighted Sample	141	121	9	14	12	105	10	73	65	103	38
Total	181	165	7	6	3	139	11	98	80	143	35
At least daily	43 24%	40 24%	** **	** **	** **	28 20%	** **	26 27%	16 20%	34 24%	9 25%
At least weekly	65 36%	60 36%	** **	** **	** **	50 36%	** **	37 38%	26 33%	53 37%	11 33%
At least monthly	52 29%	46 28%	** **	** **	** **	46 33%	** **	26 26%	26 33%	38 27%	12 34%
Less often	19 10%	16 10%	** **	** **	** **	14 10%	** **	8 8%	10 12%	16 11%	3 9%
Don't know/ can't remember	3 1%	3 2%	** **	** **	** **	2 1%	** **	1 1%	2 2%	3 2%	- -%
<b>SUMMARY</b>											
DAILY	43 24%	40 24%	** **	** **	** **	28 20%	** **	26 27%	16 20%	34 24%	9 25%
WEEKLY	108 60%	100 61%	** **	** **	** **	78 56%	** **	64 65%	42 53%	87 61%	20 58%
MONTHLY	160 88%	146 89%	** **	** **	** **	124 89%	** **	89 91%	68 86%	125 87%	32 91%

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	188	185	181	3	179	188	157	61	188	-	12	49	127
Effective Weighted Sample	141	139	136	3	134	141	118	49	141	-	9	36	97
Total	181	178	172	3	173	181	155	68	181	-	10	50	121
At least daily	43 24%	42 23%	40 23%	** **	41 24%	43 24%	36 23%	22 32%	43 24%	** **	** **	6 12%	34 28%
At least weekly	65 36%	64 36%	61 35%	** **	63 36%	65 36%	53 34%	24 35%	65 36%	** **	** **	22 45%	39 32%
At least monthly	52 29%	52 29%	51 29%	** **	50 29%	52 29%	47 30%	18 27%	52 29%	** **	** **	11 23%	38 32%
Less often	19 10%	18 10%	18 10%	** **	17 10%	19 10%	17 11%	3 4%	19 10%	** **	** **	10 20%	7 6%
Don't know/ can't remember	3 1%	3 1%	3 1%	** **	3 1%	3 1%	3 2%	2 2%	3 1%	** **	** **	- -%	3 2%
<b>SUMMARY</b>													
DAILY	43 24%	42 23%	40 23%	** **	41 24%	43 24%	36 23%	22 32%	43 24%	** **	** **	6 12%	34 28%
WEEKLY	108 60%	106 59%	101 59%	** **	104 60%	108 60%	88 57%	46 67%	108 60%	** **	** **	29 57%	73 60%
MONTHLY	160 88%	158 88%	151 88%	** **	153 89%	160 88%	135 87%	64 93%	160 88%	** **	** **	40 80%	111 92%

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 ^c	45-54 ^d	55+ *e	AB *a	C1 *b	C2 ^c	DE *d
Significance Level: 95%												
Unweighted total	173	93	80	17	31	29	24	72	74	41	26	32
Effective Weighted Sample	127	68	60	14	25	25	18	50	58	26	20	23
Total	198	115	83	16	41	30	20	90	93	39	30	37
At least daily	71 36%	45 39%	26 32%	** **	11 26%	** **	** **	37 41%	30 33%	16 42%	** **	15 41%
At least weekly	89 45%	53 46%	36 44%	** **	20 48%	** **	** **	37 41%	47 51%	17 43%	** **	12 33%
At least monthly	26 13%	12 10%	14 17%	** **	9 22%	** **	** **	12 13%	11 12%	4 10%	** **	6 18%
Less often	10 5%	5 4%	5 6%	** **	2 4%	** **	** **	4 5%	4 4%	2 5%	** **	2 6%
Don't know/ can't remember	1 1%	- -%	1 2%	** **	- -%	** **	** **	- -%	- -%	- -%	** **	1 4%
<b>SUMMARY</b>												
DAILY	71 36%	45 39%	26 32%	** **	11 26%	** **	** **	37 41%	30 33%	16 42%	** **	15 41%
WEEKLY	161 81%	99 86%	62 75%	** **	31 74%	** **	** **	74 82%	77 83%	33 85%	** **	27 73%
MONTHLY	186 94%	110 96%	76 92%	** **	40 96%	** **	** **	86 95%	88 96%	37 95%	** **	33 91%



A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	173	133	19	14	7	132	21	64	106	105	64
Effective Weighted Sample	127	108	17	13	7	97	14	52	73	84	41
Total	198	179	11	6	2	150	25	73	122	128	64
At least daily	71 36%	65 36%	** **	** **	** **	54 36%	** **	22 31%	47 39%	42 33%	27 41%
At least weekly	89 45%	82 46%	** **	** **	** **	73 49%	** **	40 55%	49 40%	62 48%	26 40%
At least monthly	26 13%	22 13%	** **	** **	** **	18 12%	** **	7 10%	17 14%	18 14%	8 12%
Less often	10 5%	8 5%	** **	** **	** **	4 3%	** **	3 4%	7 6%	6 5%	2 4%
Don't know/ can't remember	1 1%	1 1%	** **	** **	** **	1 1%	** **	- -%	1 1%	- -%	1 2%
<b>SUMMARY</b>											
DAILY	71 36%	65 36%	** **	** **	** **	54 36%	** **	22 31%	47 39%	42 33%	27 41%
WEEKLY	161 81%	147 82%	** **	** **	** **	127 84%	** **	62 86%	96 79%	104 81%	53 82%
MONTHLY	186 94%	169 95%	** **	** **	** **	145 97%	** **	70 96%	113 93%	122 95%	61 94%

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 ^b	7-10 c
Significance Level: 95%													
Unweighted total	173	167	147	6	166	173	148	90	173	-	11	29	133
Effective Weighted Sample	127	126	113	5	121	127	112	69	127	-	8	21	100
Total	198	183	158	15	191	198	163	92	198	-	16	27	155
At least daily	71 36%	62 34%	53 33%	** **	68 36%	71 36%	53 33%	41 45%	71 36%	** **	** **	** **	62 40%
At least weekly	89 45%	85 47%	75 47%	** **	89 47%	89 45%	77 47%	40 44%	89 45%	** **	** **	** **	69 44%
At least monthly	26 13%	24 13%	19 12%	** **	25 13%	26 13%	22 13%	6 6%	26 13%	** **	** **	** **	18 12%
Less often	10 5%	10 6%	10 6%	** **	7 3%	10 5%	10 6%	4 5%	10 5%	** **	** **	** **	5 3%
Don't know/ can't remember	1 1%	1 1%	1 1%	** **	1 1%	1 1%	1 1%	- -%	1 1%	** **	** **	** **	1 1%
<b>SUMMARY</b>													
DAILY	71 36%	62 34%	53 33%	** **	68 36%	71 36%	53 33%	41 45%	71 36%	** **	** **	** **	62 40%
WEEKLY	161 81%	147 80%	128 81%	** **	157 83%	161 81%	130 80%	82 89%	161 81%	** **	** **	** **	130 84%
MONTHLY	186 94%	171 94%	147 93%	** **	183 96%	186 94%	152 93%	88 95%	186 94%	** **	** **	** **	149 96%

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	^a	*b	*c	*d	*e	a	*b	^c	*d
Unweighted total	234	168	65	29	38	49	37	81	101	71	29	30
Effective Weighted Sample	181	136	45	24	30	37	31	61	81	52	24	23
Total	232	168	64	25	42	47	31	87	95	74	29	29
At least daily	39	32	8	**	3	16	6	5	19	12	**	*
	17%	19%	12%	**	7%	34%	19%	6%	20%	16%	**	1%
						be	e		d			
At least weekly	105	75	30	**	23	17	17	41	42	34	**	21
	45%	45%	46%	**	55%	37%	55%	47%	44%	46%	**	71%
												ab
At least monthly	56	41	15	**	12	11	8	19	22	17	**	5
	24%	24%	23%	**	28%	24%	26%	22%	23%	24%	**	17%
Less often	28	18	10	**	3	2	-	20	13	9	**	2
	12%	11%	15%	**	7%	5%	-%	23%	13%	12%	**	8%
								cd				
Don't know/ can't remember	4	2	3	**	2	-	-	2	-	2	**	1
	2%	1%	4%	**	4%	-%	-%	2%	-%	2%	**	3%
<b>SUMMARY</b>												
DAILY	39	32	8	**	3	16	6	5	19	12	**	*
	17%	19%	12%	**	7%	34%	19%	6%	20%	16%	**	1%
						be	e		d			
WEEKLY	144	107	37	**	26	33	23	46	61	46	**	21
	62%	64%	58%	**	61%	71%	74%	53%	64%	62%	**	72%
MONTHLY	200	148	52	**	37	45	31	65	83	63	**	26
	86%	88%	81%	**	90%	95%	100%	75%	87%	86%	**	89%
						e	e					

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL *b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	234	168	23	28	15	169	32	85	145	158	71
Effective Weighted Sample	181	143	21	27	14	130	25	67	111	125	51
Total	232	201	15	12	5	175	26	88	141	164	64
At least daily	39 17%	33 17%	** **	** **	** **	24 14%	2 7%	26 30% b	13 9%	34 21% b	4 6%
At least weekly	105 45%	88 44%	** **	** **	** **	79 45%	14 52%	37 42%	66 47%	77 47%	27 42%
At least monthly	56 24%	48 24%	** **	** **	** **	47 27%	4 14%	19 22%	34 24%	39 23%	16 25%
Less often	28 12%	27 13%	** **	** **	** **	22 12%	6 23%	5 6%	23 16%	12 7%	16 25% a
Don't know/ can't remember	4 2%	4 2%	** **	** **	** **	3 1%	1 4%	- -%	4 3%	3 2%	1 2%
<b>SUMMARY</b>											
DAILY	39 17%	33 17%	** **	** **	** **	24 14%	2 7%	26 30% b	13 9%	34 21% b	4 6%
WEEKLY	144 62%	121 60%	** **	** **	** **	104 59%	15 59%	63 72% b	79 56%	111 68% b	31 48%
MONTHLY	200 86%	169 84%	** **	** **	** **	151 86%	19 73%	82 94% b	114 81%	150 91% b	47 73%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	234	224	199	10	226	234	213	77	234	-	24	40	170
Effective Weighted Sample	181	175	155	8	174	181	166	65	181	-	17	30	135
Total	232	218	195	15	226	232	207	79	232	-	27	36	169
At least daily	39 17%	39 18%	39 20%	** **	39 17%	39 17%	39 19%	23 29% abe	39 17%	** **	** **	8 22%	28 17%
At least weekly	105 45%	97 44%	87 45%	** **	102 45%	105 45%	90 43%	33 42%	105 45%	** **	** **	16 44%	84 49%
At least monthly	56 24%	52 24%	47 24%	** **	51 23%	56 24%	50 24%	11 15%	56 24%	** **	** **	7 20%	42 25%
Less often	28 12%	28 13%	20 10%	** **	28 12%	28 12%	25 12%	10 13%	28 12%	** **	** **	5 14%	13 8%
Don't know/ can't remember	4 2%	2 1%	2 1%	** **	4 2%	4 2%	3 1%	1 1%	4 2%	** **	** **	- -%	3 1%
<b>SUMMARY</b>													
DAILY	39 17%	39 18%	39 20%	** **	39 17%	39 17%	39 19%	23 29% abe	39 17%	** **	** **	8 22%	28 17%
WEEKLY	144 62%	136 62%	126 65%	** **	142 63%	144 62%	129 62%	57 72%	144 62%	** **	** **	24 66%	112 66%
MONTHLY	200 86%	188 86%	173 89%	** **	193 86%	200 86%	180 87%	68 86%	200 86%	** **	** **	31 86%	154 91%

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 *c	45-54 ^d	55+ *e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	188	98	89	20	29	40	21	78	76	52	33	25
Effective Weighted Sample	144	77	67	16	23	30	17	59	58	39	25	19
Total	197	112	84	17	35	41	20	85	80	53	35	26
At least daily	59 30%	37 34%	21 25%	** **	** **	12 28%	** **	30 35%	26 33%	17 33%	7 20%	** **
At least weekly	79 40%	41 37%	38 45%	** **	** **	18 44%	** **	30 36%	29 36%	26 48%	12 35%	** **
At least monthly	50 25%	28 25%	21 25%	** **	** **	7 18%	** **	23 27%	18 23%	10 18%	14 40%	** **
Less often	8 4%	5 4%	4 4%	** **	** **	4 9%	** **	1 2%	6 8%	* 1%	2 5%	** **
Don't know/ can't remember	1 *%	1 1%	- -%	** **	** **	- -%	** **	1 1%	1 1%	- -%	- -%	** **
<b>SUMMARY</b>												
DAILY	59 30%	37 34%	21 25%	** **	** **	12 28%	** **	30 35%	26 33%	17 33%	7 20%	** **
WEEKLY	138 70%	79 71%	59 71%	** **	** **	30 73%	** **	60 71%	55 68%	43 81%	19 55%	** **
MONTHLY	188 95%	106 95%	81 96%	** **	** **	37 91%	** **	83 98%	73 91%	53 99%	33 95%	** **

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	188	147	17	13	11	137	29	61	124	119	64
Effective Weighted Sample	144	124	16	13	10	109	20	46	96	97	45
Total	197	180	9	5	4	145	32	67	128	135	57
At least daily	59 30%	55 30%	** **	** **	** **	45 31%	** **	22 33%	37 29%	32 24%	22 39%
At least weekly	79 40%	72 40%	** **	** **	** **	59 40%	** **	22 34%	56 44%	58 43%	21 37%
At least monthly	50 25%	46 25%	** **	** **	** **	36 25%	** **	20 29%	29 23%	38 28%	12 20%
Less often	8 4%	7 4%	** **	** **	** **	5 4%	** **	3 4%	6 5%	6 5%	1 3%
Don't know/ can't remember	1 *%	1 *%	** **	** **	** **	- -%	** **	- -%	1 *%	- -%	1 1%
<b>SUMMARY</b>											
DAILY	59 30%	55 30%	** **	** **	** **	45 31%	** **	22 33%	37 29%	32 24%	22 39%
WEEKLY	138 70%	126 70%	** **	** **	** **	104 72%	** **	45 67%	93 72%	90 67%	43 76%
MONTHLY	188 95%	172 96%	** **	** **	** **	140 96%	** **	64 96%	122 95%	129 95%	55 96%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 ^b	7-10 c
Significance Level: 95%													
Unweighted total	188	179	153	9	176	188	162	85	188	-	14	25	149
Effective Weighted Sample	144	137	117	8	135	144	124	65	144	-	11	18	116
Total	197	184	163	13	184	197	168	85	197	-	15	26	157
At least daily	59 30%	50 27%	43 27%	** **	57 31%	59 30%	46 27%	25 29%	59 30%	** **	** **	** **	51 32%
At least weekly	79 40%	76 41%	69 43%	** **	77 42%	79 40%	69 41%	36 43%	79 40%	** **	** **	** **	65 42%
At least monthly	50 25%	50 27%	43 26%	** **	43 23%	50 25%	43 26%	20 24%	50 25%	** **	** **	** **	33 21%
Less often	8 4%	8 5%	8 5%	** **	7 4%	8 4%	8 5%	3 4%	8 4%	** **	** **	** **	8 5%
Don't know/ can't remember	1 *%	1 *%	- -%	** **	1 *%	1 *%	1 *%	- -%	1 *%	** **	** **	** **	- -%
<b>SUMMARY</b>													
DAILY	59 30%	50 27%	43 27%	** **	57 31%	59 30%	46 27%	25 29%	59 30%	** **	** **	** **	51 32%
WEEKLY	138 70%	125 68%	113 69%	** **	134 73%	138 70%	115 69%	61 72%	138 70%	** **	** **	** **	116 74%
MONTHLY	188 95%	175 95%	155 95%	** **	177 96%	188 95%	159 95%	82 96%	188 95%	** **	** **	** **	149 95%



A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	*b	*c	*d	e	a	b	*c	*d
Unweighted total	411	212	196	32	43	59	65	212	160	115	60	74
Effective Weighted Sample	270	151	119	24	32	45	48	132	107	77	44	44
Total	353	178	170	24	40	44	46	199	127	96	55	72
At least daily	134	77	55	5	12	19	22	77	43	39	16	37
	38%	43%	32%	19%	30%	43%	48%	39%	34%	40%	28%	51%
							a					ac
At least weekly	144	73	71	11	17	15	14	86	50	38	30	26
	41%	41%	42%	48%	43%	34%	31%	43%	39%	40%	55%	35%
At least monthly	47	18	28	7	5	8	5	20	19	11	9	7
	13%	10%	17%	31%	13%	19%	11%	10%	15%	11%	16%	10%
				de								
Less often	27	10	15	1	5	2	4	15	14	8	-	3
	8%	6%	9%	3%	12%	4%	10%	8%	11%	9%	-%	4%
									c	c		
Don't know/ can't remember	1	*	1	-	1	-	-	*	1	-	*	-
	*%	*%	*%	-%	2%	-%	-%	*%	1%	-%	1%	-%
<b>SUMMARY</b>												
DAILY	134	77	55	5	12	19	22	77	43	39	16	37
	38%	43%	32%	19%	30%	43%	48%	39%	34%	40%	28%	51%
							a					ac
WEEKLY	278	150	126	16	29	34	36	163	92	77	46	63
	79%	84%	74%	67%	73%	77%	79%	82%	73%	80%	83%	86%
		b										
MONTHLY	324	168	154	23	34	42	41	184	112	88	55	70
	92%	94%	91%	97%	86%	96%	90%	92%	88%	91%	99%	96%
											a	

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	*a	b	a	b
Unweighted total	411	219	53	50	89	311	70	93	310	233	165
Effective Weighted Sample	270	172	45	45	83	199	53	70	199	167	96
Total	353	267	36	22	28	272	52	76	266	204	140
At least daily	134	101	11	9	14	108	18	32	98	77	56
	38%	38%	31%	40%	48%	40%	35%	42%	37%	38%	40%
At least weekly	144	104	20	10	10	108	23	31	111	84	57
	41%	39%	55% ad	46%	37%	40%	44%	41%	42%	41%	40%
At least monthly	47	36	4	3	3	34	9	9	33	25	21
	13%	14%	11%	15%	11%	13%	17%	12%	12%	12%	15%
Less often	27	25	1	-	1	21	2	3	24	16	6
	8%	9%	3%	-%	4%	8%	5%	4%	9%	8%	5%
		c									
Don't know/ can't remember	1	1	-	-	*	1	-	1	*	1	-
	*%	*%	-%	-%	1%	*%	-%	1%	*%	*%	-%
<b>SUMMARY</b>											
DAILY	134	101	11	9	14	108	18	32	98	77	56
	38%	38%	31%	40%	48%	40%	35%	42%	37%	38%	40%
WEEKLY	278	204	31	19	24	216	41	63	209	162	113
	79%	77%	86%	85%	84%	79%	79%	83%	78%	79%	80%
MONTHLY	324	241	34	22	27	251	49	72	242	186	134
	92%	90%	97%	100%	95%	92%	95%	95%	91%	92%	95%
				a							

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND)/ your nation - Radio Scotland or Radio nan Gàidheal (SCOTLAND)/ your nation - Radio Wales or Radio Cymru (WALES)/ your nation - Radio Ulster or Radio Foyle (NORTHERN IRELAND) in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	411	375	305	36	400	411	321	116	411	-	55	78	278
Effective Weighted Sample	270	265	213	24	261	270	231	85	270	-	30	54	190
Total	353	298	235	54	342	353	254	100	353	-	52	62	239
At least daily	134 38%	112 38%	90 38%	22 40%	132 38%	134 38%	95 37%	42 41%	134 38%	** **	14 28%	25 40%	95 40%
At least weekly	144 41%	123 41%	97 41%	21 39%	142 41%	144 41%	103 41%	40 40%	144 41%	** **	22 43%	26 42%	96 40%
At least monthly	47 13%	40 14%	31 13%	6 12%	44 13%	47 13%	34 13%	12 12%	47 13%	** **	8 16%	10 16%	29 12%
Less often	27 8%	23 8%	17 7%	5 8%	24 7%	27 8%	22 9%	6 6%	27 8%	** **	7 13%	2 3%	19 8%
Don't know/ can't remember	1 *%	1 *%	1 *%	* 1%	1 *%	1 *%	1 *%	- -%	1 *%	** **	* 1%	- -%	1 *%
<b>SUMMARY</b>													
DAILY	134 38%	112 38%	90 38%	22 40%	132 38%	134 38%	95 37%	42 41%	134 38%	** **	14 28%	25 40%	95 40%
WEEKLY	278 79%	235 79%	187 79%	43 79%	273 80%	278 79%	198 78%	82 81%	278 79%	** **	36 71%	51 82%	191 80%
MONTHLY	324 92%	275 92%	218 93%	49 91%	318 93%	324 92%	231 91%	94 94%	324 92%	** **	44 86%	60 97%	220 92%

A9M. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	*a	*b	c	*d	e	a	b	*c	*d
Unweighted total	420	325	93	54	63	101	75	127	164	112	70	67
Effective Weighted Sample	310	248	62	38	47	80	56	91	122	80	54	48
Total	397	327	69	44	59	94	70	129	154	103	69	61
At least daily	96 24%	85 26%	11 17%	16 36% e	14 23%	26 27%	20 29%	21 16%	39 25%	23 22%	24 35% d	10 17%
At least weekly	186 47%	153 47%	33 49%	14 32%	23 38%	49 52% a	39 55% a	62 48%	70 46%	50 48%	27 40%	31 50%
At least monthly	78 20%	68 21%	10 15%	11 24%	15 26% cd	11 12%	7 10%	33 25% cd	35 22%	22 22%	14 20%	6 10%
Less often	33 8%	20 6%	12 17% a	3 6%	7 13%	6 6%	4 5%	13 10%	10 7%	8 8%	4 5%	11 17% a
Don't know/ can't remember	4 1%	2 1%	2 3%	1 2%	- -%	3 3%	- -%	- -%	- -%	- -%	- -%	4 7% ab
<b>SUMMARY</b>												
DAILY	96 24%	85 26%	11 17%	16 36% e	14 23%	26 27%	20 29%	21 16%	39 25%	23 22%	24 35% d	10 17%
WEEKLY	283 71%	237 73%	45 65%	30 67%	36 61%	74 79% be	59 84% be	83 64%	109 71%	73 70%	52 75%	41 67%
MONTHLY	360 91%	305 93% b	55 80%	41 92%	52 87%	86 91%	66 95%	116 90%	144 93% d	95 92% d	66 95% d	47 76%

A9M. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	420	274	46	48	52	311	60	165	249	318	93
Effective Weighted Sample	310	230	42	46	48	227	47	128	177	242	64
Total	397	330	30	21	17	292	58	165	226	322	69
At least daily	96 24%	82 25%	7 25%	5 26%	2 13%	59 20%	16 27%	61 37% b	36 16%	86 27% b	9 13%
At least weekly	186 47%	150 46%	15 49%	10 47%	11 69% ac	144 49%	22 38%	67 41%	117 52%	155 48%	29 42%
At least monthly	78 20%	66 20%	6 20%	3 14%	2 15%	59 20%	15 26%	24 15%	52 23%	56 17%	20 30% a
Less often	33 8%	28 8%	2 6%	3 13%	1 3%	28 10%	4 7%	12 7%	19 8%	22 7%	9 14%
Don't know/ can't remember	4 1%	4 1%	- -%	- -%	- -%	3 1%	1 2%	1 1%	3 1%	3 1%	1 1%
<b>SUMMARY</b>											
DAILY	96 24%	82 25%	7 25%	5 26%	2 13%	59 20%	16 27%	61 37% b	36 16%	86 27% b	9 13%
WEEKLY	283 71%	232 70%	22 74%	15 73%	14 82%	203 69%	38 66%	128 77%	153 67%	241 75% b	38 55%
MONTHLY	360 91%	298 90%	28 94%	18 87%	16 97%	261 89%	53 91%	152 92%	205 90%	297 92%	58 85%

A9M. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	420	404	359	16	404	370	360	112	414	6	52	90	278
Effective Weighted Sample	310	306	270	11	300	274	274	89	308	4	33	67	211
Total	397	372	331	24	379	346	331	109	388	9	51	84	263
At least daily	96 24%	94 25%	89 27%	** **	92 24%	88 25%	85 26%	39 36% abe	96 25%	** **	8 16%	25 30%	63 24%
At least weekly	186 47%	169 45%	148 45%	** **	175 46%	159 46%	147 45%	43 40%	179 46%	** **	26 50%	33 40%	127 48%
At least monthly	78 20%	76 20%	68 21%	** **	76 20%	69 20%	67 20%	19 17%	77 20%	** **	6 12%	18 22%	53 20%
Less often	33 8%	31 8%	21 6%	** **	32 8%	26 8%	27 8%	4 4%	32 8%	** **	11 21% c	7 8%	15 6%
Don't know/ can't remember	4 1%	4 1%	4 1%	** **	4 1%	4 1%	4 1%	3 3%	4 1%	** **	- -%	- -%	4 2%
<b>SUMMARY</b>													
DAILY	96 24%	94 25%	89 27%	** **	92 24%	88 25%	85 26%	39 36% abe	96 25%	** **	8 16%	25 30%	63 24%
WEEKLY	283 71%	262 70%	237 72%	** **	267 70%	246 71%	232 70%	83 76%	275 71%	** **	34 67%	58 70%	190 73%
MONTHLY	360 91%	338 91%	305 92%	** **	344 91%	315 91%	299 91%	101 93%	352 91%	** **	40 79%	77 92%	243 93% a

A9N. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	180	113	65	42	32	52	25	29	71	43	45	20
Effective Weighted Sample	134	85	50	33	25	41	19	18	56	34	31	14
Total	188	126	61	43	41	47	28	29	76	48	46	17
At least daily	51 27%	35 28%	16 26%	10 24%	10 24%	10 20%	** **	** **	21 28%	13 28%	13 27%	** **
At least weekly	79 42%	56 44%	24 39%	16 39%	17 40%	25 52%	** **	** **	30 40%	21 44%	21 45%	** **
At least monthly	41 22%	29 23%	11 18%	9 22%	13 31%	11 23%	** **	** **	20 26%	9 18%	11 23%	** **
Less often	14 7%	4 3%	9 15% a	6 14% c	2 5%	- -%	** **	** **	5 7%	4 9%	2 5%	** **
Don't know/ can't remember	3 2%	2 1%	1 2%	1 1%	- -%	3 5%	** **	** **	- -%	1 2%	- -%	** **
<b>SUMMARY</b>												
DAILY	51 27%	35 28%	16 26%	10 24%	10 24%	10 20%	** **	** **	21 28%	13 28%	13 27%	** **
WEEKLY	130 69%	91 72%	39 65%	27 63%	27 65%	34 72%	** **	** **	51 68%	34 71%	33 72%	** **
MONTHLY	171 91%	120 95% b	50 83%	36 85%	40 95%	45 95%	** **	** **	71 93%	43 89%	44 95%	** **

A9N. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	180	134	15	18	13	135	10	96	81	141	36
Effective Weighted Sample	134	111	13	17	13	102	7	75	60	110	27
Total	188	167	10	7	4	141	8	102	80	162	24
At least daily	51 27%	44 26%	** **	** **	** **	39 28%	** **	22 22%	25 30%	41 25%	9 38%
At least weekly	79 42%	69 41%	** **	** **	** **	59 42%	** **	52 51%	27 34%	72 44%	7 29%
At least monthly	41 22%	39 23%	** **	** **	** **	31 22%	** **	20 20%	21 26%	36 22%	5 19%
Less often	14 7%	12 7%	** **	** **	** **	9 6%	** **	7 7%	6 8%	12 7%	2 8%
Don't know/ can't remember	3 2%	3 2%	** **	** **	** **	3 2%	** **	1 1%	2 2%	2 1%	1 6%
<b>SUMMARY</b>											
DAILY	51 27%	44 26%	** **	** **	** **	39 28%	** **	22 22%	25 30%	41 25%	9 38%
WEEKLY	130 69%	113 68%	** **	** **	** **	99 70%	** **	74 72%	52 64%	113 70%	16 67%
MONTHLY	171 91%	152 91%	** **	** **	** **	130 92%	** **	94 92%	72 90%	149 92%	21 86%



A9N. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	180	176	165	4	169	164	158	69	175	5	28	46	106
Effective Weighted Sample	134	135	126	3	130	125	120	53	134	3	18	37	81
Total	188	179	167	9	175	171	161	70	180	8	31	46	111
At least daily	51 27%	45 25%	43 26%	** **	44 25%	42 24%	39 24%	23 33%	44 24%	** **	** **	13 29%	27 25%
At least weekly	79 42%	79 44%	74 44%	** **	76 43%	75 44%	71 44%	31 45%	79 44%	** **	** **	18 39%	48 43%
At least monthly	41 22%	37 21%	37 22%	** **	38 22%	39 23%	37 23%	6 9%	40 22%	** **	** **	10 23%	25 22%
Less often	14 7%	14 8%	11 7%	** **	14 8%	12 7%	11 7%	6 9%	14 8%	** **	** **	3 8%	8 8%
Don't know/ can't remember	3 2%	3 2%	3 2%	** **	3 2%	3 2%	3 2%	3 4%	3 2%	** **	** **	1 2%	2 2%
<b>SUMMARY</b>													
DAILY	51 27%	45 25%	43 26%	** **	44 25%	42 24%	39 24%	23 33%	44 24%	** **	** **	13 29%	27 25%
WEEKLY	130 69%	124 70%	116 70%	** **	119 68%	117 68%	110 68%	55 78%	123 68%	** **	** **	31 68%	75 68%
MONTHLY	171 91%	162 90%	153 92%	** **	158 90%	156 91%	147 91%	61 87%	162 91%	** **	** **	41 91%	100 90%

A90. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	*d	e	a	b	*c	d
Unweighted total	702	334	363	115	105	113	95	274	306	186	92	113
Effective Weighted Sample	489	244	250	81	79	88	69	179	217	126	70	73
Total	740	413	322	103	119	108	101	309	322	206	92	113
At least daily	216 29%	138 33%	77 24%	26 25%	28 23%	38 36%	38 38%	86 28%	101 31%	45 22%	36 39%	30 27%
		b									b	
At least weekly	306 41%	188 46%	118 37%	41 40%	48 41%	37 34%	48 47%	132 43%	131 41%	97 47%	39 43%	35 31%
		b								d		
At least monthly	152 20%	60 15%	88 27%	25 24%	27 23%	21 19%	13 13%	66 21%	66 21%	44 21%	10 11%	31 27%
			a									c
Less often	61 8%	24 6%	36 11%	9 9%	16 13%	10 9%	2 1%	24 8%	23 7%	18 9%	6 6%	14 13%
			a	d	d	d						
Don't know/ can't remember	5 1%	3 1%	3 1%	2 2%	- -%	2 2%	1 1%	* *%	* *%	1 1%	* *%	3 3%
												a
<b>SUMMARY</b>												
DAILY	216 29%	138 33%	77 24%	26 25%	28 23%	38 36%	38 38%	86 28%	101 31%	45 22%	36 39%	30 27%
		b									b	
WEEKLY	522 71%	325 79%	195 61%	67 65%	76 64%	75 70%	86 85%	218 71%	232 72%	143 69%	75 82%	65 57%
		b					abce		d		d	
MONTHLY	674 91%	386 93%	283 88%	92 89%	103 87%	96 89%	99 98%	284 92%	299 93%	187 91%	86 93%	95 85%
		b					abc		d			

A90. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	702	505	65	70	61	500	89	253	438	403	279
Effective Weighted Sample	489	394	50	67	57	348	58	190	292	299	178
Total	740	645	48	28	19	532	84	268	461	464	261
At least daily	216	190	14	9	3	157	22	98	117	148	65
	29%	30%	30%	31%	17%	30%	26%	37%	25%	32%	25%
		d						b			
At least weekly	306	266	21	8	11	223	39	104	196	194	108
	41%	41%	44%	28%	56%	42%	46%	39%	42%	42%	42%
		c			ac						
At least monthly	152	128	12	8	4	103	15	48	102	87	58
	20%	20%	25%	27%	23%	19%	18%	18%	22%	19%	22%
Less often	61	56	*	4	*	45	8	15	44	33	28
	8%	9%	1%	14%	2%	8%	10%	6%	10%	7%	11%
		b		bd							
Don't know/ can't remember	5	5	-	-	*	3	-	2	3	2	2
	1%	1%	-%	-%	2%	1%	-%	1%	1%	1%	1%
<b>SUMMARY</b>											
DAILY	216	190	14	9	3	157	22	98	117	148	65
	29%	30%	30%	31%	17%	30%	26%	37%	25%	32%	25%
		d						b			
WEEKLY	522	457	35	16	14	380	60	202	312	342	173
	71%	71%	74%	59%	73%	72%	72%	76%	68%	74%	66%
MONTHLY	674	585	47	24	18	484	76	250	414	429	231
	91%	91%	99%	86%	96%	91%	90%	94%	90%	92%	89%
			ac								

A90. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	702	658	556	44	653	585	536	178	683	19	100	150	452
Effective Weighted Sample	489	468	397	31	453	408	385	137	475	14	63	104	323
Total	740	670	570	70	693	601	541	185	718	22	99	165	476
At least daily	216 29%	191 29%	159 28%	25 36%	204 29%	168 28%	159 29%	64 34%	210 29%	** **	28 29%	46 28%	142 30%
At least weekly	306 41%	281 42%	242 42%	25 35%	286 41%	247 41%	221 41%	69 37%	294 41%	** **	43 43%	62 38%	201 42%
At least monthly	152 20%	140 21%	124 22%	12 17%	145 21%	129 22%	112 21%	35 19%	150 21%	** **	13 13%	42 26%	97 20%
Less often	61 8%	53 8%	41 7%	8 11%	55 8%	52 9%	45 8%	16 9%	59 8%	** **	15 15% c	13 8%	33 7%
Don't know/ can't remember	5 1%	5 1%	5 1%	* 1%	3 1%	5 1%	5 1%	2 1%	5 1%	** **	* *%	2 1%	3 1%
<b>SUMMARY</b>													
DAILY	216 29%	191 29%	159 28%	25 36%	204 29%	168 28%	159 29%	64 34%	210 29%	** **	28 29%	46 28%	142 30%
WEEKLY	522 71%	473 71%	400 70%	50 71%	490 71%	414 69%	379 70%	132 71%	504 70%	** **	71 71%	108 66%	343 72%
MONTHLY	674 91%	612 91%	524 92%	62 88%	635 92%	544 90%	492 91%	168 90%	654 91%	** **	84 84%	150 91%	440 93% a

A9P. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	462	203	257	58	88	122	118	76	139	142	92	86
Effective Weighted Sample	353	162	194	41	68	96	93	60	109	111	70	62
Total	402	206	194	50	83	94	99	77	126	122	81	72
At least daily	99 25%	59 28%	41 21%	10 20%	23 28%	25 27%	22 23%	18 24%	34 27%	31 25%	22 27%	13 18%
At least weekly	188 47%	112 54%	75 38%	22 43%	36 43%	50 53%	47 48%	33 43%	50 40%	61 50%	42 52%	31 44%
At least monthly	89 22%	27 13%	61 31%	13 25%	19 23%	12 12%	23 24%	22 29%	32 25%	19 16%	11 14%	26 37%
Less often	25 6%	6 3%	19 10%	6 11%	5 6%	7 7%	6 6%	1 2%	7 5%	11 9%	6 7%	2 2%
Don't know/ can't remember	2 1%	2 1%	- -%	- -%	- -%	- -%	- -%	2 3%	2 2%	- -%	- -%	- -%
<b>SUMMARY</b>												
DAILY	99 25%	59 28%	41 21%	10 20%	23 28%	25 27%	22 23%	18 24%	34 27%	31 25%	22 27%	13 18%
WEEKLY	287 71%	171 83%	115 59%	32 64%	59 71%	76 80%	69 70%	51 67%	85 68%	92 75%	64 79%	44 61%
MONTHLY	376 93%	198 96%	176 90%	44 89%	78 94%	88 93%	93 94%	73 96%	117 93%	111 91%	75 93%	70 98%

A9P. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	462	314	65	41	42	379	46	183	272	341	110
Effective Weighted Sample	353	266	55	38	40	288	34	136	212	269	79
Total	402	333	40	17	12	325	40	157	239	319	77
At least daily	99 25%	84 25%	9 23%	3 16%	3 28%	75 23%	9 22%	46 30%	52 22%	88 28%	11 14%
At least weekly	188 47%	151 45%	21 53%	10 62% a	6 45%	157 48%	19 47%	81 52%	105 44%	148 46%	37 49%
At least monthly	89 22%	74 22%	9 22%	3 17%	3 22%	71 22%	10 24%	27 17%	60 25%	64 20%	23 30%
Less often	25 6%	22 7%	1 3%	1 4%	1 5%	22 7%	1 3%	3 2%	20 8%	18 6%	4 6%
Don't know/ can't remember	2 1%	2 1%	- -%	- -%	- -%	1 *%	1 3% a	- -%	2 1%	1 *%	1 1%
<b>SUMMARY</b>											
DAILY	99 25%	84 25%	9 23%	3 16%	3 28%	75 23%	9 22%	46 30%	52 22%	88 28%	11 14%
WEEKLY	287 71%	235 70%	30 76%	13 79%	9 73%	231 71%	28 69%	128 81% b	157 66%	236 74%	48 63%
MONTHLY	376 93%	309 93%	39 97%	16 96%	12 95%	303 93%	37 94%	154 98% b	216 91%	300 94%	71 93%

A9P. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	462	452	418	10	425	353	369	89	450	12	77	106	279
Effective Weighted Sample	353	346	320	7	328	273	283	72	345	8	57	81	217
Total	402	393	364	9	369	314	323	83	394	9	60	101	241
At least daily	99 25%	98 25%	93 25%	** **	93 25%	71 23%	79 25%	18 22%	98 25%	** **	19 32%	22 22%	58 24%
At least weekly	188 47%	183 46%	167 46%	** **	177 48%	147 47%	152 47%	42 51%	183 46%	** **	20 33%	53 52%	115 48%
At least monthly	89 22%	86 22%	79 22%	** **	75 20%	73 23%	71 22%	19 23%	86 22%	** **	16 26%	18 18%	55 23%
Less often	25 6%	25 6%	23 6%	** **	21 6%	21 7%	20 6%	3 4%	25 6%	** **	5 8%	8 8%	12 5%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	2 1%	1 *%	1 *%	- -%	2 1%	** **	1 2%	- -%	1 *%
<b>SUMMARY</b>													
DAILY	99 25%	98 25%	93 25%	** **	93 25%	71 23%	79 25%	18 22%	98 25%	** **	19 32%	22 22%	58 24%
WEEKLY	287 71%	281 71%	259 71%	** **	270 73%	219 70%	231 72%	61 73%	280 71%	** **	39 64%	75 74%	174 72%
MONTHLY	376 93%	367 93%	339 93%	** **	345 94%	292 93%	302 94%	80 96%	367 93%	** **	55 90%	93 92%	228 95%

A9Q. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	713	238	471	165	174	189	115	70	208	230	131	137
Effective Weighted Sample	537	185	355	121	131	147	93	52	157	175	98	104
Total	630	246	381	120	170	156	117	67	197	208	105	114
At least daily	176 28%	75 31%	99 26%	28 23%	44 26%	45 29%	41 35%	17 26%	47 24%	56 27%	36 35%	34 30%
At least weekly	284 45%	113 46%	170 45%	42 35%	81 48%	69 44%	56 48%	35 53%	93 47%	99 48%	46 43%	43 38%
At least monthly	122 19%	40 16%	81 21%	28 23%	35 21%	31 20%	14 12%	13 20%	41 21%	44 21%	16 15%	20 18%
Less often	40 6%	15 6%	24 6%	18 15%	9 5%	7 5%	5 5%	* 1%	15 7%	7 3%	6 6%	13 11%
Don't know/ can't remember	8 1%	2 1%	6 2%	3 3%	* *%	4 2%	- -%	1 1%	1 *%	2 1%	1 1%	4 4%
<b>SUMMARY</b>												
DAILY	176 28%	75 31%	99 26%	28 23%	44 26%	45 29%	41 35%	17 26%	47 24%	56 27%	36 35%	34 30%
WEEKLY	460 73%	188 77%	269 71%	71 59%	125 74%	114 73%	97 83%	53 79%	141 71%	155 75%	82 78%	77 68%
MONTHLY	582 92%	229 93%	351 92%	98 82%	161 95%	146 93%	111 95%	66 98%	182 92%	199 96%	98 93%	97 85%



A9Q. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	713	514	82	79	38	559	63	324	373	507	187
Effective Weighted Sample	537	426	73	74	36	422	46	244	284	396	138
Total	630	545	44	30	11	495	50	282	329	497	121
At least daily	176 28%	155 28%	12 27%	8 28%	1 5%	138 28%	12 24%	87 31%	81 25%	150 30%	25 21%
		d	d	d						b	
At least weekly	284 45%	247 45%	20 46%	11 36%	6 56%	222 45%	28 56%	126 45%	151 46%	224 45%	53 44%
					c						
At least monthly	122 19%	99 18%	10 23%	9 30%	3 32%	98 20%	7 13%	47 17%	73 22%	88 18%	30 25%
				a	a						
Less often	40 6%	37 7%	1 2%	1 5%	1 7%	32 7%	2 3%	16 6%	21 6%	30 6%	9 8%
Don't know/ can't remember	8 1%	7 1%	1 1%	* 1%	- -%	5 1%	2 4%	5 2%	3 1%	6 1%	3 2%
<b>SUMMARY</b>											
DAILY	176 28%	155 28%	12 27%	8 28%	1 5%	138 28%	12 24%	87 31%	81 25%	150 30%	25 21%
		d	d	d						b	
WEEKLY	460 73%	402 74%	33 73%	19 63%	7 61%	359 73%	40 80%	213 76%	232 70%	374 75%	79 65%
										b	
MONTHLY	582 92%	501 92%	43 96%	28 94%	10 93%	458 92%	47 93%	260 92%	304 93%	461 93%	109 90%

A9Q. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	713	702	662	11	653	513	528	107	684	29	91	158	464	
Effective Weighted Sample	537	530	500	8	495	392	397	82	518	19	65	121	351	
Total	630	616	578	14	581	452	473	103	605	25	77	143	410	
At least daily	176	169	159	**	165	127	127	31	172	**	23	32	120	
	28%	27%	27%	**	28%	28%	27%	30%	29%	**	30%	23%	29%	
At least weekly	284	281	261	**	262	200	213	42	269	**	32	68	183	
	45%	46%	45%	**	45%	44%	45%	41%	44%	**	42%	48%	45%	
At least monthly	122	118	112	**	109	93	90	20	116	**	16	30	76	
	19%	19%	19%	**	19%	21%	19%	20%	19%	**	20%	21%	19%	
Less often	40	40	38	**	37	25	35	6	40	**	5	11	23	
	6%	6%	7%	**	6%	6%	7%	6%	7%	**	7%	8%	6%	
Don't know/ can't remember	8	8	8	**	7	7	8	4	8	**	1	1	7	
	1%	1%	1%	**	1%	2%	2%	4%	1%	**	1%	1%	2%	
<b>SUMMARY</b>														
DAILY	176	169	159	**	165	127	127	31	172	**	23	32	120	
	28%	27%	27%	**	28%	28%	27%	30%	29%	**	30%	23%	29%	
WEEKLY	460	450	420	**	427	326	340	72	441	**	55	101	304	
	73%	73%	73%	**	74%	72%	72%	70%	73%	**	72%	71%	74%	
MONTHLY	582	568	532	**	536	419	430	93	556	**	71	130	380	
	92%	92%	92%	**	92%	93%	91%	90%	92%	**	92%	91%	93%	

A9R. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	923	332	586	115	158	242	199	209	280	263	190	186
Effective Weighted Sample	687	260	435	85	120	190	153	151	212	199	143	131
Total	842	365	471	89	157	194	191	212	258	246	165	169
At least daily	228 27%	90 25%	134 28%	18 20%	40 26%	53 27%	70 37%	46 22%	75 29%	60 24%	51 31%	41 24%
At least weekly	384 46%	177 48%	204 43%	38 43%	75 48%	95 49%	76 40%	100 47%	108 42%	122 50%	71 43%	82 48%
At least monthly	150 18%	65 18%	85 18%	20 22%	30 19%	32 17%	32 17%	36 17%	47 18%	46 19%	29 18%	27 16%
Less often	72 8%	26 7%	45 10%	12 13% bc	7 4%	11 6%	13 7%	29 14% bcd	24 9%	18 7%	12 7%	17 10%
Don't know/ can't remember	9 1%	7 2% b	2 *% *	1 1%	4 3% d	2 1%	- -%	2 1%	4 2%	* *% *	2 1%	2 1%
<b>SUMMARY</b>												
DAILY	228 27%	90 25%	134 28%	18 20%	40 26%	53 27%	70 37% ae	46 22%	75 29%	60 24%	51 31%	41 24%
WEEKLY	611 73%	267 73%	338 72%	56 63%	115 74%	148 76% a	146 76% a	146 69%	183 71%	182 74%	122 74%	123 73%
MONTHLY	762 90%	332 91%	423 90%	76 86%	145 93%	181 93% ae	178 93% e	182 86%	230 89%	228 93%	151 91%	150 89%

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

A9R. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES c	N IRELAND *d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	923	685	75	131	32	707	126	353	555	641	247
Effective Weighted Sample	687	557	68	114	31	528	95	266	412	499	168
Total	842	738	42	54	9	654	105	311	515	643	177
At least daily	228 27%	201 27%	11 27%	13 25%	2 25%	178 27%	22 21%	98 32% b	122 24%	183 29% b	35 20%
At least weekly	384 46%	337 46%	19 45%	25 47%	3 39%	298 46%	50 48%	133 43%	248 48%	298 46%	78 44%
At least monthly	150 18%	131 18%	8 20%	9 16%	2 21%	118 18%	20 19%	61 20%	86 17%	113 18%	34 19%
Less often	72 8%	62 8%	3 7%	5 10%	1 11%	56 9%	12 11%	18 6%	52 10%	41 6%	27 16% a
Don't know/ can't remember	9 1%	7 1%	* 1%	1 2%	* 4%	4 1%	2 2%	1 *%	8 2%	7 1%	2 1%
<b>SUMMARY</b>											
DAILY	228 27%	201 27%	11 27%	13 25%	2 25%	178 27%	22 21%	98 32% b	122 24%	183 29% b	35 20%
WEEKLY	611 73%	537 73%	30 71%	39 72%	6 64%	476 73%	72 68%	231 74%	369 72%	482 75% b	113 64%
MONTHLY	762 90%	669 91%	38 92%	47 88%	7 85%	594 91%	92 87%	291 94% b	455 88%	594 92% b	147 83%

A9R. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	923	886	812	37	852	629	669	136	881	42	129	210	584
Effective Weighted Sample	687	671	616	25	639	477	510	107	659	29	86	158	446
Total	842	793	724	49	778	573	596	134	801	42	121	188	533
At least daily	228 27%	220 28%	204 28%	8 16%	206 26%	145 25%	155 26%	38 28%	214 27%	13 32%	36 29%	51 27%	141 27%
At least weekly	384 46%	355 45%	327 45%	29 60%	354 46%	256 45%	257 43%	41 31%	365 46%	19 46%	59 48%	89 47%	236 44%
At least monthly	150 18%	142 18%	133 18%	8 17%	140 18%	113 20%	117 20%	30 23%	144 18%	7 16%	19 16%	31 17%	100 19%
Less often	72 8%	68 9%	55 8%	3 7%	69 9%	50 9%	60 10%	20 15% e	69 9%	2 5%	7 6%	15 8%	49 9%
Don't know/ can't remember	9 1%	9 1%	6 1%	1 1%	9 1%	8 1%	6 1%	4 3%	9 1%	1 1%	1 *%	2 1%	7 1%
<b>SUMMARY</b>													
DAILY	228 27%	220 28%	204 28%	8 16%	206 26%	145 25%	155 26%	38 28%	214 27%	13 32%	36 29%	51 27%	141 27%
WEEKLY	611 73%	574 72%	531 73%	37 76%	561 72% d	401 70% d	413 69% d	79 59% d	579 72% d	32 78% d	94 78% d	140 74% d	377 71% d
MONTHLY	762 90%	716 90%	663 92%	45 92%	701 90% d	514 90% d	529 89% d	109 82% d	723 90% d	39 93% d	113 93% d	171 91% d	477 90% d

A9S. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	605	259	343	64	80	120	106	235	192	175	105	129
Effective Weighted Sample	437	194	251	46	62	98	77	167	139	126	84	88
Total	576	292	279	48	85	97	93	253	184	172	90	124
At least daily	147 26%	76 26%	69 25%	9 18%	16 19%	29 30%	27 29%	66 26%	48 26%	42 24%	26 29%	29 23%
At least weekly	275 48%	148 50%	125 45%	22 46%	41 48%	43 45%	38 41%	131 52%	78 42%	90 52%	43 48%	63 51%
At least monthly	111 19%	50 17%	61 22%	11 23%	23 26%	16 17%	25 27%	37 14%	42 23%	30 17%	17 18%	20 16%
Less often	39 7%	16 6%	22 8%	6 12%	5 6%	6 7%	3 3%	19 7%	17 9%	10 6%	4 4%	9 7%
Don't know/ can't remember	4 1%	2 1%	2 1%	* 1%	* 1%	2 2%	- -%	2 1%	- -%	* *%	* *%	4 3% a
<b>SUMMARY</b>												
DAILY	147 26%	76 26%	69 25%	9 18%	16 19%	29 30%	27 29%	66 26%	48 26%	42 24%	26 29%	29 23%
WEEKLY	422 73%	224 77%	194 69%	31 65%	57 67%	73 75%	65 70%	196 78%	125 68%	132 77%	69 77%	92 74%
MONTHLY	533 93%	274 94%	255 91%	42 87%	80 93%	89 92%	90 97%	233 92%	168 91%	162 94%	86 95%	112 90%

A9S. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	605	441	74	67	23	477	77	179	420	375	206
Effective Weighted Sample	437	349	58	63	22	345	56	132	301	290	132
Total	576	497	46	26	6	452	73	162	408	395	166
At least daily	147 26%	132 26%	8 18%	7 25%	** **	120 27%	16 22%	45 27%	99 24%	103 26%	42 25%
At least weekly	275 48%	238 48%	24 52%	9 36%	** **	215 48%	35 48%	76 47%	198 49%	197 50%	70 43%
At least monthly	111 19%	90 18%	11 23%	8 30%	** **	81 18%	19 26%	32 20%	79 19%	70 18%	38 23%
Less often	39 7%	33 7%	3 7%	2 7%	** **	33 7%	3 4%	9 6%	28 7%	23 6%	13 8%
Don't know/ can't remember	4 1%	4 1%	- -%	* 2%	** **	2 *%	- -%	* *%	4 1%	2 1%	2 1%
<b>SUMMARY</b>											
DAILY	147 26%	132 26%	8 18%	7 25%	** **	120 27%	16 22%	45 27%	99 24%	103 26%	42 25%
WEEKLY	422 73%	370 74%	32 70%	16 61%	** **	336 74%	51 69%	121 74%	297 73%	300 76%	112 68%
MONTHLY	533 93%	460 93%	43 93%	24 91%	** **	417 92%	70 96%	152 94%	376 92%	370 94%	151 91%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9S. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	605	564	510	41	567	427	408	93	582	23	100	139	366	
Effective Weighted Sample	437	415	375	28	409	314	304	70	420	18	67	104	268	
Total	576	522	473	54	542	404	376	90	554	21	101	134	341	
At least daily	147 26%	128 25%	117 25%	19 36%	138 25%	90 22%	92 25%	25 28%	142 26%	** **	29 29%	29 22%	89 26%	
At least weekly	275 48%	250 48%	226 48%	24 45%	258 48%	192 47%	170 45%	33 37%	263 47%	** **	49 49%	69 52%	156 46%	
At least monthly	111 19%	105 20%	94 20%	5 10%	105 19%	88 22%	80 21%	21 23%	108 19%	** **	17 17%	23 18%	70 21%	
Less often	39 7%	36 7%	34 7%	3 6%	37 7%	32 8%	31 8%	9 10%	38 7%	** **	6 5%	10 8%	23 7%	
Don't know/ can't remember	4 1%	2 *%	2 1%	2 3%	4 1%	2 1%	2 1%	2 2%	4 1%	** **	- -%	2 1%	2 1%	
<b>SUMMARY</b>														
DAILY	147 26%	128 25%	117 25%	19 36%	138 25%	90 22%	92 25%	25 28%	142 26%	** **	29 29%	29 22%	89 26%	
WEEKLY	422 73%	378 73%	343 72%	43 81%	396 73%	282 70%	262 70%	59 65%	404 73%	** **	78 78%	98 74%	245 72%	
MONTHLY	533 93%	484 93%	437 92%	49 91%	500 92%	370 92%	343 91%	79 88%	512 92%	** **	95 95%	122 91%	316 93%	



A9T. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	452	149	299	113	112	121	72	34	141	129	89	89
Effective Weighted Sample	334	116	223	80	84	95	56	23	106	95	68	63
Total	424	175	246	87	110	110	82	35	141	119	81	78
At least daily	109 26%	50 29%	57 23%	22 25%	24 22%	34 31%	23 28%	7 19%	29 20%	31 26%	26 33%	20 26%
At least weekly	181 43%	76 44%	103 42%	30 34%	53 48%	44 40%	37 45%	17 49%	65 46%	52 44%	33 41%	29 38%
At least monthly	100 23%	36 21%	64 26%	27 31%	25 23%	21 19%	20 25%	6 17%	40 28%	26 22%	15 19%	18 24%
Less often	30 7%	10 6%	20 8%	8 9%	8 7%	6 6%	2 3%	5 15% d	7 5%	10 9%	6 7%	7 9%
Don't know/ can't remember	4 1%	2 1%	2 1%	1 1%	- -%	3 3%	- -%	- -%	- -%	* *%	1 1%	3 4%
<b>SUMMARY</b>												
DAILY	109 26%	50 29%	57 23%	22 25%	24 22%	34 31%	23 28%	7 19%	29 20%	31 26%	26 33%	20 26%
WEEKLY	290 68%	126 72%	161 65%	52 59%	77 70%	78 71%	59 73%	24 68%	94 67%	83 69%	59 73%	49 64%
MONTHLY	390 92%	162 93%	224 91%	79 90%	102 93%	100 91%	80 97%	30 85%	134 95%	109 91%	75 92%	68 87%

A9T. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	452	346	27	52	26	347	39	222	221	317	116
Effective Weighted Sample	334	281	24	48	24	257	27	162	166	246	83
Total	424	382	15	20	7	329	32	214	201	333	79
At least daily	109 26%	100 26%	** **	4 18%	** **	82 25%	4 13%	64 30%	41 21%	85 26%	21 27%
								b			
At least weekly	181 43%	163 43%	** **	9 45%	** **	139 42%	20 62%	89 42%	91 45%	143 43%	32 40%
At least monthly	100 23%	90 24%	** **	5 22%	** **	79 24%	5 17%	48 22%	49 24%	82 25%	15 19%
Less often	30 7%	24 6%	** **	3 15%	** **	26 8%	3 8%	12 6%	17 8%	20 6%	10 12%
				a							
Don't know/ can't remember	4 1%	3 1%	** **	- -%	** **	2 1%	- -%	- -%	3 2%	2 1%	2 2%
<b>SUMMARY</b>											
DAILY	109 26%	100 26%	** **	4 18%	** **	82 25%	4 13%	64 30%	41 21%	85 26%	21 27%
								b			
WEEKLY	290 68%	263 69%	** **	13 63%	** **	222 67%	24 75%	154 72%	133 66%	229 69%	53 67%
MONTHLY	390 92%	354 93%	** **	17 85%	** **	300 91%	29 92%	201 94%	181 90%	311 93%	68 86%
										b	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9T. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	452	441	419	11	428	357	344	90	443	9	46	100	306
Effective Weighted Sample	334	327	312	8	318	265	255	72	329	5	31	81	223
Total	424	410	390	15	403	339	324	93	416	8	38	97	289
At least daily	109 26%	107 26%	106 27%	** **	101 25%	86 25%	84 26%	27 29%	104 25%	** **	11 29%	25 25%	74 25%
At least weekly	181 43%	175 43%	165 42%	** **	176 44%	141 42%	134 41%	37 40%	179 43%	** **	19 51%	45 47%	116 40%
At least monthly	100 23%	95 23%	91 23%	** **	93 23%	83 24%	80 25%	20 21%	99 24%	** **	4 10%	19 20%	77 26%
Less often	30 7%	29 7%	24 6%	** **	29 7%	26 8%	23 7%	7 8%	29 7%	** **	3 8%	8 8%	19 6%
Don't know/ can't remember	4 1%	4 1%	4 1%	** **	4 1%	2 1%	2 1%	2 2%	4 1%	** **	1 2%	- -%	3 1%
<b>SUMMARY</b>													
DAILY	109 26%	107 26%	106 27%	** **	101 25%	86 25%	84 26%	27 29%	104 25%	** **	11 29%	25 25%	74 25%
WEEKLY	290 68%	281 69%	271 69%	** **	277 69%	227 67%	218 67%	64 69%	283 68%	** **	30 80%	70 72%	190 66%
MONTHLY	390 92%	376 92%	362 93%	** **	370 92%	310 91%	298 92%	84 90%	382 92%	** **	34 90%	89 92%	267 92%

A9U. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 *d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	399	146	250	53	69	106	72	99	139	117	70	70
Effective Weighted Sample	297	115	185	38	52	82	59	68	106	83	56	51
Total	373	166	205	52	65	90	71	95	138	113	63	57
At least daily	88 24%	42 25%	46 22%	13 24%	16 25%	22 24%	25 35%	13 14%	31 22%	32 28%	14 22%	12 20%
At least weekly	169 45%	77 47%	91 45%	23 44%	30 46%	43 47%	28 39%	45 48%	54 39%	55 49%	30 47%	30 52%
At least monthly	81 22%	32 19%	48 23%	15 28%	13 20%	19 21%	15 21%	20 21%	37 27%	15 13%	16 25%	13 22%
Less often	34 9%	15 9%	19 9%	2 3%	6 9%	7 8%	4 5%	16 17%	16 12%	11 10%	3 5%	3 5%
Don't know/ can't remember	* *%	- -%	* *%	- -%	* 1%	- -%	- -%	- -%	- -%	- -%	* 1%	- -%
<b>SUMMARY</b>												
DAILY	88 24%	42 25%	46 22%	13 24%	16 25%	22 24%	25 35%	13 14%	31 22%	32 28%	14 22%	12 20%
WEEKLY	257 69%	119 72%	137 67%	35 69%	46 70%	64 71%	53 74%	59 62%	85 61%	87 77%	44 69%	41 72%
MONTHLY	339 91%	151 91%	185 90%	50 97%	59 91%	83 92%	68 95%	78 83%	122 88%	102 90%	60 94%	54 95%

A9U. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	399	285	39	45	29	315	47	151	244	277	108
Effective Weighted Sample	297	236	36	42	28	237	34	113	182	217	71
Total	373	324	22	19	8	298	33	141	229	281	83
At least daily	88 24%	79 24%	3 14%	4 24%	** **	69 23%	4 11%	37 27%	50 22%	76 27%	12 14%
										b	
At least weekly	169 45%	142 44%	13 59%	10 51%	** **	137 46%	15 45%	66 47%	103 45%	124 44%	42 51%
At least monthly	81 22%	73 22%	4 16%	4 22%	** **	61 20%	13 39%	30 21%	48 21%	56 20%	21 25%
							a				
Less often	34 9%	31 10%	2 9%	1 4%	** **	31 10%	2 6%	7 5%	27 12%	24 9%	9 11%
									a		
Don't know/ can't remember	* *%	- -%	* 2%	- -%	** **	* *%	- -%	- -%	* *%	* *%	- -%
			a								
<b>SUMMARY</b>											
DAILY	88 24%	79 24%	3 14%	4 24%	** **	69 23%	4 11%	37 27%	50 22%	76 27%	12 14%
										b	
WEEKLY	257 69%	220 68%	16 73%	14 74%	** **	205 69%	18 55%	104 74%	153 67%	200 71%	54 65%
MONTHLY	339 91%	293 90%	20 89%	18 96%	** **	266 89%	31 94%	134 95%	201 88%	257 91%	75 89%
								b			

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A9U. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	399	380	345	19	376	293	297	69	394	5	64	81	254
Effective Weighted Sample	297	285	258	14	280	221	222	55	293	4	47	57	193
Total	373	350	322	23	352	269	280	70	370	3	55	80	238
At least daily	88 24%	84 24%	83 26%	** **	85 24%	63 24%	65 23%	20 29%	88 24%	** **	17 30%	13 17%	58 24%
At least weekly	169 45%	159 45%	145 45%	** **	161 46%	117 44%	128 46%	27 38%	166 45%	** **	26 48%	40 50%	102 43%
At least monthly	81 22%	75 22%	67 21%	** **	73 21%	61 23%	60 22%	12 16%	81 22%	** **	8 15%	19 24%	54 23%
Less often	34 9%	31 9%	28 9%	** **	33 9%	28 10%	27 10%	12 16%	34 9%	** **	4 7%	7 9%	24 10%
Don't know/ can't remember	* *%	* *%	- -%	** **	* *%	- -%	- -%	- -%	* *%	** **	- -%	* 1%	- -%
<b>SUMMARY</b>													
DAILY	88 24%	84 24%	83 26%	** **	85 24%	63 24%	65 23%	20 29%	88 24%	** **	17 30%	13 17%	58 24%
WEEKLY	257 69%	243 70%	228 71%	** **	246 70%	181 67%	193 69%	47 67%	255 69%	** **	43 78%	54 67%	161 67%
MONTHLY	339 91%	319 91%	294 91%	** **	318 90%	242 90%	253 90%	59 84%	335 91%	** **	51 93%	72 91%	215 90%

A9V. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	*b	*c	*d	*e	*a	*b	*c	^d
Unweighted total	221	117	100	32	46	66	45	32	87	56	47	29
Effective Weighted Sample	172	95	76	26	36	54	36	26	69	43	39	23
Total	219	131	84	33	59	56	45	25	79	66	48	23
At least daily	80	56	23	7	23	22	20	8	34	28	12	**
	37%	43%	27%	20%	39%	40%	43%	32%	43%	42%	25%	**
		b										
At least weekly	79	47	32	9	17	24	20	9	31	23	16	**
	36%	36%	38%	26%	29%	43%	44%	35%	39%	35%	34%	**
At least monthly	43	20	23	12	16	5	6	5	12	11	14	**
	20%	16%	28%	36%	27%	9%	12%	20%	15%	17%	30%	**
				cd	c							
Less often	15	7	6	5	3	4	-	3	2	2	5	**
	7%	5%	7%	14%	5%	8%	-%	12%	3%	4%	11%	**
				d				d				
Don't know/ can't remember	2	*	-	1	-	-	-	*	*	1	-	**
	1%	*%	-%	4%	-%	-%	-%	2%	1%	2%	-%	**
<b>SUMMARY</b>												
DAILY	80	56	23	7	23	22	20	8	34	28	12	**
	37%	43%	27%	20%	39%	40%	43%	32%	43%	42%	25%	**
		b										
WEEKLY	159	103	55	15	41	47	40	17	65	51	28	**
	73%	79%	65%	46%	69%	83%	88%	67%	82%	77%	59%	**
		b				a	ae		c			
MONTHLY	203	123	78	27	57	52	45	21	77	62	43	**
	92%	95%	93%	82%	95%	92%	100%	86%	96%	94%	89%	**
							ae					

A9V. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	221	171	19	20	11	170	14	116	98	164	53
Effective Weighted Sample	172	145	18	19	10	136	9	93	73	130	42
Total	219	197	11	8	3	163	12	121	89	177	40
At least daily	80 37%	74 38%	**	**	**	67 41%	**	46 38%	30 34%	69 39%	11 29%
At least weekly	79 36%	70 36%	**	**	**	51 31%	**	46 38%	33 37%	63 36%	15 38%
At least monthly	43 20%	38 19%	**	**	**	32 20%	**	22 18%	19 21%	32 18%	12 29%
Less often	15 7%	13 6%	**	**	**	11 7%	**	7 5%	7 8%	13 7%	2 4%
Don't know/ can't remember	2 1%	1 1%	**	**	**	1 1%	**	- -%	* 1%	* *%	- -%
<b>SUMMARY</b>											
DAILY	80 37%	74 38%	**	**	**	67 41%	**	46 38%	30 34%	69 39%	11 29%
WEEKLY	159 73%	144 73%	**	**	**	118 72%	**	92 76%	63 70%	132 74%	27 67%
MONTHLY	203 92%	183 93%	**	**	**	150 92%	**	115 95%	82 92%	163 93%	38 96%



A9V. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	221	218	208	3	209	192	195	60	216	5	18	53	150
Effective Weighted Sample	172	169	162	3	163	150	153	48	168	4	14	40	118
Total	219	216	209	3	204	187	191	62	211	8	18	55	146
At least daily	80 37%	79 37%	78 37%	** **	79 39%	70 38%	72 38%	32 51%	79 37%	** **	** **	18 33%	57 39%
At least weekly	79 36%	78 36%	75 36%	** **	73 36%	66 35%	63 33%	20 32%	73 35%	** **	** **	22 41%	52 35%
At least monthly	43 20%	43 20%	42 20%	** **	40 20%	36 19%	42 22%	6 9%	43 21%	** **	** **	10 19%	26 18%
Less often	15 7%	15 7%	13 6%	** **	12 6%	15 8%	13 7%	5 7%	15 7%	** **	** **	4 7%	11 7%
Don't know/ can't remember	2 1%	* *%	- -%	** **	* *%	* *%	* *%	- -%	* *%	** **	** **	- -%	* *%
<b>SUMMARY</b>													
DAILY	80 37%	79 37%	78 37%	** **	79 39%	70 38%	72 38%	32 51%	79 37%	** **	** **	18 33%	57 39%
WEEKLY	159 73%	157 73%	153 73%	** **	152 74%	136 73%	135 71%	51 83%	152 72%	** **	** **	41 74%	109 74%
MONTHLY	203 92%	200 93%	195 94%	** **	192 94%	172 92%	177 93%	57 93%	196 93%	** **	** **	51 93%	135 92%

A9W. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 ^c	DE *d
Significance Level: 95%												
Unweighted total	218	125	93	19	34	40	46	79	95	54	28	40
Effective Weighted Sample	159	90	70	15	28	32	36	53	68	41	20	31
Total	261	161	100	18	43	42	52	106	116	72	32	40
At least daily	119 46%	68 42%	51 51%	** **	16 37%	13 30%	24 47%	58 55% c	45 39%	43 60% a	** **	20 50%
At least weekly	84 32%	61 38%	23 23%	** **	16 37%	15 36%	19 36%	29 28%	43 37%	17 23%	** **	8 20%
At least monthly	43 17%	23 15%	20 20%	** **	9 21%	10 23%	8 15%	14 13%	22 19%	8 12%	** **	9 23%
Less often	11 4%	6 4%	6 6%	** **	2 5%	3 6%	2 3%	3 3%	6 5%	4 5%	** **	1 1%
Don't know/ can't remember	4 1%	3 2%	1 1%	** **	- -%	2 4%	- -%	2 2%	- -%	- -%	** **	2 6% a
<b>SUMMARY</b>												
DAILY	119 46%	68 42%	51 51%	** **	16 37%	13 30%	24 47%	58 55% c	45 39%	43 60% a	** **	20 50%
WEEKLY	203 78%	129 80%	74 74%	** **	32 75%	28 66%	43 82%	87 82%	89 76%	60 83%	** **	28 69%
MONTHLY	246 94%	152 95%	94 94%	** **	41 95%	37 90%	51 97%	101 95%	110 95%	68 95%	** **	37 93%

A9W. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	218	179	14	14	11	181	16	72	142	152	63
Effective Weighted Sample	159	141	12	14	10	134	9	57	102	115	41
Total	261	242	9	6	4	220	16	80	174	192	66
At least daily	119 46%	111 46%	** **	** **	** **	96 43%	** **	28 35%	89 51%	79 41%	38 57%
At least weekly	84 32%	79 32%	** **	** **	** **	72 32%	** **	37 46%	43 25%	69 36%	15 23%
At least monthly	43 17%	39 16%	** **	** **	** **	40 18%	** **	14 17%	28 16%	33 17%	9 14%
Less often	11 4%	9 4%	** **	** **	** **	10 5%	** **	1 2%	10 6%	7 4%	4 6%
Don't know/ can't remember	4 1%	4 2%	** **	** **	** **	3 1%	** **	- -%	4 2%	4 2%	- -%
<b>SUMMARY</b>											
DAILY	119 46%	111 46%	** **	** **	** **	96 43%	** **	28 35%	89 51%	79 41%	38 57%
WEEKLY	203 78%	190 78%	** **	** **	** **	167 76%	** **	65 81%	132 76%	148 77%	52 79%
MONTHLY	246 94%	229 95%	** **	** **	** **	207 94%	** **	79 98%	160 92%	181 94%	62 94%

A9W. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	218	209	185	9	207	169	172	62	213	5	37	52	129
Effective Weighted Sample	159	158	139	7	152	126	134	50	157	3	21	38	103
Total	261	240	215	21	244	192	194	63	253	8	45	69	147
At least daily	119 46%	109 46%	98 45%	** **	115 47%	81 42%	81 42%	25 40%	115 45%	** **	24 54%	32 47%	63 43%
At least weekly	84 32%	74 31%	66 30%	** **	78 32%	63 33%	59 31%	16 26%	80 32%	** **	16 37%	22 31%	46 31%
At least monthly	43 17%	42 17%	38 17%	** **	38 16%	39 20%	39 20%	14 22%	43 17%	** **	2 4%	13 19%	28 19%
Less often	11 4%	11 5%	11 5%	** **	9 4%	6 3%	11 6%	6 10%	11 5%	** **	3 6%	1 1%	8 5%
Don't know/ can't remember	4 1%	4 2%	4 2%	** **	4 1%	2 1%	3 2%	2 3%	4 1%	** **	- -%	1 2%	2 2%
<b>SUMMARY</b>													
DAILY	119 46%	109 46%	98 45%	** **	115 47%	81 42%	81 42%	25 40%	115 45%	** **	24 54%	32 47%	63 43%
WEEKLY	203 78%	184 76%	163 76%	** **	193 79%	144 75%	140 73%	41 66%	195 77%	** **	41 90%	53 78%	109 74%
MONTHLY	246 94%	225 94%	201 93%	** **	231 95%	183 95%	180 93%	55 88%	238 94%	** **	42 94%	67 97%	137 93%

A9X. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	86	52	34	15	21	20	8	22	45	22	11	8	
Effective Weighted Sample	69	44	25	11	16	18	7	19	36	18	10	6	
Total	91	60	32	14	28	21	9	19	50	22	12	7	
At least daily	20 22%	16 26%	5 15%	** **	** **	** **	** **	** **	11 21%	** **	** **	** **	** **
At least weekly	43 47%	25 43%	18 56%	** **	** **	** **	** **	** **	25 51%	** **	** **	** **	** **
At least monthly	19 21%	13 22%	6 19%	** **	** **	** **	** **	** **	10 19%	** **	** **	** **	** **
Less often	5 6%	5 9%	- -%	** **	** **	** **	** **	** **	4 8%	** **	** **	** **	** **
Don't know/ can't remember	3 3%	- -%	3 10% a	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	20 22%	16 26%	5 15%	** **	** **	** **	** **	** **	11 21%	** **	** **	** **	** **
WEEKLY	63 69%	41 69%	22 71%	** **	** **	** **	** **	** **	36 72%	** **	** **	** **	** **
MONTHLY	83 91%	54 91%	28 90%	** **	** **	** **	** **	** **	46 91%	** **	** **	** **	** **

A9X. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING ^b
Significance Level: 95%											
Unweighted total	86	67	11	6	2	60	7	42	44	61	25
Effective Weighted Sample	69	58	9	6	2	48	6	35	34	51	20
Total	91	82	6	3	1	62	7	51	41	73	18
At least daily	20 22%	19 24%	** **	** **	** **	13 21%	** **	17 33% b	4 9%	19 26%	** **
At least weekly	43 47%	38 47%	** **	** **	** **	28 45%	** **	21 42%	22 54%	33 46%	** **
At least monthly	19 21%	17 20%	** **	** **	** **	16 25%	** **	10 19%	10 24%	13 18%	** **
Less often	5 6%	5 6%	** **	** **	** **	3 5%	** **	3 6%	2 6%	5 6%	** **
Don't know/ can't remember	3 3%	3 3%	** **	** **	** **	2 3%	** **	* 1%	3 7%	3 4%	** **
<b>SUMMARY</b>											
DAILY	20 22%	19 24%	** **	** **	** **	13 21%	** **	17 33% b	4 9%	19 26%	** **
WEEKLY	63 69%	57 70%	** **	** **	** **	41 66%	** **	38 75%	26 63%	52 72%	** **
MONTHLY	83 91%	74 91%	** **	** **	** **	56 91%	** **	47 94%	35 87%	65 90%	** **

A9X. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS *d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c
Significance Level: 95%													
Unweighted total	86	84	79	2	85	86	79	42	86	-	8	20	58
Effective Weighted Sample	69	67	64	2	68	69	63	34	69	-	7	15	48
Total	91	90	87	1	91	91	85	43	91	-	11	18	63
At least daily	20 22%	20 22%	19 22%	** **	20 22%	20 22%	20 24%	9 21%	20 22%	** **	** **	** **	15 24%
At least weekly	43 47%	43 48%	41 48%	** **	43 47%	43 47%	41 48%	23 54%	43 47%	** **	** **	** **	28 45%
At least monthly	19 21%	19 22%	18 21%	** **	19 21%	19 21%	17 20%	8 19%	19 21%	** **	** **	** **	14 22%
Less often	5 6%	5 6%	5 6%	** **	5 6%	5 6%	4 5%	1 3%	5 6%	** **	** **	** **	3 5%
Don't know/ can't remember	3 3%	2 3%	2 3%	** **	3 3%	3 3%	3 4%	1 3%	3 3%	** **	** **	** **	2 4%
<b>SUMMARY</b>													
DAILY	20 22%	20 22%	19 22%	** **	20 22%	20 22%	20 24%	9 21%	20 22%	** **	** **	** **	15 24%
WEEKLY	63 69%	63 70%	61 70%	** **	63 70%	63 69%	61 72%	32 75%	63 69%	** **	** **	** **	43 69%
MONTHLY	83 91%	82 91%	79 91%	** **	83 91%	83 91%	78 92%	40 94%	83 91%	** **	** **	** **	57 91%

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC News site/ app	1770 41%	956 46%	806 37%	155 30%	329 42%	316 46%	365 53%	604 38%	681 53%	564 46%	246 36%	260 26%
		b			a	ae	abce	a	bcd	cd	d	
BBC Weather site/ app	1250 29%	610 29%	635 29%	107 20%	214 27%	195 28%	253 36%	479 30%	497 39%	383 31%	178 26%	183 18%
					a	a	abce	a	bcd	d	d	
BBC Sport site/ app	867 20%	691 33%	174 8%	81 15%	162 21%	167 24%	151 22%	305 19%	365 28%	247 20%	127 19%	122 12%
		b			a	ae	a		bcd	d	d	
BBC Bitesize site/ app	318 7%	134 6%	177 8%	107 21%	78 10%	71 10%	43 6%	19 1%	128 10%	91 7%	61 9%	35 3%
				bcde	de	de	e		d	d	d	
BBC iPlayer Kids site/ app	218 5%	99 5%	116 5%	63 12%	75 10%	55 8%	13 2%	11 1%	66 5%	69 6%	51 8%	31 3%
				cde	de	de	e		d	d	d	
BBC CBeebies Playtime site/ app	181 4%	86 4%	92 4%	42 8%	68 9%	48 7%	16 2%	7 *	67 5%	42 3%	40 6%	31 3%
				de	de	de	e		d		bd	
BBC Newsround site	151 4%	71 3%	80 4%	33 6%	26 3%	39 6%	25 4%	29 2%	60 5%	35 3%	32 5%	23 2%
				bde		be	e		bd		d	
BBC CBeebies Storytime site/ app	137 3%	61 3%	74 3%	38 7%	53 7%	32 5%	8 1%	6 *	53 4%	32 3%	28 4%	23 2%
				de	de	de			d			
Any other BBC site or app	41 1%	20 1%	21 1%	2 *	2 *	7 1%	11 2%	20 1%	16 1%	13 1%	4 1%	8 1%
							ab	b				
None of these	1793 42%	784 38%	988 46%	205 39%	274 35%	256 38%	243 35%	807 50%	367 28%	497 40%	292 43%	599 59%
			a					abcd		a	a	abc

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC News site/ app	1770 41%	1472 41%	136 40%	100 47% ab	62 48% ab	1381 43%	209 44%	505 41%	1234 42%	1268 48% b	470 31%
BBC Weather site/ app	1250 29%	1042 29%	98 28%	74 35% a	36 28%	955 29%	169 35% a	336 27%	889 30%	851 32% b	372 25%
BBC Sport site/ app	867 20%	723 20%	75 22%	46 22%	23 17%	655 20%	99 21%	305 25% b	543 19%	649 24% b	202 13%
BBC Bitesize site/ app	318 7%	269 7%	26 8%	16 8%	7 5%	216 7% b	15 3%	210 17% b	99 3%	253 9% b	63 4%
BBC iPlayer Kids site/ app	218 5%	191 5% d	17 5% d	7 3%	3 2%	151 5%	12 2%	154 12% b	59 2%	174 7% b	42 3%
BBC CBeebies Playtime site/ app	181 4%	164 5% cd	10 3%	5 2%	3 2%	121 4% b	4 1%	138 11% b	40 1%	136 5% b	41 3%
BBC Newsround site	151 4%	130 4%	12 4%	5 2%	4 3%	110 3%	10 2%	89 7% b	58 2%	117 4% b	33 2%
BBC CBeebies Storytime site/ app	137 3%	121 3% d	9 3%	5 2%	2 1%	97 3% b	2 **%	98 8% b	35 1%	114 4% b	21 1%
Any other BBC site or app	41 1%	35 1%	3 1%	2 1%	1 1%	32 1%	6 1%	7 1%	34 1%	26 1%	15 1%
None of these	1793 42%	1507 42%	153 44%	81 38%	52 40%	1337 41%	207 43%	411 33%	1327 45% a	893 34%	824 55% a

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC News site/ app	1770	1702	1453	68	1699	1296	1770	462	1770	-	160	319	1292
	41%	46%	47%	11%	45%	50%	71%	75%	45%	-%	21%	30%	52%
		c	c		f	aef	abef	abef	f			a	ab
BBC Weather site/ app	1250	1199	1007	52	1202	982	1250	311	1250	-	122	228	901
	29%	32%	32%	9%	32%	38%	50%	51%	32%	-%	16%	22%	36%
		c	c		f	aef	abef	abef	f			a	ab
BBC Sport site/ app	867	833	721	34	845	677	867	249	867	-	85	165	616
	20%	23%	23%	6%	22%	26%	35%	41%	22%	-%	11%	16%	25%
		c	c		f	aef	abef	abcef	f			a	ab
BBC Bitesize site/ app	318	315	307	3	304	275	318	96	318	-	31	74	213
	7%	9%	10%	*%	8%	11%	13%	16%	8%	-%	4%	7%	9%
		c	c		f	aef	abef	abef	f			a	a
BBC iPlayer Kids site/ app	218	218	211	-	212	186	218	60	218	-	11	47	159
	5%	6%	7%	-%	6%	7%	9%	10%	6%	-%	2%	4%	6%
		c	c		f	aef	aef	aef	f			a	a
BBC CBeebies Playtime site/ app	181	180	178	*	172	160	181	56	181	-	17	43	121
	4%	5%	6%	*%	5%	6%	7%	9%	5%	-%	2%	4%	5%
		c	c		f	aef	aef	abef	f				a
BBC Newsround site	151	147	138	4	147	125	151	48	151	-	11	28	111
	4%	4%	4%	1%	4%	5%	6%	8%	4%	-%	1%	3%	4%
		c	c		f	f	aef	abef	f				ab
BBC CBeebies Storytime site/ app	137	137	134	-	135	121	137	31	137	-	17	37	83
	3%	4%	4%	-%	4%	5%	5%	5%	3%	-%	2%	3%	3%
		c	c		f	ef	aef	f	f				
Any other BBC site or app	41	40	30	1	41	35	41	23	41	-	3	6	33
	1%	1%	1%	*%	1%	1%	2%	4%	1%	-%	*%	1%	1%
							f	abcef					
None of these	1793	1288	1047	505	1384	732	-	53	1433	360	488	541	763
	42%	35%	34%	84%	37%	28%	-%	9%	36%	100%	65%	51%	31%
				ab	bcd	cd		c	bcd	abcde	bc	c	

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

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1961	923	1030	201	335	396	403	626	736	612	287	310
Effective Weighted Sample	1442	698	761	139	257	305	311	441	553	458	218	204
Total	1704	917	779	155	325	311	353	561	667	536	234	250
At least daily	994 58%	578 63%	411 53%	73 47%	178 55%	178 57%	235 67%	329 59%	415 62%	315 59%	121 52%	136 55%
		b					abce	a	c			
At least weekly	525 31%	259 28%	263 34%	38 25%	115 35%	107 34%	87 25%	178 32%	182 27%	169 32%	93 40%	78 31%
			a		ad	ad		d			ab	
At least monthly	122 7%	56 6%	66 9%	29 19%	22 7%	13 4%	25 7%	32 6%	53 8%	31 6%	14 6%	23 9%
				bcde								
Less often	45 3%	19 2%	26 3%	9 6%	5 2%	11 4%	4 1%	16 3%	15 2%	15 3%	3 1%	9 4%
				bd		d						
Don't know/ can't remember	18 1%	6 1%	12 2%	5 3%	4 1%	2 1%	2 1%	5 1%	1 *%	7 1%	4 2%	4 2%
				cde						a	a	a
<b>SUMMARY</b>												
DAILY	994 58%	578 63%	411 53%	73 47%	178 55%	178 57%	235 67%	329 59%	415 62%	315 59%	121 52%	136 55%
		b					abce	a	c			
WEEKLY	1519 89%	837 91%	674 87%	111 72%	293 90%	285 92%	322 91%	507 90%	597 89%	484 90%	214 91%	214 86%
		b			a	a	a	a				
MONTHLY	1641 96%	893 97%	740 95%	141 91%	316 97%	298 96%	347 98%	540 96%	650 97%	515 96%	228 97%	237 95%
		b			a	a	a	a				

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

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1961	1295	219	241	205	1539	253	572	1361	1292	614
Effective Weighted Sample	1442	1075	187	225	194	1142	181	431	991	996	415
Total	1704	1413	133	97	61	1347	200	501	1178	1232	440
At least daily	994 58%	828 59%	78 59%	52 54%	35 58%	786 58%	113 57%	301 60%	681 58%	734 60%	248 56%
At least weekly	525 31%	428 30%	40 30%	37 38%	20 33%	418 31%	67 34%	149 30%	370 31%	379 31%	133 30%
At least monthly	122 7%	102 7%	10 8%	6 6%	5 8%	96 7%	13 6%	35 7%	83 7%	83 7%	36 8%
Less often	45 3%	40 3%	3 2%	2 2%	1 1%	34 3%	6 3%	11 2%	34 3%	28 2%	15 3%
Don't know/ can't remember	18 1%	15 1%	2 2%	1 1%	- -%	13 1%	1 *%	5 1%	10 1%	8 1%	8 2%
<b>SUMMARY</b>											
DAILY	994 58%	828 59%	78 59%	52 54%	35 58%	786 58%	113 57%	301 60%	681 58%	734 60%	248 56%
WEEKLY	1519 89%	1257 89%	118 89%	89 92%	55 91%	1204 89%	181 90%	450 90%	1051 89%	1113 90%	381 87%
MONTHLY	1641 96%	1358 96%	128 96%	94 98%	60 99%	1300 97%	193 97%	484 97%	1134 96%	1196 97%	417 95%

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

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1961	1893	1615	68	1872	1404	1961	478	1961	-	198	364	1399
Effective Weighted Sample	1442	1394	1188	48	1379	1034	1442	368	1442	-	141	267	1035
Total	1704	1644	1409	60	1636	1244	1704	448	1704	-	156	306	1242
At least daily	994 58%	961 58%	832 59%	33 55%	964 59%	764 61%	994 58%	295 66% ace	994 58%	** **	74 47%	161 53%	759 61% ab
At least weekly	525 31%	505 31%	422 30%	20 33%	505 31%	361 29%	525 31%	120 27%	525 31%	** **	48 31%	98 32%	379 31%
At least monthly	122 7%	119 7%	101 7%	3 5%	112 7%	87 7%	122 7%	24 5%	122 7%	** **	19 12% c	32 10% c	71 6%
Less often	45 3%	42 3%	39 3%	2 4%	40 2%	25 2%	45 3%	6 1%	45 3%	** **	11 7% bc	6 2%	27 2%
Don't know/ can't remember	18 1%	16 1%	15 1%	1 2%	15 1%	7 1%	18 1%	3 1%	18 1%	** **	4 2% c	9 3% c	5 *%
<b>SUMMARY</b>													
DAILY	994 58%	961 58%	832 59%	33 55%	964 59%	764 61%	994 58%	295 66% ace	994 58%	** **	74 47%	161 53%	759 61% ab
WEEKLY	1519 89%	1466 89%	1255 89%	53 88%	1470 90%	1125 90%	1519 89%	415 93% ce	1519 89%	** **	122 78%	259 85%	1139 92% ab
MONTHLY	1641 96%	1585 96%	1356 96%	56 94%	1581 97%	1212 97%	1641 96%	439 98%	1641 96%	** **	141 91%	290 95%	1210 97% ab

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	b	c	d	e	a	b	c	d
Unweighted total	892	671	218	98	157	191	159	287	375	245	130	137
Effective Weighted Sample	683	520	168	73	123	152	122	217	293	189	102	95
Total	829	661	168	81	160	164	146	279	361	232	117	115
At least daily	397 48%	345 52% b	51 30%	36 45%	75 47%	70 43%	74 50%	141 51%	187 52%	101 43%	48 41%	61 53%
At least weekly	338 41%	260 39%	78 47%	23 28%	65 41%	72 44% a	63 43% a	115 41%	134 37%	104 45%	58 49% a	41 36%
At least monthly	76 9%	44 7%	32 19% a	15 19% de	17 11%	19 11%	8 6%	16 6%	36 10%	23 10%	9 8%	7 6%
Less often	16 2%	10 1%	6 4%	5 6% d	2 1%	2 1%	1 1%	6 2%	4 1%	5 2%	2 2%	5 4%
Don't know/ can't remember	2 *%	1 *%	* *%	1 2%	* *%	- -%	- -%	1 *%	- -%	- -%	- -%	2 1%
<b>SUMMARY</b>												
DAILY	397 48%	345 52% b	51 30%	36 45%	75 47%	70 43%	74 50%	141 51%	187 52%	101 43%	48 41%	61 53%
WEEKLY	735 89%	605 92% b	129 77%	59 73%	140 87% a	143 87% a	137 93% a	256 92% a	321 89%	205 88%	106 91%	102 89%
MONTHLY	811 98%	649 98%	161 96%	75 92%	157 98% a	162 99% a	145 99% a	273 98% a	357 99% d	227 98%	116 98%	109 94%

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND *d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	892	602	113	106	70	692	106	322	557	627	242
Effective Weighted Sample	683	513	97	101	67	539	75	248	425	494	176
Total	829	688	74	45	22	637	95	302	515	630	184
At least daily	397 48%	334 49%	33 45%	18 41%	11 50%	305 48%	45 47%	147 48%	246 48%	311 49%	79 43%
At least weekly	338 41%	276 40%	33 45%	20 44%	9 39%	261 41%	41 43%	120 40%	212 41%	260 41%	73 40%
At least monthly	76 9%	62 9%	6 8%	6 14%	2 9%	59 9%	6 6%	29 10%	46 9%	52 8%	23 13%
Less often	16 2%	14 2%	1 1%	1 1%	* 2%	11 2%	3 3%	6 2%	10 2%	8 1%	7 4% a
Don't know/ can't remember	2 *%	1 *%	1 1%	- -%	* 1%	1 *%	1 1%	- -%	2 *%	1 *%	2 1%
<b>SUMMARY</b>											
DAILY	397 48%	334 49%	33 45%	18 41%	11 50%	305 48%	45 47%	147 48%	246 48%	311 49%	79 43%
WEEKLY	735 89%	611 89%	66 90%	38 85%	20 89%	566 89%	86 90%	267 88%	458 89%	570 90% b	152 83%
MONTHLY	811 98%	673 98%	72 98%	44 99%	22 97%	625 98%	92 96%	296 98%	504 98%	622 99% b	175 95%

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**A11B. How often in the past 3 months have you used the BBC Sport site/ app?**

Base : Those who have personally used the BBC Sport site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	892	862	747	30	868	693	892	245	892	-	93	173	626
Effective Weighted Sample	683	661	570	23	664	532	683	194	683	-	69	131	483
Total	829	804	701	26	808	646	829	244	829	-	84	153	593
At least daily	397 48%	392 49%	347 50%	5 19%	391 48%	315 49%	397 48%	133 54%	397 48%	** **	30 36%	66 44%	300 51%
		c	c										a
At least weekly	338 41%	321 40%	274 39%	17 66%	329 41%	257 40%	338 41%	87 36%	338 41%	** **	40 48%	60 39%	237 40%
				ab									
At least monthly	76 9%	74 9%	64 9%	3 10%	73 9%	62 10%	76 9%	22 9%	76 9%	** **	8 9%	25 16%	43 7%
												c	
Less often	16 2%	15 2%	14 2%	1 4%	13 2%	11 2%	16 2%	2 1%	16 2%	** **	3 4%	1 1%	12 2%
Don't know/ can't remember	2 *%	2 *%	2 *%	- -%	2 *%	2 *%	2 *%	- -%	2 *%	** **	1 2%	- -%	1 *%
											c		
<b>SUMMARY</b>													
DAILY	397 48%	392 49%	347 50%	5 19%	391 48%	315 49%	397 48%	133 54%	397 48%	** **	30 36%	66 44%	300 51%
		c	c										a
WEEKLY	735 89%	713 89%	621 89%	22 86%	719 89%	571 88%	735 89%	220 90%	735 89%	** **	71 85%	127 83%	537 91%
													b
MONTHLY	811 98%	786 98%	684 98%	25 96%	792 98%	634 98%	811 98%	241 99%	811 98%	** **	79 94%	152 99%	580 98%
												a	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 *b	35-44 *c	45-54 *d	55+ ^e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	337	104	227	123	71	86	41	16	133	89	68	43
Effective Weighted Sample	242	81	166	83	51	68	29	14	97	64	52	26
Total	306	127	172	107	77	70	35	16	126	82	60	35
At least daily	70 23%	32 25%	37 22%	16 15%	22 29%	25 36%	4 12%	** **	33 26%	18 22%	11 19%	7 20%
At least weekly	121 39%	54 43%	65 38%	51 47%	29 38%	20 29%	14 41%	** **	43 34%	36 45%	28 47%	12 35%
At least monthly	93 31%	37 29%	51 30%	27 26%	23 30%	23 33%	14 39%	** **	43 34%	20 24%	19 32%	10 28%
Less often	19 6%	3 2%	16 9%	11 10%	2 3%	1 1%	2 5%	** **	6 5%	6 7%	1 1%	5 15%
Don't know/ can't remember	3 1%	1 1%	2 1%	1 1%	- -%	1 1%	1 3%	** **	1 *%	1 2%	1 1%	1 2%
<b>SUMMARY</b>												
DAILY	70 23%	32 25%	37 22%	16 15%	22 29%	25 36%	4 12%	** **	33 26%	18 22%	11 19%	7 20%
WEEKLY	190 62%	86 68%	103 60%	67 63%	51 66%	45 65%	19 52%	** **	76 61%	55 67%	39 65%	19 55%
MONTHLY	284 93%	123 97%	153 89%	95 88%	75 97%	68 98%	32 92%	** **	119 95%	74 91%	59 98%	29 83%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	^d	a	^b	a	*b	a	*b
Unweighted total	337	233	40	39	25	238	26	235	96	240	93
Effective Weighted Sample	242	186	33	37	24	172	19	168	70	179	70
Total	306	258	25	16	7	211	15	207	93	245	59
At least daily	70 23%	60 23%	6 22%	3 21%	** **	48 23%	** **	54 26%	15 16%	61 25%	9 15%
At least weekly	121 39%	99 38%	12 47%	7 47%	** **	87 41%	** **	84 40%	35 38%	101 41%	19 32%
At least monthly	93 31%	81 31%	7 26%	3 20%	** **	61 29%	** **	63 30%	28 30%	72 29%	21 35%
Less often	19 6%	16 6%	1 3%	1 8%	** **	14 7%	** **	7 3%	12 13%	9 4%	9 15%
Don't know/ can't remember	3 1%	2 1%	1 2%	1 5%	** **	1 1%	** **	* *%	3 3%	2 1%	1 3%
<b>SUMMARY</b>											
DAILY	70 23%	60 23%	6 22%	3 21%	** **	48 23%	** **	54 26%	15 16%	61 25%	9 15%
WEEKLY	190 62%	159 62%	18 69%	11 68%	** **	135 64%	** **	138 66%	50 54%	162 66%	28 47%
MONTHLY	284 93%	240 93%	24 95%	14 88%	** **	196 93%	** **	201 97%	78 84%	234 95%	48 82%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	337	337	326	-	321	279	337	92	337	-	32	83	222
Effective Weighted Sample	242	242	234	-	230	202	242	70	242	-	23	62	157
Total	306	306	299	-	292	263	306	94	306	-	31	74	201
At least daily	70 23%	70 23%	68 23%	** **	69 23%	62 24%	70 23%	34 36% abce	70 23%	** **	9 30%	16 21%	45 22%
At least weekly	121 39%	121 39%	120 40%	** **	113 39%	101 38%	121 39%	39 42%	121 39%	** **	7 22%	26 36%	87 44% a
At least monthly	93 31%	93 31%	91 30%	** **	92 31% d	82 31% d	93 31% d	17 18%	93 31% d	** **	14 46%	25 33%	55 27%
Less often	19 6%	19 6%	17 6%	** **	15 5%	14 5%	19 6%	4 4%	19 6%	** **	1 3%	7 9%	11 5%
Don't know/ can't remember	3 1%	3 1%	3 1%	** **	3 1%	3 1%	3 1%	1 1%	3 1%	** **	- -%	* 1%	3 1%
<b>SUMMARY</b>													
DAILY	70 23%	70 23%	68 23%	** **	69 23%	62 24%	70 23%	34 36% abce	70 23%	** **	9 30%	16 21%	45 22%
WEEKLY	190 62%	190 62%	188 63%	** **	182 62%	163 62%	190 62%	73 77% abce	190 62%	** **	16 52%	42 57%	132 66%
MONTHLY	284 93%	284 93%	279 93%	** **	274 94%	245 93%	284 93%	90 95%	284 93%	** **	30 97%	66 90%	187 93%

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1354	576	774	148	217	257	275	457	537	397	199	213
Effective Weighted Sample	996	435	569	107	167	201	215	325	401	288	152	150
Total	1187	575	607	107	212	189	238	442	485	357	166	172
At least daily	589 50%	298 52%	290 48%	45 42%	84 40%	95 50%	126 53%	240 54%	261 54%	169 47%	69 42%	84 49%
At least weekly	466 39%	223 39%	243 40%	43 40%	90 43%	74 39%	94 40%	165 37%	176 36%	154 43%	75 45%	60 35%
At least monthly	97 8%	37 6%	58 10%	16 15%	27 13%	13 7%	15 6%	26 6%	35 7%	27 8%	14 8%	20 11%
Less often	28 2%	16 3%	11 2%	2 2%	9 4%	6 3%	1 1%	10 2%	12 3%	4 1%	7 4%	5 3%
Don't know/ can't remember	7 1%	1 *%	5 1%	1 1%	2 1%	1 1%	2 1%	1 *%	- -%	3 1%	- -%	3 2%
<b>SUMMARY</b>												
DAILY	589 50%	298 52%	290 48%	45 42%	84 40%	95 50%	126 53%	240 54%	261 54%	169 47%	69 42%	84 49%
WEEKLY	1055 89%	521 91%	533 88%	88 82%	174 82%	169 89%	220 92%	405 92%	438 90%	323 90%	144 87%	145 84%
MONTHLY	1152 97%	558 97%	591 97%	104 97%	201 95%	182 96%	234 99%	431 98%	473 97%	350 98%	158 96%	164 95%

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

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1354	907	153	174	120	1048	189	387	946	856	457
Effective Weighted Sample	996	748	126	149	113	775	134	289	690	667	303
Total	1187	985	95	71	35	923	157	330	837	823	337
At least daily	589 50%	493 50%	44 47%	36 50%	17 48%	476 52%	74 47%	170 51%	413 49%	396 48%	181 54%
At least weekly	466 39%	386 39%	39 41%	25 35%	15 44%	343 37%	72 46%	122 37%	339 40%	339 41%	118 35%
At least monthly	97 8%	77 8%	9 9%	9 12%	2 6%	79 9%	7 5%	24 7%	65 8%	67 8%	27 8%
Less often	28 2%	23 2%	3 3%	2 3%	1 3%	19 2%	4 3%	12 4%	15 2%	19 2%	8 2%
Don't know/ can't remember	7 1%	7 1%	- -%	- -%	- -%	5 1%	- -%	2 1%	5 1%	3 *%	3 1%
<b>SUMMARY</b>											
DAILY	589 50%	493 50%	44 47%	36 50%	17 48%	476 52%	74 47%	170 51%	413 49%	396 48%	181 54%
WEEKLY	1055 89%	879 89%	84 88%	61 85%	32 91%	819 89%	146 93%	292 88%	752 90%	735 89%	298 89%
MONTHLY	1152 97%	956 97%	93 97%	69 97%	34 97%	898 97%	153 97%	317 96%	817 98%	802 97%	325 97%

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

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1354	1314	1116	40	1295	1048	1354	337	1354	-	143	243	968
Effective Weighted Sample	996	967	823	30	951	776	996	257	996	-	101	176	719
Total	1187	1151	977	36	1139	930	1187	302	1187	-	117	211	859
At least daily	589 50%	573 50%	486 50%	17 46%	572 50%	469 50%	589 50%	166 55%	589 50%	** **	50 43%	91 43%	448 52% b
At least weekly	466 39%	452 39%	385 39%	14 38%	445 39%	359 39%	466 39%	111 37%	466 39%	** **	47 40%	82 39%	337 39%
At least monthly	97 8%	95 8%	81 8%	2 5%	90 8%	78 8%	97 8%	18 6%	97 8%	** **	16 14% c	26 12% c	55 6%
Less often	28 2%	25 2%	20 2%	3 9% ab	26 2%	22 2%	28 2%	6 2%	28 2%	** **	4 4%	7 3%	18 2%
Don't know/ can't remember	7 1%	6 *%	6 1%	1 2%	7 1%	2 *%	7 1%	1 *%	7 1%	** **	- -%	5 2% c	2 *%
<b>SUMMARY</b>													
DAILY	589 50%	573 50%	486 50%	17 46%	572 50%	469 50%	589 50%	166 55%	589 50%	** **	50 43%	91 43%	448 52% b
WEEKLY	1055 89%	1025 89%	871 89%	30 84%	1016 89%	828 89%	1055 89%	277 92%	1055 89%	** **	97 83%	174 83%	784 91% ab
MONTHLY	1152 97%	1120 97% c	952 97% c	32 89%	1107 97%	906 97%	1152 97%	295 98%	1152 97%	** **	113 96%	200 95%	840 98% b

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	226	82	141	66	68	61	15	16	71	62	55	37
Effective Weighted Sample	167	65	102	48	50	48	13	13	53	48	41	26
Total	215	97	115	63	74	54	12	11	65	68	51	31
At least daily	57 26%	34 35%	22 19%	8 13%	25 34%	20 37%	** **	** **	18 28%	20 29%	12 25%	7 21%
		b			a	a						
At least weekly	94 44%	35 36%	59 51%	29 46%	33 45%	24 45%	** **	** **	23 35%	27 39%	28 55%	15 50%
At least monthly	44 20%	20 20%	23 20%	15 23%	13 17%	8 14%	** **	** **	15 23%	15 22%	6 12%	8 25%
Less often	13 6%	6 6%	8 7%	7 10%	3 4%	1 2%	** **	** **	6 10%	5 7%	2 4%	* 1%
Don't know/ can't remember	7 3%	3 3%	4 4%	5 8%	- -%	1 2%	** **	** **	3 4%	2 2%	2 4%	1 2%
				b								
<b>SUMMARY</b>												
DAILY	57 26%	34 35%	22 19%	8 13%	25 34%	20 37%	** **	** **	18 28%	20 29%	12 25%	7 21%
		b			a	a						
WEEKLY	151 70%	69 71%	80 70%	37 59%	58 78%	45 82%	** **	** **	41 63%	46 69%	40 80%	22 71%
					a	a						
MONTHLY	195 90%	88 91%	103 90%	52 82%	71 96%	52 96%	** **	** **	56 86%	61 91%	46 92%	30 96%
					a	a						

A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	226	169	29	18	10	163	16	164	59	155	68
Effective Weighted Sample	167	136	24	17	9	120	13	122	42	121	52
Total	215	189	17	7	3	151	12	154	57	171	42
At least daily	57 26%	50 27%	** **	** **	** **	37 24%	** **	53 34%	4 7%	47 28%	9 22%
At least weekly	94 44%	84 44%	** **	** **	** **	65 43%	** **	69 45%	25 44%	74 43%	20 46%
At least monthly	44 20%	37 20%	** **	** **	** **	34 23%	** **	23 15%	17 29%	34 20%	10 23%
Less often	13 6%	11 6%	** **	** **	** **	10 7%	** **	5 4%	8 14%	9 5%	3 7%
Don't know/ can't remember	7 3%	7 4%	** **	** **	** **	4 3%	** **	3 2%	4 7%	7 4%	* 1%
<b>SUMMARY</b>											
DAILY	57 26%	50 27%	** **	** **	** **	37 24%	** **	53 34%	4 7%	47 28%	9 22%
WEEKLY	151 70%	134 71%	** **	** **	** **	102 68%	** **	122 79%	29 50%	121 71%	29 69%
MONTHLY	195 90%	171 91%	** **	** **	** **	136 90%	** **	145 94%	46 79%	155 91%	39 92%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	226	226	213	-	220	185	226	58	226	-	14	51	161	
Effective Weighted Sample	167	167	159	-	163	137	167	46	167	-	10	38	119	
Total	215	215	209	-	210	183	215	58	215	-	11	47	157	
At least daily	57 26%	57 26%	56 27%	** **	57 27%	46 25%	57 26%	24 41% b	57 26%	** **	** **	10 20%	45 29%	
At least weekly	94 44%	94 44%	92 44%	** **	92 44%	83 45%	94 44%	24 41%	94 44%	** **	** **	18 39%	70 45%	
At least monthly	44 20%	44 20%	42 20%	** **	41 19%	36 20%	44 20%	7 12%	44 20%	** **	** **	10 21%	31 20%	
Less often	13 6%	13 6%	12 6%	** **	13 6%	12 6%	13 6%	2 4%	13 6%	** **	** **	5 11%	8 5%	
Don't know/ can't remember	7 3%	7 3%	7 3%	** **	7 3%	6 3%	7 3%	1 2%	7 3%	** **	** **	4 8% c	3 2%	
<b>SUMMARY</b>														
DAILY	57 26%	57 26%	56 27%	** **	57 27%	46 25%	57 26%	24 41% b	57 26%	** **	** **	10 20%	45 29%	
WEEKLY	151 70%	151 70%	148 71%	** **	149 71%	129 71%	151 70%	48 83%	151 70%	** **	** **	28 59%	116 74%	
MONTHLY	195 90%	195 90%	190 91%	** **	189 90%	166 90%	195 90%	55 95%	195 90%	** **	** **	38 80%	147 94% b	

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	181	68	111	46	58	55	13	9	66	39	39	36
Effective Weighted Sample	132	53	83	34	41	45	10	6	50	30	28	24
Total	180	86	92	42	67	48	16	7	67	42	39	31
At least daily	59 33%	33 38%	26 29%	11 27%	21 32%	19 39%	** **	** **	30 45%	11 26%	10 26%	8 27%
At least weekly	74 41%	36 42%	37 41%	15 36%	31 47%	20 41%	** **	** **	29 43%	16 37%	19 49%	11 36%
At least monthly	34 19%	13 15%	19 20%	9 21%	12 18%	8 16%	** **	** **	5 8%	10 25% a	9 24%	7 22%
Less often	10 5%	2 2%	8 9%	6 13% b	- -%	2 4%	** **	** **	3 4%	3 7%	* 1%	3 11%
Don't know/ can't remember	4 2%	3 3%	1 1%	1 2%	2 3%	- -%	** **	** **	- -%	2 5%	- -%	1 4%
<b>SUMMARY</b>												
DAILY	59 33%	33 38%	26 29%	11 27%	21 32%	19 39%	** **	** **	30 45%	11 26%	10 26%	8 27%
WEEKLY	133 74%	69 80%	64 70%	27 63%	53 78%	39 80%	** **	** **	58 88% bd	26 63%	29 75%	19 63%
MONTHLY	167 93%	82 95%	83 90%	35 84%	65 97%	46 96%	** **	** **	64 96%	37 87%	39 99%	26 85%

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	181	143	17	12	9	131	5	138	40	118	57
Effective Weighted Sample	132	113	14	12	9	93	4	101	28	90	44
Total	180	163	10	5	3	121	4	138	40	136	41
At least daily	59 33%	57 35%	** **	** **	** **	35 29%	** **	49 36%	9 22%	49 36%	10 23%
At least weekly	74 41%	65 40%	** **	** **	** **	54 45%	** **	65 47%	10 24%	58 43%	14 35%
At least monthly	34 19%	29 18%	** **	** **	** **	25 21%	** **	21 15%	11 28%	20 15%	14 33%
Less often	10 5%	9 5%	** **	** **	** **	4 3%	** **	3 2%	7 17%	6 4%	2 5%
Don't know/ can't remember	4 2%	3 2%	** **	** **	** **	3 2%	** **	- -%	4 9%	3 2%	1 2%
<b>SUMMARY</b>											
DAILY	59 33%	57 35%	** **	** **	** **	35 29%	** **	49 36%	9 22%	49 36%	10 23%
WEEKLY	133 74%	122 75%	** **	** **	** **	89 74%	** **	114 83%	19 47%	108 79%	24 59%
MONTHLY	167 93%	151 93%	** **	** **	** **	114 95%	** **	135 98%	30 74%	128 94%	38 92%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	181	180	175	1	173	156	181	53	181	-	17	46	118	
Effective Weighted Sample	132	132	129	1	127	115	132	41	132	-	13	33	87	
Total	180	180	177	*	172	160	180	56	180	-	17	43	121	
At least daily	59 33%	59 33%	59 33%	** **	59 34%	55 35%	59 33%	31 55%	59 33%	** **	** **	8 20%	47 39%	
								abce						
At least weekly	74 41%	74 41%	72 41%	** **	72 42%	61 38%	74 41%	16 28%	74 41%	** **	** **	15 35%	51 42%	
At least monthly	34 19%	34 19%	33 19%	** **	30 17%	31 19%	34 19%	4 8%	34 19%	** **	** **	14 34%	18 15%	
												c		
Less often	10 5%	9 5%	9 5%	** **	7 4%	9 6%	10 5%	3 5%	10 5%	** **	** **	5 11%	2 1%	
												c		
Don't know/ can't remember	4 2%	4 2%	4 2%	** **	4 2%	4 2%	4 2%	2 4%	4 2%	** **	** **	- -%	3 3%	
<b>SUMMARY</b>														
DAILY	59 33%	59 33%	59 33%	** **	59 34%	55 35%	59 33%	31 55%	59 33%	** **	** **	8 20%	47 39%	
								abce						
WEEKLY	133 74%	133 74%	131 74%	** **	131 76%	116 73%	133 74%	46 83%	133 74%	** **	** **	23 55%	97 81%	
												b		
MONTHLY	167 93%	167 93%	165 93%	** **	161 94%	147 92%	167 93%	51 91%	167 93%	** **	** **	38 89%	116 96%	

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 ^c	DE ^d
Significance Level: 95%												
Unweighted total	132	46	85	37	47	34	6	8	46	32	25	28
Effective Weighted Sample	96	36	61	27	34	26	5	5	34	23	20	20
Total	135	60	74	38	53	31	8	6	53	31	28	23
At least daily	38 28%	13 22%	25 33%	9 24%	13 25%	11 35%	** **	** **	17 31%	11 37%	** **	** **
At least weekly	66 48%	31 51%	34 45%	21 54%	22 41%	18 59%	** **	** **	27 51%	11 36%	** **	** **
At least monthly	22 16%	12 21%	10 13%	4 9%	17 32%	1 2%	** **	** **	6 11%	7 22%	** **	** **
Less often	6 5%	1 2%	5 7%	4 10%	1 2%	1 4%	** **	** **	2 3%	2 6%	** **	** **
Don't know/ can't remember	3 2%	2 3%	1 2%	1 3%	- -%	- -%	** **	** **	2 4%	- -%	** **	** **
<b>SUMMARY</b>												
DAILY	38 28%	13 22%	25 33%	9 24%	13 25%	11 35%	** **	** **	17 31%	11 37%	** **	** **
WEEKLY	104 77%	44 74%	58 78%	30 77%	35 66%	29 94%	** **	** **	44 82%	22 72%	** **	** **
MONTHLY	126 93%	56 95%	68 91%	33 87%	52 98%	29 96%	** **	** **	49 93%	29 94%	** **	** **

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	132	98	15	14	5	100	3	95	34	96	34
Effective Weighted Sample	96	79	13	13	5	72	3	69	25	74	25
Total	135	120	9	5	2	97	2	98	34	113	21
At least daily	38 28%	37 31%	** **	** **	** **	28 28%	** **	33 33%	5 16%	31 28%	7 31%
At least weekly	66 48%	57 47%	** **	** **	** **	44 45%	** **	49 50%	14 41%	58 51%	6 30%
At least monthly	22 16%	18 15%	** **	** **	** **	18 18%	** **	13 13%	9 28%	18 16%	4 18%
Less often	6 5%	5 4%	** **	** **	** **	5 5%	** **	4 4%	2 6%	4 3%	3 12%
Don't know/ can't remember	3 2%	3 3%	** **	** **	** **	3 3%	** **	- -%	3 10%	1 1%	2 9%
									a		a
<b>SUMMARY</b>											
DAILY	38 28%	37 31%	** **	** **	** **	28 28%	** **	33 33%	5 16%	31 28%	7 31%
WEEKLY	104 77%	93 78%	** **	** **	** **	71 73%	** **	81 83%	19 57%	89 79%	13 61%
MONTHLY	126 93%	111 93%	** **	** **	** **	89 92%	** **	94 96%	29 85%	108 95%	17 79%
										b	

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	132	132	126	-	130	115	132	30	132	-	14	37	81
Effective Weighted Sample	96	96	93	-	95	84	96	24	96	-	11	26	60
Total	135	135	133	-	134	120	135	31	135	-	17	37	81
At least daily	38 28%	38 28%	38 28%	** **	38 28%	34 29%	38 28%	15 50% ace	38 28%	** **	** **	5 14%	29 35% b
At least weekly	66 48%	66 48%	65 49%	** **	66 49%	59 49%	66 48%	11 36%	66 48%	** **	** **	25 67% c	32 39%
At least monthly	22 16%	22 16%	20 15%	** **	21 16%	20 16%	22 16%	2 7%	22 16%	** **	** **	5 12%	14 17%
Less often	6 5%	6 5%	6 5%	** **	6 5%	4 3%	6 5%	2 8%	6 5%	** **	** **	2 5%	4 5%
Don't know/ can't remember	3 2%	3 2%	3 2%	** **	3 2%	3 3%	3 2%	- -%	3 2%	** **	** **	1 2%	3 3%
<b>SUMMARY</b>													
DAILY	38 28%	38 28%	38 28%	** **	38 28%	34 29%	38 28%	15 50% ace	38 28%	** **	** **	5 14%	29 35% b
WEEKLY	104 77%	104 77%	102 77%	** **	103 77%	93 78%	104 77%	27 85%	104 77%	** **	** **	30 81%	61 74%
MONTHLY	126 93%	126 93%	123 93%	** **	124 93%	113 94%	126 93%	29 92%	126 93%	** **	** **	34 93%	75 92%

A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 *a	25-34 ^b	35-44 *c	45-54 ^d	55+ *e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	158	73	85	37	24	43	24	30	61	38	32	26
Effective Weighted Sample	123	58	65	28	18	36	20	23	47	31	28	18
Total	150	71	79	33	25	39	25	29	60	35	31	23
At least daily	47 32%	24 34%	23 29%	9 28%	** **	11 28%	** **	9 31%	14 23%	12 36%	12 38%	** **
At least weekly	66 44%	31 44%	35 44%	11 34%	** **	14 36%	** **	17 58%	28 46%	15 44%	13 41%	** **
At least monthly	25 17%	12 17%	13 16%	7 22%	** **	11 27%	** **	* 1%	12 20%	7 21%	2 7%	** **
Less often	5 3%	2 3%	2 3%	2 5%	** **	2 4%	** **	1 5%	4 6%	- -%	1 3%	** **
Don't know/ can't remember	7 5%	1 2%	5 7%	3 10%	** **	2 5%	** **	1 5%	3 5%	- -%	3 10%	** **
<b>SUMMARY</b>												
DAILY	47 32%	24 34%	23 29%	9 28%	** **	11 28%	** **	9 31%	14 23%	12 36%	12 38%	** **
WEEKLY	114 76%	55 78%	58 74%	21 63%	** **	25 64%	** **	25 89% ac	42 69%	28 79%	24 80%	** **
MONTHLY	139 92%	67 95%	71 90%	28 85%	** **	35 91%	** **	26 90%	54 89%	35 100% c	27 87%	** **



A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	158	115	17	11	15	116	10	91	64	112	43
Effective Weighted Sample	123	98	14	11	15	89	8	74	48	92	30
Total	150	129	12	5	4	110	10	89	57	116	33
At least daily	47 32%	40 31%	** **	** **	** **	38 35%	** **	28 31%	17 30%	35 31%	12 35%
At least weekly	66 44%	56 43%	** **	** **	** **	43 39%	** **	39 44%	27 46%	54 46%	12 38%
At least monthly	25 17%	23 18%	** **	** **	** **	21 19%	** **	16 18%	9 16%	20 17%	5 16%
Less often	5 3%	5 4%	** **	** **	** **	5 4%	** **	3 3%	2 4%	4 3%	1 2%
Don't know/ can't remember	7 5%	5 4%	** **	** **	** **	4 3%	** **	4 5%	2 4%	4 3%	3 9%
<b>SUMMARY</b>											
DAILY	47 32%	40 31%	** **	** **	** **	38 35%	** **	28 31%	17 30%	35 31%	12 35%
WEEKLY	114 76%	96 75%	** **	** **	** **	81 74%	** **	66 75%	43 76%	89 77%	24 73%
MONTHLY	139 92%	119 92%	** **	** **	** **	101 92%	** **	82 92%	53 92%	109 94%	29 89%

A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	158	155	144	3	153	133	158	50	158	-	14	33	111
Effective Weighted Sample	123	121	113	2	120	104	123	42	123	-	9	25	89
Total	150	146	137	4	146	125	150	48	150	-	11	28	111
At least daily	47 32%	45 31%	44 32%	** **	44 30%	38 30%	47 32%	15 31%	47 32%	** **	** **	7 24%	38 35%
At least weekly	66 44%	65 44%	60 43%	** **	66 45%	55 44%	66 44%	21 44%	66 44%	** **	** **	13 47%	48 43%
At least monthly	25 17%	25 17%	24 17%	** **	24 17%	24 19%	25 17%	7 14%	25 17%	** **	** **	5 19%	18 16%
Less often	5 3%	5 3%	4 3%	** **	5 3%	5 4%	5 3%	2 5%	5 3%	** **	** **	2 9%	2 2%
Don't know/ can't remember	7 5%	7 5%	5 4%	** **	7 5%	3 3%	7 5%	3 6%	7 5%	** **	** **	* 1%	4 4%
<b>SUMMARY</b>													
DAILY	47 32%	45 31%	44 32%	** **	44 30%	38 30%	47 32%	15 31%	47 32%	** **	** **	7 24%	38 35%
WEEKLY	114 76%	110 75%	104 76%	** **	110 75%	93 74%	114 76%	36 75%	114 76%	** **	** **	20 71%	86 78%
MONTHLY	139 92%	135 92%	128 93%	** **	134 92%	117 94%	139 92%	42 89%	139 92%	** **	** **	26 90%	104 94%

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Spotify	1312 31%	635 30%	663 31%	300 58% bcde	371 47% cde	238 35% de	199 29% e	203 13%	435 34% d	426 34% d	214 32% d	223 22%
YouTube Music	907 21%	422 20%	480 22%	179 34% cde	239 31% de	186 27% de	119 17% e	184 11%	274 21%	275 22%	146 22%	200 20%
Amazon Music	756 18%	401 19% b	348 16%	69 13%	169 22% ae	182 27% abe	160 23% ae	175 11%	258 20% d	241 19% d	130 19% d	124 12%
BBC Sounds	615 14%	340 16% b	274 13%	57 11%	115 15%	114 17% ae	120 17% ae	210 13%	273 21% bcd	181 15% cd	74 11%	84 8%
Apple Music or Apple Podcasts	481 11%	230 11%	244 11%	105 20% de	147 19% de	108 16% de	78 11% e	43 3%	205 16% bcd	138 11% d	78 12% d	59 6%
Google Play Music or Google Podcasts	264 6%	149 7% b	114 5%	47 9% de	81 10% de	70 10% de	37 5% e	29 2%	89 7% d	85 7% d	46 7% d	44 4%
SoundCloud	224 5%	117 6%	107 5%	73 14% bcde	57 7% de	42 6% e	26 4% e	27 2%	62 5%	69 6%	44 6%	47 5%
RadioPlayer	146 3%	93 4% b	53 2%	30 6% de	42 5% de	38 6% de	19 3% e	17 1%	60 5% bd	29 2%	32 5% bd	22 2%
GlobalPlayer	142 3%	87 4% b	54 3%	21 4% e	47 6% de	38 6% de	18 3% e	18 1%	54 4% d	34 3%	29 4% d	22 2%
Deezer	138 3%	74 4%	61 3%	38 7% bde	31 4% e	37 5% de	21 3% e	11 1%	59 5% bd	32 3%	25 4%	22 2%
Tidal	64 1%	30 1%	33 2%	22 4% de	19 2% de	20 3% de	2 *% de	1 *%	27 2% b	12 1%	14 2%	11 1%

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

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Any other audio streaming service	55 1%	36 2%	19 1%	6 1%	6 1%	6 1%	10 1%	26 2%	17 1%	16 1%	7 1%	15 1%
None of these	1619 38%	774 37%	826 38%	67 13%	132 17%	170 25%	231 33%	1008 63%	399 31%	420 34%	251 37%	513 50%
						ab	abc	abcd			a	abc

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

**A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)**

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Spotify	1312 31%	1104 31%	108 31%	58 27%	42 33%	997 31% b	107 22%	487 39% b	793 27%	963 36% b	315 21%
YouTube Music	907 21%	782 22% c	63 18%	33 15%	28 22% c	682 21%	81 17%	369 30% b	517 18%	630 24% b	250 17%
Amazon Music	756 18%	632 18%	62 18%	37 17%	25 19%	582 18%	81 17%	327 26% b	415 14%	570 21% b	167 11%
BBC Sounds	615 14%	529 15%	46 13%	25 12%	15 11%	454 14%	82 17%	203 16%	403 14%	458 17% b	147 10%
Apple Music or Apple Podcasts	481 11%	416 12% c	38 11%	17 8%	11 9%	356 11%	42 9%	240 19% b	233 8%	402 15% b	73 5%
Google Play Music or Google Podcasts	264 6%	226 6%	22 6%	9 4%	7 5%	192 6% b	13 3%	142 11% b	117 4%	216 8% b	45 3%
SoundCloud	224 5%	189 5% c	22 6% c	6 3%	7 5%	163 5%	14 3%	92 7% b	129 4%	161 6% b	57 4%
RadioPlayer	146 3%	128 4%	7 2%	7 3%	3 2%	97 3%	11 2%	82 7% b	57 2%	116 4% b	27 2%
GlobalPlayer	142 3%	125 3% d	8 2%	8 4% d	1 1%	100 3% b	5 1%	76 6% b	62 2%	112 4% b	27 2%
Deezer	138 3%	121 3%	7 2%	7 3%	3 2%	93 3%	7 2%	80 6% b	54 2%	109 4% b	26 2%
Tidal	64 1%	56 2%	2 1%	5 2% b	1 1%	46 1%	2 1%	36 3% b	28 1%	49 2% b	14 1%

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

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Any other audio streaming service	55 1%	46 1%	3 1%	4 2%	3 2%	51 2%	3 1%	14 1%	41 1%	38 1%	16 1%
None of these	1619 38%	1344 37%	137 40%	94 44%	45 35%	1230 38%	211 44%	249 20%	1315 45%	736 28%	828 55%
				ad			a		a		a

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

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Spotify	1312 31%	1289 35%	1216 39%	22 4%	1166 31%	869 34%	926 37%	261 42%	1227 31%	85 24%	175 23%	296 28%	841 34%
		c	ac		f	f	abef	abcef	f			a	ab
YouTube Music	907 21%	875 24%	783 25%	32 5%	804 21%	610 24%	627 25%	189 31%	846 22%	61 17%	127 17%	213 20%	567 23%
		c	c			f	aef	abcef					a
Amazon Music	756 18%	748 20%	734 24%	8 1%	692 18%	521 20%	570 23%	157 25%	717 18%	39 11%	103 14%	167 16%	486 20%
		c	ac		f	f	abef	abef	f				ab
BBC Sounds	615 14%	612 17%	536 17%	4 1%	600 16%	584 23%	562 22%	615 100%	615 16%	- -%	36 5%	88 8%	491 20%
		c	c		f	aef	aef	abcef	f			a	ab
Apple Music or Apple Podcasts	481 11%	476 13%	467 15%	5 1%	447 12%	383 15%	404 16%	105 17%	467 12%	14 4%	53 7%	128 12%	301 12%
		c	ac		f	aef	aef	aef	f			a	a
Google Play Music or Google Podcasts	264 6%	261 7%	255 8%	3 *%	249 7%	222 9%	223 9%	73 12%	261 7%	3 1%	22 3%	64 6%	178 7%
		c	c		f	aef	aef	abcef	f			a	a
SoundCloud	224 5%	218 6%	197 6%	6 1%	199 5%	151 6%	163 7%	61 10%	205 5%	19 5%	35 5%	59 6%	130 5%
		c	c					abcef					
RadioPlayer	146 3%	143 4%	136 4%	2 *%	142 4%	136 5%	140 6%	58 9%	144 4%	1 *%	14 2%	27 3%	104 4%
		c	c		f	aef	aef	abcef	f				a
GlobalPlayer	142 3%	142 4%	135 4%	- -%	133 4%	125 5%	133 5%	38 6%	141 4%	1 *%	19 3%	41 4%	82 3%
		c	c		f	aef	aef	aef	f				
Deezer	138 3%	136 4%	130 4%	2 *%	127 3%	115 4%	109 4%	36 6%	134 3%	5 1%	11 1%	58 6%	69 3%
		c	c			f	f	aef				ac	
Tidal	64 1%	64 2%	63 2%	- -%	59 2%	54 2%	57 2%	21 3%	63 2%	1 *%	5 1%	17 2%	42 2%
		c	c			f	f	aef					

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

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months? (Please include listening on any device.)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Any other audio streaming service	55 1%	53 1%	47 2%	2 *%	51 1%	42 2%	46 2%	19 3%	55 1%	* *%	4 *%	10 1%	42 2%
							f	abef					a
None of these	1619 38%	1091 30%	738 24%	529 88%	1382 37%	781 30%	588 24%	- -%	1421 36%	198 55%	357 47%	440 42%	823 33%
		b		ab	bcd	cd	d		bcd	abcde	bc	c	

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



A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	640	323	315	61	103	131	136	209	278	184	85	91
Effective Weighted Sample	487	253	236	46	82	106	104	153	210	144	64	67
Total	599	337	261	57	114	113	118	197	265	176	73	84
At least daily	195 33%	106 32%	89 34%	19 33%	45 39%	40 35%	35 29%	57 29%	85 32%	60 34%	26 35%	24 29%
At least weekly	242 40%	138 41%	102 39%	24 42%	37 32%	37 33%	56 47%	88 45%	111 42%	64 37%	32 44%	34 40%
At least monthly	107 18%	63 19%	44 17%	7 12%	16 14%	28 25%	22 19%	33 17%	55 21%	29 16%	7 10%	15 18%
Less often	49 8%	25 7%	24 9%	7 12%	15 13%	7 6%	4 4%	15 8%	12 5%	20 12%	5 7%	10 12%
Don't know/ can't remember	7 1%	4 1%	3 1%	- -%	1 1%	* *%	1 1%	4 2%	1 1%	3 2%	2 3%	- -%
<b>SUMMARY</b>												
DAILY	195 33%	106 32%	89 34%	19 33%	45 39%	40 35%	35 29%	57 29%	85 32%	60 34%	26 35%	24 29%
WEEKLY	437 73%	245 73%	190 73%	43 76%	82 71%	77 69%	90 76%	144 73%	196 74%	124 70%	58 80%	58 69%
MONTHLY	544 91%	308 91%	235 90%	50 88%	98 86%	105 94%	113 95%	178 90%	251 95%	153 87%	66 89%	73 88%

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	640	460	69	64	47	479	94	203	430	440	184
Effective Weighted Sample	487	386	58	61	44	371	67	158	324	350	128
Total	599	516	43	25	15	445	81	201	391	449	140
At least daily	195 33%	170 33%	12 27%	9 35%	5 33%	144 32% b	15 19%	82 41% b	112 29%	147 33%	47 34%
At least weekly	242 40%	207 40%	20 46%	9 36%	6 38%	179 40%	40 49%	76 38%	160 41%	184 41%	54 39%
At least monthly	107 18%	93 18%	7 16%	5 19%	2 16%	87 19%	12 15%	34 17%	72 18%	83 19%	19 14%
Less often	49 8%	41 8%	4 10%	2 9%	2 11%	32 7%	11 13%	7 3%	42 11% a	30 7%	19 13% a
Don't know/ can't remember	7 1%	6 1%	1 1%	* 1%	* 2%	4 1%	2 3%	1 1%	5 1%	5 1%	1 *%
<b>SUMMARY</b>											
DAILY	195 33%	170 33%	12 27%	9 35%	5 33%	144 32% b	15 19%	82 41% b	112 29%	147 33%	47 34%
WEEKLY	437 73%	377 73%	31 74%	18 71%	11 71%	323 73%	55 68%	158 79% b	272 70%	330 74%	101 72%
MONTHLY	544 91%	470 91%	38 89%	23 90%	13 87%	410 92% b	67 84%	193 96% b	344 88%	414 92%	120 86%

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	640	634	555	6	625	605	578	640	640	-	39	95	506
Effective Weighted Sample	487	483	423	5	474	459	442	487	487	-	31	72	384
Total	599	595	527	4	584	568	548	599	599	-	36	88	474
At least daily	195 33%	193 32%	174 33%	** **	188 32%	190 33%	179 33%	195 33%	195 33%	** **	15 41%	30 34%	151 32%
At least weekly	242 40%	240 40%	212 40%	** **	239 41%	236 41%	224 41%	242 40%	242 40%	** **	11 32%	35 40%	195 41%
At least monthly	107 18%	107 18%	91 17%	** **	106 18%	99 18%	96 17%	107 18%	107 18%	** **	5 14%	11 13%	91 19%
Less often	49 8%	48 8%	45 9%	** **	47 8%	37 6%	44 8%	49 8%	49 8%	** **	5 14%	11 12%	33 7%
Don't know/ can't remember	7 1%	7 1%	4 1%	** **	5 1%	6 1%	5 1%	7 1%	7 1%	** **	- -%	1 1%	5 1%
<b>SUMMARY</b>													
DAILY	195 33%	193 32%	174 33%	** **	188 32%	190 33%	179 33%	195 33%	195 33%	** **	15 41%	30 34%	151 32%
WEEKLY	437 73%	434 73%	386 73%	** **	427 73%	425 75%	404 74%	437 73%	437 73%	** **	26 72%	65 73%	345 73%
MONTHLY	544 91%	540 91%	477 91%	** **	532 91%	524 92%	499 91%	544 91%	544 91%	** **	31 86%	76 86%	436 92%

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	489	198	284	114	135	118	78	44	198	144	76	69
Effective Weighted Sample	366	154	214	81	101	94	62	31	152	108	59	47
Total	472	227	238	103	145	108	77	39	205	134	76	56
At least daily	186 39%	89 39%	95 40%	40 39%	69 47%	37 35%	30 40%	9 24%	80 39%	57 43%	27 35%	22 39%
At least weekly	194 41%	95 42%	96 40%	36 35%	55 38%	54 50%	29 38%	20 51%	88 43%	46 34%	37 48%	22 40%
At least monthly	71 15%	33 14%	37 16%	23 22%	17 11%	12 11%	13 18%	6 16%	30 15%	24 18%	8 10%	9 17%
Less often	16 3%	10 4%	6 3%	4 4%	4 3%	4 3%	2 3%	3 8%	4 2%	7 5%	4 5%	1 3%
Don't know/ can't remember	5 1%	* *%	3 1%	1 1%	1 1%	1 1%	2 2%	- -%	3 2%	- -%	1 1%	1 1%
<b>SUMMARY</b>												
DAILY	186 39%	89 39%	95 40%	40 39%	69 47%	37 35%	30 40%	9 24%	80 39%	57 43%	27 35%	22 39%
WEEKLY	380 81%	184 81%	191 80%	76 73%	124 85%	92 85%	59 78%	29 76%	168 82%	103 77%	64 84%	44 79%
MONTHLY	451 96%	216 95%	228 96%	98 95%	140 97%	104 96%	73 95%	36 92%	198 97%	127 95%	71 94%	54 96%

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	489	349	59	44	37	364	50	239	241	374	105
Effective Weighted Sample	366	290	50	42	36	274	35	179	180	290	79
Total	472	406	38	17	11	353	42	240	225	398	68
At least daily	186	161	14	7	4	138	12	95	90	157	27
	39%	40%	36%	41%	37%	39%	30%	40%	40%	39%	39%
At least weekly	194	167	15	8	4	147	23	108	82	166	24
	41%	41%	41%	49%	34%	42%	55%	45%	36%	42%	36%
At least monthly	71	62	6	*	2	53	6	30	41	62	9
	15%	15%	17%	2%	22%	15%	13%	12%	18%	16%	13%
		c	c		c						
Less often	16	14	*	1	1	12	1	5	11	10	6
	3%	4%	1%	6%	5%	4%	2%	2%	5%	3%	9%
											a
Don't know/ can't remember	5	2	2	*	*	3	-	3	2	3	2
	1%	1%	5%	2%	3%	1%	-%	1%	1%	1%	2%
			a								
<b>SUMMARY</b>											
DAILY	186	161	14	7	4	138	12	95	90	157	27
	39%	40%	36%	41%	37%	39%	30%	40%	40%	39%	39%
WEEKLY	380	328	29	15	8	285	35	203	172	323	51
	81%	81%	77%	90%	70%	81%	84%	85%	76%	81%	75%
				d				b			
MONTHLY	451	390	35	15	10	338	41	233	213	384	60
	96%	96%	94%	92%	92%	96%	98%	97%	94%	97%	89%
										b	

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	489	487	474	2	454	380	412	110	475	14	53	122	314
Effective Weighted Sample	366	364	355	2	340	285	306	85	356	10	38	92	236
Total	472	470	460	2	441	376	401	105	459	13	53	120	299
At least daily	186 39%	186 40%	180 39%	** **	172 39%	149 40%	160 40%	40 38%	183 40%	** **	27 50% b	34 28%	125 42% b
At least weekly	194 41%	194 41%	191 41%	** **	187 42%	156 41%	167 42%	44 42%	189 41%	** **	16 30%	58 48%	120 40%
At least monthly	71 15%	71 15%	71 15%	** **	66 15%	58 15%	57 14%	19 18%	67 15%	** **	5 10%	18 15%	48 16%
Less often	16 3%	14 3%	14 3%	** **	12 3%	11 3%	13 3%	2 2%	14 3%	** **	4 8% c	7 6% c	5 2%
Don't know/ can't remember	5 1%	5 1%	4 1%	** **	4 1%	3 1%	3 1%	* *%	5 1%	** **	1 2%	3 2%	1 *%
<b>SUMMARY</b>													
DAILY	186 39%	186 40%	180 39%	** **	172 39%	149 40%	160 40%	40 38%	183 40%	** **	27 50% b	34 28%	125 42% b
WEEKLY	380 81%	380 81%	371 81%	** **	359 81%	305 81%	328 82%	84 80%	373 81%	** **	43 80%	92 77%	245 82%
MONTHLY	451 96%	451 96%	442 96%	** **	425 96%	362 96%	385 96%	103 98%	440 96%	** **	48 90%	110 92%	293 98% ab

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	267	129	137	55	73	77	35	27	93	78	50	46
Effective Weighted Sample	198	98	105	39	54	60	26	21	70	56	41	33
Total	261	149	111	47	81	69	37	26	89	85	46	41
At least daily	65 25%	39 26%	26 24%	16 33%	18 22%	17 25%	9 25%	** **	29 32%	16 19%	11 25%	9 21%
At least weekly	128 49%	82 55%	46 41%	21 45%	39 48%	38 54%	20 53%	** **	42 47%	41 48%	25 54%	20 49%
At least monthly	52 20%	23 15%	28 25%	10 21%	22 27%	9 13%	7 18%	** **	14 16%	20 24%	9 19%	9 21%
Less often	15 6%	5 3%	10 9%	1 2%	3 4%	6 8%	2 4%	** **	4 4%	6 8%	1 2%	4 9%
Don't know/ can't remember	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	** **	- -%	1 1%	- -%	- -%
<b>SUMMARY</b>												
DAILY	65 25%	39 26%	26 24%	16 33%	18 22%	17 25%	9 25%	** **	29 32%	16 19%	11 25%	9 21%
WEEKLY	193 74%	121 81%	72 65%	37 78%	56 70%	55 79%	29 77%	** **	71 80%	57 67%	36 79%	29 70%
MONTHLY	245 94%	144 97%	100 90%	46 98%	78 96%	64 92%	36 96%	** **	85 96%	77 91%	45 98%	38 91%

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	267	188	31	26	22	197	16	144	118	202	61
Effective Weighted Sample	198	156	25	25	21	146	13	109	85	155	44
Total	261	223	22	9	7	189	13	142	114	216	42
At least daily	65 25%	58 26%	4 18%	** **	** **	43 23%	** **	41 29%	24 21%	56 26%	9 21%
At least weekly	128 49%	108 49%	11 49%	** **	** **	95 50%	** **	69 49%	57 50%	106 49%	20 47%
At least monthly	52 20%	45 20%	6 25%	** **	** **	39 21%	** **	26 18%	24 21%	43 20%	9 22%
Less often	15 6%	11 5%	2 8%	** **	** **	11 6%	** **	6 4%	8 7%	10 4%	4 10%
Don't know/ can't remember	1 *%	1 1%	- -%	** **	** **	1 1%	** **	- -%	1 1%	1 1%	- -%
<b>SUMMARY</b>											
DAILY	65 25%	58 26%	4 18%	** **	** **	43 23%	** **	41 29%	24 21%	56 26%	9 21%
WEEKLY	193 74%	166 74%	15 67%	** **	** **	138 73%	** **	110 77%	81 71%	162 75%	29 68%
MONTHLY	245 94%	211 95%	20 92%	** **	** **	177 94%	** **	136 96%	105 92%	205 95%	38 90%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	267	265	257	2	247	222	227	71	263	4	21	66	180
Effective Weighted Sample	198	196	190	2	184	166	168	56	195	4	14	52	132
Total	261	258	252	3	246	222	223	73	258	3	19	64	178
At least daily	65 25%	65 25%	63 25%	** **	63 26%	64 29%	61 27%	25 35%	64 25%	** **	** **	16 25%	48 27%
At least weekly	128 49%	126 49%	123 49%	** **	120 49%	111 50%	109 49%	31 43%	127 49%	** **	** **	34 53%	86 48%
At least monthly	52 20%	52 20%	51 20%	** **	48 20%	37 17%	42 19%	13 18%	52 20%	** **	** **	10 16%	36 20%
Less often	15 6%	14 5%	14 5%	** **	14 6%	10 5%	9 4%	3 4%	14 5%	** **	** **	4 7%	8 4%
Don't know/ can't remember	1 *%	1 *%	1 *%	** **	1 *%	- -%	1 1%	- -%	1 *%	** **	** **	- -%	1 1%
<b>SUMMARY</b>													
DAILY	65 25%	65 25%	63 25%	** **	63 26%	64 29%	61 27%	25 35%	64 25%	** **	** **	16 25%	48 27%
WEEKLY	193 74%	191 74%	186 74%	** **	182 74%	175 79%	170 76%	57 78%	191 74%	** **	** **	50 78%	133 75%
MONTHLY	245 94%	243 94%	237 94%	** **	231 94%	212 95%	212 95%	70 96%	243 94%	** **	** **	60 93%	169 95%

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 ^c	DE ^d
Significance Level: 95%												
Unweighted total	136	75	60	23	38	42	15	18	47	35	28	24
Effective Weighted Sample	103	58	46	17	31	32	10	15	37	23	24	20
Total	142	87	54	21	47	38	18	18	54	34	29	22
At least daily	28 20%	16 19%	12 22%	** **	9 20%	9 24%	** **	** **	15 27%	4 13%	** **	** **
At least weekly	67 47%	48 55%	19 34%	** **	16 34%	18 49%	** **	** **	21 38%	18 54%	** **	** **
At least monthly	40 28%	22 25%	18 33%	** **	16 35%	10 28%	** **	** **	14 26%	10 30%	** **	** **
Less often	7 5%	1 2%	6 10%	** **	6 12%	- -	** **	** **	5 10%	1 3%	** **	** **
<b>SUMMARY</b>												
DAILY	28 20%	16 19%	12 22%	** **	9 20%	9 24%	** **	** **	15 27%	4 13%	** **	** **
WEEKLY	95 67%	64 73%	31 57%	** **	25 54%	27 72%	** **	** **	35 65%	22 66%	** **	** **
MONTHLY	134 95%	85 98%	49 90%	** **	42 88%	38 100%	** **	** **	49 90%	32 97%	** **	** **

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	136	97	15	20	4	102	5	71	61	100	33
Effective Weighted Sample	103	83	14	20	4	77	5	55	45	77	26
Total	142	125	8	8	1	100	5	76	62	112	27
At least daily	28 20%	24 19%	** **	** **	** **	21 21%	** **	17 22%	11 18%	24 21%	4 13%
At least weekly	67 47%	57 46%	** **	** **	** **	43 43%	** **	31 40%	33 53%	52 46%	14 52%
At least monthly	40 28%	37 30%	** **	** **	** **	31 31%	** **	25 32%	14 23%	31 27%	8 29%
Less often	7 5%	7 5%	** **	** **	** **	5 5%	** **	4 5%	3 5%	6 5%	2 6%
<b>SUMMARY</b>											
DAILY	28 20%	24 19%	** **	** **	** **	21 21%	** **	17 22%	11 18%	24 21%	4 13%
WEEKLY	95 67%	81 65%	** **	** **	** **	64 64%	** **	48 62%	44 72%	76 68%	18 65%
MONTHLY	134 95%	118 95%	** **	** **	** **	95 95%	** **	72 95%	58 95%	106 95%	26 94%

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	136	136	129	-	126	114	124	38	133	3	22	38	76
Effective Weighted Sample	103	103	98	-	97	89	95	29	102	3	16	30	58
Total	142	142	135	-	133	125	133	38	141	1	19	41	82
At least daily	28 20%	28 20%	27 20%	** **	27 20%	24 19%	28 21%	13 35%	28 20%	** **	** **	4 11%	21 25%
At least weekly	67 47%	67 47%	64 47%	** **	66 49%	57 45%	60 45%	17 45%	66 47%	** **	** **	25 61%	37 45%
At least monthly	40 28%	40 28%	37 28%	** **	33 25%	38 30%	39 29%	8 20%	40 28%	** **	** **	11 26%	21 26%
Less often	7 5%	7 5%	7 5%	** **	7 5%	7 6%	6 5%	- -%	7 5%	** **	** **	1 2%	4 4%
<b>SUMMARY</b>													
DAILY	28 20%	28 20%	27 20%	** **	27 20%	24 19%	28 21%	13 35%	28 20%	** **	** **	4 11%	21 25%
WEEKLY	95 67%	95 67%	90 67%	** **	93 70%	81 64%	88 66%	30 80%	94 67%	** **	** **	29 72%	57 70%
MONTHLY	134 95%	134 95%	128 95%	** **	126 95%	118 94%	127 95%	38 100%	134 95%	** **	** **	40 98%	78 96%

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d	
Significance Level: 95%													
Unweighted total	143	83	60	33	37	36	18	19	57	30	32	21	
Effective Weighted Sample	109	65	46	26	27	30	13	15	42	23	26	16	
Total	146	93	53	30	42	38	19	17	60	29	32	22	
At least daily	48 33%	35 38%	13 25%	11 37%	12 28%	15 39%	** **	** **	27 44%	7 23%	10 31%	** **	
At least weekly	53 36%	30 32%	23 43%	8 27%	15 36%	14 37%	** **	** **	22 36%	14 46%	10 31%	** **	
At least monthly	31 21%	19 20%	12 24%	9 29%	9 21%	7 19%	** **	** **	10 17%	3 12%	11 35%	** **	
Less often	10 7%	9 10%	2 3%	1 5%	5 13%	1 3%	** **	** **	1 2%	4 12%	1 3%	** **	
Don't know/ can't remember	3 2%	- -%	3 6%	1 2%	1 2%	* 1%	** **	** **	- -%	2 7%	- -%	** **	
<b>SUMMARY</b>													
DAILY	48 33%	35 38%	13 25%	11 37%	12 28%	15 39%	** **	** **	27 44%	7 23%	10 31%	** **	
WEEKLY	101 69%	65 70%	36 68%	19 64%	27 64%	29 77%	** **	** **	49 81%	20 69%	20 62%	** **	
MONTHLY	132 91%	84 90%	48 91%	28 93%	36 85%	36 96%	** **	** **	59 98%	24 81%	31 97%	** **	

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	143	103	13	17	10	97	13	78	59	106	33
Effective Weighted Sample	109	89	12	16	10	75	9	59	45	83	25
Total	146	128	7	7	3	97	11	82	57	116	27
At least daily	48 33%	45 35%	**	**	**	28 29%	**	30 36%	18 31%	44 38%	4 14%
										b	
At least weekly	53 36%	45 35%	**	**	**	37 38%	**	31 38%	18 32%	41 35%	12 43%
At least monthly	31 21%	27 21%	**	**	**	26 27%	**	16 19%	15 25%	23 20%	8 28%
Less often	10 7%	9 7%	**	**	**	4 4%	**	5 6%	5 8%	7 6%	4 14%
Don't know/ can't remember	3 2%	3 2%	**	**	**	2 2%	**	1 1%	2 3%	2 2%	* 1%
<b>SUMMARY</b>											
DAILY	48 33%	45 35%	**	**	**	28 29%	**	30 36%	18 31%	44 38%	4 14%
										b	
WEEKLY	101 69%	89 70%	**	**	**	65 67%	**	61 74%	36 63%	85 73%	15 57%
MONTHLY	132 91%	116 91%	**	**	**	91 94%	**	77 93%	50 88%	108 93%	23 84%

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 ^b	7-10 c
Significance Level: 95%													
Unweighted total	143	141	134	2	138	134	137	55	141	2	14	28	101
Effective Weighted Sample	109	107	102	2	106	103	106	44	108	1	10	20	80
Total	146	143	136	2	142	136	140	58	144	1	14	27	104
At least daily	48 33%	48 34%	45 33%	** **	48 34%	44 32%	45 32%	23 40%	48 34%	** **	** **	** **	34 33%
At least weekly	53 36%	53 37%	51 38%	** **	52 37%	50 37%	52 37%	22 38%	52 36%	** **	** **	** **	41 39%
At least monthly	31 21%	30 21%	29 21%	** **	29 20%	30 22%	30 21%	9 16%	30 21%	** **	** **	** **	24 23%
Less often	10 7%	10 7%	9 7%	** **	9 7%	10 8%	10 7%	4 6%	10 7%	** **	** **	** **	3 3%
Don't know/ can't remember	3 2%	2 1%	2 2%	** **	3 2%	2 1%	3 2%	- -%	3 2%	** **	** **	** **	2 2%
<b>SUMMARY</b>													
DAILY	48 33%	48 34%	45 33%	** **	48 34%	44 32%	45 32%	23 40%	48 34%	** **	** **	** **	34 33%
WEEKLY	101 69%	101 71%	96 71%	** **	101 71%	94 69%	97 69%	45 78%	101 70%	** **	** **	** **	75 72%
MONTHLY	132 91%	131 91%	125 92%	** **	129 91%	124 91%	127 90%	54 94%	131 91%	** **	** **	** **	99 95%

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	1502	619	869	401	379	289	223	210	492	482	248	262
Effective Weighted Sample	1104	469	642	275	290	218	171	156	369	359	186	179
Total	1285	617	654	299	367	233	191	195	431	414	210	216
At least daily	614 48%	303 49%	303 46%	180 60% cde	203 55% cde	108 46% e	76 40% e	47 24%	185 43%	220 53% ad	111 53% ad	90 41%
At least weekly	457 36%	214 35%	241 37%	78 26%	116 32%	96 41% ab	76 40% a	91 47% ab	181 42% bcd	134 33%	69 33%	67 31%
At least monthly	158 12%	85 14%	71 11%	33 11%	30 8%	21 9%	28 15% b	44 23% abc	51 12%	35 9%	23 11%	47 22% abc
Less often	51 4%	14 2%	36 6% a	6 2%	16 4%	7 3%	10 5% a	12 6% a	13 3%	22 5%	6 3%	10 4%
Don't know/ can't remember	5 *%	2 *%	3 *%	2 1%	2 *%	* *%	- -%	* *%	* *%	2 *%	- -%	3 1%
<b>SUMMARY</b>												
DAILY	614 48%	303 49%	303 46%	180 60% cde	203 55% cde	108 46% e	76 40% e	47 24%	185 43%	220 53% ad	111 53% ad	90 41%
WEEKLY	1071 83%	516 84%	544 83%	258 86% e	319 87% de	204 88% de	152 80%	139 71%	366 85% d	355 86% d	180 86% d	157 73%
MONTHLY	1229 96%	601 97% b	615 94%	291 97%	350 95%	225 97%	180 95%	183 94%	418 97%	390 94%	204 97%	204 94%

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



A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1502	1017	188	147	150	1164	143	558	913	974	480
Effective Weighted Sample	1104	838	170	137	141	860	110	409	673	749	342
Total	1285	1081	106	56	42	985	107	482	772	943	309
At least daily	614 48%	513 47%	55 52%	28 50%	19 45%	475 48%	45 42%	244 51%	358 46%	469 50%	135 44%
At least weekly	457 36%	391 36%	30 28%	17 31%	19 44%	352 36%	43 40%	159 33%	291 38%	340 36%	104 34%
At least monthly	158 12%	133 12%	15 14%	6 11%	3 7%	114 12%	15 14%	62 13%	89 12%	101 11%	51 17%
Less often	51 4%	39 4%	6 6%	5 9%	1 2%	40 4%	3 3%	17 3%	30 4%	30 3%	18 6%
Don't know/ can't remember	5 *%	4 *%	- -%	- -%	* 1%	4 *%	* *%	1 *%	4 1%	3 *%	1 *%
<b>SUMMARY</b>											
DAILY	614 48%	513 47%	55 52%	28 50%	19 45%	475 48%	45 42%	244 51%	358 46%	469 50%	135 44%
WEEKLY	1071 83%	904 84%	85 80%	45 80%	38 90%	827 84%	89 83%	404 84%	649 84%	809 86%	238 77%
MONTHLY	1229 96%	1037 96%	100 94%	51 91%	41 97%	941 96%	104 97%	465 96%	738 96%	910 96%	289 94%
Columns Tested:		c			c					b	

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1502	1483	1397	19	1328	960	1035	273	1403	99	212	332	958
Effective Weighted Sample	1104	1089	1028	15	975	708	759	212	1030	74	159	244	702
Total	1285	1262	1190	22	1143	852	905	255	1201	83	172	293	820
At least daily	614 48%	604 48%	583 49%	** **	543 47%	404 47%	430 47%	125 49%	570 47%	44 53%	92 54% b	128 44%	394 48%
At least weekly	457 36%	450 36%	418 35%	** **	416 36%	315 37%	335 37%	90 35%	434 36%	23 27%	42 25%	109 37% a	305 37% a
At least monthly	158 12%	154 12%	142 12%	** **	138 12%	106 12%	104 11%	34 13%	145 12%	12 15%	28 17%	37 13%	93 11%
Less often	51 4%	50 4%	42 4%	** **	42 4%	28 3%	34 4%	6 2%	48 4%	3 4%	8 5%	17 6%	26 3%
Don't know/ can't remember	5 *%	5 *%	5 *%	** **	4 *%	1 *%	2 *%	- -%	4 *%	* 1%	* *%	2 1%	3 *%
<b>SUMMARY</b>													
DAILY	614 48%	604 48%	583 49%	** **	543 47%	404 47%	430 47%	125 49%	570 47%	44 53%	92 54% b	128 44%	394 48%
WEEKLY	1071 83%	1054 83%	1000 84%	** **	959 84%	718 84%	765 84%	215 84%	1004 84%	67 81%	135 78%	237 81%	699 85% a
MONTHLY	1229 96%	1208 96%	1143 96%	** **	1097 96%	824 97%	869 96%	249 98%	1149 96%	80 96%	163 95%	274 94%	792 97%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	145	63	79	38	36	40	18	13	55	37	30	23
Effective Weighted Sample	108	49	61	29	28	31	13	10	43	25	22	19
Total	138	74	61	38	31	37	21	11	59	32	25	22
At least daily	50 36%	31 41%	18 30%	13 36%	13 41%	15 40%	** **	** **	24 40%	11 36%	8 32%	** **
At least weekly	52 38%	28 38%	23 38%	13 33%	12 39%	13 36%	** **	** **	26 44%	9 29%	12 46%	** **
At least monthly	25 18%	13 18%	12 20%	7 18%	4 13%	9 23%	** **	** **	8 14%	8 26%	2 10%	** **
Less often	7 5%	2 3%	4 7%	2 6%	2 8%	- -%	** **	** **	1 2%	1 3%	3 11%	** **
Don't know/ can't remember	3 2%	- -%	3 5%	3 7%	- -%	* 1%	** **	** **	* 1%	2 6%	* 1%	** **
<b>SUMMARY</b>												
DAILY	50 36%	31 41%	18 30%	13 36%	13 41%	15 40%	** **	** **	24 40%	11 36%	8 32%	** **
WEEKLY	103 74%	58 79%	42 68%	26 69%	25 79%	28 76%	** **	** **	49 83%	21 65%	20 78%	** **
MONTHLY	128 93%	72 97%	54 88%	33 87%	29 92%	37 99%	** **	** **	57 97%	29 91%	22 88%	** **

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	145	103	13	19	10	103	9	79	63	105	36
Effective Weighted Sample	108	87	12	18	9	75	7	60	45	80	28
Total	138	121	7	7	3	93	7	80	54	109	26
At least daily	50 36%	44 37%	** **	** **	** **	32 35%	** **	33 41%	15 27%	44 40%	7 25%
At least weekly	52 38%	46 38%	** **	** **	** **	38 41%	** **	32 40%	20 37%	45 41%	6 24%
At least monthly	25 18%	22 18%	** **	** **	** **	18 19%	** **	13 16%	13 23%	14 13%	9 35% a
Less often	7 5%	6 5%	** **	** **	** **	5 5%	** **	2 2%	5 9%	4 4%	3 10%
Don't know/ can't remember	3 2%	3 3%	** **	** **	** **	1 1%	** **	- -%	2 3%	2 2%	2 6%
<b>SUMMARY</b>											
DAILY	50 36%	44 37%	** **	** **	** **	32 35%	** **	33 41%	15 27%	44 40%	7 25%
WEEKLY	103 74%	90 75%	** **	** **	** **	70 75%	** **	65 81%	35 65%	88 81% b	13 49%
MONTHLY	128 93%	112 93%	** **	** **	** **	88 94%	** **	78 98% b	48 88%	103 94%	22 84%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	145	144	136	1	132	119	116	35	140	5	12	57	76
Effective Weighted Sample	108	108	102	1	99	88	86	27	105	4	9	41	59
Total	138	136	130	2	127	115	109	36	134	5	11	58	69
At least daily	50 36%	50 37%	50 38%	** **	47 37%	42 37%	43 39%	17 48%	49 37%	** **	** **	20 34%	28 40%
At least weekly	52 38%	52 38%	51 39%	** **	49 39%	46 40%	43 39%	14 40%	51 38%	** **	** **	20 35%	29 42%
At least monthly	25 18%	25 19%	22 17%	** **	23 18%	22 19%	21 19%	4 12%	25 19%	** **	** **	14 24%	10 15%
Less often	7 5%	5 4%	4 3%	** **	7 5%	5 4%	2 2%	- -%	7 5%	** **	** **	4 6%	2 3%
Don't know/ can't remember	3 2%	3 2%	3 2%	** **	1 1%	* *%	* *%	- -%	1 1%	** **	** **	1 1%	* *%
<b>SUMMARY</b>													
DAILY	50 36%	50 37%	50 38%	** **	47 37%	42 37%	43 39%	17 48%	49 37%	** **	** **	20 34%	28 40%
WEEKLY	103 74%	103 75%	101 78%	** **	96 76%	88 77%	85 78%	32 88%	100 75%	** **	** **	40 68%	57 82%
MONTHLY	128 93%	128 94%	123 95%	** **	119 94%	110 96%	106 98%	36 100%	126 94%	** **	** **	54 92%	67 97%

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	b	c	d	e	a	b	c	d
Unweighted total	858	389	463	87	173	226	174	198	284	261	146	164
Effective Weighted Sample	647	305	348	65	130	178	133	146	217	198	110	123
Total	744	392	345	69	166	180	159	170	255	238	127	121
At least daily	248 33%	121 31%	127 37%	29 42% de	66 40% de	77 43% de	44 27%	32 19%	85 33%	77 32%	44 35%	41 34%
At least weekly	342 46%	192 49%	144 42%	23 33%	64 39%	75 42%	87 55% abc	92 54% abc	133 52% d	104 44%	61 48%	43 36%
At least monthly	117 16%	67 17%	50 15%	12 17%	30 18% c	18 10%	23 14%	35 20% c	29 12%	42 18%	18 14%	27 22% a
Less often	30 4%	11 3%	19 6%	5 7%	5 3%	9 5%	5 3%	7 4%	7 3%	13 6%	4 3%	6 5%
Don't know/ can't remember	6 1%	1 *%	5 1%	1 2%	- -%	1 *%	- -%	4 2%	* *%	1 1%	- -%	4 3% ac
<b>SUMMARY</b>												
DAILY	248 33%	121 31%	127 37%	29 42% de	66 40% de	77 43% de	44 27%	32 19%	85 33%	77 32%	44 35%	41 34%
WEEKLY	590 79%	313 80%	271 78%	52 75%	130 79%	153 85% e	131 83%	124 73%	218 85% bd	181 76%	105 83% d	84 70%
MONTHLY	708 95%	380 97% b	321 93%	64 92%	161 97%	171 95%	154 97%	159 94%	247 97% d	224 94%	123 97%	111 92%

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	858	580	102	95	81	662	93	370	474	588	238
Effective Weighted Sample	647	489	87	90	76	503	70	275	362	461	170
Total	744	622	61	37	24	578	79	324	406	563	161
At least daily	248 33%	216 35%	15 24%	10 26%	8 32%	190 33%	26 34%	152 47% b	94 23%	198 35%	46 29%
At least weekly	342 46%	285 46%	26 43%	18 49%	13 53%	265 46%	39 50%	131 40%	207 51% a	267 47%	68 42%
At least monthly	117 16%	92 15%	16 27% ad	7 18%	3 12%	93 16%	12 15%	38 12%	78 19% a	81 14%	30 19%
Less often	30 4%	24 4%	3 5%	3 7%	1 2%	24 4%	2 2%	4 1%	22 5% a	17 3%	12 7% a
Don't know/ can't remember	6 1%	4 1%	1 2%	* 1%	* 1%	6 1%	- -%	* *%	5 1%	1 *%	4 3% a
<b>SUMMARY</b>											
DAILY	248 33%	216 35%	15 24%	10 26%	8 32%	190 33%	26 34%	152 47% b	94 23%	198 35%	46 29%
WEEKLY	590 79%	501 81% b	41 67%	28 75%	20 84% b	455 79%	66 83%	283 87% b	301 74%	465 82% b	115 71%
MONTHLY	708 95%	593 95%	57 94%	34 92%	23 97%	548 95%	77 98%	320 99% b	379 93%	545 97% b	145 90%

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	858	848	830	10	787	575	633	164	813	45	141	185	532
Effective Weighted Sample	647	638	625	9	596	435	478	131	613	33	106	137	407
Total	744	736	722	8	682	517	560	157	706	39	103	163	479
At least daily	248	247	244	**	233	179	188	55	238	10	33	44	171
	33%	34%	34%	**	34%	35%	34%	35%	34%	27%	32%	27%	36%
At least weekly	342	338	330	**	314	236	257	68	325	18	47	77	218
	46%	46%	46%	**	46%	46%	46%	44%	46%	45%	46%	47%	45%
At least monthly	117	116	113	**	101	79	91	31	109	9	14	31	72
	16%	16%	16%	**	15%	15%	16%	20%	15%	22%	14%	19%	15%
Less often	30	30	30	**	29	20	20	2	29	1	7	9	14
	4%	4%	4%	**	4%	4%	4%	1%	4%	4%	7%	6%	3%
											c		
Don't know/ can't remember	6	5	5	**	5	3	4	*	5	1	1	1	4
	1%	1%	1%	**	1%	1%	1%	*%	1%	2%	1%	*%	1%
<b>SUMMARY</b>													
DAILY	248	247	244	**	233	179	188	55	238	10	33	44	171
	33%	34%	34%	**	34%	35%	34%	35%	34%	27%	32%	27%	36%
WEEKLY	590	585	575	**	547	415	445	123	562	28	81	121	388
	79%	79%	80%	**	80%	80%	79%	79%	80%	72%	78%	75%	81%
MONTHLY	708	700	688	**	648	494	535	154	671	37	95	153	460
	95%	95%	95%	**	95%	96%	96%	99%	95%	94%	92%	94%	96%



A13l. How often in the past 3 months have you listened to Tidal?

Base : Those who have personally listened to Tidal in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ ^e	AB ^a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	70	31	38	24	18	24	3	1	29	15	16	10	
Effective Weighted Sample	54	22	31	18	14	19	3	1	21	11	14	8	
Total	63	29	33	22	18	20	2	1	27	12	14	9	
At least daily	23 38%	10 36%	13 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least weekly	21 33%	9 33%	11 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least monthly	13 21%	7 25%	6 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Less often	4 6%	2 7%	2 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know/ can't remember	1 2%	- -%	1 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
<b>SUMMARY</b>													
DAILY	23 38%	10 36%	13 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WEEKLY	44 71%	20 69%	24 72%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
MONTHLY	57 92%	27 93%	30 90%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

A13l. How often in the past 3 months have you listened to Tidal?

Base : Those who have personally listened to Tidal in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO ^b	WORKING *a	NOT WORKING ^b
Significance Level: 95%											
Unweighted total	70	51	3	12	4	50	3	41	28	51	17
Effective Weighted Sample	54	43	3	12	4	37	3	32	21	38	14
Total	63	55	2	5	1	46	2	36	26	48	14
At least daily	23 38%	21 39%	**	**	**	17 38%	**	11 30%	**	21 43%	**
At least weekly	21 33%	18 33%	**	**	**	13 28%	**	13 37%	**	14 30%	**
At least monthly	13 21%	11 20%	**	**	**	12 26%	**	10 29%	**	11 23%	**
Less often	4 6%	3 6%	**	**	**	3 6%	**	1 4%	**	1 3%	**
Don't know/ can't remember	1 2%	1 2%	**	**	**	1 1%	**	- -%	**	1 1%	**
<b>SUMMARY</b>											
DAILY	23 38%	21 39%	**	**	**	17 38%	**	11 30%	**	21 43%	**
WEEKLY	44 71%	39 71%	**	**	**	30 66%	**	24 67%	**	35 73%	**
MONTHLY	57 92%	50 91%	**	**	**	42 93%	**	34 96%	**	46 96%	**

A13l. How often in the past 3 months have you listened to Tidal?

Base : Those who have personally listened to Tidal in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c	
Significance Level: 95%														
Unweighted total	70	70	69	-	65	60	62	22	69	1	6	16	48	
Effective Weighted Sample	54	54	53	-	50	47	47	19	53	1	5	11	39	
Total	63	63	62	-	59	54	56	21	62	1	5	15	42	
At least daily	23 38%	23 38%	23 38%	** **	22 38%	19 35%	19 35%	** **	23 37%	** **	** **	** **	14 32%	
At least weekly	21 33%	21 33%	21 34%	** **	19 32%	18 34%	20 37%	** **	21 34%	** **	** **	** **	18 43%	
At least monthly	13 21%	13 21%	13 21%	** **	13 22%	13 24%	12 22%	** **	13 21%	** **	** **	** **	6 15%	
Less often	4 6%	4 6%	3 5%	** **	4 7%	3 6%	2 4%	** **	4 6%	** **	** **	** **	3 7%	
Don't know/ can't remember	1 2%	1 2%	1 2%	** **	1 2%	1 1%	1 2%	** **	1 2%	** **	** **	** **	1 3%	
<b>SUMMARY</b>														
DAILY	23 38%	23 38%	23 38%	** **	22 38%	19 35%	19 35%	** **	23 37%	** **	** **	** **	14 32%	
WEEKLY	44 71%	44 71%	44 72%	** **	41 69%	37 69%	40 71%	** **	44 71%	** **	** **	** **	32 75%	
MONTHLY	57 92%	57 92%	57 93%	** **	54 91%	50 93%	52 94%	** **	57 91%	** **	** **	** **	38 90%	

A13J. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	997	398	593	218	228	222	131	198	285	298	164	242
Effective Weighted Sample	740	310	434	159	170	174	99	145	217	225	123	171
Total	893	417	471	179	237	185	114	177	270	274	142	198
At least daily	353 40%	176 42%	174 37%	91 51% de	111 47% e	76 41% e	42 37% e	33 19%	104 39%	103 38%	66 46%	75 38%
At least weekly	357 40%	169 41%	187 40%	58 32%	82 35%	78 42%	58 51% ab	81 46% ab	105 39%	122 45%	54 38%	76 38%
At least monthly	141 16%	60 14%	81 17%	19 11%	37 16%	25 14%	10 9%	50 28% abcd	49 18%	34 12%	17 12%	38 19%
Less often	28 3%	9 2%	19 4%	6 3%	5 2%	3 1%	4 4%	10 5% c	7 3%	10 4%	5 3%	5 2%
Don't know/ can't remember	14 2%	4 1%	10 2%	5 3%	2 1%	4 2%	- -%	3 1%	4 1%	5 2%	1 1%	4 2%
<b>SUMMARY</b>												
DAILY	353 40%	176 42%	174 37%	91 51% de	111 47% e	76 41% e	42 37% e	33 19%	104 39%	103 38%	66 46%	75 38%
WEEKLY	710 80%	345 83% b	361 77%	149 83% e	193 82% e	154 83% e	100 88% e	114 65%	210 78%	225 82%	120 84%	151 76%
MONTHLY	851 95%	404 97%	442 94%	168 94%	230 97%	179 97%	110 96%	165 93%	259 96%	258 94%	137 96%	189 95%

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

A13J. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	*c	d	a	*b	a	b	a	b
Unweighted total	997	706	108	82	100	758	93	412	568	622	340
Effective Weighted Sample	740	585	94	78	95	564	70	305	422	481	244
Total	893	769	63	32	28	671	80	366	506	623	245
At least daily	353 40%	309 40%	24 38%	12 38%	8 28%	265 40%	16 21%	162 44%	182 36%	253 41%	90 37%
		d				b		b			
At least weekly	357 40%	305 40%	25 40%	12 38%	16 55%	276 41%	32 41%	143 39%	208 41%	256 41%	95 39%
					abc						
At least monthly	141 16%	120 16%	11 18%	7 22%	3 10%	103 15%	23 29%	44 12%	94 19%	86 14%	48 19%
				d			a		a		
Less often	28 3%	22 3%	3 4%	1 3%	2 6%	19 3%	6 7%	10 3%	17 3%	18 3%	9 4%
							a				
Don't know/ can't remember	14 2%	13 2%	* 1%	- -%	* 2%	8 1%	2 2%	7 2%	5 1%	9 1%	4 2%
<b>SUMMARY</b>											
DAILY	353 40%	309 40%	24 38%	12 38%	8 28%	265 40%	16 21%	162 44%	182 36%	253 41%	90 37%
		d				b		b			
WEEKLY	710 80%	614 80%	49 78%	24 75%	23 82%	541 81%	49 61%	305 83%	390 77%	509 82%	184 75%
						b		b		b	
MONTHLY	851 95%	734 95%	61 95%	31 97%	26 92%	644 96%	72 90%	349 95%	484 96%	595 96%	232 95%
						b					

A13J. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	997	972	875	25	875	650	675	193	926	71	157	231	609
Effective Weighted Sample	740	722	651	20	652	484	505	153	689	52	111	173	457
Total	893	861	775	32	791	601	619	186	833	59	125	213	555
At least daily	353 40%	343 40%	316 41%	** **	309 39%	240 40%	263 43%	81 44%	330 40%	23 39%	41 32%	66 31%	247 44% ab
At least weekly	357 40%	347 40%	310 40%	** **	316 40%	230 38%	242 39%	63 34%	333 40%	25 42%	57 46%	99 47% c	202 36%
At least monthly	141 16%	132 15%	114 15%	** **	132 17%	105 17%	91 15%	37 20%	135 16%	6 10%	19 15%	37 18%	84 15%
Less often	28 3%	25 3%	22 3%	** **	25 3%	21 4%	19 3%	4 2%	27 3%	1 2%	3 2%	8 4%	17 3%
Don't know/ can't remember	14 2%	14 2%	13 2%	** **	9 1%	5 1%	4 1%	1 1%	9 1%	4 7% abcde	6 4% c	3 1%	5 1%
<b>SUMMARY</b>													
DAILY	353 40%	343 40%	316 41%	** **	309 39%	240 40%	263 43%	81 44%	330 40%	23 39%	41 32%	66 31%	247 44% ab
WEEKLY	710 80%	690 80%	626 81%	** **	625 79%	470 78%	505 82%	144 78%	662 79%	48 81%	98 78%	164 77%	448 81%
MONTHLY	851 95%	822 95%	740 95%	** **	757 96%	575 96%	597 96%	181 97% f	797 96%	54 91%	117 93%	202 95%	533 96%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

A13K. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	254	118	134	95	56	48	26	29	70	79	51	52
Effective Weighted Sample	183	88	97	66	41	37	21	20	48	60	38	36
Total	222	117	105	73	57	41	24	27	62	67	44	47
At least daily	60 27%	26 22%	34 33%	33 45% bc	14 24%	9 22%	** **	** **	19 30%	18 27%	14 32%	9 19%
At least weekly	69 31%	41 35%	28 27%	19 26%	18 32%	16 39%	** **	** **	22 35%	20 29%	11 26%	16 34%
At least monthly	56 25%	33 28%	23 22%	13 17%	16 28%	9 21%	** **	** **	14 23%	17 25%	12 27%	13 28%
Less often	33 15%	17 14%	17 16%	8 10%	9 16%	7 18%	** **	** **	8 12%	13 19%	5 11%	8 17%
Don't know/ can't remember	3 1%	* **	3 3%	1 1%	* 1%	- -%	** **	** **	- -%	- -%	2 5%	1 2%
<b>SUMMARY</b>												
DAILY	60 27%	26 22%	34 33%	33 45% bc	14 24%	9 22%	** **	** **	19 30%	18 27%	14 32%	9 19%
WEEKLY	130 58%	67 57%	62 59%	52 71%	32 56%	25 61%	** **	** **	41 65%	38 56%	26 58%	25 53%
MONTHLY	186 84%	100 86%	85 82%	65 88%	48 84%	33 82%	** **	** **	55 88%	54 81%	37 85%	38 81%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

A13K. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	254	173	40	17	23	189	18	98	151	156	90
Effective Weighted Sample	183	139	37	17	21	134	13	70	110	119	67
Total	222	187	22	6	7	162	14	91	127	160	56
At least daily	60 27%	52 28%	5 22%	** **	** **	38 23%	** **	33 36% b	27 21%	43 27%	16 29%
At least weekly	69 31%	57 31%	7 30%	** **	** **	57 35%	** **	34 37%	35 27%	51 32%	16 28%
At least monthly	56 25%	45 24%	8 35%	** **	** **	46 28%	** **	18 20%	38 30%	43 27%	10 19%
Less often	33 15%	30 16%	3 12%	** **	** **	21 13%	** **	6 7%	24 19% a	20 13%	13 23%
Don't know/ can't remember	3 1%	3 1%	- -%	** **	** **	* *%	** **	* *%	3 2%	2 1%	1 2%
<b>SUMMARY</b>											
DAILY	60 27%	52 28%	5 22%	** **	** **	38 23%	** **	33 36% b	27 21%	43 27%	16 29%
WEEKLY	130 58%	109 58%	12 53%	** **	** **	95 58%	** **	67 73% b	62 49%	95 59%	32 57%
MONTHLY	186 84%	155 83%	19 88%	** **	** **	141 87%	** **	85 93% b	100 79%	138 86%	42 75%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



A13K. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	254	250	228	4	222	162	174	63	232	22	39	62	153
Effective Weighted Sample	183	180	166	3	161	118	127	49	167	16	30	45	109
Total	222	216	195	6	197	150	160	61	203	19	35	59	128
At least daily	60 27%	60 28%	56 29%	** **	53 27%	36 24%	40 25%	13 21%	54 26%	** **	9 24%	16 27%	36 28%
At least weekly	69 31%	68 32%	59 31%	** **	63 32%	50 33%	50 31%	21 34%	65 32%	** **	10 28%	13 21%	47 37%
At least monthly	56 25%	54 25%	49 25%	** **	51 26%	40 27%	43 27%	17 27%	52 25%	** **	8 23%	23 39%	25 20%
Less often	33 15%	31 14%	27 14%	** **	29 15%	21 14%	26 16%	11 17%	30 15%	** **	7 20%	7 12%	19 15%
Don't know/ can't remember	3 1%	3 1%	3 2%	** **	1 1%	3 2%	1 1%	- -%	3 1%	** **	2 5%	* 1%	1 1%
<b>SUMMARY</b>													
DAILY	60 27%	60 28%	56 29%	** **	53 27%	36 24%	40 25%	13 21%	54 26%	** **	9 24%	16 27%	36 28%
WEEKLY	130 58%	128 59%	115 59%	** **	116 59%	86 57%	90 56%	34 55%	118 58%	** **	18 52%	28 48%	83 65%
MONTHLY	186 84%	182 84%	165 84%	** **	166 85%	126 84%	134 83%	51 83%	170 84%	** **	26 75%	51 87%	108 85%

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
TV/ IPLAYER	3758	1835	1898	402	644	585	615	1507	1193	1069	590	865
	88%	88%	88%	77%	82%	86%	89%	94%	92%	86%	87%	85%
					a	a	ab	abcd	bcd			
RADIO	2593	1329	1250	277	474	390	417	1027	916	722	446	488
	60%	64%	58%	53%	61%	57%	60%	64%	71%	58%	66%	48%
		b			a		a	ac	bcd	d	bd	
APPS/ SITES	2499	1303	1179	317	507	427	452	791	925	740	385	420
	58%	62%	54%	61%	65%	62%	65%	50%	72%	60%	57%	41%
		b		e	e	e	e		bcd	d	d	
SOUNDS	615	340	274	57	115	114	120	210	273	181	74	84
	14%	16%	13%	11%	15%	17%	17%	13%	21%	15%	11%	8%
		b				ae	ae		bcd	cd		
ANY	3932	1918	1988	434	695	617	644	1533	1236	1128	613	913
	92%	92%	92%	83%	89%	90%	93%	96%	96%	91%	90%	90%
					a	a	ab	abcd	bcd			
NONE	360	169	180	87	87	66	51	66	55	110	64	107
	8%	8%	8%	17%	11%	10%	7%	4%	4%	9%	10%	10%
				bcde	de	e	e			a	a	a

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

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
TV/ IPLAYER	3758 88%	3162 88%	292 85%	192 89%	112 87%	2857 88%	438 92%	1088 87%	2594 88%	2344 88%	1327 88%
RADIO	2593 60%	2189 61%	188 55%	140 65%	76 59%	1919 59%	343 72%	788 63%	1754 60%	1681 63%	855 57%
APPS/ SITES	2499 58%	2097 58%	191 56%	134 62%	77 60%	1900 59%	271 57%	834 67%	1605 55%	1769 66%	681 45%
SOUNDS	615 14%	529 15%	46 13%	25 12%	15 11%	454 14%	82 17%	203 16%	403 14%	458 17%	147 10%
ANY	3932 92%	3303 92%	309 90%	200 93%	120 93%	2975 92%	456 95%	1139 91%	2711 92%	2457 92%	1380 92%
NONE	360 8%	301 8%	35 10%	15 7%	9 7%	262 8%	22 5%	107 9%	221 8%	204 8%	124 8%

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

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
TV/ IPLAYER	3758	3292	2758	465	3758	2477	2374	600	3758	-	506	913	2339
	88%	89%	89%	77%	100%	96%	95%	97%	96%	-%	67%	86%	94%
		c	c		bcdef	f	f	cef	f			a	ab
RADIO	2593	2306	1958	287	2477	2593	1861	584	2593	-	308	570	1715
	60%	63%	63%	48%	66%	100%	74%	95%	66%	-%	41%	54%	69%
		c	c		f	acdef	aef	acef	f			a	ab
APPS/ SITES	2499	2400	2065	98	2374	1861	2499	562	2499	-	267	514	1718
	58%	65%	66%	16%	63%	72%	100%	91%	64%	-%	35%	49%	69%
		c	c		f	aef	abdef	abef	f			a	ab
SOUNDS	615	612	536	4	600	584	562	615	615	-	36	88	491
	14%	17%	17%	1%	16%	23%	22%	100%	16%	-%	5%	8%	20%
		c	c		f	aef	aef	abcef	f			a	ab
ANY	3932	3442	2893	490	3758	2593	2499	615	3932	-	558	963	2410
	92%	93%	93%	81%	100%	100%	100%	100%	100%	-%	74%	91%	97%
		c	c		f	f	f	f	f			a	ab
NONE	360	247	219	113	-	-	-	-	-	360	197	93	71
	8%	7%	7%	19%	-%	-%	-%	-%	-%	100%	26%	9%	3%
				ab						abcde	bc	c	

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

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
BBC	3758	1835	1898	402	644	585	615	1507	1193	1069	590	865
	88%	88%	88%	77%	82%	86%	89%	94%	92%	86%	87%	85%
ITV/ STV/ UTV	3332	1602	1711	315	498	502	574	1438	1056	935	532	778
	78%	77%	79%	60%	64%	74%	83%	90%	82%	76%	78%	76%
Channel 4	3182	1553	1605	287	508	482	551	1350	1021	937	499	693
	74%	74%	74%	55%	65%	70%	79%	84%	79%	76%	74%	68%
Nefflix	2632	1224	1389	423	637	506	447	619	847	808	399	546
	61%	59%	64%	81%	81%	74%	64%	39%	66%	65%	59%	54%
Channel 5	2473	1232	1230	166	286	336	438	1243	793	690	396	570
	58%	59%	57%	32%	37%	49%	63%	78%	61%	56%	58%	56%
Sky channels (including from NOW TV)	1849	1015	824	182	353	329	333	651	617	548	300	369
	43%	49%	38%	35%	45%	48%	48%	41%	48%	44%	44%	36%
Amazon Prime Video	1840	924	903	257	466	394	338	386	634	601	265	321
	43%	44%	42%	49%	60%	58%	49%	24%	49%	49%	39%	31%
YouTube	1258	635	610	219	328	243	186	282	400	395	190	256
	29%	30%	28%	42%	42%	36%	27%	18%	31%	32%	28%	25%
S4C (Welsh)	179	102	75	27	68	30	17	37	66	47	36	29
	4%	5%	3%	5%	9%	4%	2%	2%	5%	4%	5%	3%
None of these	97	45	49	29	13	20	8	21	13	24	17	23
	2%	2%	2%	6%	2%	3%	1%	1%	1%	2%	3%	2%
				bcde		de					a	a

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

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
BBC	3758 88%	3162 88%	292 85%	192 89%	112 87%	2857 88%	438 92%	1088 87%	2594 88%	2344 88%	1327 88%
ITV/ STV/ UTV	3332 78%	2788 77%	267 78%	172 80%	104 80%	2544 79%	415 87%	914 73%	2352 80%	2049 77%	1201 80%
Channel 4	3182 74%	2670 74%	255 74%	162 75%	95 74%	2429 75%	410 86%	864 69%	2259 77%	1959 74%	1143 76%
Netflix	2632 61%	2199 61%	210 61%	133 62%	91 71%	2009 62%	257 54%	965 78%	1606 55%	1902 71%	669 44%
Channel 5	2473 58%	2076 58%	193 56%	134 62%	70 54%	1916 59%	316 66%	599 48%	1834 63%	1434 54%	977 65%
Sky channels (including from NOW TV)	1849 43%	1522 42%	161 47%	108 50%	58 45%	1428 44%	211 44%	618 50%	1194 41%	1303 49%	506 34%
Amazon Prime Video	1840 43%	1528 42%	165 48%	89 41%	59 46%	1421 44%	181 38%	691 56%	1108 38%	1391 52%	405 27%
YouTube	1258 29%	1068 30%	87 25%	63 29%	41 31%	995 31%	109 23%	448 36%	779 27%	881 33%	343 23%
S4C (Welsh)	179 4%	116 3%	16 5%	46 21%	2 2%	107 3%	26 5%	90 7%	86 3%	143 5%	35 2%
None of these	97 2%	82 2%	11 3%	3 1%	1 1%	60 2%	10 2%	23 2%	57 2%	36 1%	41 3%

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

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
BBC	3758	3292	2758	465	3758	2477	2374	600	3758	-	506	913	2339
	88%	89%	89%	77%	100%	96%	95%	97%	96%	-%	67%	86%	94%
		c	c		bcdef	f	f	cef	f			a	ab
ITV/ STV/ UTV	3332	2906	2400	426	3163	2188	2051	515	3228	104	507	790	2035
	78%	79%	77%	71%	84%	84%	82%	84%	82%	29%	67%	75%	82%
		c	c		ef	ef	f	f	f			a	ab
Channel 4	3182	2802	2323	380	3041	2121	1992	531	3099	83	467	732	1983
	74%	76%	75%	63%	81%	82%	80%	86%	79%	23%	62%	69%	80%
		c	c		ef	ef	f	abcef	f			a	ab
Netflix	2632	2632	2632	-	2340	1626	1716	468	2437	195	411	600	1622
	61%	71%	85%	-%	62%	63%	69%	76%	62%	54%	54%	57%	65%
		c	ac		f	f	abef	abcef	f				ab
Channel 5	2473	2109	1691	364	2379	1648	1492	382	2416	57	367	612	1494
	58%	57%	54%	60%	63%	64%	60%	62%	61%	16%	49%	58%	60%
		b			cf	cf	f	f	f			a	a
Sky channels (including from NOW TV)	1849	1715	1540	134	1726	1192	1228	310	1768	81	294	433	1122
	43%	46%	49%	22%	46%	46%	49%	50%	45%	23%	39%	41%	45%
		c	ac		f	f	abef	ef	f				a
Amazon Prime Video	1840	1840	1840	-	1646	1153	1275	366	1720	120	278	429	1133
	43%	50%	59%	-%	44%	44%	51%	60%	44%	33%	37%	41%	46%
		c	ac		f	f	abef	abcef	f				ab
YouTube	1258	1258	1077	-	1110	822	881	258	1165	93	220	287	751
	29%	34%	35%	-%	30%	32%	35%	42%	30%	26%	29%	27%	30%
		c	c				abef	abcef					
S4C (Welsh)	179	167	153	12	170	161	155	35	179	-	29	55	95
	4%	5%	5%	2%	5%	6%	6%	6%	5%	-%	4%	5%	4%
		c	c		f	aef	aef	f	f				
None of these	97	3	3	95	-	12	11	1	18	80	43	33	22
	2%	*%	*%	16%	-%	*%	*%	*%	*%	22%	6%	3%	1%
				ab		a	a	a	a	abcde	bc	c	

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

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4270	1832	2405	619	766	821	743	1321	1302	1231	694	1003
Effective Weighted Sample	3015	1333	1687	432	569	626	561	893	944	871	500	675
Total	3948	1922	1993	490	761	657	666	1374	1228	1156	611	916
BBC	3521 89%	1724 90%	1773 89%	402 82%	638 84%	579 88%	593 89%	1308 95%	1146 93%	1012 88%	543 89%	791 86%
ITV/ STV/ UTV	3117 79%	1497 78%	1601 80%	315 64%	495 65%	498 76%	559 84%	1250 91%	1007 82%	891 77%	485 79%	711 78%
Channel 4	2960 75%	1450 75%	1488 75%	287 59%	503 66%	476 72%	532 80%	1163 85%	977 80%	884 77%	455 75%	621 68%
Nefflix	2566 65%	1189 62%	1358 68%	421 86%	629 83%	499 76%	437 66%	579 42%	836 68%	786 68%	387 63%	529 58%
Channel 5	2284 58%	1137 59%	1136 57%	166 34%	285 37%	335 51%	423 64%	1075 78%	749 61%	650 56%	356 58%	512 56%
Amazon Prime Video	1810 46%	907 47%	889 45%	257 52%	461 61%	389 59%	329 49%	374 27%	628 51%	587 51%	261 43%	316 35%
Sky channels (including from NOW TV)	1763 45%	961 50%	792 40%	181 37%	352 46%	328 50%	327 49%	575 42%	602 49%	526 46%	274 45%	348 38%
YouTube	1234 31%	617 32%	603 30%	219 45%	324 43%	240 37%	181 27%	270 20%	396 32%	387 34%	183 30%	252 27%
S4C (Welsh)	173 4%	99 5%	72 4%	27 5%	68 9%	30 5%	17 3%	31 2%	66 5%	44 4%	36 6%	26 3%

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



TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4270	2896	503	456	413	3252	498	1364	2818	2538	1590
Effective Weighted Sample	3015	2295	391	396	384	2307	340	999	1964	1903	1019
Total	3948	3308	324	193	124	3011	423	1213	2649	2564	1287
BBC	3521	2958	283	173	108	2698	393	1078	2376	2286	1154
	89%	89%	87%	90%	87%	90%	93%	89%	90%	89%	90%
ITV/ STV/ UTV	3117	2605	259	153	100	2393	377	909	2152	1999	1043
	79%	79%	80%	79%	81%	79%	89%	75%	81%	78%	81%
							a		a		
Channel 4	2960	2477	246	146	91	2285	366	855	2051	1904	983
	75%	75%	76%	76%	74%	76%	86%	71%	77%	74%	76%
							a		a		
Netflix	2566	2140	208	128	90	1969	249	959	1551	1866	641
	65%	65%	64%	66%	73%	65%	59%	79%	59%	73%	50%
					abc	b		b		b	
Channel 5	2284	1917	185	114	67	1782	281	595	1657	1397	832
	58%	58%	57%	59%	54%	59%	66%	49%	63%	54%	65%
							a		a		a
Amazon Prime Video	1810	1500	164	87	57	1411	178	685	1085	1369	396
	46%	45%	51%	45%	46%	47%	42%	56%	41%	53%	31%
			a					b		b	
Sky channels (including from NOW TV)	1763	1450	158	98	57	1363	198	615	1115	1279	445
	45%	44%	49%	51%	46%	45%	47%	51%	42%	50%	35%
				a				b		b	
YouTube	1234	1046	87	61	41	981	106	442	762	870	330
	31%	32%	27%	32%	33%	33%	25%	36%	29%	34%	26%
						b		b		b	
S4C (Welsh)	173	116	16	39	2	106	22	90	80	143	29
	4%	4%	5%	20%	2%	4%	5%	7%	3%	6%	2%
		d	d	abd				b		b	

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

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4270	4002	3425	268	3792	2556	2680	639	3977	293	739	1005	2526
Effective Weighted Sample	3015	2908	2489	181	2685	1831	1961	486	2818	198	497	704	1818
Total	3948	3572	3035	375	3521	2410	2404	598	3675	273	679	959	2310
BBC	3521 89%	3185 89%	2690 89%	336 90%	3521 100% bcdef	2307 96% f	2293 95% f	584 98% bcef	3521 96% f	- -%	475 70%	852 89% a	2194 95% ab
ITV/ STV/ UTV	3117 79%	2806 79%	2338 77%	312 83%	2954 84% f	2037 84% ef	1977 82% f	500 84% f	3019 82% f	99 36%	479 71%	731 76% a	1908 83% ab
Channel 4	2960 75%	2696 75%	2255 74%	264 70%	2826 80% f	1957 81% ef	1917 80% f	515 86% abcef	2883 78% f	77 28%	435 64%	678 71% a	1847 80% ab
Nefflix	2566 65%	2566 72% c	2566 85% ac	- -%	2280 65%	1589 66%	1677 70% abe	459 77% abce	2374 65%	192 70%	402 59%	586 61%	1578 68% ab
Channel 5	2284 58%	2030 57%	1645 54%	254 68% ab	2196 62% cf	1515 63% cf	1431 60% f	369 62% f	2232 61% f	51 19%	339 50%	563 59% a	1382 60% a
Amazon Prime Video	1810 46%	1810 51% c	1810 60% ac	- -%	1617 46%	1133 47%	1247 52% abef	359 60% abcef	1690 46%	120 44%	276 41%	426 44%	1108 48% a
Sky channels (including from NOW TV)	1763 45%	1669 47% c	1509 50% ac	94 25%	1647 47% f	1138 47% f	1201 50% aef	307 51% ef	1688 46% f	74 27%	281 41%	408 43%	1073 46% a
YouTube	1234 31%	1234 35% c	1058 35% c	- -%	1087 31%	802 33%	866 36% ae	255 43% abcef	1141 31%	92 34%	215 32%	282 29%	737 32%
S4C (Welsh)	173 4%	166 5%	152 5%	8 2%	164 5% f	156 6% aef	154 6% aef	35 6% f	173 5% f	- -%	26 4%	53 6%	95 4%

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)**

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4270	1832	2405	619	766	821	743	1321	1302	1231	694	1003
Effective Weighted Sample	3015	1333	1687	432	569	626	561	893	944	871	500	675
Total	3948	1922	1993	490	761	657	666	1374	1228	1156	611	916
BBC	1245	691	551	65	115	156	222	688	487	331	154	266
	32%	36%	28%	13%	15%	24%	33%	50%	40%	29%	25%	29%
		b				ab	abc	abcd	bcd			
Netflix	990	394	588	246	341	203	121	79	269	345	158	205
	25%	20%	30%	50%	45%	31%	18%	6%	22%	30%	26%	22%
			a	cde	cde	de	e			ad		
ITV/ STV/ UTV	584	239	341	32	83	73	130	266	144	156	111	164
	15%	12%	17%	6%	11%	11%	20%	19%	12%	14%	18%	18%
			a		a	a	abc	abc			ab	ab
Sky channels (including from NOW TV)	343	212	129	10	43	65	74	152	117	102	55	67
	9%	11%	6%	2%	6%	10%	11%	11%	10%	9%	9%	7%
		b			a	ab	ab	ab				
YouTube	221	115	101	62	61	50	25	24	53	64	32	71
	6%	6%	5%	13%	8%	8%	4%	2%	4%	6%	5%	8%
				bcde	de	de	e					a
Amazon Prime Video	144	68	72	24	39	38	26	16	48	39	25	30
	4%	4%	4%	5%	5%	6%	4%	1%	4%	3%	4%	3%
				e	e	e	e					
Channel 4	138	65	71	21	31	31	21	34	41	42	21	33
	4%	3%	4%	4%	4%	5%	3%	2%	3%	4%	4%	4%
						e						
Channel 5	58	26	30	6	11	17	11	14	9	17	17	14
	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	3%	2%
						e					a	
S4C (Welsh)	17	11	6	4	8	1	3	1	7	1	5	3
	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	1%	*%
				e	e						b	
None of these	101	54	47	10	14	17	9	52	24	29	18	30
	3%	3%	2%	2%	2%	3%	1%	4%	2%	2%	3%	3%
								bd				

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

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4270	1832	2405	619	766	821	743	1321	1302	1231	694	1003
Effective Weighted Sample	3015	1333	1687	432	569	626	561	893	944	871	500	675
Total	3948	1922	1993	490	761	657	666	1374	1228	1156	611	916
Don't know	107	47	57	11	18	7	24	47	28	29	15	33
	3%	2%	3%	2%	2%	1%	4%	3%	2%	2%	3%	4%
							c	c				

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

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4270	2896	503	456	413	3252	498	1364	2818	2538	1590
Effective Weighted Sample	3015	2295	391	396	384	2307	340	999	1964	1903	1019
Total	3948	3308	324	193	124	3011	423	1213	2649	2564	1287
BBC	1245	1039	95	76	36	956	184	253	966	691	523
	32%	31%	29%	39%	29%	32%	43%	21%	36%	27%	41%
				abd			a		a		a
Netflix	990	824	90	42	34	751	67	429	540	736	235
	25%	25%	28%	22%	28%	25%	16%	35%	20%	29%	18%
			c		c	b		b		b	
ITV/ STV/ UTV	584	505	36	21	23	451	64	170	405	368	205
	15%	15%	11%	11%	18%	15%	15%	14%	15%	14%	16%
		bc			bc						
Sky channels (including from NOW TV)	343	264	44	24	12	266	56	105	232	240	95
	9%	8%	14%	13%	9%	9%	13%	9%	9%	9%	7%
			a	a			a				
YouTube	221	196	13	6	6	180	8	91	123	152	62
	6%	6%	4%	3%	5%	6%	2%	8%	5%	6%	5%
		c				b		b			
Amazon Prime Video	144	124	8	7	5	98	14	57	81	110	27
	4%	4%	2%	4%	4%	3%	3%	5%	3%	4%	2%
								b		b	
Channel 4	138	119	13	3	3	103	7	42	91	91	44
	4%	4%	4%	2%	3%	3%	2%	3%	3%	4%	3%
		c									
Channel 5	58	48	5	4	1	39	5	25	32	45	13
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
S4C (Welsh)	17	13	1	3	-	12	1	11	5	16	1
	*%	*%	*%	1%	-%	*%	*%	1%	*%	1%	*%
				ad				b		b	
None of these	101	84	10	4	3	76	9	17	83	59	38
	3%	3%	3%	2%	2%	3%	2%	1%	3%	2%	3%
									a		

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

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4270	2896	503	456	413	3252	498	1364	2818	2538	1590
Effective Weighted Sample	3015	2295	391	396	384	2307	340	999	1964	1903	1019
Total	3948	3308	324	193	124	3011	423	1213	2649	2564	1287
Don't know	107	92	10	4	2	80	8	13	90	57	43
	3%	3%	3%	2%	1%	3%	2%	1%	3%	2%	3%
									a		

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

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4270	4002	3425	268	3792	2556	2680	639	3977	293	739	1005	2526
Effective Weighted Sample	3015	2908	2489	181	2685	1831	1961	486	2818	198	497	704	1818
Total	3948	3572	3035	375	3521	2410	2404	598	3675	273	679	959	2310
BBC	1245	1091	814	154	1245	942	879	310	1245	-	92	221	932
	32%	31%	27%	41%	35%	39%	37%	52%	34%	-%	14%	23%	40%
		b		ab	f	aef	f	abcef	f			a	ab
Netflix	990	990	990	-	801	526	594	131	866	124	186	243	560
	25%	28%	33%	-%	23%	22%	25%	22%	24%	45%	27%	25%	24%
		c	ac				b			abcde			
ITV/ STV/ UTV	584	498	412	86	532	336	301	42	550	34	130	159	294
	15%	14%	14%	23%	15%	14%	12%	7%	15%	13%	19%	17%	13%
				ab	cd	d	d		cd	d	c	c	
Sky channels (including from NOW TV)	343	301	252	42	311	191	204	30	318	25	84	94	165
	9%	8%	8%	11%	9%	8%	8%	5%	9%	9%	12%	10%	7%
					d	d	d		d	d	c	c	
YouTube	221	221	171	-	155	112	122	28	179	42	56	57	108
	6%	6%	6%	-%	4%	5%	5%	5%	5%	15%	8%	6%	5%
		c	c							abcde	c		
Amazon Prime Video	144	144	144	-	116	72	90	20	124	20	30	39	74
	4%	4%	5%	-%	3%	3%	4%	3%	3%	7%	4%	4%	3%
		c	c							abcde			
Channel 4	138	122	100	16	120	90	92	17	130	8	22	39	77
	4%	3%	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%	3%
Channel 5	58	49	39	9	53	31	29	6	56	2	11	24	22
	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	3%	1%
												c	
S4C (Welsh)	17	16	15	1	10	17	15	1	17	-	1	9	6
	*%	*%	1%	*%	*%	1%	1%	*%	*%	-%	*%	1%	*%
												c	
None of these	101	66	50	35	81	46	41	6	90	11	47	29	25
	3%	2%	2%	9%	2%	2%	2%	1%	2%	4%	7%	3%	1%
				ab						cd	bc	c	

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

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITV Hub, Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4270	4002	3425	268	3792	2556	2680	639	3977	293	739	1005	2526
Effective Weighted Sample	3015	2908	2489	181	2685	1831	1961	486	2818	198	497	704	1818
Total	3948	3572	3035	375	3521	2410	2404	598	3675	273	679	959	2310
Don't know	107	75	49	32	97	47	38	5	100	7	19	44	45
	3%	2%	2%	8%	3%	2%	2%	1%	3%	3%	3%	5%	2%
				ab	cd				cd			c	

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	3939	1697	2219	508	637	727	681	1379	1244	1112	649	893	
Effective Weighted Sample	2744	1224	1526	355	477	559	519	916	882	783	462	592	
Total	3756	1835	1896	402	644	585	615	1506	1193	1069	590	864	
1 - Extremely dissatisfied	(1.0)	82 2%	44 2%	38 2%	15 4% d	15 2%	14 2%	9 1%	29 2%	18 2%	27 2%	8 1%	27 3% a
2	(2.0)	50 1%	25 1%	25 1%	9 2%	8 1%	7 1%	6 1%	21 1%	12 1%	14 1%	8 1%	16 2%
3	(3.0)	184 5%	106 6% b	76 4%	20 5%	29 5%	30 5%	26 4%	77 5%	59 5%	54 5%	30 5%	39 5%
4	(4.0)	224 6%	106 6%	116 6%	21 5%	40 6%	23 4%	37 6%	102 7% c	74 6%	69 6%	30 5%	47 5%
5	(5.0)	600 16%	272 15%	319 17%	73 18%	127 20% ce	80 14%	95 15%	224 15%	163 14%	148 14%	118 20% ab	165 19% ab
6	(6.0)	435 12%	214 12%	214 11%	61 15% d	76 12%	66 11%	62 10%	170 11%	122 10%	130 12%	81 14%	100 12%
7	(7.0)	692 18%	365 20%	325 17%	72 18%	104 16%	132 23% bd	99 16%	284 19%	237 20% d	222 21% cd	91 15%	137 16%
8	(8.0)	791 21%	389 21%	400 21%	70 18%	115 18%	127 22%	145 24% ab	333 22%	266 22%	226 21%	112 19%	180 21%
9	(9.0)	277 7%	128 7%	149 8%	28 7%	48 8%	36 6%	54 9%	111 7%	108 9% d	75 7%	44 7%	48 6%
10 - Extremely satisfied	(10.0)	422 11%	185 10%	236 12%	33 8%	82 13% a	71 12%	82 13% a	154 10%	135 11%	106 10%	69 12%	107 12%
DISSATISFIED (1-4)		540 14%	282 15%	254 13%	65 16%	92 14%	74 13%	78 13%	229 15%	163 14%	163 15%	75 13%	129 15%

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

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	3939	1697	2219	508	637	727	681	1379	1244	1112	649	893
Effective Weighted Sample	2744	1224	1526	355	477	559	519	916	882	783	462	592
Total	3756	1835	1896	402	644	585	615	1506	1193	1069	590	864
NEUTRAL (5-6)	1035 28%	486 26%	533 28%	134 33% cde	203 32% cde	146 25%	158 26%	394 26%	284 24%	278 26%	199 34% ab	264 31% a
SATISFIED (7-10)	2182 58%	1067 58%	1110 59%	203 50%	349 54%	365 62% ab	380 62% ab	883 59% a	746 62% cd	629 59%	316 54%	471 54%
Answered	3756	1835	1896	402	644	585	615	1506	1193	1069	590	864
Mean score	6.7	6.6	6.8	6.4	6.6	6.8 a	6.9 abe	6.7 a	6.8 d	6.6	6.7	6.6
Standard deviation	2.15	2.15	2.15	2.19	2.19	2.12	2.11	2.13	2.09	2.13	2.10	2.24
Standard error	.03	.05	.05	.10	.09	.08	.08	.06	.06	.06	.08	.08

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

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	3939	2702	438	431	365	2989	487	1217	2651	2306	1511	
Effective Weighted Sample	2744	2107	336	340	332	2099	319	897	1815	1735	929	
Total	3756	3162	291	192	112	2855	438	1088	2592	2344	1326	
1 - Extremely dissatisfied	(1.0)	82 2%	64 2%	11 4%	4 2%	3 3%	62 2%	7 2%	29 3%	48 2%	44 2%	34 3%
2	(2.0)	50 1%	38 1%	6 2%	4 2%	3 3%	31 1%	8 2%	12 1%	37 1%	23 1%	26 2%
3	(3.0)	184 5%	159 5%	10 3%	8 4%	7 7%	140 5%	22 5%	51 5%	127 5%	117 5%	61 5%
4	(4.0)	224 6%	182 6%	24 8%	11 6%	8 7%	168 6%	23 5%	50 5%	171 7%	134 6%	85 6%
5	(5.0)	600 16%	498 16%	65 22% acd	23 12%	14 13%	443 16%	65 15%	173 16%	410 16%	361 15%	223 17%
6	(6.0)	435 12%	366 12%	29 10%	28 15%	13 12%	331 12%	41 9%	130 12%	289 11%	256 11%	171 13%
7	(7.0)	692 18%	590 19%	50 17%	34 18%	18 16%	531 19%	87 20%	205 19%	476 18%	468 20%	214 16%
8	(8.0)	791 21%	666 21%	57 20%	46 24%	21 19%	626 22%	105 24%	208 19%	579 22%	506 22%	272 20%
9	(9.0)	277 7%	235 7%	15 5%	17 9%	10 9%	209 7%	31 7%	89 8%	183 7%	166 7%	104 8%
10 - Extremely satisfied	(10.0)	422 11%	366 12%	26 9%	17 9%	13 12%	313 11%	50 11%	141 13%	271 10%	268 11%	138 10%
DISSATISFIED (1-4)		540 14%	442 14%	50 17%	27 14%	22 19%	402 14%	59 14%	142 13%	383 15%	318 14%	206 16%

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

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	3939	2702	438	431	365	2989	487	1217	2651	2306	1511
Effective Weighted Sample	2744	2107	336	340	332	2099	319	897	1815	1735	929
Total	3756	3162	291	192	112	2855	438	1088	2592	2344	1326
NEUTRAL (5-6)	1035	864	93	51	28	774	106	303	700	617	393
	28%	27%	32%	26%	25%	27%	24%	28%	27%	26%	30%
			d								
SATISFIED (7-10)	2182	1857	148	115	63	1680	273	642	1509	1409	727
	58%	59%	51%	60%	56%	59%	62%	59%	58%	60%	55%
		b		b						b	
Answered	3756	3162	291	192	112	2855	438	1088	2592	2344	1326
Mean score	6.7	6.7	6.3	6.8	6.6	6.7	6.8	6.8	6.7	6.7	6.6
		b		b							
Standard deviation	2.15	2.14	2.19	2.09	2.36	2.13	2.11	2.19	2.12	2.10	2.19
Standard error	.03	.04	.10	.10	.12	.04	.10	.06	.04	.04	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 101**

**B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	3939	3640	3081	299	3939	2543	2610	637	3939	-	541	913	2485	
Effective Weighted Sample	2744	2647	2248	206	2744	1792	1908	481	2744	-	355	636	1757	
Total	3756	3292	2758	464	3756	2477	2374	600	3756	-	506	911	2339	
1 - Extremely dissatisfied	(1.0)	82 2%	64 2%	56 2%	17 4%	82 2% b	34 1%	38 2%	7 1%	82 2% b	** **	69 14% bc	10 1% c	3 *%
2	(2.0)	50 1%	47 1%	40 1%	3 1%	50 1%	28 1%	30 1%	8 1%	50 1%	** **	37 7% bc	7 1%	7 *%
3	(3.0)	184 5%	151 5%	139 5%	33 7%	184 5%	118 5%	94 4%	19 3%	184 5%	** **	112 22% bc	48 5% c	23 1%
4	(4.0)	224 6%	177 5%	148 5%	47 10% ab	224 6%	135 5%	122 5%	24 4%	224 6%	** **	96 19% bc	95 10% c	33 1%
5	(5.0)	600 16%	520 16%	429 16%	79 17%	600 16% cd	366 15% cd	296 12% d	53 9%	600 16% cd	** **	104 21% c	346 38% ac	149 6%
6	(6.0)	435 12%	379 11%	320 12%	57 12%	435 12% d	262 11% d	267 11% d	43 7%	435 12% d	** **	47 9%	191 21% ac	198 8%
7	(7.0)	692 18%	609 18%	519 19%	83 18%	692 18%	482 19%	469 20%	111 18%	692 18%	** **	18 4%	118 13% a	556 24% ab
8	(8.0)	791 21%	716 22%	591 21%	75 16%	791 21%	557 22%	571 24% ae	170 28% abe	791 21%	** **	11 2%	67 7% a	713 30% ab
9	(9.0)	277 7%	254 8%	203 7%	23 5%	277 7%	201 8%	199 8%	57 9%	277 7%	** **	* *%	14 2% a	263 11% ab
10 - Extremely satisfied	(10.0)	422 11%	377 11%	313 11%	45 10%	422 11%	294 12%	290 12%	109 18% abce	422 11%	** **	12 2%	16 2%	394 17% ab

Minimum Base: 30 (^)

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

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	3939	3640	3081	299	3939	2543	2610	637	3939	-	541	913	2485
Effective Weighted Sample	2744	2647	2248	206	2744	1792	1908	481	2744	-	355	636	1757
Total	3756	3292	2758	464	3756	2477	2374	600	3756	-	506	911	2339
DISSATISFIED (1-4)	540 14%	439 13%	382 14%	101 22% ab	540 14% cd	315 13%	283 12%	58 10%	540 14% cd	** **	314 62% bc	160 18% c	66 3%
NEUTRAL (5-6)	1035 28%	899 27%	749 27%	136 29%	1035 28% cd	628 25% d	562 24% d	96 16%	1035 28% cd	** **	151 30% c	537 59% ac	347 15%
SATISFIED (7-10)	2182 58%	1955 59% c	1627 59% c	227 49%	2182 58%	1534 62% ae	1529 64% ae	446 74% abce	2182 58%	** **	42 8%	214 24% a	1926 82% ab
Answered	3756	3292	2758	464	3756	2477	2374	600	3756	**	506	911	2339
Mean score	6.7	6.8 c	6.7 c	6.2	6.7	6.8 ae	6.9 ae	7.4 abce	6.7	**	4.0	5.6 a	7.7 ab
Standard deviation	2.15	2.13	2.14	2.24	2.15	2.08	2.06	2.05	2.15	**	1.97	1.52	1.58
Standard error	.03	.04	.04	.13	.03	.04	.04	.08	.03	**	.08	.05	.03

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 102**

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	3474	1462	1993	409	507	629	640	1282	1090	976	573	802	
Effective Weighted Sample	2416	1052	1374	283	373	487	482	861	776	684	413	526	
Total	3263	1564	1680	315	495	500	569	1380	1034	917	514	767	
1 - Extremely dissatisfied	(1.0)	22 1%	12 1%	10 1%	1 *%	4 1%	5 1%	4 1%	9 1%	5 *%	10 1%	1 *%	5 1%
2	(2.0)	40 1%	26 2%	14 1%	2 1%	5 1%	5 1%	4 1%	23 2%	14 1%	9 1%	7 1%	8 1%
3	(3.0)	122 4%	71 5%	50 3%	13 4%	15 3%	18 4%	11 2%	64 5%	41 4%	37 4%	16 3%	26 3%
4	(4.0)	169 5%	101 6%	69 4%	14 4%	22 4%	18 4%	35 6%	81 6%	61 6%	42 5%	31 6%	33 4%
5	(5.0)	535 16%	257 16%	275 16%	49 15%	78 16%	80 16%	94 17%	234 17%	192 19%	149 16%	74 14%	118 15%
6	(6.0)	477 15%	255 16%	218 13%	44 14%	71 14%	72 14%	83 15%	206 15%	160 15%	151 16%	59 11%	105 14%
7	(7.0)	659 20%	303 19%	350 21%	72 23%	100 20%	110 22%	100 18%	274 20%	217 21%	190 21%	111 22%	133 17%
8	(8.0)	657 20%	297 19%	357 21%	66 21%	105 21%	100 20%	121 21%	265 19%	192 19%	192 21%	101 20%	167 22%
9	(9.0)	256 8%	116 7%	138 8%	22 7%	39 8%	44 9%	43 8%	107 8%	76 7%	63 7%	52 10%	62 8%
10 - Extremely satisfied	(10.0)	326 10%	126 8%	198 12%	31 10%	55 11%	49 10%	73 13%	117 8%	77 7%	73 8%	62 12%	109 14%
DISSATISFIED (1-4)		354 11%	210 13%	143 8%	31 10%	45 9%	45 9%	54 10%	177 13%	121 12%	98 11%	55 11%	73 10%

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

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	3474	1462	1993	409	507	629	640	1282	1090	976	573	802
Effective Weighted Sample	2416	1052	1374	283	373	487	482	861	776	684	413	526
Total	3263	1564	1680	315	495	500	569	1380	1034	917	514	767
NEUTRAL (5-6)	1012 31%	511 33%	493 29%	93 29%	150 30%	152 30%	177 31%	440 32%	351 34%	299 33%	132 26%	222 29%
SATISFIED (7-10)	1898 58%	843 54%	1044 62%	192 61%	300 61%	303 61%	337 59%	763 55%	562 54%	519 57%	327 64%	472 62%
Answered	3263	1564	1680	315	495	500	569	1380	1034	917	514	767
Mean score	6.8	6.6	7.0 a	6.8	6.9 e	6.9 e	6.9 e	6.6	6.6	6.7	7.0 ab	7.0 ab
Standard deviation	1.95	1.97	1.91	1.87	1.93	1.92	1.95	1.97	1.89	1.90	1.96	2.01
Standard error	.03	.05	.04	.09	.09	.08	.08	.05	.06	.06	.08	.07

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



**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	3474	2356	403	375	339	2647	455	1032	2378	2022	1334	
Effective Weighted Sample	2416	1837	309	290	309	1849	305	756	1629	1511	828	
Total	3263	2727	266	167	103	2497	406	913	2286	2024	1156	
1 - Extremely dissatisfied	(1.0)	22 1%	19 1%	3 1%	1 1%	* **%	18 1%	2 1%	6 1%	16 1%	14 1%	8 1%
2	(2.0)	40 1%	27 1%	6 2% a	5 3% a	2 2%	29 1%	9 2%	8 1%	30 1%	19 1%	19 2%
3	(3.0)	122 4%	98 4%	10 4%	9 6%	5 4%	98 4%	18 4%	29 3%	87 4%	62 3%	55 5% a
4	(4.0)	169 5%	142 5%	17 6%	6 4%	4 4%	139 6%	17 4%	42 5%	126 6%	105 5%	59 5%
5	(5.0)	535 16%	441 16%	55 21% ad	26 16%	12 12%	399 16%	64 16%	131 14%	392 17%	330 16%	190 16%
6	(6.0)	477 15%	396 15%	38 14%	28 17%	15 14%	388 16%	54 13%	116 13%	347 15%	310 15%	154 13%
7	(7.0)	659 20%	542 20%	58 22%	34 21%	24 23%	476 19%	106 26% a	180 20%	469 21%	411 20%	237 20%
8	(8.0)	657 20%	564 21% b	40 15%	32 19%	21 21%	503 20%	78 19%	210 23% b	441 19%	406 20%	233 20%
9	(9.0)	256 8%	224 8% b	12 5%	12 7%	7 7%	201 8%	23 6%	81 9%	172 8%	156 8%	96 8%
10 - Extremely satisfied	(10.0)	326 10%	274 10%	26 10%	14 8%	13 13%	247 10%	35 9%	108 12% b	206 9%	211 10%	107 9%
DISSATISFIED (1-4)		354 11%	287 11%	35 13%	21 12%	11 10%	284 11%	46 11%	85 9%	258 11%	200 10%	141 12%

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

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	3474	2356	403	375	339	2647	455	1032	2378	2022	1334
Effective Weighted Sample	2416	1837	309	290	309	1849	305	756	1629	1511	828
Total	3263	2727	266	167	103	2497	406	913	2286	2024	1156
NEUTRAL (5-6)	1012	837	93	54	27	787	118	248	739	641	344
	31%	31%	35%	32%	26%	32%	29%	27%	32%	32%	30%
			d						a		
SATISFIED (7-10)	1898	1603	137	92	66	1426	242	580	1288	1183	672
	58%	59%	52%	55%	64%	57%	60%	64%	56%	58%	58%
		b			bc			b			
Answered	3263	2727	266	167	103	2497	406	913	2286	2024	1156
Mean score	6.8	6.8	6.5	6.6	7.0	6.8	6.7	7.0	6.7	6.8	6.7
		b			bc			b			
Standard deviation	1.95	1.93	2.00	1.99	1.96	1.96	1.92	1.93	1.93	1.91	1.99
Standard error	.03	.04	.10	.10	.11	.04	.09	.06	.04	.04	.05

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	3474	3216	2697	258	3305	2236	2265	546	3378	96	535	795	2144	
Effective Weighted Sample	2416	2332	1958	176	2304	1578	1650	410	2356	62	353	547	1518	
Total	3263	2871	2380	392	3099	2141	2024	510	3163	100	496	766	2001	
1 - Extremely dissatisfied	(1.0)	22 1%	20 1%	18 1%	2 1%	22 1%	15 1%	14 1%	3 1%	22 1%	1 1%	12 2% c	6 1%	5 *%
2	(2.0)	40 1%	33 1%	29 1%	7 2%	38 1%	35 2%	30 1%	10 2%	38 1%	2 2%	12 2% c	11 1%	16 1%
3	(3.0)	122 4%	112 4%	96 4%	10 2%	115 4%	81 4%	69 3%	30 6% ace	119 4%	3 3%	48 10% bc	35 5% c	39 2%
4	(4.0)	169 5%	150 5%	120 5%	19 5%	156 5%	117 5%	124 6%	29 6%	166 5%	4 4%	48 10% c	58 8% c	64 3%
5	(5.0)	535 16%	461 16%	389 16%	74 19%	499 16%	348 16%	303 15%	87 17%	512 16%	23 23%	122 25% c	200 26% c	213 11%
6	(6.0)	477 15%	420 15%	346 15%	57 15%	456 15%	314 15%	318 16%	81 16%	468 15%	9 9%	76 15%	139 18% c	262 13%
7	(7.0)	659 20%	569 20%	467 20%	90 23%	631 20%	464 22%	422 21%	97 19%	642 20%	16 16%	73 15%	136 18%	450 23% ab
8	(8.0)	657 20%	588 20%	495 21%	70 18%	633 20% d	413 19%	408 20% d	78 15%	639 20% d	18 18%	51 10%	112 15%	494 25% ab
9	(9.0)	256 8%	231 8%	187 8%	25 6%	243 8%	165 8%	154 8%	47 9%	247 8%	9 9%	20 4%	40 5%	196 10% ab
10 - Extremely satisfied	(10.0)	326 10%	287 10%	232 10%	39 10%	306 10%	190 9%	181 9%	47 9%	310 10%	16 16%	35 7% b	29 4%	262 13% ab

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITV Hub and STV Player) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	3474	3216	2697	258	3305	2236	2265	546	3378	96	535	795	2144
Effective Weighted Sample	2416	2332	1958	176	2304	1578	1650	410	2356	62	353	547	1518
Total	3263	2871	2380	392	3099	2141	2024	510	3163	100	496	766	2001
DISSATISFIED (1-4)	354 11%	316 11%	263 11%	38 10%	331 11%	247 12%	238 12%	72 14% a	344 11%	10 10%	120 24% bc	110 14% c	124 6%
NEUTRAL (5-6)	1012 31%	880 31%	735 31%	131 33%	955 31%	662 31%	620 31%	169 33%	979 31%	32 32%	198 40% c	339 44% c	475 24%
SATISFIED (7-10)	1898 58%	1675 58%	1382 58%	223 57%	1813 59% d	1231 58%	1166 58%	269 53%	1840 58% d	58 58%	179 36%	317 41%	1402 70% ab
Answered	3263	2871	2380	392	3099	2141	2024	510	3163	100	496	766	2001
Mean score	6.8	6.8	6.8	6.7	6.8 d	6.7	6.7	6.6	6.8	6.9	5.8	6.1 a	7.3 ab
Standard deviation	1.95	1.95	1.95	1.90	1.94	1.94	1.93	2.05	1.94	2.13	2.12	1.80	1.79
Standard error	.03	.03	.04	.12	.03	.04	.04	.09	.03	.22	.09	.06	.04

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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		3319	1427	1870	388	518	603	597	1208	1062	959	537	731
Effective Weighted Sample		2315	1030	1288	275	389	467	457	802	756	679	383	477
Total		3104	1514	1566	287	505	477	540	1291	1006	913	487	667
1 - Extremely dissatisfied	(1.0)	20 1%	10 1%	9 1%	3 1%	3 1%	5 1%	1 *%	9 1%	4 *%	6 1%	1 *%	8 1%
2	(2.0)	31 1%	10 1%	20 1%	4 1%	4 1%	3 1%	2 *%	17 1%	11 1%	8 1%	1 *%	11 2% c
3	(3.0)	86 3%	56 4% b	30 2%	10 4% bd	4 1%	12 3%	7 1%	51 4% bd	30 3%	21 2%	14 3%	16 2%
4	(4.0)	141 5%	90 6% b	51 3%	19 7% bc	15 3%	15 3%	26 5%	67 5%	54 5%	39 4%	17 3%	31 5%
5	(5.0)	492 16%	237 16%	247 16%	38 13%	70 14%	71 15%	81 15%	231 18%	147 15%	133 15%	82 17%	124 19%
6	(6.0)	552 18%	278 18%	273 17%	43 15%	100 20%	76 16%	98 18%	235 18%	183 18%	154 17%	96 20%	113 17%
7	(7.0)	715 23%	360 24%	349 22%	62 22%	105 21%	119 25%	129 24%	299 23%	244 24%	226 25% d	110 23%	132 20%
8	(8.0)	602 19%	277 18%	322 21%	60 21%	96 19%	99 21%	108 20%	239 19%	208 21%	164 18%	91 19%	133 20%
9	(9.0)	224 7%	96 6%	125 8%	18 6%	64 13% acde	28 6%	40 7%	73 6%	64 6%	81 9%	32 7%	46 7%
10 - Extremely satisfied	(10.0)	240 8%	101 7%	139 9%	31 11% e	44 9% e	47 10% e	49 9% e	70 5%	60 6%	81 9% a	43 9%	53 8%
DISSATISFIED (1-4)		278 9%	166 11% b	110 7%	35 12% bcd	26 5%	36 8%	36 7%	144 11% bcd	100 10%	74 8%	33 7%	66 10%

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

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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	3319	1427	1870	388	518	603	597	1208	1062	959	537	731
Effective Weighted Sample	2315	1030	1288	275	389	467	457	802	756	679	383	477
Total	3104	1514	1566	287	505	477	540	1291	1006	913	487	667
NEUTRAL (5-6)	1044 34%	516 34%	520 33%	81 28%	170 34%	147 31%	178 33%	466 36%	331 33%	287 31%	178 37%	237 36%
SATISFIED (7-10)	1781 57%	833 55%	936 60%	170 59%	309 61%	294 62%	326 60%	681 53%	576 57%	552 60%	276 57%	364 55%
Answered	3104	1514	1566	287	505	477	540	1291	1006	913	487	667
Mean score	6.7	6.6	6.9	6.8	7.0	6.9	6.9	6.5	6.7	6.9	6.8	6.6
Standard deviation	1.80	1.80	1.80	1.97	1.74	1.83	1.70	1.80	1.74	1.81	1.73	1.91
Standard error	.03	.05	.04	.10	.08	.07	.07	.05	.05	.06	.07	.07

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

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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	3319	2258	385	364	312	2553	442	974	2287	1937	1269	
Effective Weighted Sample	2315	1763	297	291	282	1799	287	717	1570	1466	777	
Total	3104	2598	251	159	95	2381	402	858	2186	1932	1094	
1 - Extremely dissatisfied	(1.0)	20 1%	17 1%	2 1%	1 *% *%	* *% *%	16 1%	1 *% *%	5 1%	14 1%	9 *% *%	9 1%
2	(2.0)	31 1%	28 1%	1 *% *%	1 1%	1 1%	27 1%	3 1%	6 1%	25 1%	15 1%	15 1%
3	(3.0)	86 3%	70 3%	5 2%	10 6% abd	1 1%	70 3%	10 3%	22 3%	61 3%	44 2%	36 3%
4	(4.0)	141 5%	113 4%	13 5%	10 6%	5 6%	96 4%	30 7% a	31 4%	106 5%	78 4%	60 5%
5	(5.0)	492 16%	409 16%	47 19%	24 15%	13 13%	380 16%	66 16%	118 14%	360 16%	281 15%	194 18% a
6	(6.0)	552 18%	464 18%	46 18%	28 17%	14 15%	426 18%	69 17%	161 19%	381 17%	364 19%	179 16%
7	(7.0)	715 23%	595 23%	58 23%	36 22%	26 28%	534 22%	98 24%	191 22%	514 23%	461 24%	243 22%
8	(8.0)	602 19%	512 20% b	37 15%	36 23% b	17 18%	472 20%	74 18%	170 20%	422 19%	378 20%	213 19%
9	(9.0)	224 7%	188 7%	23 9% c	7 4%	6 6%	178 7%	20 5%	73 8%	147 7%	150 8%	69 6%
10 - Extremely satisfied	(10.0)	240 8%	203 8%	20 8%	8 5%	10 11% c	181 8%	31 8%	82 10%	157 7%	154 8%	75 7%
DISSATISFIED (1-4)		278 9%	228 9%	21 8%	21 13% a	8 9%	210 9%	44 11%	64 7%	205 9%	145 8%	121 11% a

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

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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	3319	2258	385	364	312	2553	442	974	2287	1937	1269
Effective Weighted Sample	2315	1763	297	291	282	1799	287	717	1570	1466	777
Total	3104	2598	251	159	95	2381	402	858	2186	1932	1094
NEUTRAL (5-6)	1044	873	93	52	27	806	135	279	741	645	374
	34%	34%	37%	32%	29%	34%	34%	32%	34%	33%	34%
			d								
SATISFIED (7-10)	1781	1498	137	87	59	1365	223	516	1240	1142	599
	57%	58%	55%	54%	63%	57%	55%	60%	57%	59%	55%
					bc					b	
Answered	3104	2598	251	159	95	2381	402	858	2186	1932	1094
Mean score	6.7	6.8	6.7	6.5	6.9	6.7	6.6	6.9	6.7	6.8	6.6
		c			c			b		b	
Standard deviation	1.80	1.81	1.80	1.79	1.79	1.82	1.77	1.80	1.80	1.75	1.86
Standard error	.03	.04	.09	.09	.10	.04	.08	.06	.04	.04	.05

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



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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	3319	3092	2602	227	3160	2167	2199	567	3231	88	496	728	2095	
Effective Weighted Sample	2315	2265	1913	152	2202	1527	1619	431	2253	61	326	508	1483	
Total	3104	2751	2287	353	2968	2070	1953	526	3025	79	458	712	1934	
1 - Extremely dissatisfied	(1.0)	20 1%	14 1%	13 1%	5 2%	17 1%	10 *%	9 *%	1 *%	17 1%	3 3%	13 3%	4 1%	3 *%
										abcde	bc			
2	(2.0)	31 1%	23 1%	20 1%	8 2%	31 1%	22 1%	19 1%	2 *%	31 1%	- -%	17 4%	7 1%	7 *%
												bc		
3	(3.0)	86 3%	70 3%	57 2%	16 5%	83 3%	57 3%	49 3%	15 3%	84 3%	2 3%	31 7%	27 4%	28 1%
												bc	c	
4	(4.0)	141 5%	112 4%	93 4%	29 8%	135 5%	83 4%	81 4%	19 4%	137 5%	4 5%	38 8%	51 7%	51 3%
					ab							c	c	
5	(5.0)	492 16%	433 16%	357 16%	59 17%	468 16%	316 15%	267 14%	68 13%	480 16%	12 15%	101 22%	198 28%	194 10%
												c	c	
6	(6.0)	552 18%	502 18%	418 18%	51 14%	526 18%	384 19%	369 19%	86 16%	537 18%	15 19%	96 21%	160 22%	296 15%
												c	c	
7	(7.0)	715 23%	637 23%	531 23%	79 22%	683 23%	454 22%	458 23%	114 22%	699 23%	17 21%	78 17%	142 20%	494 26%
														ab
8	(8.0)	602 19%	546 20%	444 19%	56 16%	581 20%	430 21%	411 21%	119 23%	589 19%	14 17%	54 12%	80 11%	468 24%
														ab
9	(9.0)	224 7%	203 7%	178 8%	21 6%	215 7%	161 8%	154 8%	50 10%	218 7%	6 7%	17 4%	25 4%	181 9%
														ab
10 - Extremely satisfied	(10.0)	240 8%	211 8%	176 8%	29 8%	230 8%	154 7%	137 7%	51 10%	233 8%	8 10%	12 3%	17 2%	212 11%
														ab

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

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	3319	3092	2602	227	3160	2167	2199	567	3231	88	496	728	2095
Effective Weighted Sample	2315	2265	1913	152	2202	1527	1619	431	2253	61	326	508	1483
Total	3104	2751	2287	353	2968	2070	1953	526	3025	79	458	712	1934
DISSATISFIED (1-4)	278 9%	219 8%	182 8%	59 17% ab	266 9%	172 8%	158 8%	37 7%	269 9%	8 11%	100 22% bc	90 13% c	89 5%
NEUTRAL (5-6)	1044 34%	934 34%	775 34%	110 31%	994 33%	699 34%	636 33%	153 29%	1018 34%	27 34%	197 43% c	358 50% ac	490 25%
SATISFIED (7-10)	1781 57%	1597 58%	1329 58%	185 52%	1708 58%	1198 58%	1160 59%	335 64% abe	1738 57%	44 55%	162 35%	264 37%	1356 70% ab
Answered	3104	2751	2287	353	2968	2070	1953	526	3025	79	458	712	1934
Mean score	6.7	6.8 c	6.8 c	6.4	6.7	6.8	6.8	7.0 abce	6.7	6.7	5.7	6.0 a	7.2 ab
Standard deviation	1.80	1.77	1.77	2.05	1.80	1.78	1.74	1.77	1.80	2.04	1.95	1.60	1.65
Standard error	.03	.03	.03	.14	.03	.04	.04	.07	.03	.22	.09	.06	.04

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		2486	1082	1393	208	295	421	483	1074	793	693	408	570
Effective Weighted Sample		1733	778	969	146	220	326	370	719	563	482	300	377
Total		2364	1181	1172	166	285	336	428	1145	762	669	365	546
1 - Extremely dissatisfied	(1.0)	15 1%	11 1%	4 *%	1 *%	3 1%	2 1%	- -%	9 1%	2 *%	5 1%	1 *%	7 1%
2	(2.0)	25 1%	13 1%	12 1%	1 1%	4 1%	3 1%	6 1%	10 1%	7 1%	9 1%	3 1%	5 1%
3	(3.0)	87 4%	58 5%	29 2%	6 4%	10 3%	15 4%	8 2%	48 4%	31 4%	21 3%	20 5%	14 3%
4	(4.0)	175 7%	86 7%	88 7%	13 8%	20 7%	24 7%	24 6%	93 8%	76 10%	53 8%	19 5%	24 4%
5	(5.0)	496 21%	236 20%	256 22%	25 15%	61 21%	64 19%	92 22%	254 22%	172 23%	144 22%	61 17%	114 21%
6	(6.0)	457 19%	227 19%	226 19%	30 18%	51 18%	72 21%	73 17%	231 20%	126 16%	140 21%	76 21%	111 20%
7	(7.0)	473 20%	245 21%	227 19%	47 28%	44 15%	57 17%	96 22%	229 20%	171 22%	117 17%	71 20%	112 21%
8	(8.0)	321 14%	151 13%	171 15%	24 14%	37 13%	56 17%	61 14%	143 12%	99 13%	83 12%	54 15%	85 16%
9	(9.0)	138 6%	69 6%	68 6%	9 5%	20 7%	18 5%	29 7%	63 5%	42 5%	39 6%	25 7%	30 5%
10 - Extremely satisfied	(10.0)	175 7%	85 7%	90 8%	10 6%	36 13%	25 7%	38 9%	64 6%	36 5%	58 9%	35 10%	43 8%
DISSATISFIED (1-4)		303 13%	167 14%	134 11%	21 13%	37 13%	44 13%	39 9%	160 14%	117 15%	87 13%	43 12%	50 9%
NEUTRAL (5-6)		954 40%	464 39%	482 41%	55 33%	112 39%	136 40%	165 39%	485 42%	297 39%	285 43%	137 38%	225 41%

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

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2486	1082	1393	208	295	421	483	1074	793	693	408	570
Effective Weighted Sample	1733	778	969	146	220	326	370	719	563	482	300	377
Total	2364	1181	1172	166	285	336	428	1145	762	669	365	546
SATISFIED (7-10)	1107	550	556	90	137	156	224	499	348	297	185	270
	47%	47%	47%	54%	48%	46%	52%	44%	46%	44%	51%	50%
				e			e					
Answered	2364	1181	1172	166	285	336	428	1145	762	669	365	546
Mean score	6.4	6.3	6.5	6.5	6.6	6.4	6.6	6.3	6.2	6.4	6.6	6.5
				e	e		e			a	a	
Standard deviation	1.86	1.90	1.82	1.76	2.07	1.88	1.81	1.82	1.78	1.91	1.92	1.85
Standard error	.04	.06	.05	.12	.12	.09	.08	.06	.06	.07	.09	.08

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

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	2486	1710	280	272	224	1930	318	672	1774	1400	1000	
Effective Weighted Sample	1733	1331	212	237	207	1347	215	501	1217	1050	629	
Total	2364	1991	188	117	68	1842	290	597	1728	1411	894	
1 - Extremely dissatisfied	(1.0)	15 1%	12 1%	3 1%	- -%	- -%	12 1%	1 *%	2 *%	13 1%	7 *%	8 1%
2	(2.0)	25 1%	21 1%	2 1%	1 *%	1 1%	19 1%	2 1%	8 1%	17 1%	14 1%	10 1%
3	(3.0)	87 4%	75 4%	6 3%	3 3%	3 4%	67 4%	15 5%	19 3%	65 4%	48 3%	35 4%
4	(4.0)	175 7%	151 8%	11 6%	7 6%	7 10%	142 8%	21 7%	34 6%	135 8%	97 7%	72 8%
5	(5.0)	496 21%	411 21%	52 28% acd	21 18%	12 17%	401 22%	58 20%	106 18%	381 22%	286 20%	196 22%
6	(6.0)	457 19%	380 19%	33 18%	29 25% a	15 23%	336 18%	61 21%	111 19%	335 19%	278 20%	172 19%
7	(7.0)	473 20%	400 20%	32 17%	27 23%	14 20%	368 20%	68 23%	126 21%	341 20%	294 21%	170 19%
8	(8.0)	321 14%	268 13%	29 15%	17 15%	8 11%	243 13%	37 13%	92 15%	227 13%	188 13%	124 14%
9	(9.0)	138 6%	123 6%	9 5%	3 3%	3 5%	115 6%	13 5%	40 7%	98 6%	86 6%	49 6%
10 - Extremely satisfied	(10.0)	175 7%	149 7%	10 6%	9 8%	6 9%	138 7%	16 5%	59 10% b	114 7%	112 8%	57 6%
DISSATISFIED (1-4)		303 13%	260 13%	22 12%	11 9%	10 15%	241 13%	38 13%	62 10%	230 13%	167 12%	125 14%
NEUTRAL (5-6)		954 40%	790 40%	86 46%	51 43%	27 40%	737 40%	119 41%	217 36%	716 41%	565 40%	368 41%

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

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	2486	1710	280	272	224	1930	318	672	1774	1400	1000
Effective Weighted Sample	1733	1331	212	237	207	1347	215	501	1217	1050	629
Total	2364	1991	188	117	68	1842	290	597	1728	1411	894
SATISFIED (7-10)	1107 47%	941 47%	80 43%	56 48%	30 45%	864 47%	134 46%	317 53% b	781 45%	679 48%	401 45%
Answered	2364	1991	188	117	68	1842	290	597	1728	1411	894
Mean score	6.4	6.4	6.2	6.5	6.4	6.4	6.3	6.7 b	6.3	6.5	6.3
Standard deviation	1.86	1.87	1.85	1.68	1.86	1.88	1.74	1.89	1.85	1.85	1.87
Standard error	.04	.05	.11	.10	.12	.04	.10	.07	.04	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	2486	2288	1873	198	2392	1629	1633	407	2434	52	375	600	1511	
Effective Weighted Sample	1733	1665	1369	136	1671	1152	1185	308	1702	33	249	420	1065	
Total	2364	2062	1662	302	2272	1571	1459	375	2308	55	350	582	1432	
1 - Extremely dissatisfied	(1.0)	15 1%	14 1%	13 1%	1 *%	13 1%	6 *%	7 *%	3 1%	13 1%	2 4%	10 3%	3 1%	2 *%
											abce	bc		
2	(2.0)	25 1%	21 1%	16 1%	4 1%	22 1%	15 1%	11 1%	4 1%	24 1%	1 2%	11 3%	9 2%	6 *%
												c	c	
3	(3.0)	87 4%	77 4%	67 4%	10 3%	85 4%	64 4%	60 4%	23 6%	85 4%	2 4%	23 7%	22 4%	42 3%
												c		
4	(4.0)	175 7%	150 7%	125 8%	26 8%	169 7%	124 8%	113 8%	38 10%	173 8%	2 3%	27 8%	66 11%	82 6%
												c	c	
5	(5.0)	496 21%	434 21%	357 22%	62 21%	481 21%	337 21%	288 20%	92 25%	487 21%	10 18%	98 28%	171 29%	227 16%
												c	c	
6	(6.0)	457 19%	409 20%	320 19%	48 16%	444 20%	312 20%	299 20%	54 14%	451 20%	7 12%	61 17%	128 22%	269 19%
						d	d	d		d				
7	(7.0)	473 20%	412 20%	327 20%	62 20%	453 20%	293 19%	306 21%	66 18%	461 20%	12 23%	67 19%	84 14%	323 23%
														b
8	(8.0)	321 14%	279 14%	217 13%	43 14%	309 14%	216 14%	199 14%	44 12%	314 14%	7 13%	29 8%	59 10%	234 16%
														ab
9	(9.0)	138 6%	117 6%	97 6%	21 7%	134 6%	90 6%	86 6%	24 7%	136 6%	2 4%	11 3%	23 4%	104 7%
														ab
10 - Extremely satisfied	(10.0)	175 7%	148 7%	123 7%	27 9%	163 7%	113 7%	89 6%	27 7%	165 7%	10 17%	14 4%	16 3%	145 10%
											abcde			ab

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

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2486	2288	1873	198	2392	1629	1633	407	2434	52	375	600	1511
Effective Weighted Sample	1733	1665	1369	136	1671	1152	1185	308	1702	33	249	420	1065
Total	2364	2062	1662	302	2272	1571	1459	375	2308	55	350	582	1432
DISSATISFIED (1-4)	303 13%	263 13%	220 13%	40 13%	288 13%	210 13%	191 13%	68 18% abce	295 13%	8 14%	71 20% c	101 17% c	131 9%
NEUTRAL (5-6)	954 40%	843 41%	678 41%	110 37%	925 41%	649 41%	587 40%	146 39%	937 41%	16 29%	159 45% c	299 51% c	496 35%
SATISFIED (7-10)	1107 47%	956 46%	764 46%	152 50%	1059 47%	712 45%	680 47%	161 43%	1076 47%	31 57%	120 34%	182 31%	805 56% ab
Answered	2364	2062	1662	302	2272	1571	1459	375	2308	55	350	582	1432
Mean score	6.4	6.4	6.4	6.5	6.4	6.4	6.4	6.2	6.4	6.6	5.7	5.9	6.8 ab
Standard deviation	1.86	1.85	1.88	1.91	1.85	1.85	1.80	1.98	1.85	2.37	1.94	1.67	1.81
Standard error	.04	.04	.04	.14	.04	.05	.04	.10	.04	.33	.10	.07	.05



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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ *e	AB *a	C1 *b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	203	109	91	37	57	37	21	51	76	56	38	32	
Effective Weighted Sample	137	74	62	23	44	27	14	32	52	37	24	23	
Total	174	99	72	27	68	30	17	32	66	45	36	27	
1 - Extremely dissatisfied	(1.0)	2 1%	1 1%	1 1%	- -%	- -%	1 4%	** **	1 3%	- -%	1 3%	- -%	- -%
2	(2.0)	3 2%	2 2%	1 2%	3 10%	- -%	- -%	** **	- -%	- -%	1 3%	1 2%	1 5%
3	(3.0)	7 4%	3 3%	3 5%	2 7%	3 5%	- -%	** **	1 4%	1 1%	4 9%	- -%	2 7%
4	(4.0)	6 3%	4 4%	2 2%	1 5%	* *%	2 7%	** **	2 6%	2 4%	1 3%	2 4%	* 1%
5	(5.0)	21 12%	12 12%	9 12%	3 9%	7 11%	4 13%	** **	5 16%	6 9%	4 9%	7 19%	4 14%
6	(6.0)	39 22%	23 23%	16 22%	9 35%	15 23%	3 9%	** **	8 26%	14 20%	9 20%	7 19%	9 34%
7	(7.0)	35 20%	19 19%	15 20%	3 12%	15 21%	10 33%	** **	2 8%	13 20%	9 21%	8 22%	5 19%
8	(8.0)	33 19%	22 22%	11 15%	4 15%	12 18%	5 17%	** **	8 24%	17 25%	4 10%	8 23%	3 11%
9	(9.0)	14 8%	6 6%	7 10%	1 5%	7 10%	2 7%	** **	3 9%	7 11%	6 14%	* 1%	- -%
10 - Extremely satisfied	(10.0)	15 9%	7 7%	8 11%	* 1%	8 12%	3 10%	** **	2 6%	6 10%	4 8%	3 9%	2 8%
DISSATISFIED (1-4)		18 10%	10 11%	7 10%	6 22%	4 5%	4 11%	** **	4 12%	3 5%	8 18%	2 6%	4 13%
NEUTRAL (5-6)		60 34%	35 35%	25 34%	12 44%	23 33%	7 21%	** **	13 42%	20 30%	13 29%	14 38%	13 48%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	*a	*b	*c	^d	*e	*a	*b	*c	*d
Unweighted total	203	109	91	37	57	37	21	51	76	56	38	32
Effective Weighted Sample	137	74	62	23	44	27	14	32	52	37	24	23
Total	174	99	72	27	68	30	17	32	66	45	36	27
SATISFIED (7-10)	97	54	41	9	42	20	**	15	43	24	20	10
	56%	54%	56%	34%	61%	67%	**	46%	65%	53%	56%	38%
				a	a				d			
Answered	174	99	72	27	68	30	**	32	66	45	36	27
Mean score	6.7	6.7	6.8	5.8	7.1	6.8	**	6.5	7.2	6.5	6.7	6.2
				a	a				d			
Standard deviation	1.94	1.90	2.02	2.01	1.78	2.05	**	1.99	1.63	2.29	1.69	1.93
Standard error	.14	.18	.21	.33	.24	.34	**	.28	.19	.31	.27	.34

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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND *a	SCOTLAND ^b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES *a	NO b	WORKING a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	203	84	19	93	7	131	30	92	107	151	50	
Effective Weighted Sample	137	73	13	87	7	89	21	64	71	107	30	
Total	174	116	16	41	2	107	22	90	81	143	30	
1 - Extremely dissatisfied	(1.0)	2 1%	2 2%	** **	- -%	** **	2 2%	- -%	2 2%	- -%	1 1%	1 3%
2	(2.0)	3 2%	3 2%	** **	1 1%	** **	3 2%	1 3%	1 1%	2 2%	2 1%	1 5%
3	(3.0)	7 4%	4 3%	** **	2 5%	** **	4 3%	1 4%	2 3%	4 5%	6 4%	1 3%
4	(4.0)	6 3%	1 1%	** **	3 8% a	** **	5 5%	1 2%	3 3%	3 4%	5 3%	1 2%
5	(5.0)	21 12%	11 9%	** **	6 15%	** **	15 14%	3 14%	11 12%	10 13%	16 11%	4 14%
6	(6.0)	39 22%	32 27%	** **	6 15%	** **	24 22%	5 25%	20 22%	19 23%	29 20%	10 32%
7	(7.0)	35 20%	23 20%	** **	7 18%	** **	21 20%	4 21%	16 18%	18 22%	31 22%	4 13%
8	(8.0)	33 19%	21 18%	** **	7 18%	** **	19 17%	2 11%	20 23%	12 15%	27 19%	6 19%
9	(9.0)	14 8%	9 8%	** **	4 11%	** **	7 7%	1 5%	5 6%	7 8%	12 9%	2 5%
10 - Extremely satisfied	(10.0)	15 9%	10 8%	** **	4 9%	** **	8 7%	3 14%	9 10%	6 8%	14 9%	2 6%
DISSATISFIED (1-4)	18 10%	10 9%	** **	6 15%	** **	13 13%	2 9%	8 9%	9 12%	14 10%	4 12%	
NEUTRAL (5-6)	60 34%	43 37%	** **	12 30%	** **	39 36%	9 40%	31 34%	29 36%	45 32%	14 46%	
SATISFIED (7-10)	97 56%	64 55%	** **	23 56%	** **	55 51%	11 51%	51 57%	43 53%	84 59%	13 43%	
Answered	174	116	**	41	**	107	22	90	81	143	30	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	^b	*c	^d	a	*b	*a	b	a	*b
Unweighted total	203	84	19	93	7	131	30	92	107	151	50
Effective Weighted Sample	137	73	13	87	7	89	21	64	71	107	30
Total	174	116	16	41	2	107	22	90	81	143	30
Mean score	6.7	6.7	**	6.7	**	6.5	6.7	6.8	6.6	6.8	6.3
Standard deviation	1.94	1.93	**	2.02	**	2.00	2.02	1.98	1.90	1.91	2.05
Standard error	.14	.21	**	.21	**	.17	.37	.21	.18	.16	.29

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	203	197	178	6	195	175	179	41	203	-	26	53	124	
Effective Weighted Sample	137	134	121	4	131	120	123	28	137	-	17	35	88	
Total	174	167	153	8	165	157	155	35	174	-	27	53	95	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	2 1%	- -%	- -%	- -%	2 1%	** **	** **	- -%	1 1%
2	(2.0)	3 2%	3 2%	3 2%	** **	3 2%	3 2%	3 2%	- -%	3 2%	** **	** **	2 4%	1 1%
3	(3.0)	7 4%	7 4%	7 4%	** **	7 4%	6 4%	7 4%	3 8%	7 4%	** **	** **	3 6%	3 3%
4	(4.0)	6 3%	6 3%	5 3%	** **	6 3%	5 3%	5 3%	* 1%	6 3%	** **	** **	* *%	3 3%
5	(5.0)	21 12%	21 13%	21 14%	** **	21 13%	20 13%	20 13%	4 12%	21 12%	** **	** **	6 11%	12 12%
6	(6.0)	39 22%	36 22%	33 22%	** **	33 20%	35 22%	33 21%	4 10%	39 22%	** **	** **	14 26%	13 14%
7	(7.0)	35 20%	35 21%	31 21%	** **	35 21%	30 19%	33 22%	5 14%	35 20%	** **	** **	6 12%	27 28%
8	(8.0)	33 19%	28 17%	24 16%	** **	30 18%	31 20%	28 18%	8 24%	33 19%	** **	** **	15 28%	14 15%
9	(9.0)	14 8%	13 8%	13 8%	** **	14 8%	12 7%	14 9%	6 17%	14 8%	** **	** **	4 7%	9 10%
10 - Extremely satisfied	(10.0)	15 9%	15 9%	14 9%	** **	14 9%	15 10%	13 9%	5 14%	15 9%	** **	** **	4 7%	12 12%
DISSATISFIED (1-4)	18 10%	18 11%	17 11%	** **	18 11%	14 9%	14 9%	3 9%	18 10%	** **	** **	** **	6 11%	8 9%
NEUTRAL (5-6)	60 34%	57 34%	54 35%	** **	54 33%	55 35%	52 34%	8 23%	60 34%	** **	** **	** **	19 36%	25 26%
SATISFIED (7-10)	97 56%	92 55%	82 54%	** **	93 56%	88 56%	88 57%	24 69%	97 56%	** **	** **	** **	28 53%	62 65%
Answered	174	167	153	**	165	157	155	35	174	**	**	**	53	95

Small Base: 100 (\*)  
Minimum Base: 30 (^)  
Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have watched S4C (including S4C Clic) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	203	197	178	6	195	175	179	41	203	-	26	53	124
Effective Weighted Sample	137	134	121	4	131	120	123	28	137	-	17	35	88
Total	174	167	153	8	165	157	155	35	174	-	27	53	95
Mean score	6.7	6.7	6.6	**	6.7	6.8	6.8	7.3	6.7	**	**	6.7	7.0
Standard deviation	1.94	1.97	2.00	**	1.96	1.87	1.85	2.04	1.94	**	**	1.96	1.97
Standard error	.14	.14	.15	**	.14	.14	.14	.32	.14	**	**	.27	.18

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 106**

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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	1995	954	1031	245	365	412	372	600	666	596	316	404	
Effective Weighted Sample	1423	697	744	175	273	322	280	408	491	431	224	270	
Total	1817	993	814	182	353	329	332	620	608	545	289	360	
1 - Extremely dissatisfied	(1.0)	20 1%	11 1%	9 1%	1 1%	5 1%	2 1%	1 *%	10 2%	4 1%	4 1%	6 2%	5 1%
2	(2.0)	15 1%	4 *%	11 1%	2 1%	3 1%	1 *%	4 1%	5 1%	2 *%	7 1%	3 1%	1 *%
3	(3.0)	30 2%	22 2%	7 1%	5 3%	4 1%	3 1%	3 1%	16 3%	12 2%	6 1%	3 1%	9 3%
4	(4.0)	64 4%	30 3%	34 4%	11 6%	16 5%	5 2%	11 3%	20 3%	23 4%	19 3%	5 2%	13 4%
5	(5.0)	197 11%	96 10%	99 12%	20 11%	49 14%	32 10%	37 11%	59 10%	56 9%	59 11%	37 13%	43 12%
6	(6.0)	215 12%	110 11%	103 13%	26 14%	39 11%	45 14%	41 12%	64 10%	78 13%	68 12%	30 10%	37 10%
7	(7.0)	413 23%	239 24%	169 21%	37 20%	81 23%	70 21%	91 27%	133 22%	134 22%	141 26%	72 25%	60 17%
8	(8.0)	434 24%	251 25%	181 22%	36 20%	80 23%	83 25%	69 21%	166 27%	152 25%	124 23%	63 22%	94 26%
9	(9.0)	211 12%	123 12%	89 11%	25 14%	36 10%	38 12%	33 10%	79 13%	77 13%	56 10%	35 12%	44 12%
10 - Extremely satisfied	(10.0)	218 12%	107 11%	111 14%	20 11%	38 11%	50 15%	42 13%	67 11%	69 11%	62 11%	35 12%	53 15%
DISSATISFIED (1-4)		129 7%	67 7%	62 8%	19 10%	28 8%	12 4%	19 6%	51 8%	42 7%	35 6%	17 6%	29 8%
NEUTRAL (5-6)		412 23%	206 21%	202 25%	45 25%	88 25%	77 23%	78 24%	123 20%	134 22%	126 23%	67 23%	81 22%

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

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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1995	954	1031	245	365	412	372	600	666	596	316	404
Effective Weighted Sample	1423	697	744	175	273	322	280	408	491	431	224	270
Total	1817	993	814	182	353	329	332	620	608	545	289	360
SATISFIED (7-10)	1276	720	550	118	236	240	235	446	431	383	205	251
	70%	73%	68%	65%	67%	73%	71%	72%	71%	70%	71%	70%
		b										
Answered	1817	993	814	182	353	329	332	620	608	545	289	360
Mean score	7.2	7.3	7.2	7.1	7.1	7.5	7.2	7.2	7.3	7.2	7.2	7.3
						ab						
Standard deviation	1.86	1.81	1.93	1.94	1.90	1.74	1.76	1.93	1.80	1.81	1.93	1.98
Standard error	.04	.06	.06	.12	.10	.09	.09	.08	.07	.07	.11	.10

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



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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	b	c	d	a	b	a	b	a	b
Significance Level: 95%												
Unweighted total		1995	1313	246	243	192	1536	239	708	1248	1316	618
Effective Weighted Sample		1423	1059	190	211	180	1101	161	518	881	995	387
Total		1817	1497	160	103	57	1404	204	618	1162	1300	478
1 - Extremely dissatisfied	(1.0)	20	18	1	*	1	18	2	5	14	13	7
		1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%
2	(2.0)	15	11	2	*	1	10	3	10	5	11	3
		1%	1%	2%	*%	1%	1%	1%	2%	*%	1%	1%
									b			
3	(3.0)	30	25	3	1	1	25	4	14	16	20	9
		2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
4	(4.0)	64	54	3	6	2	47	6	25	38	49	14
		4%	4%	2%	5%	3%	3%	3%	4%	3%	4%	3%
					b							
5	(5.0)	197	165	16	10	6	142	24	64	130	137	53
		11%	11%	10%	10%	11%	10%	12%	10%	11%	11%	11%
6	(6.0)	215	173	20	16	5	164	20	67	142	156	54
		12%	12%	13%	16%	9%	12%	10%	11%	12%	12%	11%
					d							
7	(7.0)	413	337	43	18	15	330	39	128	275	315	91
		23%	23%	27%	17%	25%	24%	19%	21%	24%	24%	19%
				c							b	
8	(8.0)	434	357	38	26	13	352	46	158	273	302	124
		24%	24%	24%	26%	22%	25%	23%	26%	23%	23%	26%
9	(9.0)	211	172	20	13	7	156	34	74	132	141	64
		12%	11%	12%	12%	13%	11%	17%	12%	11%	11%	13%
								a				
10 - Extremely satisfied	(10.0)	218	185	13	13	7	161	27	73	137	155	58
		12%	12%	8%	12%	12%	11%	13%	12%	12%	12%	12%
DISSATISFIED (1-4)		129	109	9	7	4	100	14	53	73	94	33
		7%	7%	6%	7%	7%	7%	7%	9%	6%	7%	7%

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

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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1995	1313	246	243	192	1536	239	708	1248	1316	618
Effective Weighted Sample	1423	1059	190	211	180	1101	161	518	881	995	387
Total	1817	1497	160	103	57	1404	204	618	1162	1300	478
NEUTRAL (5-6)	412	337	37	26	12	305	44	131	272	293	107
	23%	23%	23%	26%	20%	22%	21%	21%	23%	23%	22%
SATISFIED (7-10)	1276	1051	114	69	41	999	146	433	817	913	338
	70%	70%	71%	68%	72%	71%	72%	70%	70%	70%	71%
Answered	1817	1497	160	103	57	1404	204	618	1162	1300	478
Mean score	7.2	7.2	7.2	7.3	7.2	7.2	7.3	7.2	7.2	7.2	7.3
Standard deviation	1.86	1.88	1.76	1.78	1.91	1.85	1.93	1.93	1.82	1.85	1.91
Standard error	.04	.05	.11	.11	.14	.05	.13	.07	.05	.05	.08

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1995	1914	1743	81	1857	1276	1385	337	1909	86	332	463	1200	
Effective Weighted Sample	1423	1402	1286	55	1326	927	1041	264	1364	59	230	321	873	
Total	1817	1695	1528	121	1699	1173	1221	310	1741	76	290	425	1102	
1 - Extremely dissatisfied	(1.0)	20 1%	18 1%	18 1%	3 2%	12 1%	11 1%	10 1%	4 1%	15 1%	5 6% abcde	11 4% bc	3 1%	6 1%
2	(2.0)	15 1%	13 1%	13 1%	2 1%	15 1%	13 1%	12 1%	5 1%	15 1%	* *% c	7 2% c	3 1%	5 *%
3	(3.0)	30 2%	27 2%	26 2%	3 3%	25 2%	19 2%	19 2%	4 1%	27 2%	3 4%	12 4% c	6 2%	12 1%
4	(4.0)	64 4%	64 4%	63 4%	- -%	54 3%	36 3%	50 4%	16 5%	60 3%	4 5%	17 6% c	14 3%	33 3%
5	(5.0)	197 11%	192 11%	171 11%	5 4%	183 11%	119 10%	136 11%	32 10%	186 11%	11 15%	45 15% c	63 15% c	89 8%
6	(6.0)	215 12%	209 12%	189 12%	6 5%	202 12%	159 14%	150 12%	41 13%	206 12%	8 11%	37 13%	66 16% c	112 10%
7	(7.0)	413 23%	380 22%	344 22%	33 27%	394 23%	274 23%	279 23%	72 23%	399 23%	14 18%	60 21%	102 24%	250 23%
8	(8.0)	434 24%	396 23%	357 23%	38 31%	417 25% d	280 24%	296 24% d	57 18%	422 24% d	12 16%	52 18%	101 24%	280 25% a
9	(9.0)	211 12%	195 11%	168 11%	17 14%	198 12%	135 12%	138 11%	37 12%	205 12%	6 8%	27 9%	33 8%	151 14% b
10 - Extremely satisfied	(10.0)	218 12%	202 12%	180 12%	16 13%	199 12%	126 11%	132 11%	42 14%	205 12%	13 17%	22 8%	31 7%	165 15% ab

Small Base: 100 (\*)

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

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

Base : Those who have watched any Sky TV channels (including from Sky On Demand, Sky Go or NOW TV) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1995	1914	1743	81	1857	1276	1385	337	1909	86	332	463	1200
Effective Weighted Sample	1423	1402	1286	55	1326	927	1041	264	1364	59	230	321	873
Total	1817	1695	1528	121	1699	1173	1221	310	1741	76	290	425	1102
DISSATISFIED (1-4)	129 7%	122 7%	120 8%	7 6%	106 6%	79 7%	90 7%	29 9%	117 7%	12 15% abce	47 16% bc	27 6%	55 5%
NEUTRAL (5-6)	412 23%	401 24% c	360 24% c	11 9%	385 23%	278 24%	286 23%	73 23%	392 23%	19 26%	82 28% c	130 30% c	200 18%
SATISFIED (7-10)	1276 70%	1172 69%	1048 69%	104 85% ab	1209 71%	816 70%	845 69%	208 67%	1231 71%	45 59%	161 56%	268 63%	846 77% ab
Answered	1817	1695	1528	121	1699	1173	1221	310	1741	76	290	425	1102
Mean score	7.2	7.2	7.2	7.6	7.3 f	7.2	7.2	7.1	7.2 f	6.7	6.5	6.9 a	7.5 ab
Standard deviation	1.86	1.86	1.89	1.87	1.80	1.83	1.83	1.99	1.83	2.47	2.20	1.73	1.74
Standard error	.04	.04	.05	.21	.04	.05	.05	.11	.04	.27	.12	.08	.05

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG				
			MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%														
Unweighted total		2989	1214	1753	543	652	647	512	634	941	895	478	641	
Effective Weighted Sample		2179	913	1271	379	498	496	387	444	710	647	357	444	
Total		2607	1209	1379	423	631	503	439	610	846	796	393	542	
1 - Extremely dissatisfied	(1.0)	12 *%	8 1%	5 *%	1 *%	3 *%	2 *%	- -%	7 1% d	3 *%	3 *%	1 *%	3 1%	
2	(2.0)	11 *%	4 *%	6 *%	* *%	3 *%	* *%	4 1%	3 *%	5 1%	3 *%	1 *%	2 *%	
3	(3.0)	12 *%	8 1%	5 *%	4 1%	2 *%	2 *%	2 1%	1 *%	5 1%	1 *%	2 1%	4 1%	
4	(4.0)	32 1%	16 1%	16 1%	8 2%	9 1%	6 1%	3 1%	6 1%	11 1%	7 1%	5 1%	9 2%	
5	(5.0)	140 5%	62 5%	78 6%	17 4%	29 5%	21 4%	27 6%	46 8% ac	46 5%	33 4%	23 6%	36 7%	
6	(6.0)	162 6%	81 7%	79 6%	38 9% cd	44 7%	22 4%	19 4%	39 6%	54 6%	41 5%	25 6%	40 7%	
7	(7.0)	426 16%	240 20% b	179 13%	52 12%	98 16%	92 18% a	72 16%	111 18% a	154 18%	131 16%	60 15%	77 14%	
8	(8.0)	657 25%	327 27%	325 24%	93 22%	149 24%	135 27%	103 23%	177 29% a	212 25%	222 28% d	99 25%	115 21%	
9	(9.0)	487 19%	207 17%	277 20%	73 17%	111 18%	99 20%	94 21%	109 18%	152 18%	161 20%	68 17%	105 19%	
10 - Extremely satisfied	(10.0)	668 26%	256 21%	410 30% a	136 32% ce	183 29% e	124 25% e	114 26% e	110 18%	204 24%	193 24%	109 28%	151 28%	
DISSATISFIED (1-4)		67 3%	36 3%	30 2%	14 3%	17 3%	10 2%	9 2%	17 3%	24 3%	14 2%	9 2%	18 3%	
NEUTRAL (5-6)		302 12%	143 12%	158 11%	55 13% c	73 12%	43 9%	46 11%	85 14% c	99 12%	74 9%	47 12%	76 14% b	

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

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	2989	1214	1753	543	652	647	512	634	941	895	478	641
Effective Weighted Sample	2179	913	1271	379	498	496	387	444	710	647	357	444
Total	2607	1209	1379	423	631	503	439	610	846	796	393	542
SATISFIED (7-10)	2238	1030	1191	355	541	450	384	507	723	707	336	448
	86%	85%	86%	84%	86%	89%	87%	83%	85%	89%	86%	83%
						ae				d		
Answered	2607	1209	1379	423	631	503	439	610	846	796	393	542
Mean score	8.1	8.0	8.3	8.2	8.2	8.2	8.2	7.8	8.1	8.2	8.2	8.1
			a	e	e	e	e					
Standard deviation	1.67	1.66	1.66	1.72	1.69	1.54	1.64	1.71	1.68	1.55	1.65	1.79
Standard error	.03	.05	.04	.07	.07	.06	.07	.07	.05	.05	.08	.07

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

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	2989	1993	354	328	312	2277	330	1120	1803	1955	940	
Effective Weighted Sample	2179	1640	302	301	293	1677	236	823	1311	1491	637	
Total	2607	2177	208	130	91	1998	256	961	1585	1884	662	
1 - Extremely dissatisfied	(1.0)	12 *%	10 *%	- -%	2 1% b	- -%	11 1%	1 *%	4 *%	8 *%	7 *%	4 1%
2	(2.0)	11 *%	8 *%	2 1%	1 1%	- -%	8 *%	1 *%	6 1%	5 *%	8 *%	3 *%
3	(3.0)	12 *%	10 *%	1 *%	2 1%	* *%	11 1%	* *%	6 1%	7 *%	9 1%	2 *%
4	(4.0)	32 1%	29 1%	* *%	2 1%	1 1%	26 1%	1 *%	11 1%	20 1%	23 1%	7 1%
5	(5.0)	140 5%	119 5%	13 6% d	6 4%	3 3%	108 5%	14 6%	41 4%	90 6%	79 4%	54 8% a
6	(6.0)	162 6%	137 6%	10 5%	10 7%	5 6%	121 6%	15 6%	57 6%	100 6%	123 7%	37 6%
7	(7.0)	426 16%	365 17%	29 14%	20 15%	12 13%	337 17%	35 14%	143 15%	268 17%	323 17%	96 14%
8	(8.0)	657 25%	543 25%	51 24%	38 29%	25 28%	488 24%	76 30%	234 24%	411 26%	468 25%	169 26%
9	(9.0)	487 19%	403 19%	42 20%	23 17%	20 21%	379 19%	60 23%	161 17%	321 20% a	372 20% b	104 16%
10 - Extremely satisfied	(10.0)	668 26%	552 25%	61 29% c	29 22%	26 28%	509 26%	52 21%	298 31% b	355 22%	471 25%	184 28%
DISSATISFIED (1-4)		67 3%	57 3%	3 2%	6 5% bd	1 1%	56 3%	3 1%	27 3%	39 2%	48 3%	17 3%
NEUTRAL (5-6)		302 12%	256 12%	23 11%	15 12%	8 9%	228 11%	29 11%	98 10%	190 12%	202 11%	92 14% a

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

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2989	1993	354	328	312	2277	330	1120	1803	1955	940
Effective Weighted Sample	2179	1640	302	301	293	1677	236	823	1311	1491	637
Total	2607	2177	208	130	91	1998	256	961	1585	1884	662
SATISFIED (7-10)	2238	1864	182	109	83	1713	223	836	1356	1634	554
	86%	86%	88%	84%	90%	86%	87%	87%	86%	87%	84%
Answered	2607	2177	208	130	91	1998	256	961	1585	1884	662
Mean score	8.1	8.1	8.3	7.9	8.4	8.1	8.2	8.2	8.1	8.1	8.1
			c		ac			b			
Standard deviation	1.67	1.67	1.64	1.82	1.41	1.69	1.51	1.70	1.64	1.63	1.77
Standard error	.03	.04	.09	.10	.08	.04	.08	.05	.04	.04	.06

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	2989	2989	2989	-	2641	1792	1921	491	2765	224	494	676	1819	
Effective Weighted Sample	2179	2179	2179	-	1933	1324	1407	376	2024	156	348	499	1332	
Total	2607	2607	2607	-	2316	1610	1697	467	2412	195	410	596	1601	
1 - Extremely dissatisfied	(1.0)	12 *%	12 *%	12 *%	** ** ^c	7 *%	7 *%	5 *%	6 1% ace	8 *%	4 2% abce	6 2% bc	2 *%	4 *%
2	(2.0)	11 *%	11 *%	11 *%	** **	8 *%	8 *%	7 *%	1 *%	10 *%	1 *%	5 1% c	2 *%	3 *%
3	(3.0)	12 *%	12 *%	12 *%	** **	11 *%	9 1%	7 *%	- -%	11 *%	2 1%	3 1% c	6 1% c	4 *%
4	(4.0)	32 1%	32 1%	32 1%	** **	29 1%	25 2%	25 1%	7 2%	32 1%	- -%	5 1% c	9 1% c	18 1%
5	(5.0)	140 5%	140 5%	140 5%	** **	124 5%	84 5%	79 5%	20 4%	130 5%	10 5%	36 9% c	54 9% c	51 3%
6	(6.0)	162 6%	162 6%	162 6%	** **	141 6%	105 7%	97 6%	29 6%	147 6%	15 8%	35 9% c	59 10% c	68 4%
7	(7.0)	426 16%	426 16%	426 16%	** **	385 17%	272 17%	294 17%	79 17%	395 16%	31 16%	77 19% c	119 20% c	229 14%
8	(8.0)	657 25%	657 25%	657 25%	** **	592 26%	424 26%	440 26%	132 28%	615 26%	41 21%	94 23% c	137 23% c	425 27%
9	(9.0)	487 19%	487 19%	487 19%	** **	440 19%	297 18%	325 19%	79 17%	451 19%	37 19%	61 15% c	87 15% c	340 21% ab
10 - Extremely satisfied	(10.0)	668 26%	668 26%	668 26%	** **	580 25%	380 24%	419 25%	114 24%	614 25%	54 28%	87 21% c	122 21% c	459 29% ab
DISSATISFIED (1-4)		67 3%	67 3%	67 3%	** **	54 2%	48 3%	44 3%	14 3%	60 2%	7 4%	19 5% c	18 3% c	30 2%

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

Base : Those who have watched Netflix in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2989	2989	2989	-	2641	1792	1921	491	2765	224	494	676	1819
Effective Weighted Sample	2179	2179	2179	-	1933	1324	1407	376	2024	156	348	499	1332
Total	2607	2607	2607	-	2316	1610	1697	467	2412	195	410	596	1601
NEUTRAL (5-6)	302	302	302	**	265	189	176	49	277	25	71	112	119
	12%	12%	12%	**	11%	12%	10%	11%	11%	13%	17%	19%	7%
											c	c	
SATISFIED (7-10)	2238	2238	2238	**	1997	1373	1477	403	2075	163	319	466	1453
	86%	86%	86%	**	86%	85%	87%	86%	86%	84%	78%	78%	91%
													ab
Answered	2607	2607	2607	**	2316	1610	1697	467	2412	195	410	596	1601
Mean score	8.1	8.1	8.1	**	8.1	8.1	8.1	8.1	8.1	8.1	7.7	7.7	8.4
													ab
Standard deviation	1.67	1.67	1.67	**	1.63	1.67	1.62	1.70	1.65	1.93	1.95	1.74	1.50
Standard error	.03	.03	.03	**	.03	.04	.04	.08	.03	.13	.09	.07	.04

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		2099	931	1153	331	483	485	382	418	703	655	315	406
Effective Weighted Sample		1562	704	868	230	365	379	293	304	536	480	242	295
Total		1829	919	897	257	463	394	335	381	633	596	264	317
1 - Extremely dissatisfied	(1.0)	16 1%	9 1%	6 1%	3 1%	2 *%	1 *%	- -%	10 3%	1 *%	6 1%	5 2%	3 1%
									bcd			a	
2	(2.0)	11 1%	5 1%	6 1%	4 2%	4 1%	- -%	- -%	3 1%	1 *%	6 1%	2 1%	3 1%
					cd								
3	(3.0)	30 2%	16 2%	15 2%	2 1%	6 1%	7 2%	3 1%	13 3%	16 2%	8 1%	4 1%	3 1%
									ad				
4	(4.0)	60 3%	36 4%	21 2%	11 4%	14 3%	12 3%	8 2%	16 4%	19 3%	23 4%	12 4%	6 2%
5	(5.0)	153 8%	66 7%	84 9%	21 8%	41 9%	25 6%	32 10%	33 9%	40 6%	46 8%	28 11%	37 12%
												a	a
6	(6.0)	218 12%	125 14%	92 10%	32 13%	60 13%	50 13%	41 12%	33 9%	74 12%	74 12%	35 13%	32 10%
			b										
7	(7.0)	387 21%	217 24%	167 19%	39 15%	96 21%	81 21%	78 23%	92 24%	139 22%	145 24%	51 19%	50 16%
			b					a	a	d	d		
8	(8.0)	408 22%	202 22%	203 23%	51 20%	104 22%	96 24%	77 23%	80 21%	170 27%	104 17%	50 19%	80 25%
										bc			b
9	(9.0)	253 14%	105 11%	146 16%	41 16%	53 11%	63 16%	46 14%	50 13%	82 13%	102 17%	27 10%	41 13%
				a							c		
10 - Extremely satisfied	(10.0)	294 16%	138 15%	155 17%	52 20%	84 18%	57 15%	50 15%	50 13%	91 14%	83 14%	51 19%	63 20%
					e								ab
DISSATISFIED (1-4)		117 6%	66 7%	48 5%	19 7%	25 5%	21 5%	10 3%	41 11%	37 6%	42 7%	23 9%	15 5%
					d				bcd				

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

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

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2099	931	1153	331	483	485	382	418	703	655	315	406
Effective Weighted Sample	1562	704	868	230	365	379	293	304	536	480	242	295
Total	1829	919	897	257	463	394	335	381	633	596	264	317
NEUTRAL (5-6)	371 20%	190 21%	177 20%	54 21%	101 22%	75 19%	74 22%	67 18%	114 18%	119 20%	63 24%	68 22%
SATISFIED (7-10)	1342 73%	662 72%	672 75%	184 72%	337 73%	298 76%	251 75%	273 72%	482 76%	434 73%	178 68%	234 74%
Answered	1829	919	897	257	463	394	335	381	633	596	264	317
Mean score	7.4	7.3	7.6 a	7.5 e	7.5 e	7.6 e	7.5 e	7.2	7.5	7.4	7.3	7.6
Standard deviation	1.87	1.86	1.87	2.03	1.84	1.72	1.64	2.09	1.72	1.89	2.10	1.91
Standard error	.04	.06	.06	.11	.08	.08	.08	.10	.06	.07	.12	.09

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

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

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	2099	1402	276	224	195	1622	238	788	1267	1425	606	
Effective Weighted Sample	1562	1169	239	212	183	1214	179	584	950	1101	439	
Total	1829	1519	165	88	57	1418	180	688	1101	1383	401	
1 - Extremely dissatisfied	(1.0)	16 1%	14 1%	2 1%	- -%	- -%	14 1%	1 *%	2 *%	13 1%	12 1%	4 1%
2	(2.0)	11 1%	11 1%	- -%	* 1%	- -%	6 *%	1 *%	2 *%	9 1%	8 1%	3 1%
3	(3.0)	30 2%	26 2%	2 1%	2 2%	1 1%	25 2%	1 1%	13 2%	17 2%	21 1%	9 2%
4	(4.0)	60 3%	49 3%	5 3%	3 4%	2 3%	52 4%	7 4%	15 2%	42 4%	48 3%	9 2%
5	(5.0)	153 8%	128 8%	14 9%	6 7%	5 9%	120 8%	13 7%	49 7%	95 9%	116 8%	30 8%
6	(6.0)	218 12%	184 12%	15 9%	14 15% bd	5 8%	158 11%	25 14%	91 13%	124 11%	177 13%	37 9%
7	(7.0)	387 21%	327 21%	34 21%	18 20%	9 16%	312 22%	34 19%	140 20%	238 22%	301 22%	78 20%
8	(8.0)	408 22%	338 22%	36 22%	22 25%	12 21%	327 23%	38 21%	156 23%	240 22%	303 22%	94 24%
9	(9.0)	253 14%	206 14%	23 14%	12 13%	13 22% abc	187 13%	30 17%	93 14%	157 14%	188 14%	59 15%
10 - Extremely satisfied	(10.0)	294 16%	238 16%	34 21% c	11 12%	11 20% c	218 15%	29 16%	126 18%	164 15%	210 15%	78 19% a
DISSATISFIED (1-4)		117 6%	99 7%	10 6%	6 6%	3 4%	96 7%	10 5%	32 5%	82 7% a	89 6%	25 6%
NEUTRAL (5-6)		371 20%	312 21%	29 18%	20 23%	10 17%	278 20%	38 21%	140 20%	220 20%	293 21%	68 17%

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

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

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2099	1402	276	224	195	1622	238	788	1267	1425	606
Effective Weighted Sample	1562	1169	239	212	183	1214	179	584	950	1101	439
Total	1829	1519	165	88	57	1418	180	688	1101	1383	401
SATISFIED (7-10)	1342	1108	126	63	45	1044	132	515	799	1002	309
	73%	73%	77%	71%	79%	74%	73%	75%	73%	72%	77%
Answered	1829	1519	165	88	57	1418	180	688	1101	1383	401
Mean score	7.4	7.4	7.6	7.4	7.8	7.4	7.6	7.6	7.4	7.4	7.6
					ac			b			
Standard deviation	1.87	1.88	1.90	1.74	1.77	1.87	1.79	1.78	1.92	1.85	1.91
Standard error	.04	.05	.11	.12	.13	.05	.12	.06	.05	.05	.08

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	2099	2099	2099	-	1866	1290	1438	383	1962	137	342	479	1278	
Effective Weighted Sample	1562	1562	1562	-	1398	976	1082	297	1469	94	249	352	962	
Total	1829	1829	1829	-	1636	1145	1265	363	1709	120	278	426	1126	
1 - Extremely dissatisfied	(1.0)	16 1%	16 1%	16 1%	** **	9 1%	4 *%	6 *%	3 1%	11 1%	5 4%	4 2%	10 2%	1 *%
											abcde	c	c	
2	(2.0)	11 1%	11 1%	11 1%	** **	7 *%	7 1%	7 1%	3 1%	9 1%	2 2%	2 1%	7 2%	2 *%
											a		c	
3	(3.0)	30 2%	30 2%	30 2%	** **	29 2%	20 2%	22 2%	7 2%	29 2%	1 1%	4 1%	10 2%	17 1%
4	(4.0)	60 3%	60 3%	60 3%	** **	55 3%	39 3%	44 3%	12 3%	57 3%	3 3%	14 5%	19 4%	27 2%
												c	c	
5	(5.0)	153 8%	153 8%	153 8%	** **	134 8%	90 8%	98 8%	25 7%	141 8%	12 10%	36 13%	45 11%	72 6%
												c	c	
6	(6.0)	218 12%	218 12%	218 12%	** **	195 12%	152 13%	152 12%	45 12%	200 12%	17 14%	34 12%	66 15%	118 10%
													c	
7	(7.0)	387 21%	387 21%	387 21%	** **	351 21%	253 22%	288 23%	88 24%	373 22%	14 12%	56 20%	93 22%	239 21%
						f	f	f	f	f				
8	(8.0)	408 22%	408 22%	408 22%	** **	368 22%	259 23%	295 23%	84 23%	381 22%	27 22%	51 18%	81 19%	276 24%
														ab
9	(9.0)	253 14%	253 14%	253 14%	** **	234 14%	160 14%	170 13%	45 12%	240 14%	13 11%	37 13%	44 10%	172 15%
														b
10 - Extremely satisfied	(10.0)	294 16%	294 16%	294 16%	** **	255 16%	162 14%	183 14%	52 14%	268 16%	25 21%	40 14%	50 12%	203 18%
														b

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

Base : Those who have watched Amazon Prime Video in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2099	2099	2099	-	1866	1290	1438	383	1962	137	342	479	1278
Effective Weighted Sample	1562	1562	1562	-	1398	976	1082	297	1469	94	249	352	962
Total	1829	1829	1829	-	1636	1145	1265	363	1709	120	278	426	1126
DISSATISFIED (1-4)	117 6%	117 6%	117 6%	** **	100 6%	70 6%	80 6%	25 7%	106 6%	11 9%	24 9%	46 11%	47 4%
NEUTRAL (5-6)	371 20%	371 20%	371 20%	** **	328 20%	242 21%	250 20%	71 19%	341 20%	30 25%	70 25%	111 26%	190 17%
SATISFIED (7-10)	1342 73%	1342 73%	1342 73%	** **	1208 74%	834 73%	935 74%	268 74%	1263 74%	79 66%	184 66%	269 63%	889 79%
Answered	1829	1829	1829	**	1636	1145	1265	363	1709	120	278	426	1126
Mean score	7.4	7.4	7.4	**	7.5	7.4	7.4	7.4	7.5	7.3	7.2	6.9	7.7
Standard deviation	1.87	1.87	1.87	**	1.82	1.79	1.80	1.83	1.83	2.31	2.02	2.07	1.69
Standard error	.04	.04	.04	**	.04	.05	.05	.09	.04	.20	.11	.09	.05



B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	1451	641	797	320	330	295	207	299	448	453	220	312	
Effective Weighted Sample	1064	486	580	228	251	232	159	210	338	335	165	213	
Total	1251	629	608	219	327	243	185	276	398	393	188	255	
1 - Extremely dissatisfied	(1.0)	5 *%	4 1%	* *%	1 1%	1 *%	- -%	- -%	2 1%	1 *%	- -%	1 *%	1 1%
2	(2.0)	5 *%	3 1%	2 *%	- -%	1 *%	- -%	3 1%	2 1%	- -%	1 *%	1 1%	2 1%
3	(3.0)	8 1%	2 *%	4 1%	1 *%	2 *%	1 *%	1 1%	4 1%	5 1%	3 1%	- -%	1 *%
4	(4.0)	46 4%	23 4%	23 4%	6 3%	9 3%	15 6% d	4 2%	12 4%	10 3%	14 4%	14 7% ad	7 3%
5	(5.0)	105 8%	53 8%	51 8%	17 8%	18 6%	16 6%	18 10%	36 13% bc	47 12% cd	31 8%	11 6%	12 5%
6	(6.0)	117 9%	59 9%	55 9%	7 3%	24 7%	32 13% ab	16 9% a	38 14% ab	39 10%	34 9%	20 10%	24 9%
7	(7.0)	216 17%	113 18%	103 17%	40 18%	55 17%	37 15%	30 16%	55 20%	77 19%	73 19%	29 16%	36 14%
8	(8.0)	278 22%	141 22%	135 22%	33 15%	73 22% a	61 25% a	48 26% a	62 23% a	92 23%	86 22%	40 21%	57 22%
9	(9.0)	189 15%	88 14%	99 16%	41 19% e	48 15%	37 15%	33 18% e	29 10%	52 13%	72 18%	26 14%	39 15%
10 - Extremely satisfied	(10.0)	281 22%	142 23%	135 22%	72 33% cde	96 29% cde	45 18%	32 17%	36 13%	75 19%	79 20%	46 25%	76 30% ab
DISSATISFIED (1-4)		64 5%	33 5%	30 5%	8 4%	13 4%	16 7%	7 4%	20 7%	16 4%	18 4%	16 9% a	11 4%

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

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1451	641	797	320	330	295	207	299	448	453	220	312
Effective Weighted Sample	1064	486	580	228	251	232	159	210	338	335	165	213
Total	1251	629	608	219	327	243	185	276	398	393	188	255
NEUTRAL (5-6)	222 18%	113 18%	106 17%	24 11%	42 13%	47 19%	34 18%	75 27%	86 22%	66 17%	31 17%	36 14%
SATISFIED (7-10)	964 77%	483 77%	473 78%	186 85%	272 83%	180 74%	144 78%	182 66%	296 74%	310 79%	141 75%	207 81%
Answered	1251	629	608	219	327	243	185	276	398	393	188	255
Mean score	7.8	7.7	7.8	8.2 cde	8.1 cde	7.7 e	7.7 e	7.2	7.6	7.8	7.7	8.1 a
Standard deviation	1.84	1.87	1.80	1.82	1.77	1.77	1.78	1.87	1.79	1.73	1.95	1.84
Standard error	.05	.07	.06	.10	.10	.10	.12	.11	.08	.08	.13	.10

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

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%												
Unweighted total		1451	994	153	157	146	1129	145	529	888	893	501
Effective Weighted Sample		1064	819	136	142	137	828	109	394	647	694	345
Total		1251	1061	87	62	41	988	109	447	773	880	337
1 - Extremely dissatisfied	(1.0)	5 *%	3 *%	- -%	2 3% a	- -%	4 *%	1 1%	- -%	5 1%	2 *%	3 1%
2	(2.0)	5 *%	5 *%	- -%	* 1%	* 1%	3 *%	- -%	2 *%	4 *%	5 1%	1 *%
3	(3.0)	8 1%	7 1%	- -%	* 1%	1 1%	6 1%	* *%	4 1%	4 *%	5 1%	2 1%
4	(4.0)	46 4%	41 4%	1 2%	3 5%	1 2%	39 4%	4 3%	14 3%	32 4%	33 4%	14 4%
5	(5.0)	105 8%	88 8%	10 11%	5 8%	3 7%	80 8%	16 15% a	29 7%	75 10%	71 8%	30 9%
6	(6.0)	117 9%	95 9%	13 15% a	6 9%	4 11%	92 9%	14 13%	33 7%	82 11%	84 10%	30 9%
7	(7.0)	216 17%	184 17%	14 16%	10 17%	7 18%	166 17%	20 19%	75 17%	133 17%	150 17%	58 17%
8	(8.0)	278 22%	244 23%	15 18%	11 17%	8 19%	238 24%	20 18%	96 22%	179 23%	209 24% b	62 18%
9	(9.0)	189 15%	161 15%	12 13%	10 16%	6 16%	148 15%	16 15%	71 16%	111 14%	130 15%	52 15%
10 - Extremely satisfied	(10.0)	281 22%	234 22%	22 25%	15 25%	10 25%	213 22%	17 16%	123 28% b	148 19%	190 22%	85 25%
DISSATISFIED (1-4)		64 5%	56 5%	1 2%	5 9% b	2 5%	52 5%	5 4%	20 4%	45 6%	45 5%	19 6%

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

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1451	994	153	157	146	1129	145	529	888	893	501
Effective Weighted Sample	1064	819	136	142	137	828	109	394	647	694	345
Total	1251	1061	87	62	41	988	109	447	773	880	337
NEUTRAL (5-6)	222	182	23	10	7	172	30	62	157	156	61
	18%	17%	26%	17%	18%	17%	28%	14%	20%	18%	18%
			a				a		a		
SATISFIED (7-10)	964	823	63	46	31	763	74	365	571	679	257
	77%	78%	72%	75%	77%	77%	68%	82%	74%	77%	76%
						b		b			
Answered	1251	1061	87	62	41	988	109	447	773	880	337
Mean score	7.8	7.8	7.8	7.6	7.8	7.7	7.4	8.0	7.6	7.7	7.8
								b			
Standard deviation	1.84	1.83	1.77	2.18	1.88	1.82	1.83	1.78	1.87	1.81	1.94
Standard error	.05	.06	.14	.17	.16	.05	.15	.08	.06	.06	.09

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

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1451	1451	1255	-	1275	910	999	280	1341	110	252	324	875	
Effective Weighted Sample	1064	1064	924	-	936	671	736	221	984	80	180	241	644	
Total	1251	1251	1072	-	1102	816	879	258	1158	92	216	287	747	
1 - Extremely dissatisfied	(1.0)	5 *%	5 *%	4 *%	** **	2 *%	2 *%	2 *%	1 *%	2 *%	3 3%	3 1%	- -%	2 *%
										abce				
2	(2.0)	5 *%	5 *%	4 *%	** **	4 *%	4 1%	3 *%	- -%	5 *%	- -%	4 2%	* *%	1 *%
											c			
3	(3.0)	8 1%	8 1%	3 *%	** **	7 1%	5 1%	7 1%	1 *%	8 1%	- -%	3 2%	1 *%	3 *%
4	(4.0)	46 4%	46 4%	42 4%	** **	42 4%	36 4%	33 4%	13 5%	43 4%	3 4%	12 5%	13 5%	22 3%
5	(5.0)	105 8%	105 8%	87 8%	** **	99 9%	72 9%	85 10%	27 11%	102 9%	3 3%	14 7%	27 9%	64 9%
									f					
6	(6.0)	117 9%	117 9%	100 9%	** **	103 9%	84 10%	81 9%	26 10%	109 9%	8 9%	24 11%	37 13%	57 8%
												c		
7	(7.0)	216 17%	216 17%	182 17%	** **	189 17%	146 18%	158 18%	44 17%	200 17%	16 18%	41 19%	55 19%	120 16%
8	(8.0)	278 22%	278 22%	240 22%	** **	242 22%	181 22%	190 22%	57 22%	257 22%	21 23%	44 20%	69 24%	164 22%
9	(9.0)	189 15%	189 15%	161 15%	** **	174 16%	119 15%	138 16%	39 15%	179 15%	10 10%	22 10%	37 13%	130 17%
												a		
10 - Extremely satisfied	(10.0)	281 22%	281 22%	250 23%	** **	242 22%	166 20%	182 21%	49 19%	253 22%	28 30%	49 23%	48 17%	184 25%
										bcd		b		
DISSATISFIED (1-4)		64 5%	64 5%	52 5%	** **	54 5%	47 6%	45 5%	15 6%	58 5%	6 7%	22 10%	14 5%	28 4%
												bc		

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1451	1451	1255	-	1275	910	999	280	1341	110	252	324	875
Effective Weighted Sample	1064	1064	924	-	936	671	736	221	984	80	180	241	644
Total	1251	1251	1072	-	1102	816	879	258	1158	92	216	287	747
NEUTRAL (5-6)	222	222	187	**	202	156	167	53	211	11	38	64	120
	18%	18%	17%	**	18%	19%	19%	21%	18%	12%	17%	22%	16%
												c	
SATISFIED (7-10)	964	964	833	**	847	612	668	190	889	75	157	209	598
	77%	77%	78%	**	77%	75%	76%	74%	77%	81%	72%	73%	80%
												ab	
Answered	1251	1251	1072	**	1102	816	879	258	1158	92	216	287	747
Mean score	7.8	7.8	7.8	**	7.8	7.6	7.7	7.6	7.7	7.9	7.5	7.5	7.9
												ab	
Standard deviation	1.84	1.84	1.82	**	1.81	1.84	1.83	1.84	1.82	2.04	2.12	1.73	1.77
Standard error	.05	.05	.05	**	.05	.06	.06	.11	.05	.19	.13	.10	.06

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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG					
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d		
Significance Level: 95%														
Unweighted total	134	74	59	20	33	32	23	26	55	27	26	26		
Effective Weighted Sample	102	60	43	14	27	25	18	20	44	20	23	16		
Total	139	89	50	21	38	31	25	24	55	26	33	26		
1 - Extremely dissatisfied	(1.0)	4 3%	3 4%	1 1%	** **	1 3%	- -%	** **	** **	3 5%	** **	** **	** **	** **
2	(2.0)	3 2%	2 2%	1 2%	** **	1 1%	- -%	** **	** **	2 4%	** **	** **	** **	** **
3	(3.0)	6 5%	6 7%	- -%	** **	2 4%	2 6%	** **	** **	* 1%	** **	** **	** **	** **
4	(4.0)	11 8%	5 6%	6 12%	** **	6 16%	2 7%	** **	** **	3 6%	** **	** **	** **	** **
5	(5.0)	26 18%	11 12%	15 30% a	** **	5 14%	5 15%	** **	** **	9 15%	** **	** **	** **	** **
6	(6.0)	19 13%	12 14%	6 13%	** **	6 15%	2 7%	** **	** **	4 7%	** **	** **	** **	** **
7	(7.0)	19 13%	10 11%	9 17%	** **	9 24%	5 15%	** **	** **	8 14%	** **	** **	** **	** **
8	(8.0)	26 19%	20 23%	6 12%	** **	5 14%	8 26%	** **	** **	14 25%	** **	** **	** **	** **
9	(9.0)	13 9%	11 12%	2 5%	** **	2 4%	5 16%	** **	** **	9 16%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	13 9%	9 10%	4 9%	** **	2 5%	2 8%	** **	** **	4 7%	** **	** **	** **	** **
DISSATISFIED (1-4)	24 17%	17 19%	8 15%	** **	9 24%	4 13%	** **	** **	9 16%	** **	** **	** **	** **	** **
NEUTRAL (5-6)	44 32%	23 26%	21 43%	** **	11 29%	7 22%	** **	** **	12 22%	** **	** **	** **	** **	** **
SATISFIED (7-10)	71 51%	49 56%	21 42%	** **	18 47%	20 65%	** **	** **	34 62%	** **	** **	** **	** **	** **
Answered	139	89	50	**	38	31	**	**	55	**	**	**	**	**

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d
Significance Level: 95%												
Unweighted total	134	74	59	20	33	32	23	26	55	27	26	26
Effective Weighted Sample	102	60	43	14	27	25	18	20	44	20	23	16
Total	139	89	50	21	38	31	25	24	55	26	33	26
Mean score	6.5	6.6	6.2	**	6.1	7.0	**	**	6.7	**	**	**
Standard deviation	2.23	2.38	1.95	**	2.05	2.00	**	**	2.40	**	**	**
Standard error	.19	.28	.25	**	.36	.35	**	**	.32	**	**	**



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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	134	101	14	15	4	101	8	61	71	99	33	
Effective Weighted Sample	102	85	11	14	4	76	7	50	52	81	24	
Total	139	123	10	6	1	102	5	72	65	118	20	
1 - Extremely dissatisfied	(1.0)	4 3%	4 3%	** **	** **	** **	4 4%	** **	2 2%	2 3%	3 3%	1 3%
2	(2.0)	3 2%	3 2%	** **	** **	** **	3 3%	** **	- -%	3 4%	1 1%	1 6%
3	(3.0)	6 5%	6 5%	** **	** **	** **	6 6%	** **	2 3%	4 7%	6 5%	- -%
4	(4.0)	11 8%	11 9%	** **	** **	** **	10 10%	** **	5 7%	6 10%	10 8%	1 6%
5	(5.0)	26 18%	22 18%	** **	** **	** **	19 19%	** **	13 18%	11 17%	22 19%	3 14%
6	(6.0)	19 13%	17 14%	** **	** **	** **	14 13%	** **	9 13%	9 15%	15 12%	4 19%
7	(7.0)	19 13%	14 12%	** **	** **	** **	10 10%	** **	8 11%	10 16%	13 11%	6 27%
8	(8.0)	26 19%	22 18%	** **	** **	** **	19 18%	** **	18 24%	9 14%	22 19%	4 21%
9	(9.0)	13 9%	12 10%	** **	** **	** **	8 8%	** **	6 9%	6 10%	12 11%	* 2%
10 - Extremely satisfied	(10.0)	13 9%	12 10%	** **	** **	** **	10 10%	** **	10 14%	3 5%	13 11%	* 2%
DISSATISFIED (1-4)	24 17%	23 19%	** **	** **	** **	** **	22 22%	** **	8 11%	16 24%	21 17%	3 15%
NEUTRAL (5-6)	44 32%	39 32%	** **	** **	** **	** **	33 32%	** **	22 30%	20 31%	37 31%	7 33%
SATISFIED (7-10)	71 51%	61 49%	** **	** **	** **	** **	47 46%	** **	42 58%	29 45%	60 51%	11 52%
Answered	139	123	**	**	**	**	102	**	72	65	118	20

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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	^b	^c	^d	a	^b	*a	*b	*a	*b
Unweighted total	134	101	14	15	4	101	8	61	71	99	33
Effective Weighted Sample	102	85	11	14	4	76	7	50	52	81	24
Total	139	123	10	6	1	102	5	72	65	118	20
Mean score	6.5	6.4	**	**	**	6.2	**	6.9	6.0	6.5	6.2
								b			
Standard deviation	2.23	2.28	**	**	**	2.37	**	2.14	2.28	2.28	1.98
Standard error	.19	.23	**	**	**	.24	**	.27	.27	.23	.35

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 110**

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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	134	134	134	-	123	104	116	39	129	5	21	34	79	
Effective Weighted Sample	102	102	102	-	95	80	90	31	99	4	16	28	59	
Total	139	139	139	-	129	116	123	39	136	3	23	34	82	
1 - Extremely dissatisfied	(1.0)	4 3%	4 3%	4 3%	** **	4 3%	2 2%	4 3%	- -%	4 3%	** **	** **	- -%	3 3%
2	(2.0)	3 2%	3 2%	3 2%	** **	3 2%	1 1%	3 2%	1 2%	3 2%	** **	** **	- -%	2 3%
3	(3.0)	6 5%	6 5%	6 5%	** **	6 5%	5 5%	6 5%	- -%	6 5%	** **	** **	* 1%	3 4%
4	(4.0)	11 8%	11 8%	11 8%	** **	10 8%	10 8%	11 9%	2 6%	11 8%	** **	** **	3 9%	7 9%
5	(5.0)	26 18%	26 18%	26 18%	** **	23 18%	24 21%	22 18%	3 8%	26 19%	** **	** **	10 29%	10 12%
6	(6.0)	19 13%	19 13%	19 13%	** **	18 14%	15 13%	15 12%	3 7%	18 13%	** **	** **	6 17%	11 13%
7	(7.0)	19 13%	19 13%	19 13%	** **	17 13%	15 13%	15 13%	6 15%	17 13%	** **	** **	8 24%	10 12%
8	(8.0)	26 19%	26 19%	26 19%	** **	24 19%	23 20%	24 20%	12 30%	26 19%	** **	** **	4 13%	17 20%
9	(9.0)	13 9%	13 9%	13 9%	** **	12 10%	11 9%	10 8%	7 18%	12 9%	** **	** **	2 7%	9 11%
10 - Extremely satisfied	(10.0)	13 9%	13 9%	13 9%	** **	13 10%	10 9%	12 9%	6 14%	13 9%	** **	** **	- -%	11 13% b
DISSATISFIED (1-4)	24 17%	24 17%	24 17%	** **	22 17%	18 16%	24 20%	3 8%	24 18%	** **	** **	4 11%	15 18%	
NEUTRAL (5-6)	44 32%	44 32%	44 32%	** **	41 31%	39 34%	37 31%	6 15%	43 32%	** **	** **	16 46%	21 26%	
SATISFIED (7-10)	71 51%	71 51%	71 51%	** **	66 51%	59 51%	61 50%	30 77%	69 50%	** **	** **	15 43%	46 56%	

Small Base: 100 (\*)  
Minimum Base: 30 (^)  
Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have watched BritBox in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	134	134	134	-	123	104	116	39	129	5	21	34	79
Effective Weighted Sample	102	102	102	-	95	80	90	31	99	4	16	28	59
Total	139	139	139	-	129	116	123	39	136	3	23	34	82
Answered	139	139	139	**	129	116	123	39	136	**	**	34	82
Mean score	6.5	6.5	6.5	**	6.5	6.5	6.4	7.6	6.4	**	**	6.2	6.7
								abce					
Standard deviation	2.23	2.23	2.23	**	2.26	2.12	2.29	1.86	2.24	**	**	1.48	2.38
Standard error	.19	.19	.19	**	.20	.21	.21	.30	.20	**	**	.25	.27

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

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	1153	422	720	292	340	283	159	79	365	375	187	214	
Effective Weighted Sample	847	322	532	209	260	216	117	51	279	270	139	152	
Total	976	426	541	222	327	221	141	66	313	322	164	166	
1 - Extremely dissatisfied	(1.0)	4 *%	3 1%	1 *%	1 1%	3 1%	- -%	- -%	- -%	3 1%	1 *%	- -%	- -%
2	(2.0)	2 *%	- -%	2 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%
3	(3.0)	13 1%	3 1%	10 2%	6 3%	2 1%	2 1%	3 2%	- -%	1 *%	8 3% a	- -%	3 2%
4	(4.0)	22 2%	13 3%	9 2%	4 2%	8 2%	7 3%	3 2%	1 2%	9 3%	5 2%	5 3%	3 2%
5	(5.0)	76 8%	32 8%	42 8%	18 8%	23 7%	16 7%	12 9%	6 10%	25 8%	19 6%	20 12% b	10 6%
6	(6.0)	104 11%	55 13% b	45 8%	14 6%	38 12%	26 12%	19 13% a	7 10%	29 9%	42 13%	14 8%	17 10%
7	(7.0)	164 17%	77 18%	85 16%	40 18%	50 15%	42 19%	23 16%	9 13%	53 17%	50 16%	34 21%	25 15%
8	(8.0)	237 24%	101 24%	136 25%	48 22%	80 25%	53 24%	31 22%	25 38% acd	64 20%	81 25%	48 29% a	42 26%
9	(9.0)	138 14%	45 10%	93 17% a	36 16%	44 13%	27 12%	22 15%	9 13%	50 16% c	54 17% c	14 8%	20 12%
10 - Extremely satisfied	(10.0)	218 22%	97 23%	119 22%	54 25%	78 24%	48 22%	28 20%	9 14%	79 25%	59 18%	29 18%	46 28% bc
DISSATISFIED (1-4)		40 4%	19 4%	22 4%	11 5%	14 4%	9 4%	5 4%	1 2%	13 4%	16 5%	5 3%	5 3%
NEUTRAL (5-6)		179 18%	88 21%	87 16%	32 14%	61 19%	42 19%	31 22%	13 20%	54 17%	61 19%	34 21%	27 17%

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

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1153	422	720	292	340	283	159	79	365	375	187	214
Effective Weighted Sample	847	322	532	209	260	216	117	51	279	270	139	152
Total	976	426	541	222	327	221	141	66	313	322	164	166
SATISFIED (7-10)	756	319	432	179	252	170	104	52	246	244	125	133
	77%	75%	80%	81%	77%	77%	74%	78%	79%	76%	76%	80%
Answered	976	426	541	222	327	221	141	66	313	322	164	166
Mean score	7.8	7.7	7.9	7.9	7.8	7.7	7.7	7.7	7.9	7.7	7.6	8.0
Standard deviation	1.80	1.82	1.78	1.89	1.85	1.73	1.77	1.54	1.86	1.82	1.66	1.74
Standard error	.05	.09	.07	.11	.10	.10	.14	.17	.10	.09	.12	.12

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

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	1153	777	126	130	119	885	98	596	527	804	315	
Effective Weighted Sample	847	644	115	123	112	653	73	430	397	615	232	
Total	976	823	70	49	34	737	72	504	440	766	190	
1 - Extremely dissatisfied	(1.0)	4 *%	4 1%	- -%	- -%	- -%	4 1%	- -%	1 *%	3 1%	3 *%	1 1%
2	(2.0)	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	1 *%
3	(3.0)	13 1%	11 1%	1 1%	1 2%	1 2%	8 1%	- -%	3 1%	5 1%	8 1%	4 2%
4	(4.0)	22 2%	16 2%	2 3%	3 6% ad	* 1%	18 3%	* *%	9 2%	12 3%	18 2%	2 1%
5	(5.0)	76 8%	67 8%	4 5%	3 6%	2 6%	61 8%	5 7%	37 7%	34 8%	56 7%	17 9%
6	(6.0)	104 11%	87 11%	8 11%	5 11%	4 12%	81 11%	7 10%	50 10%	51 11%	90 12% b	13 7%
7	(7.0)	164 17%	135 16%	16 22%	8 16%	5 15%	119 16%	14 20%	88 17%	72 16%	128 17%	34 18%
8	(8.0)	237 24%	199 24%	17 25%	14 29%	6 19%	183 25%	15 20%	108 21%	125 28% a	188 25%	47 25%
9	(9.0)	138 14%	118 14%	9 13%	5 11%	5 16%	107 14%	8 11%	77 15%	58 13%	112 15%	21 11%
10 - Extremely satisfied	(10.0)	218 22%	184 22%	14 20%	10 20%	10 29%	154 21%	23 32% a	131 26% b	79 18%	162 21%	49 26%
DISSATISFIED (1-4)		40 4%	33 4%	3 4%	4 8%	1 3%	33 4%	* *%	13 3%	21 5%	30 4%	8 4%
NEUTRAL (5-6)		179 18%	154 19%	11 16%	8 17%	6 18%	142 19%	13 17%	87 17%	85 19%	146 19%	31 16%

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

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1153	777	126	130	119	885	98	596	527	804	315
Effective Weighted Sample	847	644	115	123	112	653	73	430	397	615	232
Total	976	823	70	49	34	737	72	504	440	766	190
SATISFIED (7-10)	756	636	56	37	27	563	60	403	334	590	151
	77%	77%	80%	76%	79%	76%	82%	80%	76%	77%	80%
Answered	976	823	70	49	34	737	72	504	440	766	190
Mean score	7.8	7.8	7.8	7.6	8.0	7.7	8.1	8.0	7.6	7.8	7.8
Standard deviation	1.80	1.81	1.64	1.84	1.82	1.82	1.64	1.73	1.79	1.76	1.88
Standard error	.05	.06	.15	.16	.17	.06	.17	.07	.08	.06	.11



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)**

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1153	1153	1153	-	1003	701	772	178	1064	89	194	268	691	
Effective Weighted Sample	847	847	847	-	741	519	570	139	785	62	140	200	509	
Total	976	976	976	-	847	616	672	169	901	75	146	244	586	
1 - Extremely dissatisfied	(1.0)	4 *%	4 *%	4 *%	** **	3 *%	3 *%	3 *%	2 1%	3 *%	1 2%	1 1%	- -%	3 1%
2	(2.0)	2 *%	2 *%	2 *%	** **	2 *%	2 *%	2 *%	- -%	2 *%	- -%	1 *%	1 *%	- -%
3	(3.0)	13 1%	13 1%	13 1%	** **	10 1%	8 1%	8 1%	2 1%	12 1%	1 1%	2 1%	5 2%	6 1%
4	(4.0)	22 2%	22 2%	22 2%	** **	19 2%	14 2%	14 2%	2 1%	22 2%	- -%	8 5%	4 2%	10 2%
5	(5.0)	76 8%	76 8%	76 8%	** **	70 8%	48 8%	51 8%	13 8%	72 8%	4 5%	11 8%	35 14%	29 5%
6	(6.0)	104 11%	104 11%	104 11%	** **	87 10%	62 10%	71 11%	19 11%	96 11%	8 11%	16 11%	39 16%	49 8%
7	(7.0)	164 17%	164 17%	164 17%	** **	143 17%	121 20%	118 18%	22 13%	155 17%	9 12%	31 21%	53 22%	81 14%
8	(8.0)	237 24%	237 24%	237 24%	** **	210 25%	152 25%	167 25%	41 24%	220 24%	17 22%	27 18%	57 23%	153 26%
9	(9.0)	138 14%	138 14%	138 14%	** **	120 14%	79 13%	100 15%	27 16%	125 14%	13 17%	16 11%	17 7%	105 18%
10 - Extremely satisfied	(10.0)	218 22%	218 22%	218 22%	** **	183 22%	126 20%	138 20%	40 24%	194 22%	23 31%	34 23%	34 14%	151 26%
DISSATISFIED (1-4)		40 4%	40 4%	40 4%	** **	34 4%	27 4%	27 4%	6 4%	39 4%	2 2%	12 8%	10 4%	19 3%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have watched Disney+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1153	1153	1153	-	1003	701	772	178	1064	89	194	268	691
Effective Weighted Sample	847	847	847	-	741	519	570	139	785	62	140	200	509
Total	976	976	976	-	847	616	672	169	901	75	146	244	586
NEUTRAL (5-6)	179	179	179	**	157	110	122	32	168	11	27	74	78
	18%	18%	18%	**	18%	18%	18%	19%	19%	15%	19%	30%	13%
												ac	
SATISFIED (7-10)	756	756	756	**	657	479	523	131	695	62	107	160	489
	77%	77%	77%	**	77%	78%	78%	77%	77%	82%	73%	66%	83%
													ab
Answered	976	976	976	**	847	616	672	169	901	75	146	244	586
Mean score	7.8	7.8	7.8	**	7.8	7.7	7.7	7.9	7.7	8.2	7.5	7.2	8.1
										b			ab
Standard deviation	1.80	1.80	1.80	**	1.78	1.79	1.78	1.86	1.79	1.84	1.98	1.75	1.70
Standard error	.05	.05	.05	**	.06	.07	.06	.14	.05	.19	.14	.11	.06

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%													
Unweighted total		223	104	116	50	61	55	25	32	103	55	33	32
Effective Weighted Sample		165	81	83	34	49	45	19	21	80	39	25	22
Total		206	110	93	46	67	50	19	24	97	50	35	24
1 - Extremely dissatisfied	(1.0)	2 1%	1 1%	1 1%	1 2%	- -%	- -%	** **	- -%	- -%	2 5%	- -%	- -%
2	(2.0)	5 2%	3 2%	2 2%	3 6%	1 1%	1 1%	** **	- -%	2 2%	1 1%	2 6%	- -%
3	(3.0)	9 4%	6 6%	2 3%	1 2%	2 3%	4 8%	** **	1 4%	6 6%	* 1%	3 7%	- -%
4	(4.0)	6 3%	4 3%	3 3%	- -%	1 1%	2 5%	** **	2 6%	3 3%	1 1%	3 7%	* 1%
5	(5.0)	30 15%	20 18%	10 11%	8 18%	6 9%	5 10%	** **	8 33% bc	12 12%	6 13%	4 12%	8 33% a
6	(6.0)	28 14%	13 12%	15 16%	9 19%	11 16%	5 11%	** **	1 6%	14 14%	6 11%	7 19%	2 10%
7	(7.0)	40 19%	17 15%	20 21%	9 20%	15 22%	7 14%	** **	5 21%	18 18%	14 29%	6 17%	2 9%
8	(8.0)	33 16%	13 12%	20 21%	5 10%	8 12%	14 28%	** **	5 20%	18 18%	7 14%	4 11%	4 18%
9	(9.0)	27 13%	17 16%	10 11%	7 15%	15 22% ce	3 6%	** **	1 2%	10 10%	10 19%	3 9%	4 18%
10 - Extremely satisfied	(10.0)	26 13%	16 14%	11 11%	4 9%	9 14%	8 17%	** **	2 8%	17 17%	3 7%	4 11%	2 10%
DISSATISFIED (1-4)		22 11%	14 13%	8 8%	4 9%	3 5%	7 14%	** **	2 10%	11 11%	4 8%	7 21% d	* 1%
NEUTRAL (5-6)		58 28%	33 30%	25 27%	17 37%	17 25%	10 21%	** **	9 39%	25 26%	12 24%	11 31%	10 43%
SATISFIED (7-10)		126 61%	63 57%	60 64%	25 54%	47 70%	32 65%	** **	12 51%	62 63%	34 68%	17 48%	14 56%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	223	104	116	50	61	55	25	32	103	55	33	32
Effective Weighted Sample	165	81	83	34	49	45	19	21	80	39	25	22
Total	206	110	93	46	67	50	19	24	97	50	35	24
Answered	206	110	93	46	67	50	**	24	97	50	35	24
Mean score	6.9	6.8	7.0	6.7	7.4	7.1	**	6.4	7.1	7.0	6.4	7.1
Standard deviation	2.12	2.28	1.96	2.18	1.85	2.15	**	1.84	2.12	2.10	2.29	1.87
Standard error	.14	.22	.18	.31	.24	.29	**	.33	.21	.28	.40	.33

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 112**

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	223	150	32	23	18	153	24	111	106	168	52	
Effective Weighted Sample	165	125	27	21	17	117	18	83	78	129	37	
Total	206	172	19	10	5	132	18	108	91	170	34	
1 - Extremely dissatisfied	(1.0)	2 1%	1 *%	1 8% a	** **	** **	2 2%	** **	* *%	1 2%	1 1%	1 3%
2	(2.0)	5 2%	2 1%	2 11% a	** **	** **	3 2%	** **	3 3%	2 2%	5 3%	- -%
3	(3.0)	9 4%	8 5%	1 3%	** **	** **	7 5%	** **	5 5%	3 4%	8 5%	1 2%
4	(4.0)	6 3%	4 2%	1 7%	** **	** **	5 4%	** **	4 3%	2 3%	5 3%	2 4%
5	(5.0)	30 15%	25 14%	3 15%	** **	** **	18 13%	** **	11 11%	19 20%	17 10%	12 34% a
6	(6.0)	28 14%	23 13%	3 15%	** **	** **	20 15%	** **	16 15%	11 13%	24 14%	4 12%
7	(7.0)	40 19%	32 19%	5 24%	** **	** **	23 18%	** **	22 21%	17 19%	33 19%	6 19%
8	(8.0)	33 16%	30 17%	2 10%	** **	** **	24 18%	** **	14 13%	17 19%	27 16%	6 16%
9	(9.0)	27 13%	24 14%	1 3%	** **	** **	16 13%	** **	16 15%	11 12%	25 14%	2 7%
10 - Extremely satisfied	(10.0)	26 13%	24 14%	1 4%	** **	** **	14 11%	** **	16 14%	6 7%	25 15% b	1 2%
DISSATISFIED (1-4)		22 11%	14 8%	6 29% a	** **	** **	17 13%	** **	12 11%	9 10%	19 11%	3 9%
NEUTRAL (5-6)		58 28%	48 28%	6 30%	** **	** **	37 28%	** **	27 25%	30 33%	42 24%	16 46% a

Small Base: 100 (\*)  
Minimum Base: 30 (^)  
Columns Tested: a,b,c,d - a,b - a,b - a,b

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	^c	^d	a	^b	a	b	a	*b
Unweighted total	223	150	32	23	18	153	24	111	106	168	52
Effective Weighted Sample	165	125	27	21	17	117	18	83	78	129	37
Total	206	172	19	10	5	132	18	108	91	170	34
SATISFIED (7-10)	126	110	8	**	**	78	**	68	52	110	15
	61%	64%	41%	**	**	59%	**	63%	57%	65%	44%
		b								b	
Answered	206	172	19	**	**	132	**	108	91	170	34
Mean score	6.9	7.1	5.5	**	**	6.8	**	7.0	6.7	7.1	6.2
		b								b	
Standard deviation	2.12	2.02	2.45	**	**	2.15	**	2.13	2.02	2.16	1.80
Standard error	.14	.16	.43	**	**	.17	**	.20	.20	.17	.25

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	223	223	223	-	200	178	191	57	215	8	28	54	141	
Effective Weighted Sample	165	165	165	-	149	133	142	47	160	6	21	39	105	
Total	206	206	206	-	190	169	184	57	201	5	26	49	131	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	2 1%	2 1%	2 1%	1 3%	2 1%	** **	** **	- -%	2 1%
2	(2.0)	5 2%	5 2%	5 2%	** **	4 2%	2 1%	4 2%	- -%	4 2%	** **	** **	- -%	2 1%
3	(3.0)	9 4%	9 4%	9 4%	** **	9 5%	8 5%	9 5%	2 3%	9 4%	** **	** **	* 1%	4 3%
4	(4.0)	6 3%	6 3%	6 3%	** **	5 3%	5 3%	5 2%	1 2%	6 3%	** **	** **	4 9%	1 1%
													c	
5	(5.0)	30 15%	30 15%	30 15%	** **	28 15%	25 15%	26 14%	6 11%	30 15%	** **	** **	11 23%	17 13%
6	(6.0)	28 14%	28 14%	28 14%	** **	26 14%	25 15%	24 13%	7 12%	28 14%	** **	** **	11 23%	13 10%
7	(7.0)	40 19%	40 19%	40 19%	** **	38 20%	33 20%	37 20%	12 20%	39 20%	** **	** **	11 23%	25 19%
8	(8.0)	33 16%	33 16%	33 16%	** **	29 15%	25 15%	30 16%	7 12%	31 15%	** **	** **	6 11%	26 20%
9	(9.0)	27 13%	27 13%	27 13%	** **	24 13%	24 14%	24 13%	9 16%	25 13%	** **	** **	3 6%	21 16%
10 - Extremely satisfied	(10.0)	26 13%	26 13%	26 13%	** **	25 13%	21 12%	24 13%	12 21%	26 13%	** **	** **	2 4%	21 16%
DISSATISFIED (1-4)		22 11%	22 11%	22 11%	** **	21 11%	17 10%	19 10%	4 7%	21 10%	** **	** **	5 10%	8 6%
NEUTRAL (5-6)		58 28%	58 28%	58 28%	** **	54 29%	50 29%	50 27%	13 23%	58 29%	** **	** **	22 46%	30 23%
													c	
SATISFIED (7-10)		126 61%	126 61%	126 61%	** **	115 61%	103 61%	115 63%	40 70%	122 61%	** **	** **	22 44%	93 71%
													b	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have watched Apple TV+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	223	223	223	-	200	178	191	57	215	8	28	54	141
Effective Weighted Sample	165	165	165	-	149	133	142	47	160	6	21	39	105
Total	206	206	206	-	190	169	184	57	201	5	26	49	131
Answered	206	206	206	**	190	169	184	57	201	**	**	49	131
Mean score	6.9	6.9	6.9	**	6.9	7.0	7.0	7.4	6.9	**	**	6.4	7.4
													b
Standard deviation	2.12	2.12	2.12	**	2.14	2.06	2.11	2.16	2.11	**	**	1.57	2.03
Standard error	.14	.14	.14	**	.15	.15	.15	.29	.14	**	**	.21	.17



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

Base : Those who have listened to any BBC Radio stations in the past 3 months

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total		2658	1219	1426	335	454	476	460	928	951	751	457	480
Effective Weighted Sample		1881	894	992	232	343	374	354	626	686	538	331	317
Total		2575	1325	1238	277	474	390	417	1011	915	721	440	478
1 - Extremely dissatisfied	(1.0)	24 1%	16 1%	8 1%	5 2%	6 1%	3 1%	3 1%	6 1%	10 1%	5 1%	5 1%	4 1%
2	(2.0)	26 1%	12 1%	13 1%	8 3% bcde	4 1%	* *%	3 1%	11 1%	15 2% bc	3 *%	* *%	8 2% c
3	(3.0)	74 3%	43 3%	30 2%	15 6% de	18 4%	11 3%	7 2%	23 2%	24 3%	11 1%	21 5% b	15 3%
4	(4.0)	120 5%	58 4%	60 5%	27 10% cde	29 6% cd	10 3%	9 2%	43 4%	38 4%	30 4%	25 6%	26 5%
5	(5.0)	291 11%	154 12%	137 11%	44 16% ce	63 13% e	39 10%	51 12%	92 9%	98 11%	64 9%	62 14% b	65 14% b
6	(6.0)	315 12%	158 12%	156 13%	47 17% e	71 15% e	49 13%	48 12%	101 10%	102 11%	119 17% acd	48 11%	44 9%
7	(7.0)	484 19%	256 19%	227 18%	55 20%	85 18%	90 23% e	82 20%	171 17%	162 18%	153 21% d	93 21%	75 16%
8	(8.0)	562 22%	290 22%	270 22%	43 16%	84 18%	87 22% a	98 24% a	249 25% ab	200 22%	179 25% c	83 19%	97 20%
9	(9.0)	287 11%	142 11%	144 12%	18 6%	44 9%	46 12% a	45 11%	133 13% a	117 13%	71 10%	45 10%	50 10%
10 - Extremely satisfied	(10.0)	391 15%	194 15%	194 16%	14 5%	70 15% a	55 14% a	71 17% a	182 18% a	150 16% b	87 12%	58 13%	94 20% bc
DISSATISFIED (1-4)		244 9%	130 10%	111 9%	57 20% bcde	57 12% cde	24 6%	22 5%	83 8%	87 10%	48 7%	52 12% b	53 11% b

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

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

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	2658	1219	1426	335	454	476	460	928	951	751	457	480
Effective Weighted Sample	1881	894	992	232	343	374	354	626	686	538	331	317
Total	2575	1325	1238	277	474	390	417	1011	915	721	440	478
NEUTRAL (5-6)	607 24%	312 24%	292 24%	91 33% cde	134 28% e	88 22%	100 24%	193 19%	200 22%	184 25%	110 25%	110 23%
SATISFIED (7-10)	1725 67%	882 67%	834 67%	130 47%	282 60% a	279 71% ab	296 71% ab	734 73% ab	629 69%	490 68%	279 63%	315 66%
Answered	2575	1325	1238	277	474	390	417	1011	915	721	440	478
Mean score	7.2	7.1	7.2	6.2	6.9 a	7.3 ab	7.4 ab	7.5 ab	7.3 c	7.2	7.0	7.2
Standard deviation	2.01	2.03	1.98	2.05	2.10	1.84	1.88	1.97	2.07	1.78	2.04	2.17
Standard error	.04	.06	.05	.11	.10	.08	.09	.06	.07	.06	.10	.10

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

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

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	2658	1828	281	305	242	1980	367	845	1771	1656	930	
Effective Weighted Sample	1881	1454	214	229	219	1414	248	629	1230	1253	582	
Total	2575	2175	188	137	75	1903	340	788	1737	1680	839	
1 - Extremely dissatisfied	(1.0)	24 1%	21 1%	1 1%	1 1%	1 1%	13 1%	3 1%	10 1%	13 1%	17 1%	7 1%
2	(2.0)	26 1%	21 1%	1 1%	2 1%	2 2%	17 1%	1 *%	4 *%	20 1%	15 1%	10 1%
3	(3.0)	74 3%	63 3%	4 2%	3 2%	3 5%	55 3%	8 2%	28 4%	45 3%	56 3%	16 2%
4	(4.0)	120 5%	110 5% b	3 2%	3 3%	3 4%	88 5%	12 4%	38 5%	80 5%	76 5%	43 5%
5	(5.0)	291 11%	246 11%	22 12%	14 10%	9 12%	204 11%	27 8%	90 11%	194 11%	182 11%	101 12%
6	(6.0)	315 12%	269 12%	27 14%	12 9%	8 10%	233 12%	29 9%	115 15% b	193 11%	223 13%	89 11%
7	(7.0)	484 19%	409 19%	37 20%	24 17%	14 19%	359 19%	66 19%	189 24% b	288 17%	318 19%	156 19%
8	(8.0)	562 22%	468 22%	44 24%	34 25%	17 22%	409 21%	97 29% a	145 18%	413 24% a	368 22%	185 22%
9	(9.0)	287 11%	239 11%	20 10%	20 14%	9 12%	226 12%	43 13%	71 9%	210 12% a	178 11%	104 12%
10 - Extremely satisfied	(10.0)	391 15%	328 15%	29 16%	24 18%	10 13%	298 16%	52 15%	98 12%	283 16% a	247 15%	128 15%
DISSATISFIED (1-4)		244 9%	216 10% b	9 5%	9 7%	9 12% b	173 9%	25 7%	80 10%	157 9%	164 10%	76 9%

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

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

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2658	1828	281	305	242	1980	367	845	1771	1656	930
Effective Weighted Sample	1881	1454	214	229	219	1414	248	629	1230	1253	582
Total	2575	2175	188	137	75	1903	340	788	1737	1680	839
NEUTRAL (5-6)	607	515	49	26	17	437	56	205	387	405	190
	24%	24%	26%	19%	22%	23%	17%	26%	22%	24%	23%
SATISFIED (7-10)	1725	1443	130	102	50	1293	259	503	1193	1111	574
	67%	66%	69%	74%	66%	68%	76%	64%	69%	66%	68%
Answered	2575	2175	188	137	75	1903	340	788	1737	1680	839
Mean score	7.2	7.2	7.3	7.5	7.0	7.2	7.5	7.0	7.3	7.1	7.2
Standard deviation	2.01	2.02	1.84	1.97	2.11	1.99	1.88	1.96	2.01	2.01	2.00
Standard error	.04	.05	.11	.11	.14	.04	.10	.07	.05	.05	.07

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	2658	2485	2127	173	2530	2658	2001	618	2658	-	315	559	1784	
Effective Weighted Sample	1881	1822	1566	123	1787	1881	1464	467	1881	-	216	396	1271	
Total	2575	2297	1952	277	2459	2575	1858	584	2575	-	303	565	1706	
1 - Extremely dissatisfied	(1.0)	24 1%	21 1%	17 1%	3 1%	22 1%	24 1%	17 1%	8 1%	24 1%	** **	13 4% bc	5 1%	6 **%
2	(2.0)	26 1%	23 1%	20 1%	3 1%	25 1%	26 1%	17 1%	3 1%	26 1%	** **	16 5% bc	9 2% c	1 **%
3	(3.0)	74 3%	65 3%	60 3%	9 3%	69 3%	74 3%	51 3%	10 2%	74 3%	** **	35 12% bc	22 4% c	17 1%
4	(4.0)	120 5%	96 4%	79 4%	24 9% ab	117 5% d	120 5% d	71 4% d	11 2%	120 5% d	** **	43 14% bc	35 6% c	42 2%
5	(5.0)	291 11%	269 12%	234 12%	22 8%	270 11% d	291 11% d	199 11% d	40 7%	291 11% d	** **	56 19% c	135 24% c	100 6%
6	(6.0)	315 12%	291 13%	260 13%	25 9%	299 12%	315 12%	223 12%	55 9%	315 12%	** **	50 16% c	122 22% c	143 8%
7	(7.0)	484 19%	441 19%	372 19%	43 16%	458 19%	484 19%	387 21% d	96 16%	484 19%	** **	31 10%	117 21% a	336 20% a
8	(8.0)	562 22%	494 22%	416 21%	68 25%	546 22%	562 22%	386 21%	125 21%	562 22%	** **	32 11%	74 13%	456 27% ab
9	(9.0)	287 11%	267 12%	206 11%	20 7%	281 11%	287 11%	224 12%	94 16% abce	287 11%	** **	6 2%	28 5%	253 15% ab
10 - Extremely satisfied	(10.0)	391 15%	331 14%	287 15%	60 22% ab	373 15%	391 15%	282 15%	142 24% abce	391 15%	** **	20 7% b	18 3%	352 21% ab

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

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2658	2485	2127	173	2530	2658	2001	618	2658	-	315	559	1784
Effective Weighted Sample	1881	1822	1566	123	1787	1881	1464	467	1881	-	216	396	1271
Total	2575	2297	1952	277	2459	2575	1858	584	2575	-	303	565	1706
DISSATISFIED (1-4)	244 9%	205 9%	177 9%	39 14%	233 9% d	244 9% d	157 8% d	33 6%	244 9% d	** **	107 35% bc	71 13% c	65 4%
NEUTRAL (5-6)	607 24%	560 24%	494 25% c	47 17%	569 23% d	607 24% d	422 23% d	95 16%	607 24% d	** **	106 35% c	257 45% ac	244 14%
SATISFIED (7-10)	1725 67%	1533 67%	1281 66%	191 69%	1657 67%	1725 67%	1279 69%	456 78% abce	1725 67%	** **	90 30%	237 42% a	1397 82% ab
Answered	2575	2297	1952	277	2459	2575	1858	584	2575	**	303	565	1706
Mean score	7.2	7.2	7.1	7.3	7.2	7.2	7.2	7.8 abce	7.2	**	5.4	6.2 a	7.8 ab
Standard deviation	2.01	1.99	2.00	2.20	2.00	2.01	1.97	1.97	2.01	**	2.27	1.73	1.68
Standard error	.04	.04	.04	.17	.04	.04	.04	.08	.04	**	.13	.07	.04

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	*b	*a	*b	c	*d	e	a	b	*c	*d	
Unweighted total	427	330	95	54	63	102	75	133	164	114	72	68	
Effective Weighted Sample	315	252	63	38	47	81	56	96	122	81	56	49	
Total	407	336	70	44	59	95	70	139	154	105	74	63	
1 - Extremely dissatisfied	(1.0)	2 1%	1 *%	1 1%	1 2%	* 1%	- -%	- -%	1 1%	2 1%	- -%	- -%	- -%
2	(2.0)	3 1%	3 1%	- -%	1 2%	- -%	- -%	- -%	2 2%	1 1%	1 1%	- -%	1 1%
3	(3.0)	9 2%	5 1%	4 6%	3 7%	2 3%	4 4%	- -%	- -%	3 2%	1 1%	2 3%	3 4%
4	(4.0)	17 4%	13 4%	4 6%	1 2%	7 12%	4 5%	4 5%	1 *%	5 3%	8 7%	* 1%	1 1%
5	(5.0)	29 7%	21 6%	8 12%	4 9%	2 4%	5 5%	4 6%	14 10%	11 7%	10 9%	2 3%	6 9%
6	(6.0)	69 17%	58 17%	11 16%	6 13%	13 22%	16 17%	10 14%	25 18%	28 18%	24 22%	8 11%	9 15%
7	(7.0)	87 21%	73 22%	13 19%	12 28%	8 14%	21 22%	16 23%	29 21%	38 25%	14 13%	18 25%	11 18%
8	(8.0)	91 22%	77 23%	13 18%	9 19%	13 22%	21 22%	15 22%	33 24%	37 24%	19 18%	23 31%	9 14%
9	(9.0)	45 11%	41 12%	5 7%	5 10%	7 11%	12 12%	4 6%	18 13%	16 10%	12 12%	9 12%	9 14%
10 - Extremely satisfied	(10.0)	55 13%	44 13%	10 15%	3 8%	7 11%	12 13%	16 23%	17 12%	13 9%	16 16%	11 15%	14 23%
DISSATISFIED (1-4)		31 8%	22 7%	9 13%	6 14%	9 16%	8 9%	4 5%	4 3%	12 8%	10 9%	3 3%	4 7%
NEUTRAL (5-6)		98 24%	79 23%	19 28%	9 21%	15 25%	21 22%	15 21%	38 28%	39 25%	34 32%	10 14%	15 24%

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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	*a	*b	c	*d	e	a	b	*c	*d
Unweighted total	427	330	95	54	63	102	75	133	164	114	72	68
Effective Weighted Sample	315	252	63	38	47	81	56	96	122	81	56	49
Total	407	336	70	44	59	95	70	139	154	105	74	63
SATISFIED (7-10)	278	235	41	29	35	66	52	97	104	62	61	43
	68%	70%	59%	65%	59%	69%	74%	70%	67%	59%	83%	69%
											ab	
Answered	407	336	70	44	59	95	70	139	154	105	74	63
Mean score	7.3	7.3	6.9	6.7	7.0	7.3	7.6	7.3	7.1	7.2	7.7	7.5
							a				a	
Standard deviation	1.85	1.78	2.12	2.12	1.98	1.81	1.76	1.74	1.80	1.94	1.55	2.06
Standard error	.09	.10	.22	.29	.25	.18	.20	.15	.14	.18	.18	.25



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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%												
Unweighted total		427	280	47	48	52	318	60	166	254	319	98
Effective Weighted Sample		315	235	42	46	48	232	47	129	181	242	67
Total		407	339	31	21	17	302	58	166	234	324	75
1 - Extremely dissatisfied	(1.0)	2 1%	1 *% a	1 3% a	* 2%	- -%	2 1%	- -%	* *% b	2 1%	1 *% a	1 1%
2	(2.0)	3 1%	3 1%	- -%	- -%	- -%	3 1%	- -%	1 1%	2 1%	2 1%	1 1%
3	(3.0)	9 2%	9 3%	- -%	- -%	- -%	4 1%	- -%	6 4% b	1 1%	9 3%	- -%
4	(4.0)	17 4%	15 4%	1 4%	* 1%	- -%	16 5%	- -%	8 5%	8 3%	14 4%	2 3%
5	(5.0)	29 7%	25 7%	2 6%	1 4%	2 9%	20 7%	7 12%	11 7%	18 8%	20 6%	8 10%
6	(6.0)	69 17%	57 17%	5 17%	4 22%	2 14%	49 16%	11 19%	30 18%	39 17%	52 16%	16 22%
7	(7.0)	87 21%	73 21%	8 24%	2 9%	5 28% c	68 22%	14 25%	30 18%	56 24%	67 21%	18 25%
8	(8.0)	91 22%	74 22%	8 24%	7 33%	3 16%	67 22%	10 18%	33 20%	54 23%	74 23%	14 18%
9	(9.0)	45 11%	37 11%	4 11%	2 10%	3 19%	36 12%	9 15%	16 10%	28 12%	38 12%	8 10%
10 - Extremely satisfied	(10.0)	55 13%	45 13%	3 11%	4 18%	2 14%	37 12%	6 11%	30 18%	25 11%	47 15%	7 9%
DISSATISFIED (1-4)		31 8%	28 8% d	2 7%	1 3%	- -%	26 9% b	- -%	16 10%	13 5%	26 8%	4 5%
NEUTRAL (5-6)		98 24%	82 24%	7 23%	5 26%	4 23%	69 23%	18 30%	41 24%	58 25%	73 22%	24 32%

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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	*b
Unweighted total	427	280	47	48	52	318	60	166	254	319	98
Effective Weighted Sample	315	235	42	46	48	232	47	129	181	242	67
Total	407	339	31	21	17	302	58	166	234	324	75
SATISFIED (7-10)	278	228	22	14	13	208	40	110	163	225	47
	68%	67%	70%	70%	77%	69%	70%	66%	70%	69%	62%
Answered	407	339	31	21	17	302	58	166	234	324	75
Mean score	7.3	7.2	7.2	7.6	7.6	7.2	7.4	7.3	7.3	7.3	7.0
Standard deviation	1.85	1.86	1.90	1.86	1.56	1.86	1.53	1.98	1.72	1.87	1.76
Standard error	.09	.11	.28	.27	.22	.10	.20	.15	.11	.10	.18

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	427	409	363	18	411	375	364	113	421	6	53	91	283	
Effective Weighted Sample	315	310	273	13	305	277	277	89	313	4	33	68	215	
Total	407	379	335	28	389	354	337	111	398	9	51	86	270	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	2 1%	1 *%	2 1%	- -%	2 1%	** **	- -%	1 1%	1 1%
2	(2.0)	3 1%	3 1%	3 1%	** **	3 1%	3 1%	3 1%	2 2%	3 1%	** **	- -%	- -%	3 1%
3	(3.0)	9 2%	9 2%	9 3%	** **	9 2%	6 2%	9 3%	1 1%	9 2%	** **	2 4%	3 4%	4 1%
4	(4.0)	17 4%	16 4%	15 4%	** **	16 4%	15 4%	15 4%	3 3%	17 4%	** **	2 4%	5 5%	10 4%
5	(5.0)	29 7%	29 8%	26 8%	** **	29 7%	23 6%	28 8%	4 4%	29 7%	** **	6 11%	6 7%	18 7%
6	(6.0)	69 17%	68 18%	55 16%	** **	68 17%	63 18%	57 17%	20 18%	69 17%	** **	7 13%	23 27%	39 15%
7	(7.0)	87 21%	77 20%	70 21%	** **	83 21%	78 22%	68 20%	23 21%	87 22%	** **	14 27%	24 28%	49 18%
8	(8.0)	91 22%	81 21%	71 21%	** **	84 22%	75 21%	73 22%	28 25%	86 22%	** **	13 26%	11 13%	66 25%
9	(9.0)	45 11%	45 12%	39 12%	** **	44 11%	40 11%	37 11%	10 9%	44 11%	** **	1 3%	10 11%	34 13%
10 - Extremely satisfied	(10.0)	55 13%	48 13%	44 13%	** **	51 13%	50 14%	45 13%	20 18%	52 13%	** **	6 12%	4 5%	44 16%
DISSATISFIED (1-4)		31 8%	31 8%	29 9%	** **	31 8%	25 7%	29 9%	5 5%	31 8%	** **	4 8%	9 10%	18 7%
NEUTRAL (5-6)		98 24%	97 26%	81 24%	** **	96 25%	86 24%	85 25%	24 22%	98 25%	** **	12 24%	29 33%	57 21%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	427	409	363	18	411	375	364	113	421	6	53	91	283
Effective Weighted Sample	315	310	273	13	305	277	277	89	313	4	33	68	215
Total	407	379	335	28	389	354	337	111	398	9	51	86	270
SATISFIED (7-10)	278	251	225	**	263	244	223	81	269	**	35	48	195
	68%	66%	67%	**	67%	69%	66%	73%	68%	**	68%	57%	72%
													b
Answered	407	379	335	**	389	354	337	111	398	**	51	86	270
Mean score	7.3	7.2	7.2	**	7.2	7.3	7.2	7.5	7.2	**	7.0	6.7	7.5
													b
Standard deviation	1.85	1.87	1.91	**	1.86	1.82	1.91	1.75	1.85	**	1.75	1.72	1.87
Standard error	.09	.09	.10	**	.09	.09	.10	.16	.09	**	.24	.18	.11

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

Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d	
Significance Level: 95%													
Unweighted total	181	114	65	42	32	52	26	29	72	43	45	20	
Effective Weighted Sample	135	85	50	33	25	41	20	18	56	34	31	14	
Total	188	126	61	43	41	47	29	29	77	48	46	17	
2	(2.0)	1 1%	1 1%	- -%	1 2%	- -%	- -%	** **	** **	- -%	1 2%	- -%	** **
3	(3.0)	3 1%	1 1%	2 3%	2 4%	- -%	- -%	** **	** **	3 4%	- -%	- -%	** **
4	(4.0)	8 4%	6 5%	3 4%	3 7%	- -%	- -%	** **	** **	* *%	4 8%	1 3%	** **
5	(5.0)	17 9%	5 4%	13 21% a	6 14%	5 13%	2 5%	** **	** **	7 9%	5 10%	4 8%	** **
6	(6.0)	15 8%	7 6%	7 12%	6 14%	4 9%	3 7%	** **	** **	7 10%	3 7%	4 9%	** **
7	(7.0)	54 29%	42 33%	12 20%	8 18%	13 32%	16 34%	** **	** **	20 26%	16 33%	12 25%	** **
8	(8.0)	46 25%	29 23%	17 28%	11 26%	8 19%	13 27%	** **	** **	15 20%	12 25%	16 35%	** **
9	(9.0)	23 12%	20 16% b	2 4%	3 8%	7 16%	7 14%	** **	** **	13 17%	4 9%	3 7%	** **
10 - Extremely satisfied	(10.0)	21 11%	16 13%	5 8%	3 7%	5 11%	6 13%	** **	** **	11 14%	2 5%	6 12%	** **
DISSATISFIED (1-4)		12 6%	8 6%	4 7%	6 13% c	- -%	- -%	** **	** **	3 4%	5 10%	1 3%	** **
NEUTRAL (5-6)		32 17%	12 9%	20 33% a	12 28%	9 22%	6 12%	** **	** **	15 19%	8 17%	8 17%	** **
SATISFIED (7-10)		144 77%	107 84% b	37 60%	25 58%	32 78%	42 88% a	** **	** **	59 77%	35 72%	37 80%	** **
Answered	188	126	61	43	41	47	29	29	77	48	46	17	**

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	*a	*b	*c	^d	^e	*a	*b	*c	^d
Unweighted total	181	114	65	42	32	52	26	29	72	43	45	20
Effective Weighted Sample	135	85	50	33	25	41	20	18	56	34	31	14
Total	188	126	61	43	41	47	29	29	77	48	46	17
Mean score	7.3	7.6	6.8	6.7	7.5	7.8	**	**	7.5	7.0	7.5	**
		b				a						
Standard deviation	1.69	1.62	1.73	1.94	1.49	1.30	**	**	1.73	1.70	1.50	**
Standard error	.13	.15	.21	.30	.26	.18	**	**	.20	.26	.22	**

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

Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	181	134	16	18	13	135	10	97	81	142	36
Effective Weighted Sample	135	111	14	17	13	102	7	76	60	110	27
Total	188	167	11	7	4	141	8	103	80	163	24
2	(2.0)	1	**	**	**	1	**	-	1	1	-
		1%	**	**	**	1%	**	-%	1%	1%	-%
3	(3.0)	3	**	**	**	3	**	3	-	3	-
		1%	**	**	**	2%	**	3%	-%	2%	-%
4	(4.0)	8	**	**	**	2	**	3	5	7	1
		4%	**	**	**	1%	**	3%	7%	4%	4%
5	(5.0)	17	**	**	**	14	**	9	8	14	3
		9%	**	**	**	10%	**	9%	10%	9%	15%
6	(6.0)	15	**	**	**	7	**	10	5	11	4
		8%	**	**	**	5%	**	10%	6%	7%	15%
7	(7.0)	54	**	**	**	44	**	35	19	51	3
		29%	**	**	**	32%	**	34%	24%	31%	12%
										b	
8	(8.0)	46	**	**	**	37	**	16	25	38	8
		25%	**	**	**	26%	**	16%	31%	23%	32%
									a		
9	(9.0)	23	**	**	**	17	**	15	8	18	4
		12%	**	**	**	12%	**	14%	10%	11%	17%
10 - Extremely satisfied	(10.0)	21	**	**	**	17	**	12	9	20	1
		11%	**	**	**	12%	**	12%	11%	12%	5%
DISSATISFIED (1-4)		12	**	**	**	5	**	6	6	10	1
		6%	**	**	**	4%	**	6%	8%	6%	4%
NEUTRAL (5-6)		32	**	**	**	21	**	19	13	25	7
		17%	**	**	**	15%	**	18%	16%	15%	29%
SATISFIED (7-10)		144	**	**	**	115	**	78	61	127	16
		77%	**	**	**	82%	**	76%	76%	78%	67%
Answered		188	**	**	**	141	**	103	80	163	24
Mean score		7.3	**	**	**	7.5	**	7.3	7.3	7.4	7.3
Standard deviation		1.69	**	**	**	1.63	**	1.69	1.73	1.70	1.61
Standard error		.13	**	**	**	.14	**	.17	.19	.14	.27

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 115**

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

Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	181	177	166	4	170	165	159	70	176	5	28	46	107	
Effective Weighted Sample	135	135	127	3	130	126	121	54	134	3	18	37	81	
Total	188	179	168	9	175	171	161	70	180	8	31	46	111	
2	(2.0)	1 1%	1 1%	1 1%	** **	1 1%	1 1%	1 1%	- -%	1 1%	** **	** **	- -%	1 1%
3	(3.0)	3 1%	3 2%	3 2%	** **	2 1%	2 1%	2 1%	- -%	2 1%	** **	** **	- -%	3 2%
4	(4.0)	8 4%	8 5%	6 4%	** **	6 3%	8 5%	6 4%	1 2%	8 5%	** **	** **	1 3%	5 4%
5	(5.0)	17 9%	17 10%	17 10%	** **	17 10%	17 10%	16 10%	6 8%	17 10%	** **	** **	7 16%	5 5%
													c	
6	(6.0)	15 8%	14 8%	14 8%	** **	15 8%	14 8%	14 9%	3 5%	15 8%	** **	** **	7 15%	8 7%
7	(7.0)	54 29%	52 29%	49 29%	** **	52 29%	51 30%	44 27%	17 24%	53 29%	** **	** **	15 32%	29 26%
8	(8.0)	46 25%	42 24%	36 22%	** **	40 23%	41 24%	38 24%	21 31%	42 23%	** **	** **	10 23%	25 22%
9	(9.0)	23 12%	21 12%	21 12%	** **	21 12%	19 11%	21 13%	11 16%	21 12%	** **	** **	3 6%	18 16%
10 - Extremely satisfied	(10.0)	21 11%	21 12%	20 12%	** **	21 12%	18 10%	20 12%	11 15%	21 12%	** **	** **	3 6%	17 16%
DISSATISFIED (1-4)		12 6%	12 7%	10 6%	** **	9 5%	11 6%	9 6%	1 2%	11 6%	** **	** **	1 3%	9 8%
NEUTRAL (5-6)		32 17%	31 17%	31 18%	** **	32 18%	31 18%	30 18%	9 13%	32 18%	** **	** **	14 31%	14 12%
													c	
SATISFIED (7-10)		144 77%	136 76%	127 76%	** **	134 77%	129 75%	123 76%	60 85%	137 76%	** **	** **	30 66%	89 80%
Answered		188	179	168	**	175	171	161	70	180	**	**	46	111
Mean score		7.3	7.3	7.3	**	7.4	7.3	7.4	7.8	7.3	**	**	7.0	7.6
Standard deviation		1.69	1.71	1.72	**	1.66	1.67	1.69	b 1.49	1.68	**	**	1.44	1.81

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



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

Base : Those who have listened to talkRADIO in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	181	177	166	4	170	165	159	70	176	5	28	46	107
Effective Weighted Sample	135	135	127	3	130	126	121	54	134	3	18	37	81
Total	188	179	168	9	175	171	161	70	180	8	31	46	111
Standard error	.13	.13	.13	**	.13	.13	.13	.18	.13	**	**	.21	.17

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE d	
Significance Level: 95%													
Unweighted total	725	343	376	115	105	113	96	294	310	194	95	119	
Effective Weighted Sample	507	252	259	81	79	88	70	195	221	132	72	77	
Total	771	428	337	103	119	108	102	337	327	216	97	122	
1 - Extremely dissatisfied	(1.0)	2 *%	- -%	2 1%	1 1%	1 1%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%
2	(2.0)	1 *%	- -%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%
3	(3.0)	13 2%	10 2%	3 1%	4 4%	1 1%	2 2%	- -%	4 1%	4 1%	3 1%	- -%	6 5%
4	(4.0)	9 1%	6 1%	3 1%	4 4% e	* *%	2 2%	- -%	2 1%	1 *%	4 2%	2 2%	2 2%
5	(5.0)	97 13%	49 12%	46 14%	24 23% ce	19 16%	10 9%	13 13%	31 9%	39 12%	27 13%	16 16%	15 13%
6	(6.0)	90 12%	47 11%	41 12%	17 16%	12 10%	17 16%	8 8%	35 10%	35 11%	24 11%	17 17%	14 11%
7	(7.0)	156 20%	82 19%	73 22%	21 20%	21 18%	24 22%	21 20%	68 20%	68 21%	45 21%	17 17%	26 21%
8	(8.0)	177 23%	101 23%	76 22%	17 16%	27 23%	17 15%	24 24%	93 27% ac	84 26%	52 24%	15 16%	24 20%
9	(9.0)	99 13%	59 14%	39 12%	7 7%	17 14%	17 16%	15 15%	42 12%	47 14%	30 14%	9 9%	13 11%
10 - Extremely satisfied	(10.0)	128 17%	75 18%	53 16%	8 8%	19 16%	18 17%	21 21% a	62 18% a	48 15%	30 14%	22 23%	21 17%
DISSATISFIED (1-4)		25 3%	15 4%	9 3%	10 9% de	3 2%	5 4%	- -%	6 2%	6 2%	7 3%	2 2%	9 7% a
NEUTRAL (5-6)		187 24%	96 23%	87 26%	41 39% de	31 27%	27 25%	21 21%	66 20%	74 23%	51 24%	33 34%	29 24%

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE d
Significance Level: 95%												
Unweighted total	725	343	376	115	105	113	96	294	310	194	95	119
Effective Weighted Sample	507	252	259	81	79	88	70	195	221	132	72	77
Total	771	428	337	103	119	108	102	337	327	216	97	122
SATISFIED (7-10)	559	316	241	53	85	76	81	265	246	157	62	84
	73%	74%	71%	51%	71%	70%	79%	79%	75%	73%	64%	69%
				a	a	a	a	a				
Answered	771	428	337	103	119	108	102	337	327	216	97	122
Mean score	7.5	7.6	7.4	6.6	7.5	7.5	7.8	7.7	7.6	7.5	7.4	7.3
				a	a	a	a	a				
Standard deviation	1.76	1.76	1.77	1.88	1.83	1.78	1.63	1.62	1.68	1.71	1.85	1.97
Standard error	.07	.10	.09	.18	.18	.17	.17	.09	.10	.12	.19	.18

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	725	519	66	78	61	516	96	253	459	408	296	
Effective Weighted Sample	507	406	51	51	57	360	64	190	308	304	191	
Total	771	667	48	37	19	552	95	268	490	471	284	
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	1 *%	- -%	1 *%	1 *%
2	(2.0)	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%
3	(3.0)	13 2%	12 2%	- -%	1 2%	- -%	7 1%	4 4%	2 1%	11 2%	6 1%	6 2%
4	(4.0)	9 1%	8 1%	- -%	* 1%	* 2%	7 1%	- -%	1 *%	8 2%	4 1%	5 2%
5	(5.0)	97 13%	88 13% cd	7 14%	1 4%	1 4%	56 10%	13 14%	41 15%	54 11%	72 15% b	23 8%
6	(6.0)	90 12%	79 12%	3 7%	5 12%	2 13%	61 11%	8 8%	28 11%	60 12%	60 13%	28 10%
7	(7.0)	156 20%	140 21%	8 16%	4 11%	4 22%	110 20%	20 21%	55 21%	96 20%	95 20%	59 21%
8	(8.0)	177 23%	143 22%	11 23%	16 43% ab	7 36% a	128 23%	28 30%	53 20%	121 25%	97 21%	76 27%
9	(9.0)	99 13%	91 14% b	1 3%	5 14%	2 8%	82 15%	8 8%	33 12%	64 13%	62 13%	35 12%
10 - Extremely satisfied	(10.0)	128 17%	102 15%	18 38% acd	5 13%	3 17%	98 18%	14 15%	52 19%	76 16%	74 16%	51 18%
DISSATISFIED (1-4)		25 3%	23 4%	- -%	1 3%	* 2%	16 3%	4 4%	6 2%	18 4%	11 2%	13 4%
NEUTRAL (5-6)		187 24%	168 25%	10 21%	6 16%	3 16%	117 21%	21 22%	69 26%	114 23%	132 28% b	51 18%

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	725	519	66	78	61	516	96	253	459	408	296
Effective Weighted Sample	507	406	51	51	57	360	64	190	308	304	191
Total	771	667	48	37	19	552	95	268	490	471	284
SATISFIED (7-10)	559	476	38	30	16	418	70	193	358	328	221
	73%	71%	79%	81%	82%	76%	73%	72%	73%	70%	78%
Answered	771	667	48	37	19	552	95	268	490	471	284
Mean score	7.5	7.4	8.1 a	7.8	7.8	7.6	7.4	7.5	7.5	7.4	7.6
Standard deviation	1.76	1.78	1.82	1.48	1.45	1.73	1.78	1.83	1.72	1.76	1.76
Standard error	.07	.08	.22	.17	.19	.08	.18	.11	.08	.09	.10

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
			ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		725	670	561	55	674	607	546	180	706	19	104	153	468
Effective Weighted Sample		507	477	401	39	469	426	393	139	493	14	66	106	336
Total		771	683	576	87	721	629	553	189	749	22	105	171	494
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	2 *%	- -%	2 *%	2 *%	2 *%	1 1%	2 *%	** **	2 2% c	- -%	- -%
2	(2.0)	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 1%	1 *%	** **	1 1%	- -%	- -%
3	(3.0)	13 2%	10 1%	8 1%	3 4%	8 1%	12 2%	6 1%	2 1%	12 2%	** **	2 2%	3 2%	8 2%
4	(4.0)	9 1%	9 1%	8 1%	- -%	9 1%	7 1%	7 1%	* *%	9 1%	** **	2 2%	2 1%	5 1%
5	(5.0)	97 13%	84 12%	81 14%	13 15%	89 12%	82 13%	73 13%	24 13%	92 12%	** **	10 9%	40 24% ac	47 10%
6	(6.0)	90 12%	80 12%	69 12%	10 11%	83 12%	83 13%	65 12%	19 10%	87 12%	** **	17 16%	30 18% c	42 9%
7	(7.0)	156 20%	147 22%	122 21%	8 10%	144 20%	124 20%	109 20%	36 19%	151 20%	** **	23 22%	32 19%	101 20%
8	(8.0)	177 23%	155 23%	126 22%	22 25%	172 24%	148 23%	127 23%	51 27%	175 23%	** **	25 24%	33 19%	119 24%
9	(9.0)	99 13%	87 13%	72 13%	12 13%	92 13%	77 12%	73 13%	24 13%	96 13%	** **	7 7%	14 8%	77 16%
10 - Extremely satisfied	(10.0)	128 17%	109 16%	88 15%	19 22%	122 17%	94 15%	91 16%	29 15%	124 17%	** **	16 16%	16 9%	95 19% b
DISSATISFIED (1-4)		25 3%	22 3%	19 3%	3 4%	19 3%	22 4%	15 3%	5 2%	24 3%	** **	7 6%	6 3%	12 3%
NEUTRAL (5-6)		187 24%	164 24%	150 26%	23 26%	172 24%	165 26%	138 25%	43 23%	179 24%	** **	27 26%	71 41% ac	90 18%

Small Base: 100 (\*)  
Minimum Base: 30 (^)  
Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to Classic FM in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	725	670	561	55	674	607	546	180	706	19	104	153	468
Effective Weighted Sample	507	477	401	39	469	426	393	139	493	14	66	106	336
Total	771	683	576	87	721	629	553	189	749	22	105	171	494
SATISFIED (7-10)	559 73%	498 73%	408 71%	62 70%	530 73%	442 70%	400 72%	141 75%	546 73%	** **	72 68%	95 56%	392 79% ab
Answered	771	683	576	87	721	629	553	189	749	**	105	171	494
Mean score	7.5	7.5	7.4	7.6	7.5	7.4	7.5	7.5	7.5	**	7.2	6.9	7.8 ab
Standard deviation	1.76	1.74	1.77	1.92	1.73	1.77	1.75	1.76	1.76	**	1.95	1.71	1.68
Standard error	.07	.07	.07	.26	.07	.07	.08	.13	.07	**	.19	.14	.08

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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	468	207	259	58	88	122	121	79	139	146	93	87	
Effective Weighted Sample	358	165	196	41	68	96	94	63	109	115	71	62	
Total	410	211	197	50	83	94	103	80	126	126	82	74	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	- -%	1 1%	- -%	- -%	1 1%	- -%	- -%	- -%	1 1%	
2	(2.0)	2 *%	- -%	- -%	- -%	- -%	- -%	2 3%	- -%	- -%	- -%	2 3%	
3	(3.0)	7 2%	4 2%	3 1%	4 7%	- -%	- -%	1 1%	3 4%	6 5%	1 1%	- -%	
4	(4.0)	2 *%	1 1%	1 *%	1 1%	- -%	- -%	1 *%	- -%	1 1%	1 *%	1 1%	
5	(5.0)	60 15%	27 13%	33 17%	8 16%	14 17%	12 12%	18 17%	8 10%	17 14%	14 11%	20 25%	
6	(6.0)	55 13%	29 14%	25 13%	12 24%	13 15%	10 10%	13 12%	8 10%	18 14%	22 17%	4 5%	
7	(7.0)	76 19%	35 17%	40 20%	6 12%	22 26%	16 17%	15 15%	17 21%	23 18%	23 19%	17 21%	
8	(8.0)	101 25%	54 25%	47 24%	6 13%	19 22%	27 29%	24 24%	24 30%	31 24%	37 29%	18 23%	
9	(9.0)	55 13%	36 17%	19 10%	10 21%	6 8%	17 18%	13 13%	8 10%	20 16%	12 9%	14 17%	
10 - Extremely satisfied	(10.0)	51 12%	22 10%	29 15%	3 6%	7 9%	13 13%	19 18%	9 12%	11 8%	17 14%	7 9%	
DISSATISFIED (1-4)		12 3%	8 4%	4 2%	4 8%	2 2%	- -%	1 1%	5 7%	7 6%	1 1%	3 4%	



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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	468	207	259	58	88	122	121	79	139	146	93	87
Effective Weighted Sample	358	165	196	41	68	96	94	63	109	115	71	62
Total	410	211	197	50	83	94	103	80	126	126	82	74
NEUTRAL (5-6)	115 28%	56 27%	58 29%	20 40%	27 33%	21 23%	30 29%	16 20%	35 28%	36 28%	25 30%	18 24%
SATISFIED (7-10)	283 69%	147 70%	136 69%	26 52%	54 65%	73 77%	72 70%	59 73%	84 67%	89 71%	57 69%	53 72%
Answered	410	211	197	50	83	94	103	80	126	126	82	74
Mean score	7.3	7.4	7.3	6.8	7.1	7.7 ab	7.5 a	7.3	7.2	7.5	7.3	7.5
Standard deviation	1.75	1.77	1.73	1.92	1.59	1.53	1.75	1.92	1.77	1.57	1.67	2.03
Standard error	.08	.12	.11	.25	.17	.14	.16	.22	.15	.13	.17	.22

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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	468	319	65	42	42	383	46	183	278	345	112	
Effective Weighted Sample	358	270	55	39	40	291	34	136	217	272	80	
Total	410	340	40	17	12	330	40	157	246	324	80	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 1%
2	(2.0)	2 *%	2 1%	- -%	- -%	- -%	2 1%	- -%	2 1%	- -%	- -%	2 3% a
3	(3.0)	7 2%	6 2%	1 1%	- -%	- -%	5 1%	1 3%	2 1%	5 2%	4 1%	3 3%
4	(4.0)	2 *%	2 *%	- -%	- -%	* 2%	1 *%	* 1%	1 1%	1 *%	1 *%	- -%
5	(5.0)	60 15%	51 15%	4 9%	3 16%	2 18%	45 14%	9 23%	21 13%	35 14%	48 15%	10 13%
6	(6.0)	55 13%	45 13%	7 17%	2 10%	1 5%	41 12%	5 13%	18 12%	36 15%	45 14%	9 11%
7	(7.0)	76 19%	63 18%	8 21%	3 15%	3 21%	60 18%	12 31%	29 19%	46 19%	62 19%	13 16%
8	(8.0)	101 25%	85 25%	9 22%	5 31%	2 14%	83 25%	6 16%	44 28%	56 23%	85 26%	16 20%
9	(9.0)	55 13%	45 13%	5 12%	3 19%	2 15%	45 14%	3 8%	26 17%	29 12%	40 12%	14 18%
10 - Extremely satisfied	(10.0)	51 12%	40 12%	7 16%	2 10%	3 25% a	47 14%	2 6%	14 9%	37 15%	38 12%	12 14%
DISSATISFIED (1-4)	12 3%	11 3%	1 1%	- -%	* 2%	9 3%	2 4%	5 3%	7 3%	6 2%	6 7% a	
NEUTRAL (5-6)	115 28%	97 28%	11 27%	4 26%	3 23%	86 26%	14 35%	39 25%	71 29%	93 29%	19 24%	

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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	468	319	65	42	42	383	46	183	278	345	112
Effective Weighted Sample	358	270	55	39	40	291	34	136	217	272	80
Total	410	340	40	17	12	330	40	157	246	324	80
SATISFIED (7-10)	283	232	29	13	9	235	24	113	168	225	55
	69%	68%	72%	74%	75%	71%	60%	72%	68%	70%	69%
Answered	410	340	40	17	12	330	40	157	246	324	80
Mean score	7.3	7.3	7.5	7.6	7.7	7.4	6.8	7.4	7.4	7.4	7.3
Standard deviation	1.75	1.76	1.65	1.57	1.93	1.76	1.63	1.68	1.78	1.64	2.11
Standard error	.08	.10	.20	.24	.30	.09	.24	.12	.11	.09	.20

OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.

Table 117

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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	468	456	420	12	430	359	374	89	456	12	78	107	283	
Effective Weighted Sample	358	350	322	9	332	278	288	72	350	8	58	82	220	
Total	410	398	366	12	375	321	329	83	401	9	62	103	246	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	1 *%	- -%	1 *%	** **	1 2%	- -%	- -%
2	(2.0)	2 *%	2 1%	2 1%	** **	- -%	2 1%	2 1%	- -%	2 1%	** **	2 3%	- -%	- -%
3	(3.0)	7 2%	7 2%	7 2%	** **	7 2%	6 2%	6 2%	2 2%	7 2%	** **	2 3%	3 2%	3 1%
4	(4.0)	2 *%	2 *%	2 1%	** **	2 *%	2 1%	2 1%	* 1%	2 *%	** **	- -%	1 1%	1 *%
5	(5.0)	60 15%	60 15%	54 15%	** **	56 15%	47 15%	47 14%	8 9%	58 15%	** **	16 26%	14 13%	30 12%
6	(6.0)	55 13%	54 14%	50 14%	** **	50 13%	48 15%	47 14%	16 19%	53 13%	** **	8 12%	22 21%	25 10%
7	(7.0)	76 19%	74 19%	66 18%	** **	65 17%	61 19%	67 20%	16 20%	75 19%	** **	8 13%	24 23%	44 18%
8	(8.0)	101 25%	100 25%	94 26%	** **	96 25%	84 26%	86 26%	21 25%	101 25%	** **	11 18%	27 26%	63 26%
9	(9.0)	55 13%	51 13%	46 13%	** **	51 14%	38 12%	42 13%	11 13%	54 13%	** **	5 8%	10 10%	40 16%
10 - Extremely satisfied	(10.0)	51 12%	46 12%	44 12%	** **	48 13%	32 10%	30 9%	9 10%	48 12%	** **	9 15%	4 3%	38 16%
DISSATISFIED (1-4)		12 3%	12 3%	12 3%	** **	10 3%	10 3%	10 3%	2 3%	12 3%	** **	5 8%	3 3%	4 2%
NEUTRAL (5-6)		115 28%	114 29%	104 28%	** **	106 28%	95 30%	94 28%	24 29%	112 28%	** **	23 38%	36 35%	56 23%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to any Absolute Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	468	456	420	12	430	359	374	89	456	12	78	107	283
Effective Weighted Sample	358	350	322	9	332	278	288	72	350	8	58	82	220
Total	410	398	366	12	375	321	329	83	401	9	62	103	246
SATISFIED (7-10)	283	272	251	**	260	216	225	57	277	**	33	64	186
	69%	68%	68%	**	69%	67%	68%	69%	69%	**	54%	62%	76%
													ab
Answered	410	398	366	**	375	321	329	83	401	**	62	103	246
Mean score	7.3	7.3	7.3	**	7.4	7.2	7.2	7.4	7.3	**	6.8	7.0	7.6
													ab
Standard deviation	1.75	1.74	1.75	**	1.73	1.70	1.68	1.60	1.74	**	2.21	1.48	1.65
Standard error	.08	.08	.09	**	.08	.09	.09	.17	.08	**	.25	.14	.10

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

Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	725	242	479	165	175	192	117	75	209	232	134	142	
Effective Weighted Sample	544	188	358	121	131	149	95	55	158	174	100	108	
Total	643	249	390	120	171	158	118	75	198	212	108	118	
2	(2.0)	1 *%	- *%	1 *%	* -%	- -%	- -%	- -%	1 1%	* *%	- -%	- -%	1 1%
3	(3.0)	9 1%	5 2%	4 1%	1 1%	3 2%	3 2%	1 *%	1 1%	2 1%	1 *%	3 3%	3 3%
4	(4.0)	22 3%	9 3%	13 3%	4 3%	5 3%	6 4%	4 4%	2 3%	4 2%	5 2%	6 5%	6 5%
5	(5.0)	72 11%	26 10%	46 12%	13 10%	23 13%	17 11%	11 10%	8 10%	32 16% b	17 8%	9 9%	14 12%
6	(6.0)	95 15%	45 18%	51 13%	17 14%	26 15%	17 11%	21 18%	14 19%	32 16%	37 17%	13 12%	13 11%
7	(7.0)	138 21%	57 23%	81 21%	23 19%	33 19%	32 20%	30 25%	20 26%	45 23%	52 25%	21 20%	19 16%
8	(8.0)	152 24%	51 20%	99 25%	27 23%	42 25%	45 29%	24 20%	14 18%	49 25%	48 23%	20 18%	34 29%
9	(9.0)	76 12%	28 11%	48 12%	22 18% b	14 8%	18 11%	13 11%	10 13%	19 9%	27 13%	14 13%	17 14%
10 - Extremely satisfied	(10.0)	77 12%	28 11%	48 12%	13 11%	25 15%	19 12%	14 12%	7 9%	15 8%	26 12%	21 20% a	12 10%
DISSATISFIED (1-4)		32 5%	14 6%	18 5%	6 5%	8 5%	10 6%	5 4%	3 5%	6 3%	5 3%	9 8% b	10 8% b
NEUTRAL (5-6)		168 26%	71 28%	96 25%	30 25%	48 28%	34 22%	33 28%	22 29%	64 32% c	54 25%	22 21%	26 22%
SATISFIED (7-10)		443 69%	165 66%	276 71%	84 70%	114 67%	114 72%	81 68%	50 67%	128 64%	153 72%	77 71%	82 70%
Answered		643	249	390	120	171	158	118	75	198	212	108	118

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

Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ *e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	725	242	479	165	175	192	117	75	209	232	134	142
Effective Weighted Sample	544	188	358	121	131	149	95	55	158	174	100	108
Total	643	249	390	120	171	158	118	75	198	212	108	118
Mean score	7.3	7.2	7.4	7.4	7.3	7.3	7.3	7.2	7.1	7.4 a	7.5	7.3
Standard deviation	1.70	1.70	1.69	1.72	1.75	1.72	1.61	1.65	1.59	1.55	1.93	1.82
Standard error	.06	.11	.08	.13	.13	.12	.15	.19	.11	.10	.17	.15

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

Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	725	524	82	81	38	568	64	327	382	510	196	
Effective Weighted Sample	544	433	73	76	36	429	47	246	289	399	140	
Total	643	557	44	31	11	504	51	283	340	500	131	
2	(2.0)	1 *%	1 *%	- -%	* 2% a	- -%	* *%	1 1%	* *%	1 *%	* *%	- -%
3	(3.0)	9 1%	8 1%	1 1%	1 2%	- -%	7 1%	- -%	5 2%	2 1%	8 2%	1 *%
4	(4.0)	22 3%	19 3%	1 2%	1 3%	1 6%	13 2%	3 6%	11 4%	8 2%	16 3%	6 4%
5	(5.0)	72 11%	66 12%	2 5%	3 11%	1 11%	58 12%	6 11%	26 9%	43 13%	59 12%	12 9%
6	(6.0)	95 15%	83 15%	7 16%	5 15%	1 10%	76 15%	10 20%	37 13%	56 16%	77 15%	18 14%
7	(7.0)	138 21%	117 21%	11 24%	7 22%	3 31%	109 22%	8 15%	52 18%	84 25%	105 21%	32 25%
8	(8.0)	152 24%	132 24%	11 24%	8 25%	2 16%	121 24%	12 24%	80 28% b	67 20%	117 23%	30 23%
9	(9.0)	76 12%	69 12%	4 10%	2 6%	1 13%	66 13%	6 12%	35 12%	41 12%	59 12%	16 13%
10 - Extremely satisfied	(10.0)	77 12%	63 11%	8 18%	4 13%	1 14%	54 11%	5 11%	37 13%	38 11%	58 12%	15 12%
DISSATISFIED (1-4)		32 5%	28 5%	1 3%	2 6%	1 6%	20 4%	4 7%	16 6%	11 3%	24 5%	6 5%
NEUTRAL (5-6)		168 26%	148 27%	9 21%	8 26%	2 21%	134 27%	16 31%	63 22%	98 29%	136 27%	30 23%
SATISFIED (7-10)		443 69%	381 68%	34 76%	21 67%	8 72%	350 70%	31 62%	205 72%	230 68%	340 68%	94 72%
Answered		643	557	44	31	11	504	51	283	340	500	131
Mean score		7.3	7.3	7.6	7.2	7.3	7.3	7.1	7.4	7.2	7.3	7.4
Standard deviation		1.70	1.69	1.63	1.83	1.79	1.65	1.80	1.72	1.64	1.70	1.63
Standard error		.06	.07	.18	.20	.29	.07	.23	.10	.08	.08	.12



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	725	712	671	13	665	520	536	107	696	29	93	159	473	
Effective Weighted Sample	544	538	507	9	503	395	403	82	525	19	67	120	358	
Total	643	625	587	17	594	461	482	103	618	25	78	146	419	
2	(2.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	* *%	1 1%	1 *%	** **	1 1%	- -%	* *%
3	(3.0)	9 1%	9 1%	8 1%	** **	9 1%	6 1%	5 1%	- -%	9 1%	** **	5 6%	2 1%	2 1%
4	(4.0)	22 3%	22 3%	22 4%	** **	21 3%	19 4%	19 4%	1 1%	22 4%	** **	4 5%	10 7%	8 2%
5	(5.0)	72 11%	67 11%	64 11%	** **	63 11%	54 12%	58 12%	16 16%	72 12%	** **	9 12%	25 17%	38 9%
6	(6.0)	95 15%	94 15%	90 15%	** **	89 15%	77 17%	80 17%	21 20%	93 15%	** **	13 16%	29 20%	53 13%
7	(7.0)	138 21%	129 21%	120 20%	** **	127 21%	94 20%	100 21%	18 18%	129 21%	** **	16 20%	34 23%	88 21%
8	(8.0)	152 24%	150 24%	142 24%	** **	142 24%	108 23%	115 24%	22 21%	147 24%	** **	16 20%	26 18%	111 26%
9	(9.0)	76 12%	76 12%	69 12%	** **	73 12%	53 11%	55 11%	13 13%	74 12%	** **	7 9%	12 8%	57 14%
10 - Extremely satisfied	(10.0)	77 12%	77 12%	71 12%	** **	68 12%	49 11%	48 10%	11 10%	71 11%	** **	9 11%	8 5%	60 14%
DISSATISFIED (1-4)		32 5%	32 5%	31 5%	** **	31 5%	26 6%	25 5%	2 2%	32 5%	** **	9 12%	12 8%	11 3%
NEUTRAL (5-6)		168 26%	162 26%	154 26%	** **	152 26%	131 28%	139 29%	37 36%	165 27%	** **	22 28%	55 37%	91 22%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to any Capital radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	725	712	671	13	665	520	536	107	696	29	93	159	473
Effective Weighted Sample	544	538	507	9	503	395	403	82	525	19	67	120	358
Total	643	625	587	17	594	461	482	103	618	25	78	146	419
SATISFIED (7-10)	443	432	402	**	410	303	318	64	421	**	47	79	317
	69%	69%	68%	**	69%	66%	66%	62%	68%	**	61%	54%	76%
													ab
Answered	643	625	587	**	594	461	482	103	618	**	78	146	419
Mean score	7.3	7.3	7.3	**	7.3	7.2	7.2	7.2	7.3	**	6.9	6.7	7.6
													ab
Standard deviation	1.70	1.71	1.71	**	1.69	1.71	1.66	1.66	1.70	**	1.97	1.61	1.60
Standard error	.06	.06	.07	**	.07	.07	.07	.16	.06	**	.20	.13	.07

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 119**

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	953	348	599	116	159	246	203	227	282	268	200	195	
Effective Weighted Sample	707	273	442	86	120	193	156	164	213	204	146	138	
Total	883	390	486	91	158	197	197	239	260	253	186	178	
1 - Extremely dissatisfied	(1.0)	5 1%	4 1%	1 *%	- -%	3 2%	1 1%	- -%	1 *%	3 1%	- -%	1 1%	1 *%
2	(2.0)	4 *%	1 *%	2 *%	- -%	1 1%	1 1%	1 1%	- -%	1 *%	1 *%	1 1%	- -%
3	(3.0)	11 1%	9 2%	2 *%	1 2%	- -%	1 1%	4 2%	4 2%	2 1%	4 2%	2 1%	2 1%
4	(4.0)	28 3%	14 3%	14 3%	5 6%	2 1%	6 3%	8 4%	6 2%	12 4%	8 3%	7 4%	2 1%
5	(5.0)	82 9%	35 9%	46 10%	11 12%	16 10%	14 7%	17 9%	25 10%	31 12%	24 10%	11 6%	15 9%
6	(6.0)	115 13%	52 13%	61 13%	14 16%	24 15%	26 13%	17 8%	33 14%	39 15%	36 14%	19 10%	20 11%
7	(7.0)	217 25%	108 28%	107 22%	25 27%	37 23%	45 23%	49 25%	60 25%	64 25%	65 26%	48 26%	37 21%
8	(8.0)	231 26%	100 26%	131 27%	21 23%	41 26%	55 28%	47 24%	67 28%	59 23%	67 26%	56 30%	49 28%
9	(9.0)	98 11%	38 10%	59 12%	7 7%	12 8%	22 11%	36 18%	21 9%	26 10%	23 9%	22 12%	26 15%
10 - Extremely satisfied	(10.0)	94 11%	31 8%	63 13%	6 7%	22 14%	25 13%	18 9%	22 9%	23 9%	26 10%	19 10%	26 15%
DISSATISFIED (1-4)		47 5%	27 7%	20 4%	7 7%	6 4%	10 5%	13 7%	11 4%	18 7%	13 5%	12 6%	4 2%
NEUTRAL (5-6)		197 22%	86 22%	108 22%	25 28%	40 25%	40 20%	34 17%	58 24%	70 27%	60 24%	30 16%	35 20%

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

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	953	348	599	116	159	246	203	227	282	268	200	195
Effective Weighted Sample	707	273	442	86	120	193	156	164	213	204	146	138
Total	883	390	486	91	158	197	197	239	260	253	186	178
SATISFIED (7-10)	639	277	359	58	113	147	150	171	172	180	144	138
	72%	71%	74%	64%	71%	75%	76%	71%	66%	71%	78%	78%
											a	a
Answered	883	390	486	91	158	197	197	239	260	253	186	178
Mean score	7.3	7.1	7.4	6.9	7.3	7.4	7.4	7.2	7.1	7.2	7.4	7.6
			a			a	a					ab
Standard deviation	1.69	1.71	1.66	1.61	1.81	1.68	1.71	1.61	1.76	1.63	1.68	1.62
Standard error	.05	.09	.07	.15	.14	.11	.12	.11	.10	.10	.12	.12

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

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES c	N IRELAND *d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	953	710	77	133	33	727	131	356	579	654	262	
Effective Weighted Sample	707	575	70	116	31	541	98	268	429	510	175	
Total	883	776	43	54	9	681	113	312	551	662	196	
1 - Extremely dissatisfied	(1.0)	5 1%	5 1%	- -%	- -%	- -%	1 *%	1 1%	- -%	5 1%	4 1%	- -%
2	(2.0)	4 *%	4 *%	- -%	- -%	- -%	3 *%	- -%	4 1%	- -%	4 1%	- -%
3	(3.0)	11 1%	9 1%	1 1%	1 2%	- -%	7 1%	2 2%	2 *%	9 2%	8 1%	3 2%
4	(4.0)	28 3%	24 3%	1 1%	3 6%	- -%	19 3%	3 3%	12 4%	14 2%	24 4%	3 2%
5	(5.0)	82 9%	70 9%	6 14%	6 10%	1 10%	64 9%	8 8%	28 9%	53 10%	63 9%	16 8%
6	(6.0)	115 13%	101 13%	8 19% c	5 9%	1 13%	98 14%	11 10%	37 12%	73 13%	87 13%	26 13%
7	(7.0)	217 25%	196 25%	8 19%	11 21%	2 20%	160 24%	36 32%	78 25%	136 25%	151 23%	62 32% a
8	(8.0)	231 26%	203 26%	10 24%	15 28%	2 23%	179 26%	33 30%	78 25%	149 27%	178 27%	47 24%
9	(9.0)	98 11%	88 11%	4 9%	5 10%	1 6%	79 12%	9 8%	37 12%	58 10%	78 12%	18 9%
10 - Extremely satisfied	(10.0)	94 11%	78 10%	6 13%	8 14%	3 28% a	71 10%	9 8%	37 12%	54 10%	66 10%	21 11%
DISSATISFIED (1-4)		47 5%	41 5%	1 2%	4 8%	- -%	30 4%	6 5%	17 5%	27 5%	39 6%	6 3%
NEUTRAL (5-6)		197 22%	170 22%	14 33% ac	10 19%	2 23%	162 24%	19 17%	65 21%	126 23%	150 23%	41 21%

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES c	N IRELAND *d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	953	710	77	133	33	727	131	356	579	654	262
Effective Weighted Sample	707	575	70	116	31	541	98	268	429	510	175
Total	883	776	43	54	9	681	113	312	551	662	196
SATISFIED (7-10)	639	564	28	40	7	489	88	230	398	473	148
	72%	73%	64%	73%	77%	72%	78%	74%	72%	71%	76%
Answered	883	776	43	54	9	681	113	312	551	662	196
Mean score	7.3	7.3	7.2	7.4	7.9	7.3	7.3	7.4	7.3	7.3	7.3
Standard deviation	1.69	1.68	1.68	1.79	1.77	1.63	1.55	1.69	1.68	1.71	1.52
Standard error	.05	.06	.19	.16	.31	.06	.14	.09	.07	.07	.09

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	953	907	831	46	881	646	686	137	910	43	136	215	602	
Effective Weighted Sample	707	687	632	33	658	487	524	107	678	30	90	161	460	
Total	883	819	745	64	817	600	617	134	839	43	130	197	556	
1 - Extremely dissatisfied	(1.0)	5 1%	5 1%	5 1%	- -%	5 1%	5 1%	4 1%	3 3%	5 1%	- -%	1 1%	1 1%	3 1%
								ae						
2	(2.0)	4 *%	4 *%	4 *%	- -%	2 *%	- -%	1 *%	- -%	2 *%	1 3%	3 2%	- -%	1 *%
											abce	c		
3	(3.0)	11 1%	11 1%	10 1%	- -%	11 1%	10 2%	10 2%	1 *%	11 1%	- -%	2 2%	3 2%	5 1%
4	(4.0)	28 3%	24 3%	24 3%	4 6%	28 3%	22 4%	19 3%	2 2%	28 3%	- -%	10 8%	10 5%	7 1%
												c	c	
5	(5.0)	82 9%	74 9%	69 9%	8 13%	72 9%	59 10%	60 10%	20 15%	78 9%	5 10%	17 13%	24 12%	41 7%
6	(6.0)	115 13%	111 14%	101 14%	4 6%	110 14%	92 15%	99 16%	25 19%	111 13%	4 10%	11 8%	30 15%	75 13%
7	(7.0)	217 25%	199 24%	177 24%	19 29%	202 25%	148 25%	158 26%	32 24%	206 25%	11 26%	38 29%	53 27%	126 23%
8	(8.0)	231 26%	216 26%	195 26%	15 23%	220 27%	154 26%	156 25%	25 18%	225 27%	6 14%	24 18%	51 26%	156 28%
9	(9.0)	98 11%	89 11%	83 11%	9 14%	84 10%	55 9%	59 10%	18 13%	88 11%	9 21%	13 10%	13 7%	71 13%
											bc			b
10 - Extremely satisfied	(10.0)	94 11%	88 11%	78 11%	6 9%	83 10%	54 9%	52 8%	10 7%	87 10%	7 16%	13 10%	10 5%	71 13%
														b
DISSATISFIED (1-4)		47 5%	43 5%	41 6%	4 6%	45 5%	37 6%	34 6%	6 5%	45 5%	1 3%	16 12%	15 7%	16 3%
												c	c	

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

Base : Those who have listened to any Heart radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	953	907	831	46	881	646	686	137	910	43	136	215	602
Effective Weighted Sample	707	687	632	33	658	487	524	107	678	30	90	161	460
Total	883	819	745	64	817	600	617	134	839	43	130	197	556
NEUTRAL (5-6)	197 22%	185 23%	170 23%	12 19%	182 22%	151 25%	159 26%	44 ae 33%	189 22%	9 20%	27 21%	54 28%	116 21%
SATISFIED (7-10)	639 72%	591 72%	533 72%	48 76%	589 72% d	411 69%	424 69%	83 62%	605 72% d	33 77%	87 67%	128 65%	424 76% b
Answered	883	819	745	64	817	600	617	134	839	43	130	197	556
Mean score	7.3	7.3	7.3	7.3	7.3	7.1	7.1	7.0	7.3	7.6	6.9	6.9	7.5 ab
Standard deviation	1.69	1.69	1.71	1.63	1.67	1.69	1.65	1.81	1.68	1.86	1.93	1.61	1.61
Standard error	.05	.06	.06	.24	.06	.07	.06	.15	.06	.28	.17	.11	.07



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 120**

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	625	268	354	64	80	121	109	250	197	178	112	133	
Effective Weighted Sample	452	201	260	46	62	99	79	178	143	128	86	92	
Total	599	307	288	48	85	98	94	274	189	174	101	128	
2	(2.0)	3 1%	* *% 3 1%	- -%	* 1%	- -%	- -%	3 1%	- -%	- -%	- -%	3 3%	
3	(3.0)	5 1%	2 1%	3 1%	2 4%	- -%	* *% 2 2%	* 1%	2 1%	- -%	1 1%	2 2%	2 1%
4	(4.0)	22 4%	13 4%	10 3%	5 10% c	1 2%	2 2%	2 3%	12 4%	10 5%	10 6%	* *% 2 1%	
5	(5.0)	46 8%	20 7%	26 9%	4 8%	9 11%	5 6%	10 10%	18 6%	17 9%	7 4%	10 10%	11 9%
6	(6.0)	82 14%	49 16%	33 12%	6 13%	16 19%	19 20% e	10 11%	30 11%	29 15%	22 13%	15 15%	16 13%
7	(7.0)	125 21%	76 25% b	46 16%	11 23%	18 21%	14 14%	23 24%	60 22%	53 28% cd	43 25% d	15 15%	14 11%
8	(8.0)	147 25%	74 24%	74 26%	12 26%	22 25%	31 32% e	25 26%	57 21%	38 20%	48 27%	28 27%	34 26%
9	(9.0)	75 12%	40 13%	35 12%	4 8%	8 10%	10 11%	5 6%	46 17% d	24 13%	20 12%	16 16%	11 9%
10 - Extremely satisfied	(10.0)	94 16%	34 11%	60 21% a	3 7%	10 12%	15 16%	19 20% a	47 17%	19 10%	23 13%	15 15%	35 27% abc
DISSATISFIED (1-4)		30 5%	15 5%	15 5%	7 15% bcde	2 2%	2 2%	3 3%	16 6%	10 5%	11 6%	2 2%	7 5%
NEUTRAL (5-6)		128 21%	69 23%	59 20%	10 21%	26 30% e	25 25%	20 21%	48 18%	46 24%	30 17%	25 25%	28 22%

Small Base: 100 (\*)

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

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	625	268	354	64	80	121	109	250	197	178	112	133
Effective Weighted Sample	452	201	260	46	62	99	79	178	143	128	86	92
Total	599	307	288	48	85	98	94	274	189	174	101	128
SATISFIED (7-10)	440	223	214	31	58	71	72	209	133	134	74	93
	74%	73%	74%	65%	68%	72%	76%	76%	71%	77%	73%	73%
Answered	599	307	288	48	85	98	94	274	189	174	101	128
Mean score	7.5	7.4	7.6	6.9	7.3	7.6	7.6	7.6	7.3	7.5	7.6	7.7
						a	a	a				
Standard deviation	1.72	1.59	1.84	1.83	1.59	1.56	1.68	1.78	1.59	1.60	1.68	2.01
Standard error	.07	.10	.10	.23	.18	.14	.16	.11	.11	.12	.16	.17

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 120**

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	625	455	77	70	23	494	79	181	438	378	221	
Effective Weighted Sample	452	360	60	64	22	357	58	134	314	292	143	
Total	599	517	48	28	6	472	76	164	430	398	182	
2	(2.0)	3 1%	3 1%	- -%	* 2%	** **	3 1%	1 1%	* *%	3 1%	3 1%	- -%
3	(3.0)	5 1%	5 1%	- -%	- -%	** **	4 1%	* 1%	2 1%	3 1%	1 *%	3 1%
4	(4.0)	22 4%	22 4%	- -%	1 3%	** **	18 4%	1 2%	7 4%	15 4%	6 1%	15 8% a
5	(5.0)	46 8%	37 7%	5 11%	3 11%	** **	29 6%	9 11%	12 7%	34 8%	27 7%	17 9%
6	(6.0)	82 14%	66 13%	10 21%	5 20%	** **	70 15%	5 7%	25 15%	57 13%	63 16%	18 10%
7	(7.0)	125 21%	113 22% b	4 9%	6 20%	** **	101 22%	11 15%	37 23%	85 20%	89 22%	32 18%
8	(8.0)	147 25%	127 25%	12 26%	6 22%	** **	114 24%	22 29%	48 29%	98 23%	105 26%	40 22%
9	(9.0)	75 12%	67 13% c	7 14% c	* 1%	** **	51 11%	17 23% a	12 8%	61 14% a	45 11%	27 15%
10 - Extremely satisfied	(10.0)	94 16%	77 15%	10 20%	6 22%	** **	81 17%	9 12%	20 12%	73 17%	59 15%	30 17%
DISSATISFIED (1-4)		30 5%	29 6%	- -%	1 4%	** **	25 5%	3 3%	9 6%	21 5%	10 2%	18 10% a
NEUTRAL (5-6)		128 21%	103 20%	15 32% a	8 30%	** **	99 21%	14 18%	37 23%	91 21%	90 23%	35 19%
SATISFIED (7-10)		440 74%	385 74%	33 68%	18 65%	** **	348 74%	60 78%	118 72%	318 74%	299 75%	130 71%
Answered		599	517	48	28	**	472	76	164	430	398	182

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	625	455	77	70	23	494	79	181	438	378	221
Effective Weighted Sample	452	360	60	64	22	357	58	134	314	292	143
Total	599	517	48	28	6	472	76	164	430	398	182
Mean score	7.5	7.5	7.7	7.3	**	7.5	7.7	7.3	7.6	7.6	7.4
Standard deviation	1.72	1.72	1.68	1.88	**	1.72	1.70	1.63	1.75	1.59	1.90
Standard error	.07	.08	.19	.23	**	.08	.19	.12	.08	.08	.13

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 120**

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	625	579	520	46	586	440	414	94	601	24	107	143	375	
Effective Weighted Sample	452	426	383	33	422	322	309	71	433	19	71	107	276	
Total	599	537	483	62	564	420	382	90	576	23	107	140	352	
2	(2.0)	3 1%	3 1%	3 1%	- -%	3 1%	3 1%	3 1%	1 1%	3 1%	** **	3 3% c	- -%	- -%
3	(3.0)	5 1%	5 1%	5 1%	- -%	4 1%	5 1%	5 1%	1 2%	5 1%	** **	4 4% c	* *%	* *%
4	(4.0)	22 4%	22 4%	20 4%	- -%	21 4%	11 3%	9 2%	1 1%	21 4%	** **	13 12% bc	5 3%	5 1%
5	(5.0)	46 8%	44 8%	38 8%	2 3%	42 7%	38 9%	38 10%	6 7%	44 8%	** **	11 10%	15 11%	19 6%
6	(6.0)	82 14%	76 14%	73 15%	6 10%	78 14%	63 15%	55 14%	13 14%	80 14%	** **	18 17%	22 16%	42 12%
7	(7.0)	125 21%	112 21%	103 21%	13 20%	121 21%	97 23%	90 24%	24 26%	122 21%	** **	15 14%	39 28% a	71 20%
8	(8.0)	147 25%	129 24%	111 23%	18 30%	141 25%	106 25%	92 24%	18 20%	143 25%	** **	13 12%	30 21%	104 30% a
9	(9.0)	75 12%	69 13%	62 13%	5 8%	67 12%	42 10%	46 12%	14 15%	69 12%	** **	17 16%	10 7%	48 14%
10 - Extremely satisfied	(10.0)	94 16%	76 14%	67 14%	18 28% ab	88 16%	54 13%	45 12%	13 14%	89 15%	** **	14 13%	18 13%	62 18%
DISSATISFIED (1-4)		30 5%	30 6%	28 6%	- -%	28 5%	19 5%	16 4%	3 4%	29 5%	** **	20 19% bc	5 4%	5 2%
NEUTRAL (5-6)		128 21%	120 22%	111 23%	8 13%	121 21%	101 24%	93 24%	19 21%	124 22%	** **	29 27%	38 27% c	61 17%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to any Smooth Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	625	579	520	46	586	440	414	94	601	24	107	143	375
Effective Weighted Sample	452	426	383	33	422	322	309	71	433	19	71	107	276
Total	599	537	483	62	564	420	382	90	576	23	107	140	352
SATISFIED (7-10)	440	387	343	54	416	300	274	69	423	**	58	97	285
	74%	72%	71%	87%	74%	71%	72%	76%	73%	**	54%	69%	81%
												a	ab
Answered	599	537	483	62	564	420	382	90	576	**	107	140	352
Mean score	7.5	7.4	7.4	8.2	7.5	7.3	7.3	7.5	7.5	**	6.8	7.2	7.8
				ab									ab
Standard deviation	1.72	1.73	1.74	1.45	1.70	1.68	1.66	1.67	1.71	**	2.22	1.60	1.50
Standard error	.07	.07	.08	.21	.07	.08	.08	.17	.07	**	.21	.13	.08

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

Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ *e	AB a	C1 b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	458	152	302	113	113	123	72	37	142	130	90	92	
Effective Weighted Sample	339	118	226	80	85	97	56	26	107	96	69	65	
Total	430	178	249	87	112	111	82	38	143	120	83	80	
2	(2.0)	1 *%	- -%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%
3	(3.0)	5 1%	3 2%	2 1%	- -%	2 2%	2 2%	1 1%	- -%	1 1%	1 1%	3 4%	- -%
4	(4.0)	16 4%	8 4%	7 3%	5 6%	2 2%	5 5%	2 3%	2 4%	9 6%	3 2%	2 3%	2 3%
5	(5.0)	54 12%	18 10%	35 14%	19 21% cd	14 12%	7 7%	6 8%	7 19%	13 9%	18 15%	10 13%	12 16%
6	(6.0)	53 12%	22 12%	32 13%	7 8%	12 11%	17 15%	7 9%	11 28% abd	25 18% b	9 8%	11 13%	8 9%
7	(7.0)	104 24%	51 29%	53 21%	19 21%	27 24%	28 25%	22 27%	8 21%	36 25%	34 28%	18 22%	15 19%
8	(8.0)	87 20%	29 16%	58 23%	18 21%	21 19%	22 20%	18 22%	8 20%	31 22%	22 19%	10 12%	20 25%
9	(9.0)	51 12%	22 13%	29 11%	10 12%	19 17%	12 11%	9 10%	1 3%	16 11%	12 10%	15 18%	9 11%
10 - Extremely satisfied	(10.0)	58 14%	26 14%	33 13%	9 11%	14 13%	17 15%	16 20%	2 6%	13 9%	20 17%	12 14%	14 17%
DISSATISFIED (1-4)		23 5%	11 6%	10 4%	6 7%	4 4%	7 7%	3 4%	2 4%	10 7%	4 3%	7 8%	2 3%
NEUTRAL (5-6)		107 25%	39 22%	66 27%	25 29%	26 23%	24 22%	14 17%	18 46% bcd	38 27%	27 23%	21 26%	20 25%
SATISFIED (7-10)		301 70%	128 72%	172 69%	56 64%	82 73% e	79 71% e	65 79% e	19 50%	95 67%	89 74%	55 66%	58 72%
Answered	430	178	249	87	112	111	82	38	143	120	83	80	
Mean score	7.3	7.3	7.3	7.0	7.4 e	7.4	7.4	7.6 ae	6.7	7.1	7.4	7.2	7.5

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

Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ *e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	458	152	302	113	113	123	72	37	142	130	90	92
Effective Weighted Sample	339	118	226	80	85	97	56	26	107	96	69	65
Total	430	178	249	87	112	111	82	38	143	120	83	80
Standard deviation	1.74	1.75	1.73	1.84	1.72	1.75	1.70	1.47	1.62	1.73	1.99	1.74
Standard error	.08	.14	.10	.17	.16	.16	.20	.24	.14	.15	.21	.18



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

Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	458	350	27	54	26	351	40	224	224	318	120
Effective Weighted Sample	339	285	24	50	24	260	28	164	169	247	86
Total	430	388	15	21	7	332	33	216	206	335	82
2	(2.0)	1 *%	1 **	- -%	**	1 *%	- -%	1 *%	- -%	- -%	1 1%
3	(3.0)	5 1%	5 **	- -%	**	5 2%	- -%	2 1%	4 2%	5 2%	- -%
4	(4.0)	16 4%	14 4%	1 6%	**	12 3%	* 1%	9 4%	6 3%	10 3%	6 8%
5	(5.0)	54 12%	47 12%	3 15%	**	39 12%	3 9%	28 13%	22 11%	40 12%	10 13%
6	(6.0)	53 12%	49 13%	3 13%	**	45 13%	5 14%	21 10%	32 16%	39 12%	11 13%
7	(7.0)	104 24%	94 24%	4 18%	**	77 23%	14 41% a	53 25%	49 24%	86 26%	17 21%
8	(8.0)	87 20%	79 20%	5 24%	**	64 19%	8 24%	43 20%	44 21%	67 20%	18 21%
9	(9.0)	51 12%	47 12%	2 8%	**	38 11%	2 5%	25 11%	25 12%	38 11%	11 13%
10 - Extremely satisfied	(10.0)	58 14%	51 13%	3 15%	**	51 15%	2 6%	34 16%	24 12%	49 15%	7 9%
DISSATISFIED (1-4)	23 5%	21 5%	** **	1 6%	** **	18 5%	* 1%	12 6%	9 4%	15 5%	7 9%
NEUTRAL (5-6)	107 25%	96 25%	** **	6 29%	** **	83 25%	8 23%	49 23%	55 27%	79 24%	21 26%
SATISFIED (7-10)	301 70%	271 70%	** **	14 66%	** **	231 69%	25 75%	154 72%	142 69%	241 72%	53 65%
Answered	430	388	**	21	**	332	33	216	206	335	82
Mean score	7.3	7.3	**	7.2	**	7.3	7.1	7.4	7.3	7.4	7.1
Standard deviation	1.74	1.74	**	1.81	**	1.79	1.27	1.79	1.67	1.72	1.80
Standard error	.08	.09	**	.25	**	.10	.20	.12	.11	.10	.16

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 121**

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

Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	458	446	424	12	433	359	348	90	448	10	48	100	310	
Effective Weighted Sample	339	331	316	9	322	267	258	72	333	6	33	81	226	
Total	430	414	395	16	408	342	329	93	421	10	40	97	294	
2	(2.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	1 *%	1 1%	** **	- -%	- -%	1 *%	
3	(3.0)	5 1%	5 1%	5 1%	** **	5 1%	5 2%	5 2%	2 2%	** **	- -%	1 1%	4 2%	
4	(4.0)	16 4%	16 4%	16 4%	** **	16 4%	16 5%	12 4%	1 1%	** **	3 8%	6 6%	7 2%	
5	(5.0)	54 12%	50 12%	48 12%	** **	48 12%	33 10%	42 13%	7 8%	** **	9 23% c	27 28% c	17 6%	
6	(6.0)	53 12%	50 12%	45 11%	** **	51 12%	47 14%	39 12%	8 8%	** **	9 22% c	18 19% c	26 9%	
7	(7.0)	104 24%	102 25%	95 24%	** **	99 24%	83 24%	77 23%	27 29%	** **	9 21%	24 25%	71 24%	
8	(8.0)	87 20%	84 20%	83 21%	** **	82 20%	69 20%	71 22%	24 26%	** **	4 9%	13 14%	71 24% ab	
9	(9.0)	51 12%	50 12%	46 12%	** **	49 12%	41 12%	40 12%	13 13%	** **	2 6%	1 1%	47 16% b	
10 - Extremely satisfied	(10.0)	58 14%	56 14%	56 14%	** **	56 14%	46 13%	41 12%	11 12%	** **	4 11%	6 6%	48 17% b	
DISSATISFIED (1-4)		23 5%	23 5%	23 6%	** **	23 6%	22 7%	19 6%	4 5%	** **	3 8%	7 7%	13 4%	
NEUTRAL (5-6)		107 25%	100 24%	93 24%	** **	99 24%	80 23%	81 25%	15 16%	** **	18 45% c	46 47% c	43 15%	
SATISFIED (7-10)		301 70%	292 70%	279 71%	** **	287 70%	240 70%	229 70%	74 79%	** **	19 47%	45 46%	238 81% ab	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to any Kiss radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	458	446	424	12	433	359	348	90	448	10	48	100	310
Effective Weighted Sample	339	331	316	9	322	267	258	72	333	6	33	81	226
Total	430	414	395	16	408	342	329	93	421	10	40	97	294
Answered	430	414	395	**	408	342	329	93	421	**	40	97	294
Mean score	7.3	7.3	7.3	**	7.3	7.3	7.3	7.4	7.3	**	6.6	6.4	7.7
Standard deviation	1.74	1.75	1.77	**	1.75	1.75	1.75	1.67	1.74	**	1.75	1.54	1.66
Standard error	.08	.08	.09	**	.08	.09	.09	.18	.08	**	.25	.15	.09

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 c	45-54 *d	55+ e	AB a	C1 b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	412	151	258	53	69	108	73	108	143	118	75	71	
Effective Weighted Sample	305	117	190	38	52	83	60	73	110	84	57	52	
Total	387	171	213	52	65	92	72	105	142	114	71	57	
1 - Extremely dissatisfied	(1.0)	1 *%	* *%	1 *%	- -%	* 1%	- -%	- -%	1 1%	- -%	- -%	- -%	1 2%
2	(2.0)	2 *%	2 1%	* *%	2 3%	- -%	* *%	- -%	- -%	- -%	- -%	2 3%	- -%
3	(3.0)	4 1%	3 1%	- -%	3 5%	1 2%	- -%	- -%	- -%	3 2%	- -%	1 2%	- -%
4	(4.0)	6 2%	3 2%	3 2%	2 3%	1 2%	1 2%	- -%	2 2%	3 2%	1 1%	- -%	2 4%
5	(5.0)	33 9%	13 7%	19 9%	6 11%	7 11%	7 8%	5 7%	9 8%	16 11%	4 4%	4 6%	8 14% b
6	(6.0)	50 13%	27 16%	23 11%	11 22%	6 9%	7 8%	10 14%	16 15%	23 16%	13 11%	9 13%	5 9%
7	(7.0)	70 18%	37 22%	33 16%	6 11%	14 21%	20 22%	15 21%	16 15%	23 16%	28 25%	12 16%	7 13%
8	(8.0)	104 27%	43 25%	62 29%	14 27%	19 30%	25 27%	19 27%	27 26%	39 27%	29 26%	23 32%	13 23%
9	(9.0)	56 14%	20 12%	35 17%	7 13%	10 15%	13 14%	13 18%	13 12%	20 14%	17 15%	10 14%	8 15%
10 - Extremely satisfied	(10.0)	60 15%	24 14%	36 17%	3 6%	7 11%	17 19%	10 14%	22 21% a	16 11%	22 19%	10 15%	12 20%
DISSATISFIED (1-4)		13 3%	8 4%	4 2%	6 11% cde	3 5%	2 2%	- -%	2 2%	5 4%	1 1%	3 4%	4 6%
NEUTRAL (5-6)		83 22%	40 23%	42 20%	17 32% c	13 19%	15 16%	15 20%	25 23%	39 27% b	17 15%	14 19%	13 23%

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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	*b	c	*d	e	a	b	*c	*d
Unweighted total	412	151	258	53	69	108	73	108	143	118	75	71
Effective Weighted Sample	305	117	190	38	52	83	60	73	110	84	57	52
Total	387	171	213	52	65	92	72	105	142	114	71	57
SATISFIED (7-10)	290	124	167	29	50	75	58	78	97	96	55	41
	75%	72%	78%	56%	76%	82%	80%	74%	69%	84%	77%	71%
						a	a			a		
Answered	387	171	213	52	65	92	72	105	142	114	71	57
Mean score	7.6	7.4	7.8	6.8	7.4	7.8	7.8	7.7	7.4	7.9	7.6	7.5
						a	a	a		a		
Standard deviation	1.70	1.73	1.63	1.96	1.72	1.59	1.44	1.74	1.68	1.44	1.78	2.06
Standard error	.08	.14	.10	.27	.21	.15	.17	.17	.14	.13	.21	.24

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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	412	293	40	48	29	323	49	153	255	279	119	
Effective Weighted Sample	305	241	36	44	28	242	35	114	188	219	77	
Total	387	335	23	20	8	306	37	142	241	283	95	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	- -%	* 2%	** **	* *%	1 2%	* *%	1 *%	* *%	- -%
2	(2.0)	2 *%	2 1%	- -%	- -%	** **	* *%	- -%	2 1%	- -%	2 1%	- -%
3	(3.0)	4 1%	4 1%	- -%	- -%	** **	4 1%	- -%	1 1%	3 1%	4 1%	- -%
4	(4.0)	6 2%	5 2%	1 4%	- -%	** **	5 2%	- -%	2 1%	4 2%	4 1%	2 2%
5	(5.0)	33 9%	28 8%	3 14%	2 8%	** **	25 8%	7 18%	10 7%	20 8%	22 8%	9 9%
6	(6.0)	50 13%	45 13%	3 15%	2 8%	** **	37 12%	3 10%	16 12%	34 14%	36 13%	14 15%
7	(7.0)	70 18%	58 17%	4 17%	6 29%	** **	61 20%	5 14%	28 20%	42 17%	60 21%	10 11%
8	(8.0)	104 27%	92 27%	5 23%	5 26%	** **	85 28%	7 18%	43 30%	61 25%	75 27%	28 29%
9	(9.0)	56 14%	49 15%	3 13%	2 12%	** **	44 14%	7 19%	22 15%	34 14%	40 14%	15 16%
10 - Extremely satisfied	(10.0)	60 15%	51 15%	3 15%	3 14%	** **	46 15%	7 19%	17 12%	43 18%	41 14%	17 18%
DISSATISFIED (1-4)		13 3%	12 3%	1 4%	* 2%	** **	9 3%	1 2%	5 4%	7 3%	10 3%	2 2%
NEUTRAL (5-6)		83 22%	73 22%	7 29%	3 17%	** **	62 20%	10 28%	27 19%	53 22%	58 20%	23 24%
SATISFIED (7-10)		290 75%	251 75%	16 67%	17 81%	** **	235 77%	26 70%	110 77%	180 75%	216 76%	70 74%
Answered	387	335	23	20	**	306	37	142	241	283	95	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND ^d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	412	293	40	48	29	323	49	153	255	279	119
Effective Weighted Sample	305	241	36	44	28	242	35	114	188	219	77
Total	387	335	23	20	8	306	37	142	241	283	95
Mean score	7.6	7.6	7.4	7.5	**	7.6	7.6	7.5	7.7	7.6	7.7
Standard deviation	1.70	1.70	1.77	1.77	**	1.64	2.00	1.68	1.70	1.67	1.65
Standard error	.08	.10	.28	.26	**	.09	.29	.14	.11	.10	.15

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 122**

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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	412	389	352	23	389	299	303	69	407	5	71	83	258	
Effective Weighted Sample	305	292	263	16	288	224	227	55	301	4	50	59	196	
Total	387	357	327	30	365	278	284	70	384	3	63	82	241	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	* *%	1 1%	1 *%	** **	1 2%	- -%	- -%
2	(2.0)	2 *%	2 1%	2 1%	** **	2 1%	2 1%	2 1%	- -%	2 *%	** **	- -%	2 2%	* *%
3	(3.0)	4 1%	4 1%	4 1%	** **	4 1%	4 1%	4 1%	1 2%	4 1%	** **	- -%	3 3%	1 *%
4	(4.0)	6 2%	5 1%	3 1%	** **	5 1%	4 2%	4 1%	2 3%	6 2%	** **	5 7%	1 1%	1 *%
5	(5.0)	33 9%	31 9%	30 9%	** **	30 8%	24 9%	28 10%	7 11%	33 9%	** **	5 8%	10 12%	19 8%
6	(6.0)	50 13%	47 13%	44 13%	** **	45 12%	41 15%	41 14%	10 14%	50 13%	** **	15 24%	15 18%	20 8%
7	(7.0)	70 18%	68 19%	63 19%	** **	67 18%	54 19%	56 20%	16 22%	68 18%	** **	11 17%	12 15%	48 20%
8	(8.0)	104 27%	96 27%	90 27%	** **	99 27%	74 26%	74 26%	14 20%	104 27%	** **	11 18%	27 32%	66 27%
9	(9.0)	56 14%	53 15%	47 14%	** **	55 15%	41 15%	39 14%	8 12%	56 15%	** **	7 12%	5 6%	44 18%
10 - Extremely satisfied	(10.0)	60 15%	50 14%	43 13%	** **	58 16%	34 12%	36 13%	12 16%	59 15%	** **	8 12%	10 12%	42 18%
DISSATISFIED (1-4)		13 3%	11 3%	10 3%	** **	11 3%	11 4%	10 4%	4 5%	13 3%	** **	6 9%	5 6%	2 1%
NEUTRAL (5-6)		83 22%	78 22%	74 23%	** **	75 20%	65 23%	69 24%	17 25%	83 22%	** **	20 32%	24 30%	39 16%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



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

Base : Those who have listened to any Magic Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	412	389	352	23	389	299	303	69	407	5	71	83	258
Effective Weighted Sample	305	292	263	16	288	224	227	55	301	4	50	59	196
Total	387	357	327	30	365	278	284	70	384	3	63	82	241
SATISFIED (7-10)	290	267	243	**	279	202	205	49	287	**	37	53	200
	75%	75%	74%	**	76%	73%	72%	70%	75%	**	59%	64%	83%
													ab
Answered	387	357	327	**	365	278	284	70	384	**	63	82	241
Mean score	7.6	7.6	7.5	**	7.6	7.4	7.4	7.4	7.6	**	7.1	7.1	7.9
													ab
Standard deviation	1.70	1.69	1.68	**	1.70	1.71	1.70	1.86	1.71	**	1.93	1.83	1.52
Standard error	.08	.09	.09	**	.09	.10	.10	.22	.08	**	.23	.20	.09

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 123**

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

Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	*a	*b	*c	*d	*e	*a	*b	*c	*d
Unweighted total		221	117	100	32	46	66	45	32	87	56	47	29
Effective Weighted Sample		172	95	76	26	36	54	36	26	69	43	39	23
Total		219	131	84	33	59	56	45	25	79	66	48	23
1 - Extremely dissatisfied	(1.0)	1 1%	- -%	- -%	1 4%	- -%	- -%	- -%	- -%	- -%	1 2%	- -%	** **
3	(3.0)	1 1%	1 1%	* 1%	1 4%	- -%	- -%	- -%	- -%	- -%	* 1%	- -%	** **
4	(4.0)	6 3%	5 4%	1 1%	5 16% bcd	- -%	- -%	- -%	* 2%	2 2%	1 1%	3 6%	** **
5	(5.0)	28 13%	15 12%	12 15%	2 7%	14 24% c	3 5%	3 8%	4 18%	7 9%	13 19%	8 16%	** **
6	(6.0)	32 14%	20 16%	9 11%	5 16%	9 16%	3 5%	11 25% c	3 11%	13 16%	6 9%	8 17%	** **
7	(7.0)	50 23%	32 24%	18 22%	5 16%	14 23%	13 23%	13 28%	5 21%	17 21%	20 31% c	5 11%	** **
8	(8.0)	54 25%	32 24%	21 25%	3 8%	14 24%	18 32% a	13 28%	7 27%	19 24%	13 20%	14 29%	** **
9	(9.0)	20 9%	11 8%	10 12%	3 9%	4 7%	10 17%	2 5%	2 6%	10 13%	6 9%	4 8%	** **
10 - Extremely satisfied	(10.0)	27 12%	15 12%	12 15%	7 20%	4 6%	10 18%	3 7%	4 15%	11 14%	5 8%	7 14%	** **
DISSATISFIED (1-4)		8 4%	6 4%	1 1%	8 23% bcde	- -%	- -%	- -%	* 2%	2 2%	2 4%	3 6%	** **
NEUTRAL (5-6)		59 27%	36 27%	21 26%	8 23%	24 40% c	6 10%	15 33% c	7 29% c	20 25%	19 28%	16 33%	** **

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	221	117	100	32	46	66	45	32	87	56	47	29
Effective Weighted Sample	172	95	76	26	36	54	36	26	69	43	39	23
Total	219	131	84	33	59	56	45	25	79	66	48	23
SATISFIED (7-10)	151 69%	89 68%	61 73%	18 53%	35 60%	51 90%	30 67%	17 69%	58 73%	45 68%	29 61%	** **
						abde						
Answered	219	131	84	33	59	56	45	25	79	66	48	**
Mean score	7.3	7.2	7.5	6.7	6.9	8.0	7.2	7.3	7.5	7.0	7.2	**
						abde						
Standard deviation	1.69	1.63	1.65	2.49	1.50	1.35	1.28	1.71	1.60	1.76	1.79	**
Standard error	.11	.15	.16	.44	.22	.17	.19	.30	.17	.24	.26	**

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

Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	221	171	19	20	11	170	14	116	98	164	53
Effective Weighted Sample	172	145	18	19	10	136	9	93	73	130	42
Total	219	197	11	8	3	163	12	121	89	177	40
1 - Extremely dissatisfied	(1.0)	1 1%	** **	** **	** **	1 1%	** **	- -%	- -%	- -%	- -%
3	(3.0)	1 1%	** **	** **	** **	1 1%	** **	* *%	1 1%	1 1%	* 1%
4	(4.0)	6 3%	** **	** **	** **	2 2%	** **	3 3%	* 1%	5 3%	1 3%
5	(5.0)	28 13%	** **	** **	** **	21 13%	** **	12 10%	15 17%	22 13%	5 13%
6	(6.0)	32 14%	** **	** **	** **	21 13%	** **	22 18%	9 10%	28 16%	4 10%
7	(7.0)	50 23%	** **	** **	** **	33 20%	** **	28 23%	22 24%	41 23%	9 23%
8	(8.0)	54 25%	** **	** **	** **	42 26%	** **	27 23%	23 25%	46 26%	8 20%
9	(9.0)	20 9%	** **	** **	** **	17 10%	** **	12 10%	8 9%	16 9%	4 11%
10 - Extremely satisfied	(10.0)	27 12%	** **	** **	** **	24 15%	** **	16 13%	12 13%	20 11%	7 18%
DISSATISFIED (1-4)	8 4%	8 4%	** **	** **	** **	5 3%	** **	4 3%	1 2%	6 3%	1 4%
NEUTRAL (5-6)	59 27%	53 27%	** **	** **	** **	42 26%	** **	34 28%	24 27%	50 28%	9 24%
SATISFIED (7-10)	151 69%	136 69%	** **	** **	** **	116 71%	** **	84 69%	64 71%	121 69%	29 73%
Answered	219	197	**	**	**	163	**	121	89	177	40
Mean score	7.3	7.3	**	**	**	7.4	**	7.3	7.3	7.3	7.5
Standard deviation	1.69	1.72	**	**	**	1.75	**	1.61	1.64	1.59	1.79
Standard error	.11	.13	**	**	**	.13	**	.15	.17	.12	.25

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 123**

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

Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	221	218	208	3	209	192	195	60	216	5	18	53	150	
Effective Weighted Sample	172	169	162	3	163	150	153	48	168	4	14	40	118	
Total	219	216	209	3	204	187	191	62	211	8	18	55	146	
1 - Extremely dissatisfied	(1.0)	1 1%	- -%	- -%	** **	- -%	- -%	- -%	- -%	** **	** **	- -%	- -%	
3	(3.0)	1 1%	1 1%	1 1%	** **	1 1%	1 1%	1 1%	1 1%	** **	** **	* 1%	1 1%	
4	(4.0)	6 3%	6 3%	5 2%	** **	5 2%	6 3%	6 3%	- -%	** **	** **	1 2%	5 3%	
5	(5.0)	28 13%	28 13%	26 13%	** **	26 13%	27 15%	25 13%	6 9%	** **	** **	10 18%	14 10%	
6	(6.0)	32 14%	32 15%	31 15%	** **	30 15%	26 14%	30 16%	7 11%	** **	** **	10 19%	15 10%	
7	(7.0)	50 23%	49 23%	47 23%	** **	48 23%	41 22%	42 22%	14 23%	** **	** **	19 34%	30 21%	
8	(8.0)	54 25%	54 25%	52 25%	** **	50 25%	46 25%	44 23%	15 23%	** **	** **	11 21%	41 28%	
9	(9.0)	20 9%	20 9%	20 10%	** **	20 10%	20 11%	20 11%	10 16%	** **	** **	2 3%	18 12%	
10 - Extremely satisfied	(10.0)	27 12%	26 12%	25 12%	** **	23 11%	20 11%	22 12%	10 16%	** **	** **	1 2%	23 16%	
DISSATISFIED (1-4)		8 4%	7 3%	7 3%	** **	6 3%	7 4%	7 4%	1 1%	** **	** **	1 3%	6 4%	
NEUTRAL (5-6)		59 27%	59 28%	58 28%	** **	57 28%	53 28%	55 29%	12 20%	** **	** **	20 37%	29 20%	
SATISFIED (7-10)		151 69%	149 69%	144 69%	** **	142 69%	127 68%	128 67%	49 79%	** **	** **	33 60%	112 77%	
Answered		219	216	209	**	204	187	191	62	**	**	55	146	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to Virgin Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	221	218	208	3	209	192	195	60	216	5	18	53	150
Effective Weighted Sample	172	169	162	3	163	150	153	48	168	4	14	40	118
Total	219	216	209	3	204	187	191	62	211	8	18	55	146
Mean score	7.3	7.3	7.3	**	7.3	7.2	7.3	7.7	7.3	**	**	6.7	7.6
													b
Standard deviation	1.69	1.62	1.62	**	1.61	1.65	1.65	1.61	1.64	**	**	1.31	1.65
Standard error	.11	.11	.11	**	.11	.12	.12	.21	.11	**	**	.18	.13

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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	^a	*b	*c	*d	*e	*a	*b	^c	*d
Unweighted total	223	127	96	19	34	40	46	83	96	56	29	40
Effective Weighted Sample	161	91	71	15	28	32	36	56	68	42	20	31
Total	270	163	107	18	43	42	52	114	119	76	32	40
1 - Extremely dissatisfied	(1.0)	1	-	**	*	-	-	-	-	-	**	1
		1%	-%	**	1%	-%	-%	-%	-%	-%	**	3%
2	(2.0)	1	1	**	-	-	-	-	-	1	**	-
		*%	*%	**	-%	-%	-%	-%	-%	1%	**	-%
3	(3.0)	7	1	**	-	1	-	4	3	-	**	-
		3%	1%	**	-%	2%	-%	4%	3%	-%	**	-%
4	(4.0)	10	2	**	4	*	2	3	3	6	**	1
		4%	2%	**	9%	1%	4%	2%	2%	8%	**	3%
5	(5.0)	25	12	**	6	6	2	10	10	3	**	5
		9%	11%	**	15%	15%	4%	9%	8%	4%	**	12%
6	(6.0)	46	20	**	2	4	12	23	20	18	**	4
		17%	18%	**	6%	9%	22%	20%	17%	24%	**	9%
7	(7.0)	60	19	**	18	7	13	19	38	11	**	8
		22%	17%	**	42%	17%	25%	16%	32%	14%	**	19%
					ce				b			
8	(8.0)	31	13	**	6	7	5	12	15	7	**	5
		11%	13%	**	14%	17%	9%	10%	12%	10%	**	13%
9	(9.0)	39	16	**	5	8	9	13	13	13	**	6
		14%	14%	**	12%	18%	17%	12%	11%	17%	**	15%
10 - Extremely satisfied	(10.0)	50	24	**	1	9	10	30	17	18	**	10
		18%	23%	**	3%	21%	19%	27%	14%	23%	**	26%
						b		b				
DISSATISFIED (1-4)		19	3	**	4	1	2	7	6	7	**	2
		7%	3%	**	10%	3%	4%	6%	5%	9%	**	6%
NEUTRAL (5-6)		72	32	**	9	10	14	33	30	21	**	8
		26%	30%	**	20%	24%	26%	29%	25%	28%	**	21%
SATISFIED (7-10)		180	72	**	30	30	36	74	83	48	**	29
		66%	67%	**	70%	73%	69%	65%	70%	63%	**	73%
Answered		270	107	**	43	42	52	114	119	76	**	40

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	*b	^a	*b	*c	*d	*e	*a	*b	^c	*d
Unweighted total	223	127	96	19	34	40	46	83	96	56	29	40
Effective Weighted Sample	161	91	71	15	28	32	36	56	68	42	20	31
Total	270	163	107	18	43	42	52	114	119	76	32	40
Mean score	7.3	7.2	7.6	**	6.8	7.7	7.5	7.5	7.2	7.5	**	7.6
Standard deviation	1.95	1.99	1.87	**	1.64	1.86	1.72	2.01	1.71	1.98	**	2.21
Standard error	.13	.18	.19	**	.28	.29	.25	.22	.17	.26	**	.35



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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	223	183	14	14	11	184	16	72	146	153	67
Effective Weighted Sample	161	143	12	14	10	136	9	57	104	116	43
Total	270	252	9	6	4	227	16	80	182	194	73
1 - Extremely dissatisfied	(1.0)	1 1%	** **	** **	** **	1 1%	** **	* 1%	1 *%	1 1%	- -%
2	(2.0)	1 *%	** **	** **	** **	1 *%	** **	- -%	1 *%	- -%	1 1%
3	(3.0)	7 3%	** **	** **	** **	7 3%	** **	1 1%	3 1%	7 4%	- -%
4	(4.0)	10 4%	** **	** **	** **	6 3%	** **	6 8%	4 2%	9 5%	1 1%
5	(5.0)	25 9%	** **	** **	** **	20 9%	** **	9 11%	16 9%	20 10%	5 7%
6	(6.0)	46 17%	** **	** **	** **	35 16%	** **	10 13%	36 20%	33 17%	13 17%
7	(7.0)	60 22%	** **	** **	** **	47 21%	** **	22 27%	38 21%	49 25%	10 13%
8	(8.0)	31 11%	** **	** **	** **	26 12%	** **	13 17%	17 9%	20 10%	10 14%
9	(9.0)	39 14%	** **	** **	** **	35 16%	** **	9 12%	30 16%	30 15%	8 11%
10 - Extremely satisfied	(10.0)	50 18%	** **	** **	** **	47 21%	** **	10 12%	37 21%	23 12%	26 35% a
DISSATISFIED (1-4)	19 7%	17 7%	** **	** **	** **	15 7%	** **	7 9%	8 4%	18 9%	1 1%
NEUTRAL (5-6)	72 26%	66 26%	** **	** **	** **	55 24%	** **	19 24%	52 29%	53 27%	18 25%
SATISFIED (7-10)	180 66%	169 67%	** **	** **	** **	156 69%	** **	54 67%	122 67%	123 63%	54 74%
Answered	270	252	**	**	**	227	**	80	182	194	73

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	223	183	14	14	11	184	16	72	146	153	67
Effective Weighted Sample	161	143	12	14	10	136	9	57	104	116	43
Total	270	252	9	6	4	227	16	80	182	194	73
Mean score	7.3	7.4	**	**	**	7.5	**	7.1	7.5	7.1	8.0
											a
Standard deviation	1.95	1.93	**	**	**	1.99	**	1.83	1.89	1.92	1.85
Standard error	.13	.14	**	**	**	.15	**	.22	.16	.16	.23

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 124**

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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	223	211	187	12	211	172	174	63	218	5	37	55	131	
Effective Weighted Sample	161	159	140	9	153	127	135	50	159	3	21	40	104	
Total	270	242	217	28	252	198	196	65	262	8	45	76	149	
1 - Extremely dissatisfied	(1.0)	1 1%	1 1%	1 1%	** **	1 1%	1 1%	1 1%	1 1%	** **	* 1%	- -%	1 1%	
2	(2.0)	1 *%	1 *%	1 *%	** **	1 *%	- -%	1 *%	- -%	** **	1 1%	- -%	- -%	
3	(3.0)	7 3%	3 1%	3 2%	** **	3 1%	3 2%	3 2%	- -%	** **	4 9%	3 4%	- -%	
4	(4.0)	10 4%	10 4%	9 4%	** **	9 4%	9 4%	7 4%	7 10%	** **	3 6%	6 8%	2 1%	
5	(5.0)	25 9%	25 10%	25 11%	** **	25 10%	21 11%	23 12%	8 13%	** **	3 7%	7 9%	15 10%	
6	(6.0)	46 17%	43 18%	37 17%	** **	45 18%	38 19%	26 13%	8 12%	** **	6 13%	23 30%	17 12%	
7	(7.0)	60 22%	51 21%	47 22%	** **	55 22%	43 22%	45 23%	18 27%	** **	10 23%	9 11%	41 28%	
8	(8.0)	31 11%	30 12%	24 11%	** **	27 11%	22 11%	20 10%	6 10%	** **	7 15%	11 15%	12 8%	
9	(9.0)	39 14%	35 14%	31 14%	** **	36 14%	29 15%	28 14%	6 9%	** **	6 13%	10 13%	23 16%	
10 - Extremely satisfied	(10.0)	50 18%	43 18%	39 18%	** **	50 20%	32 16%	40 21%	11 17%	** **	5 11%	8 11%	37 25%	
DISSATISFIED (1-4)		19 7%	15 6%	15 7%	** **	14 6%	13 7%	13 6%	7 12%	** **	8 17%	9 12%	3 2%	
NEUTRAL (5-6)		72 26%	69 28%	62 28%	** **	71 28%	59 30%	50 25%	16 25%	** **	9 21%	29 39%	33 22%	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have listened to any LBC Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	223	211	187	12	211	172	174	63	218	5	37	55	131
Effective Weighted Sample	161	159	140	9	153	127	135	50	159	3	21	40	104
Total	270	242	217	28	252	198	196	65	262	8	45	76	149
SATISFIED (7-10)	180	159	141	**	168	126	134	41	177	**	28	38	114
	66%	65%	65%	**	67%	63%	68%	64%	67%	**	62%	49%	76% b
Answered	270	242	217	**	252	198	196	65	262	**	45	76	149
Mean score	7.3	7.3	7.3	**	7.4	7.2	7.4	7.0	7.4	**	6.8	6.8	7.7 ab
Standard deviation	1.95	1.91	1.94	**	1.91	1.91	1.98	2.03	1.88	**	2.19	1.91	1.80
Standard error	.13	.13	.14	**	.13	.15	.15	.26	.13	**	.36	.26	.16

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

Base : Those who have listened to Times Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ ^e	AB *a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	87	53	34	15	21	20	9	22	46	22	11	8	
Effective Weighted Sample	70	44	25	11	16	18	8	19	36	18	10	6	
Total	92	60	32	14	28	21	10	19	51	22	12	7	
2	(2.0)	*	-	*	**	**	**	**	*	**	**	**	**
		*%	-%	1%	**	**	**	**	1%	**	**	**	**
3	(3.0)	1	1	-	**	**	**	**	1	**	**	**	**
		1%	2%	-%	**	**	**	**	2%	**	**	**	**
4	(4.0)	3	1	3	**	**	**	**	2	**	**	**	**
		4%	1%	8%	**	**	**	**	3%	**	**	**	**
5	(5.0)	23	14	9	**	**	**	**	8	**	**	**	**
		25%	23%	29%	**	**	**	**	15%	**	**	**	**
6	(6.0)	11	8	3	**	**	**	**	4	**	**	**	**
		12%	13%	11%	**	**	**	**	7%	**	**	**	**
7	(7.0)	14	7	7	**	**	**	**	6	**	**	**	**
		15%	12%	22%	**	**	**	**	12%	**	**	**	**
8	(8.0)	18	10	8	**	**	**	**	15	**	**	**	**
		20%	17%	27%	**	**	**	**	31%	**	**	**	**
9	(9.0)	12	11	1	**	**	**	**	7	**	**	**	**
		13%	18%	3%	**	**	**	**	13%	**	**	**	**
10 - Extremely satisfied	(10.0)	9	9	-	**	**	**	**	8	**	**	**	**
		10%	15%	-%	**	**	**	**	16%	**	**	**	**
			b										
DISSATISFIED (1-4)	5	2	3	**	**	**	**	**	3	**	**	**	**
	5%	3%	9%	**	**	**	**	**	6%	**	**	**	**
NEUTRAL (5-6)	34	22	12	**	**	**	**	**	12	**	**	**	**
	37%	36%	39%	**	**	**	**	**	23%	**	**	**	**
SATISFIED (7-10)	53	36	16	**	**	**	**	**	36	**	**	**	**
	57%	60%	51%	**	**	**	**	**	71%	**	**	**	**
Answered	92	60	32	**	**	**	**	**	51	**	**	**	**
Mean score	6.9	7.2	6.3	**	**	**	**	**	7.4	**	**	**	**
		b											
Standard deviation	1.83	1.92	1.51	**	**	**	**	**	1.90	**	**	**	**
Standard error	.20	.26	.26	**	**	**	**	**	.28	**	**	**	**

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

Base : Those who have listened to Times Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING *a	NOT WORKING ^b
Significance Level: 95%											
Unweighted total	87	67	12	6	2	60	7	43	44	62	25
Effective Weighted Sample	70	58	10	6	2	48	6	36	34	51	20
Total	92	82	7	3	1	62	7	51	41	73	18
2	(2.0)	*	**	**	**	-	**	*	-	-	**
		*%	**	**	**	-%	**	1%	-%	-%	**
3	(3.0)	1	**	**	**	1	**	1	-	1	**
		1%	**	**	**	2%	**	2%	-%	2%	**
4	(4.0)	3	**	**	**	2	**	2	2	2	**
		4%	**	**	**	4%	**	3%	4%	3%	**
5	(5.0)	23	**	**	**	14	**	11	12	14	**
		25%	**	**	**	23%	**	22%	30%	18%	**
6	(6.0)	11	**	**	**	8	**	6	5	9	**
		12%	**	**	**	13%	**	12%	13%	12%	**
7	(7.0)	14	**	**	**	10	**	7	7	12	**
		15%	**	**	**	17%	**	13%	17%	16%	**
8	(8.0)	18	**	**	**	12	**	11	7	17	**
		20%	**	**	**	19%	**	21%	18%	23%	**
9	(9.0)	12	**	**	**	10	**	7	5	10	**
		13%	**	**	**	16%	**	14%	11%	14%	**
10 - Extremely satisfied	(10.0)	9	**	**	**	4	**	6	2	9	**
		10%	**	**	**	7%	**	12%	6%	12%	**
DISSATISFIED (1-4)		5	**	**	**	3	**	3	2	3	**
		5%	**	**	**	6%	**	6%	4%	5%	**
NEUTRAL (5-6)		34	**	**	**	22	**	17	17	22	**
		37%	**	**	**	36%	**	33%	43%	30%	**
SATISFIED (7-10)		53	**	**	**	36	**	31	22	48	**
		57%	**	**	**	58%	**	61%	53%	65%	**
Answered		92	**	**	**	62	**	51	41	73	**
Mean score		6.9	**	**	**	6.9	**	7.1	6.7	7.2	**
Standard deviation		1.83	**	**	**	1.78	**	1.93	1.70	1.80	**
Standard error		.20	**	**	**	.23	**	.29	.26	.23	**

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have listened to Times Radio in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS *d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c	
Significance Level: 95%														
Unweighted total	87	85	80	2	86	87	80	43	87	-	8	20	59	
Effective Weighted Sample	70	68	65	2	69	70	64	35	70	-	7	15	48	
Total	92	90	87	1	91	92	85	43	92	-	11	18	63	
2	(2.0)	*	*	*	**	*	*	*	-	*	**	**	**	-
		*%	*%	*%	**	*%	*%	*%	-%	*%	**	**	**	-%
3	(3.0)	1	1	1	**	1	1	1	-	1	**	**	**	-
		1%	1%	1%	**	1%	1%	1%	-%	1%	**	**	**	-%
4	(4.0)	3	3	3	**	3	3	3	1	3	**	**	**	2
		4%	4%	4%	**	4%	4%	4%	3%	4%	**	**	**	4%
5	(5.0)	23	23	22	**	23	23	20	9	23	**	**	**	13
		25%	26%	25%	**	25%	25%	23%	22%	25%	**	**	**	21%
6	(6.0)	11	11	10	**	11	11	11	7	11	**	**	**	5
		12%	12%	11%	**	12%	12%	13%	15%	12%	**	**	**	8%
7	(7.0)	14	13	13	**	14	14	13	6	14	**	**	**	10
		15%	14%	15%	**	15%	15%	15%	13%	15%	**	**	**	16%
8	(8.0)	18	18	18	**	18	18	18	10	18	**	**	**	14
		20%	20%	20%	**	20%	20%	22%	23%	20%	**	**	**	22%
9	(9.0)	12	12	11	**	12	12	10	5	12	**	**	**	10
		13%	13%	13%	**	13%	13%	12%	11%	13%	**	**	**	16%
10 - Extremely satisfied	(10.0)	9	9	9	**	9	9	9	6	9	**	**	**	9
		10%	10%	10%	**	10%	10%	10%	13%	10%	**	**	**	14%
DISSATISFIED (1-4)		5	5	5	**	5	5	5	1	5	**	**	**	2
		5%	5%	6%	**	5%	5%	6%	3%	5%	**	**	**	4%
NEUTRAL (5-6)		34	34	32	**	34	34	31	16	34	**	**	**	18
		37%	38%	36%	**	38%	37%	36%	37%	37%	**	**	**	29%
SATISFIED (7-10)		53	51	51	**	52	53	50	26	53	**	**	**	43
		57%	57%	58%	**	57%	57%	58%	60%	57%	**	**	**	67%
Answered		92	90	87	**	91	92	85	43	92	**	**	**	63
Mean score		6.9	6.9	7.0	**	6.9	6.9	7.0	7.1	6.9	**	**	**	7.4
Standard deviation		1.83	1.84	1.85	**	1.83	1.83	1.84	1.78	1.83	**	**	**	1.81
Standard error		.20	.20	.21	**	.20	.20	.21	.27	.20	**	**	**	.24

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	GENDER		AGE					SEG					
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 *c	DE *d		
Significance Level: 95%														
Unweighted total	651	326	323	61	104	132	139	215	284	187	86	91		
Effective Weighted Sample	494	255	240	46	83	107	106	156	213	147	65	67		
Total	612	340	271	57	115	114	120	206	271	179	74	84		
1 - Extremely dissatisfied	(1.0)	5 1%	3 1%	2 1%	1 2%	3 2%	- -%	1 *%	1 *%	3 1%	2 1%	- -%	- -%	
2	(2.0)	6 1%	3 1%	3 1%	1 2%	1 1%	- -%	* *%	3 2%	2 1%	1 1%	- -%	3 3%	
3	(3.0)	11 2%	5 2%	5 2%	2 4%	- -%	2 2%	1 1%	6 3%	1 *%	5 3%	3 4%	2 3%	a
4	(4.0)	21 3%	11 3%	10 4%	3 6%	4 4%	2 2%	5 4%	6 3%	12 4%	4 2%	3 4%	2 3%	
5	(5.0)	53 9%	29 9%	24 9%	9 15%	18 16%	8 7%	9 7%	10 5%	19 7%	17 9%	12 16%	6 7%	a
6	(6.0)	62 10%	40 12%	22 8%	8 14%	12 11%	15 13%	13 11%	15 7%	26 10%	15 8%	8 11%	13 15%	
7	(7.0)	106 17%	61 18%	45 17%	4 8%	29 26%	17 15%	19 16%	37 18%	46 17%	38 21%	10 13%	13 15%	a
8	(8.0)	144 24%	84 25%	60 22%	17 30%	17 15%	26 23%	29 24%	55 27%	67 25%	42 24%	12 17%	20 24%	b
9	(9.0)	72 12%	33 10%	39 15%	8 14%	6 5%	15 13%	14 12%	30 14%	36 13%	20 11%	11 15%	4 5%	b
10 - Extremely satisfied	(10.0)	131 21%	71 21%	60 22%	3 6%	24 21%	29 26%	30 25%	44 21%	60 22%	35 20%	15 20%	21 25%	a
DISSATISFIED (1-4)		43 7%	22 7%	20 8%	8 14%	8 7%	4 4%	6 5%	16 8%	17 6%	12 7%	6 8%	7 9%	c
NEUTRAL (5-6)		115 19%	69 20%	46 17%	17 29%	30 26%	23 20%	22 18%	25 12%	45 17%	32 18%	20 27%	18 22%	e



B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	651	326	323	61	104	132	139	215	284	187	86	91
Effective Weighted Sample	494	255	240	46	83	107	106	156	213	147	65	67
Total	612	340	271	57	115	114	120	206	271	179	74	84
SATISFIED (7-10)	454	248	204	33	77	86	92	165	209	135	48	58
	74%	73%	75%	57%	67%	76%	77%	80%	77%	75%	65%	69%
						a	a	ab	c			
Answered	612	340	271	57	115	114	120	206	271	179	74	84
Mean score	7.6	7.5	7.6	6.7	7.2	7.8	7.8	7.7	7.7	7.5	7.3	7.4
						ab	ab	ab				
Standard deviation	1.98	1.95	2.02	2.13	2.10	1.81	1.85	1.95	1.91	1.99	2.06	2.11
Standard error	.08	.11	.11	.27	.21	.16	.16	.13	.11	.15	.22	.22

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	651	468	72	64	47	482	95	206	437	447	188	
Effective Weighted Sample	494	392	61	61	44	370	68	160	328	355	128	
Total	612	528	44	25	15	451	82	203	400	456	145	
1 - Extremely dissatisfied	(1.0)	5 1%	5 1%	1 1%	- -%	- -%	4 1%	- -%	3 1%	2 1%	5 1%	1 1%
2	(2.0)	6 1%	5 1%	- -%	- -%	* 2%	4 1%	1 1%	1 1%	5 1%	3 1%	2 1%
3	(3.0)	11 2%	10 2%	* 1%	- -%	* 2%	3 1%	4 5% a	1 1%	9 2%	10 2%	* *%
4	(4.0)	21 3%	19 4%	1 1%	* 1%	1 8%	14 3%	4 5%	8 4%	12 3%	17 4%	4 3%
5	(5.0)	53 9%	48 9%	3 6%	3 11%	1 4%	35 8%	10 12%	21 10%	31 8%	38 8%	15 10%
6	(6.0)	62 10%	53 10%	4 8%	3 13%	2 13%	50 11%	5 6%	20 10%	42 10%	45 10%	17 11%
7	(7.0)	106 17%	94 18%	6 14%	5 21%	1 10%	82 18%	12 15%	34 17%	70 18%	78 17%	28 19%
8	(8.0)	144 24%	114 22%	17 40% a	7 26%	5 37% a	105 23%	19 23%	49 24%	93 23%	113 25%	27 18%
9	(9.0)	72 12%	65 12%	3 7%	3 12%	1 6%	57 13%	10 12%	20 10%	50 13%	55 12%	16 11%
10 - Extremely satisfied	(10.0)	131 21%	115 22%	10 22%	4 16%	3 18%	96 21%	16 20%	45 22%	85 21%	93 20%	37 25%
DISSATISFIED (1-4)		43 7%	39 7%	1 3%	* 1%	2 12% c	25 6%	10 12% a	14 7%	29 7%	35 8%	7 5%
NEUTRAL (5-6)		115 19%	101 19%	6 14%	6 24%	3 17%	85 19%	15 18%	41 20%	72 18%	83 18%	31 22%
SATISFIED (7-10)		454 74%	388 73%	37 83%	19 75%	10 71%	340 76%	57 70%	148 73%	299 75%	339 74%	107 74%

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	651	468	72	64	47	482	95	206	437	447	188
Effective Weighted Sample	494	392	61	61	44	370	68	160	328	355	128
Total	612	528	44	25	15	451	82	203	400	456	145
Answered	612	528	44	25	15	451	82	203	400	456	145
Mean score	7.6	7.5	7.9	7.6	7.4	7.6	7.3	7.5	7.6	7.5	7.7
Standard deviation	1.98	2.01	1.73	1.60	2.06	1.90	2.16	2.00	1.97	1.98	1.95
Standard error	.08	.09	.20	.20	.30	.09	.22	.14	.09	.09	.14

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?**

Base : Those who have used BBC Sounds in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	651	645	562	6	635	616	588	651	651	-	39	95	517	
Effective Weighted Sample	494	490	429	5	479	466	447	494	494	-	31	72	391	
Total	612	608	534	4	596	581	560	612	612	-	36	88	487	
1 - Extremely dissatisfied	(1.0)	5 1%	5 1%	5 1%	** **	5 1%	5 1%	5 1%	5 1%	5 1%	** **	2 5% c	1 1%	3 1%
2	(2.0)	6 1%	6 1%	6 1%	** **	5 1%	6 1%	4 1%	6 1%	6 1%	** **	4 10% bc	- -%	2 *%
3	(3.0)	11 2%	11 2%	8 2%	** **	10 2%	11 2%	10 2%	11 2%	11 2%	** **	2 6%	1 1%	8 2%
4	(4.0)	21 3%	21 3%	18 3%	** **	21 3%	18 3%	20 3%	21 3%	21 3%	** **	5 13% c	5 6%	11 2%
5	(5.0)	53 9%	53 9%	47 9%	** **	51 8%	45 8%	47 8%	53 9%	53 9%	** **	7 19% c	18 21% c	28 6%
6	(6.0)	62 10%	62 10%	57 11%	** **	62 10%	61 10%	56 10%	62 10%	62 10%	** **	2 6%	16 18% c	44 9%
7	(7.0)	106 17%	106 17%	94 18%	** **	105 18%	102 18%	99 18%	106 17%	106 17%	** **	6 16%	21 23%	80 16%
8	(8.0)	144 24%	144 24%	126 24%	** **	140 23%	138 24%	128 23%	144 24%	144 24%	** **	1 3%	17 19% a	125 26% a
9	(9.0)	72 12%	72 12%	60 11%	** **	72 12%	69 12%	68 12%	72 12%	72 12%	** **	- -%	6 7%	67 14% a
10 - Extremely satisfied	(10.0)	131 21%	129 21%	114 21%	** **	128 21%	125 22%	123 22%	131 21%	131 21%	** **	8 22% b	3 4%	120 25% b
DISSATISFIED (1-4)		43 7%	42 7%	36 7%	** **	41 7%	40 7%	39 7%	43 7%	43 7%	** **	12 34% bc	7 8%	24 5%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	651	645	562	6	635	616	588	651	651	-	39	95	517
Effective Weighted Sample	494	490	429	5	479	466	447	494	494	-	31	72	391
Total	612	608	534	4	596	581	560	612	612	-	36	88	487
NEUTRAL (5-6)	115	115	104	**	112	106	103	115	115	**	9	35	72
	19%	19%	19%	**	19%	18%	18%	19%	19%	**	24%	39%	15%
												c	
SATISFIED (7-10)	454	451	394	**	444	434	417	454	454	**	15	47	392
	74%	74%	74%	**	74%	75%	75%	74%	74%	**	42%	53%	80%
													ab
Answered	612	608	534	**	596	581	560	612	612	**	36	88	487
Mean score	7.6	7.6	7.6	**	7.6	7.6	7.6	7.6	7.6	**	5.8	6.6	7.9
													ab
Standard deviation	1.98	1.96	1.97	**	1.96	1.97	1.98	1.98	1.98	**	2.85	1.63	1.83
Standard error	.08	.08	.08	**	.08	.08	.08	.08	.08	**	.46	.17	.08

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	*d	*e	a	b	*c	*d	
Unweighted total	493	200	286	115	137	118	78	45	198	145	78	70	
Effective Weighted Sample	368	156	213	82	103	94	62	30	152	107	60	48	
Total	478	230	242	105	147	108	77	42	205	137	78	57	
1 - Extremely dissatisfied	(1.0)	3 1%	2 1%	1 *%	1 1%	1 1%	- -%	- -%	1 1%	2 1%	- -%	- -%	
3	(3.0)	11 2%	8 4%	2 1%	4 4%	* *%	2 2%	2 3%	3 8%	5 2%	- -%	4 6%	3 4%
4	(4.0)	26 5%	10 4%	16 7%	9 9%	9 6%	2 2%	4 6%	2 4%	11 5%	3 2%	9 12%	3 5%
5	(5.0)	36 8%	9 4%	26 11%	6 6%	14 9%	5 4%	6 7%	6 14%	17 8%	11 8%	4 4%	4 8%
6	(6.0)	52 11%	28 12%	24 10%	14 13%	17 11%	10 9%	2 3%	9 21%	16 8%	12 9%	13 16%	10 18%
7	(7.0)	86 18%	50 22%	34 14%	21 20%	21 14%	20 18%	15 20%	9 22%	36 17%	22 16%	19 24%	10 17%
8	(8.0)	76 16%	44 19%	32 13%	14 13%	19 13%	20 18%	18 24%	5 12%	31 15%	26 19%	10 13%	10 17%
9	(9.0)	71 15%	31 14%	40 16%	11 11%	23 16%	20 18%	16 21%	1 3%	37 18%	22 16%	8 10%	4 7%
10 - Extremely satisfied	(10.0)	117 25%	47 20%	67 28%	24 23%	43 29%	30 28%	13 17%	7 17%	51 25%	40 29%	12 15%	14 25%
DISSATISFIED (1-4)		41 8%	21 9%	19 8%	14 13%	10 7%	5 5%	6 8%	5 12%	17 8%	5 4%	14 18%	5 9%
NEUTRAL (5-6)		87 18%	37 16%	50 21%	21 20%	30 21%	14 13%	8 10%	14 34%	33 16%	23 17%	16 21%	15 26%

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	*d	*e	a	b	*c	*d
Unweighted total	493	200	286	115	137	118	78	45	198	145	78	70
Effective Weighted Sample	368	156	213	82	103	94	62	30	152	107	60	48
Total	478	230	242	105	147	108	77	42	205	137	78	57
SATISFIED (7-10)	350	172	173	71	106	89	62	22	155	109	48	37
	73%	75%	72%	67%	72%	82%	82%	54%	76%	80%	62%	65%
						ae	e		c	cd		
Answered	478	230	242	105	147	108	77	42	205	137	78	57
Mean score	7.6	7.5	7.7	7.3	7.8	8.0	7.7	6.8	7.7	8.0	6.9	7.4
					e	ae	e		c	c		
Standard deviation	2.02	1.98	2.03	2.14	2.03	1.87	1.84	2.06	2.01	1.89	2.07	2.06
Standard error	.09	.14	.12	.20	.17	.17	.21	.31	.14	.16	.23	.25

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	493	353	59	44	37	365	50	240	243	376	107	
Effective Weighted Sample	368	292	50	42	36	275	35	180	180	292	75	
Total	478	413	38	17	11	354	42	240	230	401	72	
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	- -%	- -%	- -%	3 1%	- -%	1 1%	1 *%	2 1%	1 1%
3	(3.0)	11 2%	11 3%	- -%	1 5%	- -%	9 3%	- -%	3 1%	8 4%	9 2%	2 3%
4	(4.0)	26 5%	23 6%	2 5%	- -%	1 9%	22 6%	1 2%	17 7%	9 4%	22 6%	3 5%
5	(5.0)	36 8%	27 6%	7 18% a	1 8%	1 9%	19 5%	5 12%	15 6%	19 8%	27 7%	8 11%
6	(6.0)	52 11%	48 12%	1 4%	1 9%	1 10%	35 10%	4 9%	28 12%	21 9%	38 9%	13 18% a
7	(7.0)	86 18%	78 19%	4 11%	2 14%	1 10%	62 17%	7 16%	43 18%	41 18%	74 19%	10 14%
8	(8.0)	76 16%	64 15%	6 17%	4 22%	2 22%	58 16%	7 17%	37 15%	39 17%	66 16%	10 14%
9	(9.0)	71 15%	62 15%	5 13%	3 18%	1 10%	56 16%	5 11%	39 16%	32 14%	63 16%	7 10%
10 - Extremely satisfied	(10.0)	117 25%	98 24%	12 33%	4 24%	3 29%	89 25%	14 33%	58 24%	59 26%	99 25%	17 24%
DISSATISFIED (1-4)		41 8%	37 9%	2 5%	1 5%	1 9%	35 10%	1 2%	21 9%	18 8%	34 8%	6 9%
NEUTRAL (5-6)		87 18%	74 18%	8 22%	3 17%	2 18%	55 15%	8 20%	43 18%	40 18%	65 16%	21 29% a
SATISFIED (7-10)		350 73%	302 73%	28 73%	13 78%	8 72%	265 75%	32 77%	176 73%	171 74%	302 75% b	45 63%



B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	493	353	59	44	37	365	50	240	243	376	107
Effective Weighted Sample	368	292	50	42	36	275	35	180	180	292	75
Total	478	413	38	17	11	354	42	240	230	401	72
Answered	478	413	38	17	11	354	42	240	230	401	72
Mean score	7.6	7.6	7.9	7.9	7.8	7.7	8.0	7.7	7.7	7.7	7.4
Standard deviation	2.02	2.02	2.05	1.95	2.09	2.06	1.86	1.99	2.03	1.99	2.12
Standard error	.09	.11	.27	.29	.34	.11	.26	.13	.13	.10	.20

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	493	490	477	3	456	382	414	110	478	15	53	125	315	
Effective Weighted Sample	368	366	357	2	340	285	308	85	357	11	38	93	237	
Total	478	473	464	5	444	380	403	105	464	14	53	126	299	
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	3 1%	** **	3 1%	2 *%	2 *%	- -%	3 1%	** **	1 1%	- -%	2 1%
3	(3.0)	11 2%	10 2%	10 2%	** **	11 2%	11 3%	11 3%	- -%	11 2%	** **	3 6%	4 3%	4 1%
4	(4.0)	26 5%	26 6%	26 6%	** **	26 6%	23 6%	23 6%	5 5%	26 6%	** **	5 9%	7 6%	14 5%
5	(5.0)	36 8%	36 8%	35 8%	** **	34 8%	29 8%	30 7%	7 7%	36 8%	** **	3 6%	19 15%	14 5%
6	(6.0)	52 11%	49 10%	48 10%	** **	46 10%	45 12%	43 11%	11 11%	49 11%	** **	9 16%	24 19%	19 6%
7	(7.0)	86 18%	86 18%	84 18%	** **	82 18%	66 17%	73 18%	16 16%	83 18%	** **	4 7%	22 18%	60 20%
8	(8.0)	76 16%	75 16%	74 16%	** **	71 16%	59 16%	64 16%	22 21%	74 16%	** **	5 9%	19 15%	52 18%
9	(9.0)	71 15%	71 15%	70 15%	** **	66 15%	57 15%	59 15%	16 15%	68 15%	** **	11 20%	12 10%	49 16%
10 - Extremely satisfied	(10.0)	117 25%	117 25%	113 24%	** **	105 24%	88 23%	97 24%	28 27%	114 24%	** **	13 25%	19 15%	85 28%
DISSATISFIED (1-4)		41 8%	39 8%	39 8%	** **	40 9%	36 9%	36 9%	5 5%	41 9%	** **	9 17%	12 9%	20 7%
NEUTRAL (5-6)		87 18%	84 18%	84 18%	** **	80 18%	74 20%	73 18%	19 18%	85 18%	** **	12 22%	42 34%	33 11%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 *a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	493	490	477	3	456	382	414	110	478	15	53	125	315
Effective Weighted Sample	368	366	357	2	340	285	308	85	357	11	38	93	237
Total	478	473	464	5	444	380	403	105	464	14	53	126	299
SATISFIED (7-10)	350	349	341	**	324	269	294	81	338	**	32	72	246
	73%	74%	74%	**	73%	71%	73%	78%	73%	**	61%	57%	82%
													ab
Answered	478	473	464	**	444	380	403	105	464	**	53	126	299
Mean score	7.6	7.7	7.6	**	7.6	7.5	7.6	7.9	7.6	**	7.4	7.0	8.0
													b
Standard deviation	2.02	2.01	2.01	**	2.03	2.04	2.02	1.79	2.03	**	2.41	1.94	1.91
Standard error	.09	.09	.09	**	.09	.10	.10	.17	.09	**	.33	.17	.11

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	*a	*b	*c	*d	^e	*a	*b	*c	*d
Unweighted total		269	129	139	55	73	78	35	28	93	78	50	48
Effective Weighted Sample		198	98	104	39	54	60	26	21	70	56	41	33
Total		264	149	114	47	81	70	37	29	89	85	46	44
1 - Extremely dissatisfied	(1.0)	2 1%	1 1%	1 1%	- -%	- -%	2 3%	- -%	** **	- -%	- -%	1 2%	1 2%
2	(2.0)	2 1%	- -%	2 1%	- -%	2 2%	- -%	- -%	** **	- -%	2 2%	- -%	- -%
3	(3.0)	3 1%	3 2%	- -%	- -%	- -%	3 4%	- -%	** **	* *%	- -%	2 5%	* 1%
4	(4.0)	9 4%	4 2%	6 5%	4 10%	2 3%	1 1%	2 5%	** **	6 7%	* *%	1 2%	2 5%
5	(5.0)	28 10%	11 8%	16 14%	7 15%	8 9%	6 9%	3 8%	** **	10 11%	8 9%	5 12%	5 10%
6	(6.0)	29 11%	15 10%	14 12%	9 19%	12 14%	4 6%	1 2%	** **	10 11%	7 8%	8 17%	4 10%
7	(7.0)	67 25%	43 29%	23 20%	13 28%	22 27%	14 20%	9 24%	** **	14 16%	31 37%	11 24%	10 23%
8	(8.0)	53 20%	29 19%	24 21%	7 15%	14 18%	20 28%	7 19%	** **	26 29%	11 13%	8 18%	8 17%
9	(9.0)	32 12%	15 10%	16 14%	3 6%	6 7%	9 13%	8 22%	** **	14 15%	7 8%	5 11%	6 13%
10 - Extremely satisfied	(10.0)	41 15%	28 19%	12 11%	3 7%	16 19%	11 16%	7 20%	** **	10 11%	19 22%	4 8%	8 19%
DISSATISFIED (1-4)		16 6%	8 5%	8 7%	4 10%	4 5%	6 8%	2 5%	** **	6 7%	2 2%	4 9%	4 8%
NEUTRAL (5-6)		56 21%	26 17%	30 27%	16 35%	19 24%	10 15%	4 10%	** **	20 22%	15 17%	13 29%	9 20%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	*b	*c	*d	^e	*a	*b	*c	*d
Unweighted total	269	129	139	55	73	78	35	28	93	78	50	48
Effective Weighted Sample	198	98	104	39	54	60	26	21	70	56	41	33
Total	264	149	114	47	81	70	37	29	89	85	46	44
SATISFIED (7-10)	192	115	76	26	58	54	32	**	63	68	28	32
	73%	77%	66%	56%	71%	77%	86%	**	71%	81%	62%	72%
						a	a			c		
Answered	264	149	114	47	81	70	37	**	89	85	46	44
Mean score	7.4	7.5	7.1	6.7	7.4	7.4	7.9	**	7.4	7.6	6.9	7.4
							a					
Standard deviation	1.84	1.80	1.87	1.62	1.83	2.09	1.69	**	1.73	1.75	1.98	2.04
Standard error	.11	.16	.16	.22	.21	.24	.29	**	.18	.20	.28	.29

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	269	190	31	26	22	199	16	144	120	202	63	
Effective Weighted Sample	198	157	25	25	21	147	13	109	86	155	43	
Total	264	226	22	9	7	192	13	142	117	216	45	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	- -%	** **	** **	2 1%	** **	- -%	2 2%	2 1%	- -%
2	(2.0)	2 1%	2 1%	- -%	** **	** **	- -%	** **	2 1%	- -%	2 1%	- -%
3	(3.0)	3 1%	2 1%	* 2%	** **	** **	3 1%	** **	1 *%	2 2%	3 1%	* 1%
4	(4.0)	9 4%	8 4%	1 4%	** **	** **	4 2%	** **	6 5%	3 3%	7 3%	2 4%
5	(5.0)	28 10%	24 11%	2 8%	** **	** **	19 10%	** **	14 10%	13 11%	20 9%	8 17%
6	(6.0)	29 11%	20 9%	6 26% a	** **	** **	17 9%	** **	14 10%	15 13%	24 11%	5 11%
7	(7.0)	67 25%	59 26%	5 21%	** **	** **	53 28%	** **	32 22%	32 28%	56 26%	10 23%
8	(8.0)	53 20%	43 19%	5 24%	** **	** **	36 19%	** **	35 25%	18 15%	44 20%	9 20%
9	(9.0)	32 12%	30 13%	1 6%	** **	** **	29 15%	** **	17 12%	14 12%	25 12%	5 11%
10 - Extremely satisfied	(10.0)	41 15%	36 16%	2 9%	** **	** **	29 15%	** **	22 16%	18 15%	34 16%	6 14%
DISSATISFIED (1-4)	16 6%	14 6%	1 6%	** **	** **	9 5%	** **	9 6%	7 6%	13 6%	2 4%	
NEUTRAL (5-6)	56 21%	44 20%	7 34%	** **	** **	36 19%	** **	28 19%	28 24%	44 20%	13 28%	
SATISFIED (7-10)	192 73%	168 74%	13 61%	** **	** **	147 76%	** **	106 75%	81 70%	159 74%	30 67%	
Answered	264	226	22	**	**	192	**	142	117	216	45	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	^c	^d	a	^b	a	b	a	*b
Unweighted total	269	190	31	26	22	199	16	144	120	202	63
Effective Weighted Sample	198	157	25	25	21	147	13	109	86	155	43
Total	264	226	22	9	7	192	13	142	117	216	45
Mean score	7.4	7.4	7.0	**	**	7.5	**	7.5	7.2	7.4	7.2
Standard deviation	1.84	1.86	1.63	**	**	1.80	**	1.78	1.93	1.86	1.78
Standard error	.11	.14	.29	**	**	.13	**	.15	.18	.13	.22

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	269	267	259	2	249	222	227	71	265	4	22	66	181	
Effective Weighted Sample	198	197	191	2	184	166	168	56	195	4	14	52	132	
Total	264	261	255	3	249	222	223	73	261	3	22	64	178	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	2 1%	1 *%	1 *%	- -%	2 1%	** **	** **	2 3%	- -%
2	(2.0)	2 1%	2 1%	2 1%	** **	2 1%	- -%	2 1%	- -%	2 1%	** **	** **	- -%	2 1%
3	(3.0)	3 1%	3 1%	3 1%	** **	3 1%	3 1%	3 1%	- -%	3 1%	** **	** **	- -%	2 1%
4	(4.0)	9 4%	9 4%	9 4%	** **	9 4%	9 4%	9 4%	1 2%	9 4%	** **	** **	5 8%	3 1%
5	(5.0)	28 10%	28 11%	27 10%	** **	24 10%	25 11%	24 11%	6 9%	27 10%	** **	** **	12 18%	14 8%
6	(6.0)	29 11%	27 10%	26 10%	** **	27 11%	24 11%	24 11%	4 6%	29 11%	** **	** **	13 21%	13 7%
7	(7.0)	67 25%	66 25%	65 25%	** **	64 26%	55 25%	55 25%	17 23%	67 25%	** **	** **	16 25%	42 23%
8	(8.0)	53 20%	53 20%	52 20%	** **	50 20%	45 20%	44 20%	15 21%	52 20%	** **	** **	9 15%	42 23%
9	(9.0)	32 12%	32 12%	30 12%	** **	30 12%	27 12%	27 12%	12 17%	31 12%	** **	** **	4 6%	24 13%
10 - Extremely satisfied	(10.0)	41 15%	41 16%	41 16%	** **	39 16%	34 15%	34 15%	16 22%	41 16%	** **	** **	3 4%	38 21%
DISSATISFIED (1-4)		16 6%	16 6%	15 6%	** **	16 6%	13 6%	15 7%	1 2%	16 6%	** **	** **	7 11%	6 4%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	269	267	259	2	249	222	227	71	265	4	22	66	181
Effective Weighted Sample	198	197	191	2	184	166	168	56	195	4	14	52	132
Total	264	261	255	3	249	222	223	73	261	3	22	64	178
NEUTRAL (5-6)	56	54	53	**	51	49	48	11	55	**	**	25	27
	21%	21%	21%	**	20%	22%	21%	15%	21%	**	**	39%	15%
												c	
SATISFIED (7-10)	192	191	187	**	182	160	160	61	190	**	**	32	145
	73%	73%	73%	**	73%	72%	72%	83%	73%	**	**	50%	82%
												b	
Answered	264	261	255	**	249	222	223	73	261	**	**	64	178
Mean score	7.4	7.4	7.4	**	7.4	7.4	7.3	7.9	7.4	**	**	6.4	7.8
								abce				b	
Standard deviation	1.84	1.85	1.85	**	1.85	1.79	1.85	1.63	1.84	**	**	1.78	1.74
Standard error	.11	.11	.11	**	.12	.12	.12	.19	.11	**	**	.22	.13

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	136	75	60	23	38	42	15	18	47	35	28	24	
Effective Weighted Sample	103	58	46	17	31	32	10	15	37	23	24	20	
Total	142	87	54	21	47	38	18	18	54	34	29	22	
2	(2.0)	1	1	**	-	-	**	**	-	-	**	**	**
		*%	1%	**	-%	-%	**	**	-%	-%	**	**	**
3	(3.0)	2	1	**	2	-	**	**	2	1	**	**	**
		2%	2%	**	4%	-%	**	**	3%	2%	**	**	**
4	(4.0)	11	7	**	2	2	**	**	6	1	**	**	**
		8%	5%	**	5%	6%	**	**	11%	3%	**	**	**
5	(5.0)	15	8	**	6	1	**	**	2	7	**	**	**
		11%	8%	**	13%	3%	**	**	3%	22%	**	**	**
										a			
6	(6.0)	20	8	**	8	4	**	**	8	3	**	**	**
		14%	14%	**	16%	12%	**	**	15%	7%	**	**	**
7	(7.0)	28	11	**	8	10	**	**	11	6	**	**	**
		20%	20%	**	17%	27%	**	**	20%	19%	**	**	**
8	(8.0)	32	11	**	10	9	**	**	16	9	**	**	**
		22%	24%	**	20%	24%	**	**	30%	28%	**	**	**
9	(9.0)	17	3	**	7	4	**	**	6	4	**	**	**
		12%	6%	**	15%	12%	**	**	11%	11%	**	**	**
10 - Extremely satisfied	(10.0)	15	4	**	5	6	**	**	3	3	**	**	**
		10%	8%	**	10%	15%	**	**	6%	8%	**	**	**
DISSATISFIED (1-4)		14	9	**	4	2	**	**	8	2	**	**	**
		10%	16%	**	9%	6%	**	**	15%	5%	**	**	**
NEUTRAL (5-6)		35	16	**	14	6	**	**	10	10	**	**	**
		25%	30%	**	29%	15%	**	**	18%	29%	**	**	**
SATISFIED (7-10)		92	29	**	29	30	**	**	37	22	**	**	**
		65%	54%	**	61%	79%	**	**	67%	66%	**	**	**
Answered		142	54	**	47	38	**	**	54	34	**	**	**
Mean score		7.1	6.6	**	7.0	7.6	**	**	7.0	7.0	**	**	**
			b										
Standard deviation		1.83	1.88	**	1.88	1.63	**	**	1.78	1.75	**	**	**
Standard error		.16	.24	**	.30	.25	**	**	.26	.30	**	**	**

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	136	97	15	20	4	102	5	71	61	100	33
Effective Weighted Sample	103	83	14	20	4	77	5	55	45	77	26
Total	142	125	8	8	1	100	5	76	62	112	27
2	(2.0)	1 *%	** **	** **	** **	- -%	** **	- -%	1 1%	- -%	- -%
3	(3.0)	2 2%	** **	** **	** **	2 2%	** **	2 2%	1 1%	2 2%	* 1%
4	(4.0)	11 8%	** **	** **	** **	7 7%	** **	4 5%	7 12%	7 6%	5 17%
5	(5.0)	15 11%	** **	** **	** **	8 8%	** **	9 12%	6 9%	11 10%	4 16%
6	(6.0)	20 14%	** **	** **	** **	16 16%	** **	10 13%	9 15%	14 12%	5 20%
7	(7.0)	28 20%	** **	** **	** **	16 16%	** **	17 22%	12 19%	23 21%	4 15%
8	(8.0)	32 22%	** **	** **	** **	21 21%	** **	20 27%	10 16%	30 27%	2 6%
9	(9.0)	17 12%	** **	** **	** **	17 17%	** **	9 11%	8 14%	14 13%	3 11%
10 - Extremely satisfied	(10.0)	15 10%	** **	** **	** **	12 12%	** **	6 8%	8 13%	11 10%	4 15%
DISSATISFIED (1-4)	14 10%	14 11%	** **	** **	** **	9 9%	** **	6 7%	9 14%	9 8%	5 18%
NEUTRAL (5-6)	35 25%	31 25%	** **	** **	** **	24 24%	** **	19 25%	15 24%	25 22%	10 35%
SATISFIED (7-10)	92 65%	79 64%	** **	** **	** **	67 67%	** **	52 68%	38 62%	79 70%	13 47%
Answered	142	125	**	**	**	100	**	76	62	112	27
Mean score	7.1	7.0	**	**	**	7.3	**	7.1	7.0	7.2	6.7
Standard deviation	1.83	1.85	**	**	**	1.84	**	1.71	1.99	1.72	2.10
Standard error	.16	.19	**	**	**	.18	**	.20	.26	.17	.37

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	136	136	129	-	126	114	124	38	133	3	22	38	76	
Effective Weighted Sample	103	103	98	-	97	89	95	29	102	3	16	30	58	
Total	142	142	135	-	133	125	133	38	141	1	19	41	82	
2	(2.0)	1 *%	1 *%	1 1%	** **	1 1%	1 1%	- -%	1 2%	1 1%	** **	** **	- -%	- -%
3	(3.0)	2 2%	2 2%	2 2%	** **	2 2%	2 2%	2 2%	- -%	2 2%	** **	** **	1 1%	- -%
4	(4.0)	11 8%	11 8%	11 8%	** **	11 8%	11 9%	11 8%	1 3%	11 8%	** **	** **	7 17%	3 4%
5	(5.0)	15 11%	15 11%	15 11%	** **	14 10%	13 11%	15 11%	2 5%	15 11%	** **	** **	6 14%	8 9%
6	(6.0)	20 14%	20 14%	18 13%	** **	17 13%	17 14%	18 13%	5 14%	20 14%	** **	** **	8 21%	8 10%
7	(7.0)	28 20%	28 20%	27 20%	** **	25 19%	26 21%	26 20%	7 20%	28 20%	** **	** **	9 22%	15 18%
8	(8.0)	32 22%	32 22%	30 22%	** **	32 24%	28 23%	31 23%	9 24%	32 23%	** **	** **	7 17%	24 29%
9	(9.0)	17 12%	17 12%	17 13%	** **	17 13%	14 11%	17 13%	7 20%	17 12%	** **	** **	1 3%	14 18% b
10 - Extremely satisfied	(10.0)	15 10%	15 10%	13 10%	** **	14 11%	12 10%	13 10%	5 13%	15 10%	** **	** **	2 5%	10 12%
DISSATISFIED (1-4)		14 10%	14 10%	14 11%	** **	14 11%	14 11%	14 10%	2 5%	14 10%	** **	** **	7 18% c	3 4%
NEUTRAL (5-6)		35 25%	35 25%	33 25%	** **	31 23%	30 24%	33 25%	7 19%	35 25%	** **	** **	14 35%	15 19%
SATISFIED (7-10)		92 65%	92 65%	87 65%	** **	88 66%	81 64%	87 65%	29 76%	92 65%	** **	** **	19 47%	63 77% b
Answered	142	142	135	**	133	125	133	38	141	**	**	**	41	82
Mean score	7.1	7.1	7.1	**	7.1	7.0	7.1	7.6	7.1	**	**	**	6.3	7.6 b
Standard deviation	1.83	1.83	1.83	**	1.85	1.84	1.80	1.72	1.83	**	**	**	1.68	1.62

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

**B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?**

Base : Those who have used GlobalPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	136	136	129	-	126	114	124	38	133	3	22	38	76
Effective Weighted Sample	103	103	98	-	97	89	95	29	102	3	16	30	58
Total	142	142	135	-	133	125	133	38	141	1	19	41	82
Standard error	.16	.16	.16	**	.17	.17	.16	.28	.16	**	**	.27	.19

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d	
Significance Level: 95%													
Unweighted total	143	83	60	33	37	36	18	19	57	30	32	21	
Effective Weighted Sample	109	65	46	26	27	30	13	15	42	23	26	16	
Total	146	93	53	30	42	38	19	17	60	29	32	22	
1 - Extremely dissatisfied	(1.0)	1 1%	- -%	- -%	- -%	1 3%	** **	** **	- -%	- -%	1 3%	** **	
3	(3.0)	3 2%	* 1%	3 8%	* 1%	- -%	** **	** **	3 6%	- -%	- -%	** **	
4	(4.0)	6 4%	5 5%	1 2%	1 2%	3 3%	** **	** **	1 2%	1 4%	3 9%	** **	
5	(5.0)	16 11%	8 9%	8 15%	7 23% c	5 12%	1 4%	** **	** **	4 7%	4 14%	6 17%	** **
6	(6.0)	26 18%	18 19%	8 15%	7 22%	10 23%	7 19%	** **	** **	7 12%	9 29%	7 23%	** **
7	(7.0)	25 17%	17 18%	8 15%	5 16%	3 6%	10 28% b	** **	** **	8 14%	5 15%	5 17%	** **
8	(8.0)	38 26%	21 22%	17 33%	5 18%	11 27%	7 20%	** **	** **	21 35%	5 19%	6 19%	** **
9	(9.0)	11 8%	8 8%	4 7%	2 8%	4 10%	4 10%	** **	** **	7 12%	- -%	2 7%	** **
10 - Extremely satisfied	(10.0)	20 13%	13 14%	6 12%	1 4%	8 19%	3 8%	** **	** **	8 14%	6 19%	2 5%	** **
DISSATISFIED (1-4)		10 7%	9 9%	1 3%	3 10%	2 4%	5 12%	** **	** **	4 7%	1 4%	4 12%	** **
NEUTRAL (5-6)		42 29%	26 28%	16 30%	13 44%	15 35%	9 23%	** **	** **	11 18%	13 43% a	13 40%	** **
SATISFIED (7-10)		94 64%	58 63%	35 67%	14 45%	26 61%	25 65%	** **	** **	45 74% c	16 53%	15 48%	** **
Answered	146	93	53	30	42	38	**	**	60	29	32	**	
Mean score	7.2	7.1	7.3	6.4	7.4 a	6.9	**	**	7.5 c	7.1	6.4	**	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%												
Unweighted total	143	83	60	33	37	36	18	19	57	30	32	21
Effective Weighted Sample	109	65	46	26	27	30	13	15	42	23	26	16
Total	146	93	53	30	42	38	19	17	60	29	32	22
Standard deviation	1.84	1.94	1.65	1.80	1.83	1.89	**	**	1.83	1.79	1.91	**
Standard error	.15	.21	.21	.31	.30	.32	**	**	.24	.33	.34	**

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	143	103	13	17	10	97	13	78	59	106	33
Effective Weighted Sample	109	89	12	16	10	75	9	59	45	83	25
Total	146	128	7	7	3	97	11	82	57	116	27
1 - Extremely dissatisfied	(1.0)	1 1%	** **	** **	** **	1 1%	** **	- -%	1 2%	1 1%	- -%
3	(3.0)	3 2%	** **	** **	** **	3 3%	** **	* 1%	3 5%	3 3%	* 2%
4	(4.0)	6 4%	** **	** **	** **	5 5%	** **	2 2%	4 7%	3 3%	1 4%
5	(5.0)	16 11%	** **	** **	** **	9 9%	** **	8 10%	7 12%	10 8%	6 22%
6	(6.0)	26 18%	** **	** **	** **	15 15%	** **	17 21%	9 15%	22 19%	4 15%
7	(7.0)	25 17%	** **	** **	** **	17 17%	** **	13 16%	11 20%	21 18%	4 15%
8	(8.0)	38 26%	** **	** **	** **	25 25%	** **	24 30%	10 17%	33 29%	5 17%
9	(9.0)	11 8%	** **	** **	** **	9 9%	** **	5 6%	5 9%	8 7%	3 12%
10 - Extremely satisfied	(10.0)	20 13%	** **	** **	** **	14 14%	** **	12 15%	7 13%	15 13%	3 12%
DISSATISFIED (1-4)	10 7%	9 7%	** **	** **	** **	10 10%	** **	2 3%	8 14%	7 6%	2 6%
NEUTRAL (5-6)	42 29%	37 29%	** **	** **	** **	24 25%	** **	25 31%	16 27%	31 27%	10 38%
SATISFIED (7-10)	94 64%	82 64%	** **	** **	** **	64 66%	** **	55 67%	34 59%	77 67%	15 57%
Answered	146	128	**	**	**	97	**	82	57	116	27
Mean score	7.2	7.2	**	**	**	7.2	**	7.4	6.8	7.2	7.0
Standard deviation	1.84	1.85	**	**	**	1.96	**	1.62	2.11	1.80	1.89
Standard error	.15	.18	**	**	**	.20	**	.18	.28	.18	.33

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 ^b	7-10 c	
Significance Level: 95%														
Unweighted total	143	141	134	2	138	134	137	55	141	2	14	28	101	
Effective Weighted Sample	109	107	102	2	106	103	106	44	108	1	10	20	80	
Total	146	143	136	2	142	136	140	58	144	1	14	27	104	
1 - Extremely dissatisfied	(1.0)	1 1%	1 1%	1 1%	** 1%	** 1%	** 1%	- -%	** 1%	** 1%	** 1%	** 1%	** 1%	
3	(3.0)	3 2%	3 2%	3 2%	** 2%	** 2%	** 2%	* 1%	** 2%	** 2%	** 2%	** 2%	* -%	
4	(4.0)	6 4%	6 4%	6 4%	** 4%	** 4%	** 4%	* 1%	** 4%	** 4%	** 4%	** 4%	3 3%	
5	(5.0)	16 11%	15 10%	15 11%	** 11%	** 10%	** 10%	5 9%	** 10%	** 10%	** 10%	** 10%	11 10%	
6	(6.0)	26 18%	25 17%	24 18%	** 18%	** 17%	** 19%	10 18%	** 18%	** 18%	** 18%	** 18%	14 13%	
7	(7.0)	25 17%	25 17%	23 17%	** 17%	** 17%	** 18%	15 26%	** 17%	** 17%	** 17%	** 17%	19 19%	
8	(8.0)	38 26%	38 26%	37 27%	** 27%	** 27%	** 25%	10 18%	** 26%	** 26%	** 26%	** 26%	29 27%	
9	(9.0)	11 8%	11 8%	10 8%	** 8%	** 8%	** 7%	2 4%	** 8%	** 8%	** 8%	** 8%	10 9%	
10 - Extremely satisfied	(10.0)	20 13%	20 14%	17 12%	** 12%	** 14%	** 13%	14 25%	** 14%	** 14%	** 14%	** 14%	18 18%	
DISSATISFIED (1-4)		10 7%	10 7%	10 7%	** 7%	** 7%	** 7%	1 1%	** 7%	** 7%	** 7%	** 7%	4 4%	
NEUTRAL (5-6)		42 29%	40 28%	39 29%	** 29%	** 27%	** 29%	15 27%	** 28%	** 28%	** 28%	** 28%	25 24%	
SATISFIED (7-10)		94 64%	94 65%	87 64%	** 64%	** 66%	** 63%	42 72%	** 65%	** 65%	** 65%	** 65%	76 73%	
Answered	146	143	136	**	142	136	140	58	144	**	**	**	104	
Mean score	7.2	7.2	7.1	**	7.2	7.1	7.2	7.6	7.2	**	**	**	7.5	
Standard deviation	1.84	1.84	1.83	**	1.84	1.83	1.85	1.72	1.83	**	**	**	1.69	
Standard error	.15	.15	.16	**	.16	.16	.16	.23	.15	**	**	**	.17	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		1525	631	880	402	381	294	230	218	497	492	251	267
Effective Weighted Sample		1123	480	651	276	291	222	177	162	372	367	189	183
Total		1309	632	663	300	369	238	199	203	435	426	214	221
1 - Extremely dissatisfied	(1.0)	3	3	-	*	1	-	1	-	1	-	-	2
		%	1%	-%	*/%	*/%	-%	1%	-%	*/%	-%	-%	1%
3	(3.0)	32	20	12	13	8	2	1	8	12	7	4	8
		2%	3%	2%	4%	2%	1%	1%	4%	3%	2%	2%	4%
					cd				cd				
4	(4.0)	22	6	15	4	5	5	5	2	7	8	3	4
		2%	1%	2%	1%	1%	2%	3%	1%	2%	2%	1%	2%
5	(5.0)	58	29	27	17	16	10	9	6	14	19	16	9
		4%	5%	4%	6%	4%	4%	4%	3%	3%	5%	7%	4%
											a		
6	(6.0)	89	49	40	18	20	19	15	17	30	23	17	19
		7%	8%	6%	6%	5%	8%	8%	8%	7%	5%	8%	8%
7	(7.0)	178	73	104	42	44	31	25	35	59	51	35	32
		14%	12%	16%	14%	12%	13%	13%	17%	13%	12%	16%	15%
				a									
8	(8.0)	258	140	117	39	81	50	43	45	82	86	40	46
		20%	22%	18%	13%	22%	21%	21%	22%	19%	20%	19%	21%
						a	a	a	a				
9	(9.0)	234	110	122	40	58	50	43	43	94	77	38	26
		18%	17%	18%	13%	16%	21%	21%	21%	22%	18%	18%	12%
							a	a	a	d			
10 - Extremely satisfied	(10.0)	434	203	225	125	135	71	56	47	137	154	61	75
		33%	32%	34%	42%	37%	30%	28%	23%	31%	36%	29%	34%
					cde	e							
DISSATISFIED (1-4)		57	30	27	18	14	7	8	10	20	15	7	14
		4%	5%	4%	6%	4%	3%	4%	5%	5%	4%	3%	6%
NEUTRAL (5-6)		147	78	67	36	36	29	24	23	44	43	33	27
		11%	12%	10%	12%	10%	12%	12%	11%	10%	10%	15%	12%
SATISFIED (7-10)		1105	525	569	247	319	202	166	170	370	368	174	180
		84%	83%	86%	82%	86%	85%	84%	84%	85%	86%	81%	81%
Answered		1309	632	663	300	369	238	199	203	435	426	214	221

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

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1525	631	880	402	381	294	230	218	497	492	251	267
Effective Weighted Sample	1123	480	651	276	291	222	177	162	372	367	189	183
Total	1309	632	663	300	369	238	199	203	435	426	214	221
Mean score	8.2	8.2	8.3	8.2	8.3	8.3	8.2	8.0	8.3	8.4	8.0	8.1
Standard deviation	1.81	1.86	1.75	2.01	1.78	1.64	1.76	1.75	1.79	cd 1.72	1.78	1.99
Standard error	.05	.07	.06	.10	.09	.10	.12	.12	.08	.08	.11	.12

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

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	1525	1034	192	149	150	1176	143	563	929	989	488	
Effective Weighted Sample	1123	853	174	139	141	869	110	413	686	762	348	
Total	1309	1102	108	57	42	996	107	486	791	961	315	
1 - Extremely dissatisfied	(1.0)	3 *%	3 *%	- -%	* 1%	- -%	3 *%	- -%	2 *%	1 *%	1 *%	1 *%
3	(3.0)	32 2%	29 3%	3 3%	- -%	* *%	24 2%	1 1%	9 2%	22 3%	22 2%	10 3%
4	(4.0)	22 2%	18 2%	4 4%	1 1%	- -%	18 2%	2 2%	13 3%	7 1%	18 2%	4 1%
5	(5.0)	58 4%	48 4%	4 4%	4 7%	2 4%	37 4%	5 5%	22 4%	36 5%	40 4%	17 5%
6	(6.0)	89 7%	76 7%	6 6%	6 10%	1 3%	69 7%	9 8%	36 7%	49 6%	54 6%	31 10%
7	(7.0)	178 14%	150 14%	15 14%	5 9%	8 19%	132 13%	11 11%	73 15%	102 13%	126 13%	49 16%
8	(8.0)	258 20%	219 20%	24 22%	7 13%	8 19%	197 20%	24 22%	90 19%	164 21%	199 21%	52 17%
9	(9.0)	234 18%	197 18%	16 15%	11 20%	9 21%	182 18%	24 22%	68 14%	160 20%	179 19%	51 16%
10 - Extremely satisfied	(10.0)	434 33%	362 33%	35 33%	22 39%	14 34%	333 33%	33 31%	172 35%	251 32%	322 33%	99 32%
DISSATISFIED (1-4)		57 4%	49 4%	7 6%	1 2%	* *%	46 5%	3 2%	24 5%	30 4%	41 4%	15 5%
NEUTRAL (5-6)		147 11%	124 11%	11 10%	9 17%	3 7%	106 11%	14 13%	58 12%	85 11%	94 10%	48 15%

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

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1525	1034	192	149	150	1176	143	563	929	989	488
Effective Weighted Sample	1123	853	174	139	141	869	110	413	686	762	348
Total	1309	1102	108	57	42	996	107	486	791	961	315
SATISFIED (7-10)	1105	929	90	46	39	844	91	404	676	826	252
	84%	84%	84%	81%	92%	85%	85%	83%	85%	86%	80%
					abc					b	
Answered	1309	1102	108	57	42	996	107	486	791	961	315
Mean score	8.2	8.2	8.1	8.4	8.5	8.3	8.3	8.2	8.3	8.3	8.0
Standard deviation	1.81	1.81	1.86	1.83	1.47	1.81	1.63	1.86	1.76	1.76	1.91
Standard error	.05	.06	.13	.15	.12	.05	.14	.08	.06	.06	.09

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 131**

**B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?**

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1525	1506	1418	19	1349	974	1053	280	1425	100	215	333	977	
Effective Weighted Sample	1123	1108	1045	15	992	720	774	218	1048	74	162	245	718	
Total	1309	1287	1213	22	1165	868	924	261	1224	85	174	294	841	
1 - Extremely dissatisfied	(1.0)	3 *%	3 *%	1 *% **	2 *%	1 *%	1 *%	1 1%	2 *%	1 2% abce	1 1%	1 *%	* *%	
3	(3.0)	32 2%	32 2%	32 3% **	25 2%	22 3%	22 2%	6 2%	27 2%	4 5%	12 7% bc	6 2%	13 2%	
4	(4.0)	22 2%	22 2%	21 2% **	19 2%	12 1%	14 2%	3 1%	21 2%	2 2%	6 3% c	8 3% c	8 1%	
5	(5.0)	58 4%	55 4%	53 4% **	51 4%	34 4%	38 4%	8 3%	55 4%	3 4%	9 5% c	28 10% c	20 2%	
6	(6.0)	89 7%	88 7%	82 7% **	76 7%	61 7%	60 7%	13 5%	85 7%	4 5%	16 9% c	36 12% c	38 4%	
7	(7.0)	178 14%	174 13%	160 13% **	163 14% f	130 15% f	135 15% f	34 13%	174 14% f	5 5%	17 10%	55 19% ac	106 13%	
8	(8.0)	258 20%	254 20%	239 20% **	239 21%	179 21%	185 20%	53 20%	245 20%	14 16%	26 15%	59 20%	173 21%	
9	(9.0)	234 18%	231 18%	216 18% **	209 18%	157 18%	175 19%	57 22%	222 18%	12 14%	27 15%	43 15%	164 19%	
10 - Extremely satisfied	(10.0)	434 33%	428 33%	409 34% **	380 33%	273 31%	292 32%	86 33%	395 32%	39 46% abcde	60 34% b	56 19%	319 38% b	
DISSATISFIED (1-4)		57 4%	57 4%	54 4% **	46 4%	35 4%	38 4%	11 4%	50 4%	8 9% abce	20 11% bc	16 5% c	22 3%	
NEUTRAL (5-6)		147 11%	143 11%	135 11% **	127 11%	94 11%	98 11%	21 8%	139 11%	8 9%	25 14% c	64 22% c	58 7%	

Minimum Base: 30 (^)

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

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1525	1506	1418	19	1349	974	1053	280	1425	100	215	333	977
Effective Weighted Sample	1123	1108	1045	15	992	720	774	218	1048	74	162	245	718
Total	1309	1287	1213	22	1165	868	924	261	1224	85	174	294	841
SATISFIED (7-10)	1105	1087	1024	**	991	739	788	229	1035	69	130	214	761
	84%	84%	84%	**	85%	85%	85%	88%	85%	82%	74%	73%	91%
Answered	1309	1287	1213	**	1165	868	924	261	1224	85	174	294	841
Mean score	8.2	8.2	8.2	**	8.2	8.2	8.2	8.3	8.2	8.3	7.9	7.6	8.5
Standard deviation	1.81	1.81	1.80	**	1.76	1.76	1.76	1.76	1.77	2.25	2.27	1.86	1.59
Standard error	.05	.05	.05	**	.05	.06	.05	.10	.05	.22	.16	.10	.05

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE ^d	
Significance Level: 95%													
Unweighted total	145	63	79	38	36	40	18	13	55	37	30	23	
Effective Weighted Sample	108	49	61	29	28	31	13	10	43	25	22	19	
Total	138	74	61	38	31	37	21	11	59	32	25	22	
2	(2.0)	4	3	1	4	-	-	**	**	3	-	-	**
		3%	3%	2%	10%	-%	-%	**	**	4%	-%	-%	**
3	(3.0)	3	-	3	1	-	*	**	**	-	2	*	**
		2%	-%	5%	3%	-%	1%	**	**	-%	7%	1%	**
4	(4.0)	8	5	3	6	-	2	**	**	5	2	1	**
		6%	6%	5%	16%	-%	5%	**	**	8%	7%	4%	**
					b								
5	(5.0)	15	6	9	6	4	-	**	**	7	2	2	**
		11%	9%	14%	17%	12%	-%	**	**	11%	6%	7%	**
					c								
6	(6.0)	18	10	7	4	7	3	**	**	7	6	3	**
		13%	14%	11%	11%	23%	9%	**	**	12%	19%	11%	**
7	(7.0)	25	15	10	4	6	7	**	**	11	4	6	**
		18%	20%	17%	12%	21%	19%	**	**	18%	13%	23%	**
8	(8.0)	25	11	12	6	5	10	**	**	7	4	10	**
		18%	15%	20%	16%	16%	27%	**	**	11%	11%	41%	**
												ab	
9	(9.0)	20	11	9	3	4	10	**	**	15	3	2	**
		15%	14%	15%	7%	14%	26%	**	**	25%	10%	7%	**
10 - Extremely satisfied	(10.0)	21	14	7	3	5	5	**	**	6	9	1	**
		15%	18%	11%	9%	14%	13%	**	**	10%	27%	6%	**
DISSATISFIED (1-4)		14	7	7	11	-	2	**	**	7	4	1	**
		10%	10%	12%	28%	-%	6%	**	**	12%	13%	5%	**
					bc								
NEUTRAL (5-6)		33	17	15	11	11	3	**	**	13	8	4	**
		24%	23%	25%	28%	35%	9%	**	**	23%	26%	18%	**
						c							
SATISFIED (7-10)		91	50	39	16	20	32	**	**	39	19	19	**
		66%	67%	64%	44%	65%	85%	**	**	65%	61%	77%	**
							a						
Answered	138	74	61	38	31	37		**	**	59	32	25	**

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d



B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		*a	*b	*a	*b	*c	^d	^e	*a	*b	*c	^d
Unweighted total	145	63	79	38	36	40	18	13	55	37	30	23
Effective Weighted Sample	108	49	61	29	28	31	13	10	43	25	22	19
Total	138	74	61	38	31	37	21	11	59	32	25	22
Mean score	7.2	7.3	7.0	6.1	7.4	7.9	**	**	7.1	7.3	7.3	**
					a	a						
Standard deviation	2.04	2.07	2.06	2.36	1.63	1.56	**	**	2.11	2.26	1.48	**
Standard error	.17	.26	.23	.38	.27	.25	**	**	.29	.37	.27	**

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO *b	WORKING a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	145	103	13	19	10	103	9	79	63	105	36	
Effective Weighted Sample	108	87	12	18	9	75	7	60	45	80	28	
Total	138	121	7	7	3	93	7	80	54	109	26	
2	(2.0)	4 3%	4 3%	** **	** **	** **	3 3%	** **	1 1%	3 5%	3 2%	1 4%
3	(3.0)	3 2%	2 2%	** **	** **	** **	1 1%	** **	1 2%	2 3%	1 *%	2 8%
4	(4.0)	8 6%	8 6%	** **	** **	** **	3 3%	** **	6 7%	* 1%	6 6%	2 6%
5	(5.0)	15 11%	13 11%	** **	** **	** **	6 7%	** **	9 12%	6 11%	9 8%	6 23%
6	(6.0)	18 13%	15 12%	** **	** **	** **	13 14%	** **	10 13%	7 14%	17 15%	1 6%
7	(7.0)	25 18%	23 19%	** **	** **	** **	18 19%	** **	12 15%	13 24%	17 15%	6 24%
8	(8.0)	25 18%	22 18%	** **	** **	** **	18 19%	** **	13 17%	9 17%	23 21%	1 5%
9	(9.0)	20 15%	18 15%	** **	** **	** **	16 17%	** **	14 17%	7 12%	18 16%	3 10%
10 - Extremely satisfied	(10.0)	21 15%	17 14%	** **	** **	** **	15 17%	** **	13 16%	8 14%	16 15%	4 14%
DISSATISFIED (1-4)		14 10%	14 11%	** **	** **	** **	6 7%	** **	8 10%	4 8%	9 9%	5 18%
NEUTRAL (5-6)		33 24%	27 23%	** **	** **	** **	20 21%	** **	20 25%	13 25%	26 24%	7 28%
SATISFIED (7-10)		91 66%	80 66%	** **	** **	** **	68 72%	** **	52 65%	37 67%	74 68%	14 54%
Answered	138	121		**	**	**	93	**	80	54	109	26
Mean score	7.2	7.2		**	**	**	7.5	**	7.3	7.1	7.4	6.5
Standard deviation	2.04	2.07		**	**	**	1.93	**	2.03	2.07	1.95	2.35
Standard error	.17	.20		**	**	**	.19	**	.23	.26	.19	.39

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?**

Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	145	144	136	1	132	119	116	35	140	5	12	57	76	
Effective Weighted Sample	108	108	102	1	99	88	86	27	105	4	9	41	59	
Total	138	136	130	2	127	115	109	36	134	5	11	58	69	
2	(2.0)	4 3%	4 3%	4 3%	** **	4 3%	4 3%	4 3%	1 3%	4 3%	** **	** **	3 4%	- -%
3	(3.0)	3 2%	3 2%	3 2%	** **	3 2%	1 1%	1 1%	- -%	3 2%	** **	** **	1 2%	2 3%
4	(4.0)	8 6%	8 6%	8 6%	** **	6 5%	5 4%	4 4%	- -%	6 4%	** **	** **	3 6%	3 4%
5	(5.0)	15 11%	15 11%	14 11%	** **	14 11%	10 9%	10 9%	1 2%	15 11%	** **	** **	12 21%	2 3%
													c	
6	(6.0)	18 13%	18 13%	16 13%	** **	18 14%	15 13%	15 14%	5 15%	18 13%	** **	** **	8 13%	7 10%
7	(7.0)	25 18%	23 17%	21 16%	** **	24 18%	23 20%	23 21%	7 21%	25 19%	** **	** **	13 23%	12 17%
8	(8.0)	25 18%	25 18%	24 19%	** **	22 17%	24 21%	20 18%	6 17%	24 18%	** **	** **	10 17%	15 21%
9	(9.0)	20 15%	20 15%	20 16%	** **	18 14%	16 14%	15 14%	5 15%	19 14%	** **	** **	5 9%	13 19%
10 - Extremely satisfied	(10.0)	21 15%	21 15%	19 15%	** **	20 15%	16 14%	17 16%	9 26%	20 15%	** **	** **	3 6%	16 23%
													b	
DISSATISFIED (1-4)		14 10%	14 11%	14 11%	** **	13 10%	10 9%	9 8%	1 3%	13 9%	** **	** **	7 12%	4 6%
NEUTRAL (5-6)		33 24%	33 24%	30 23%	** **	31 25%	25 22%	25 23%	6 17%	33 25%	** **	** **	20 34%	9 13%
													c	
SATISFIED (7-10)		91 66%	89 65%	85 66%	** **	83 65%	80 70%	75 69%	29 80%	88 66%	** **	** **	31 54%	56 81%
													b	
Answered	138	136	130	**	127	115	109	36	134	**	**	58	69	
Mean score	7.2	7.2	7.2	**	7.2	7.3	7.3	7.9	7.2	**	**	6.5	7.9	
													b	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	145	144	136	1	132	119	116	35	140	5	12	57	76
Effective Weighted Sample	108	108	102	1	99	88	86	27	105	4	9	41	59
Total	138	136	130	2	127	115	109	36	134	5	11	58	69
Standard deviation	2.04	2.06	2.08	**	2.05	1.97	2.00	1.85	2.02	**	**	1.93	1.82
Standard error	.17	.17	.18	**	.18	.18	.19	.31	.17	**	**	.26	.21

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	*a	b	c	d	e	a	b	c	d
Unweighted total	865	394	465	87	175	227	175	201	285	263	148	166
Effective Weighted Sample	652	309	350	65	131	179	133	148	217	200	111	125
Total	754	400	346	69	169	181	160	173	257	241	130	123
1 - Extremely dissatisfied	(1.0)	2	2	-	-	1	-	1	-	-	2	1
		*%	1%	-%	-%	*%	-%	1%	-%	-%	1%	1%
2	(2.0)	3	3	-	1	-	1	2	*	1	2	-
		*%	1%	-%	*%	-%	*%	1%	*%	*%	2%	-%
3	(3.0)	11	3	2	5	1	*	2	2	3	5	-
		1%	1%	3%	3%	*%	*%	1%	1%	1%	4%	-%
											d	
4	(4.0)	15	7	4	5	4	1	*	1	7	7	1
		2%	2%	6%	3%	2%	1%	*%	*%	3%	5%	*%
				de	e					a	ad	
5	(5.0)	49	19	9	12	5	8	15	19	14	9	6
		6%	6%	13%	7%	3%	5%	8%	7%	6%	7%	5%
				c				c				
6	(6.0)	86	36	5	13	14	24	29	33	28	12	13
		11%	10%	7%	8%	8%	15%	17%	13%	12%	9%	10%
							c	bc				
7	(7.0)	120	37	10	30	33	23	24	46	34	19	20
		16%	11%	14%	18%	18%	15%	14%	18%	14%	15%	16%
			b									
8	(8.0)	176	90	17	37	39	35	47	66	61	25	22
		23%	26%	24%	22%	22%	22%	27%	26%	25%	19%	18%
9	(9.0)	122	57	14	30	33	21	24	40	37	21	23
		16%	17%	20%	18%	18%	13%	14%	16%	15%	16%	19%
10 - Extremely satisfied	(10.0)	170	91	9	35	52	46	28	48	56	28	38
		23%	26%	13%	21%	28%	29%	16%	19%	23%	22%	31%
			a			ae	ae					a
DISSATISFIED (1-4)		31	15	6	11	5	2	6	4	11	15	1
		4%	4%	9%	7%	3%	1%	3%	1%	4%	12%	1%
				cd	d						abd	
NEUTRAL (5-6)		135	55	14	25	19	33	44	52	42	21	19
		18%	16%	20%	15%	11%	20%	25%	20%	17%	16%	16%
							c	bc				

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	865	394	465	87	175	227	175	201	285	263	148	166
Effective Weighted Sample	652	309	350	65	131	179	133	148	217	200	111	125
Total	754	400	346	69	169	181	160	173	257	241	130	123
SATISFIED (7-10)	587	310	276	49	133	157	126	123	201	189	93	102
	78%	77%	80%	71%	78%	86%	78%	71%	78%	78%	72%	83%
						ae						c
Answered	754	400	346	69	169	181	160	173	257	241	130	123
Mean score	7.8	7.7	8.0	7.4	7.7	8.2	8.0	7.5	7.8	7.9	7.5	8.2
						abe	ae					ac
Standard deviation	1.79	1.72	1.85	1.93	1.88	1.64	1.69	1.83	1.61	1.76	2.23	1.67
Standard error	.06	.09	.09	.21	.14	.11	.13	.13	.10	.11	.18	.13

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	865	585	103	95	82	664	95	372	479	592	241
Effective Weighted Sample	652	493	88	90	77	505	71	277	366	464	172
Total	754	629	62	37	25	579	81	327	412	569	165
1 - Extremely dissatisfied	(1.0)	2 *%	2 -%	- -%	- -%	2 *%	1 1%	- -%	2 1%	1 *%	1 *%
2	(2.0)	3 *%	3 -%	* 1%	- -%	3 1%	- -%	1 *%	3 1%	2 *%	2 1%
3	(3.0)	11 1%	9 1%	1 2%	* 1%	* 2%	* 2%	5 2%	5 1%	5 1%	4 3%
4	(4.0)	15 2%	13 2%	- -%	1 3%	* 2%	- -%	7 2%	8 2%	10 2%	5 3%
5	(5.0)	49 6%	42 7%	4 6%	2 5%	1 5%	34 6%	9 12%	18 5%	29 7%	10 6%
6	(6.0)	86 11%	73 12%	8 12%	5 12%	1 3%	62 11%	11 14%	34 10%	49 12%	21 13%
7	(7.0)	120 16%	102 16%	7 11%	6 16%	5 20%	97 17%	8 10%	46 14%	71 17%	24 15%
8	(8.0)	176 23%	144 23%	16 26%	10 28%	6 23%	135 23%	19 24%	70 21%	103 25%	37 22%
9	(9.0)	122 16%	102 16%	11 18%	4 11%	4 16%	88 15%	18 22%	60 18%	59 14%	29 18%
10 - Extremely satisfied	(10.0)	170 23%	139 22%	15 24%	8 22%	8 31%	139 24%	14 17%	86 26%	83 20%	33 20%
DISSATISFIED (1-4)		31 4%	27 4%	1 2%	2 5%	1 3%	25 4%	1 1%	13 4%	18 4%	12 7%
NEUTRAL (5-6)		135 18%	115 18%	12 19%	6 17%	2 8%	95 16%	20 25%	52 16%	79 19%	31 19%
SATISFIED (7-10)		587 78%	487 77%	50 79%	29 78%	22 89%	459 79%	60 73%	262 80%	315 76%	123 74%

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES *c	N IRELAND *d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	865	585	103	95	82	664	95	372	479	592	241
Effective Weighted Sample	652	493	88	90	77	505	71	277	366	464	172
Total	754	629	62	37	25	579	81	327	412	569	165
Answered	754	629	62	37	25	579	81	327	412	569	165
Mean score	7.8	7.8	8.0	7.8	8.2	7.9	7.8	8.0	7.7	7.9	7.7
Standard deviation	1.79	1.81	1.68	1.81	1.71	1.80	1.77	b	1.76	1.81	1.73
Standard error	.06	.07	.17	.19	.19	.07	.18	.09	.08	.07	.13



B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	865	855	837	10	793	577	638	164	820	45	141	188	536	
Effective Weighted Sample	652	644	630	9	601	437	482	131	619	33	106	139	410	
Total	754	745	732	8	690	521	568	157	715	39	103	167	484	
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	2 ** **	2 *%	1 *%	- -%	1 1% c	2 *%	- -%	2 1%	- -%	1 *%	
2	(2.0)	3 *%	2 *%	2 ** **	3 1%	3 1%	3 1%	1 1%	3 *%	- -%	* *%	- -%	3 1%	
3	(3.0)	11 1%	11 1%	11 ** **	10 1%	8 1%	9 2%	2 1%	10 1%	1 3%	3 3%	2 1%	5 1%	
4	(4.0)	15 2%	13 2%	13 ** **	13 2%	8 2%	8 1%	2 2%	13 2%	2 4%	4 4%	4 2%	6 1%	
5	(5.0)	49 6%	47 6%	46 ** **	42 6%	35 7%	34 6%	13 9%	43 6%	6 15% ace	12 11% c	18 11% c	19 4%	
6	(6.0)	86 11%	86 12%	86 ** **	80 12%	57 11%	60 11%	13 8%	81 11%	5 12%	9 8%	37 22% ac	41 8%	
7	(7.0)	120 16%	119 16%	116 ** **	109 16%	90 17% f	101 18% f	33 21% f	118 17% f	1 4%	11 10%	32 19%	77 16%	
8	(8.0)	176 23%	176 24%	173 ** **	159 23%	126 24%	140 25%	41 26%	165 23%	11 27%	21 20%	34 20%	121 25%	
9	(9.0)	122 16%	121 16%	118 ** **	111 16%	88 17%	94 16%	21 14%	115 16%	7 17%	14 14%	21 12%	87 18%	
10 - Extremely satisfied	(10.0)	170 23%	168 23%	164 ** **	160 23%	104 20%	119 21%	28 18%	163 23%	7 17%	27 26% b	19 12%	124 26% b	
DISSATISFIED (1-4)		31 4%	28 4%	28 ** **	28 4%	21 4%	20 4%	6 4%	28 4%	3 7%	10 9% c	6 4%	15 3%	

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	865	855	837	10	793	577	638	164	820	45	141	188	536
Effective Weighted Sample	652	644	630	9	601	437	482	131	619	33	106	139	410
Total	754	745	732	8	690	521	568	157	715	39	103	167	484
NEUTRAL (5-6)	135	133	132	**	122	92	94	26	124	11	20	55	60
	18%	18%	18%	**	18%	18%	17%	17%	17%	27%	20%	33%	12%
												ac	
SATISFIED (7-10)	587	584	572	**	539	408	453	124	562	25	73	106	408
	78%	78%	78%	**	78%	78%	80%	79%	79%	65%	71%	64%	84%
							f						ab
Answered	754	745	732	**	690	521	568	157	715	39	103	167	484
Mean score	7.8	7.9	7.8	**	7.9	7.8	7.8	7.7	7.9	7.5	7.6	7.2	8.1
													ab
Standard deviation	1.79	1.77	1.77	**	1.80	1.77	1.72	1.80	1.78	1.99	2.21	1.67	1.68
Standard error	.06	.06	.06	**	.06	.07	.07	.14	.06	.30	.19	.12	.07

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?

Base : Those who have used Tidal in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE *a	FEMALE *b	16-24 ^a	25-34 ^b	35-44 ^c	45-54 ^d	55+ ^e	AB ^a	C1 ^b	C2 ^c	DE ^d	
Significance Level: 95%													
Unweighted total	71	32	38	24	19	24	3	1	29	15	16	11	
Effective Weighted Sample	55	23	31	18	15	19	3	1	21	11	14	9	
Total	64	30	33	22	19	20	2	1	27	12	14	11	
4	(4.0)	8	3	4	**	**	**	**	**	**	**	**	**
		12%	11%	13%	**	**	**	**	**	**	**	**	**
5	(5.0)	4	*	4	**	**	**	**	**	**	**	**	**
		7%	1%	12%	**	**	**	**	**	**	**	**	**
6	(6.0)	6	2	4	**	**	**	**	**	**	**	**	**
		9%	6%	11%	**	**	**	**	**	**	**	**	**
7	(7.0)	12	7	5	**	**	**	**	**	**	**	**	**
		18%	22%	15%	**	**	**	**	**	**	**	**	**
8	(8.0)	16	6	9	**	**	**	**	**	**	**	**	**
		25%	21%	28%	**	**	**	**	**	**	**	**	**
9	(9.0)	13	7	6	**	**	**	**	**	**	**	**	**
		21%	23%	19%	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	6	5	1	**	**	**	**	**	**	**	**	**
		9%	16%	3%	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		8	3	4	**	**	**	**	**	**	**	**	**
		12%	11%	13%	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		10	2	7	**	**	**	**	**	**	**	**	**
		16%	8%	22%	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		46	25	22	**	**	**	**	**	**	**	**	**
		72%	82%	65%	**	**	**	**	**	**	**	**	**
Answered		64	30	33	**	**	**	**	**	**	**	**	**
Mean score		7.3	7.7	7.0	**	**	**	**	**	**	**	**	**
Standard deviation		1.80	1.79	1.77	**	**	**	**	**	**	**	**	**
Standard error		.21	.32	.29	**	**	**	**	**	**	**	**	**

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?

Base : Those who have used Tidal in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND *a	SCOTLAND ^b	WALES ^c	N IRELAND ^d	URBAN *a	RURAL ^b	YES *a	NO ^b	WORKING *a	NOT WORKING ^b	
Significance Level: 95%												
Unweighted total	71	52	3	12	4	50	3	41	29	52	17	
Effective Weighted Sample	55	44	3	12	4	37	3	32	22	39	14	
Total	64	56	2	5	1	46	2	36	28	49	14	
4	(4.0)	8	6	**	**	**	5	**	4	**	4	**
		12%	11%	**	**	**	11%	**	10%	**	8%	**
5	(5.0)	4	4	**	**	**	2	**	3	**	3	**
		7%	6%	**	**	**	5%	**	7%	**	6%	**
6	(6.0)	6	4	**	**	**	5	**	4	**	4	**
		9%	8%	**	**	**	11%	**	12%	**	9%	**
7	(7.0)	12	10	**	**	**	5	**	3	**	9	**
		18%	18%	**	**	**	11%	**	8%	**	19%	**
8	(8.0)	16	14	**	**	**	14	**	10	**	13	**
		25%	24%	**	**	**	31%	**	29%	**	27%	**
9	(9.0)	13	13	**	**	**	11	**	10	**	11	**
		21%	22%	**	**	**	23%	**	27%	**	22%	**
10 - Extremely satisfied	(10.0)	6	6	**	**	**	4	**	3	**	5	**
		9%	10%	**	**	**	8%	**	7%	**	10%	**
DISSATISFIED (1-4)		8	6	**	**	**	5	**	4	**	4	**
		12%	11%	**	**	**	11%	**	10%	**	8%	**
NEUTRAL (5-6)		10	8	**	**	**	7	**	7	**	7	**
		16%	14%	**	**	**	16%	**	19%	**	15%	**
SATISFIED (7-10)		46	42	**	**	**	33	**	25	**	38	**
		72%	74%	**	**	**	73%	**	71%	**	78%	**
Answered		64	56	**	**	**	46	**	36	**	49	**
Mean score		7.3	7.4	**	**	**	7.5	**	7.5	**	7.6	**
Standard deviation		1.80	1.80	**	**	**	1.76	**	1.79	**	1.66	**
Standard error		.21	.25	**	**	**	.25	**	.28	**	.23	**

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tidal?

Base : Those who have used Tidal in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY *a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY *e	NONE ^f	1-4 ^a	5-6 ^b	7-10 *c	
Significance Level: 95%														
Unweighted total	71	71	70	-	65	60	63	22	70	1	6	17	48	
Effective Weighted Sample	55	55	54	-	50	47	48	19	54	1	5	12	39	
Total	64	64	63	-	59	54	57	21	63	1	5	17	42	
4	(4.0)	8	8	8	**	8	8	6	**	8	**	**	**	3
		12%	12%	12%	**	13%	14%	11%	**	12%	**	**	**	7%
5	(5.0)	4	4	4	**	4	4	4	**	4	**	**	**	4
		7%	7%	7%	**	6%	7%	7%	**	7%	**	**	**	9%
6	(6.0)	6	6	6	**	5	5	5	**	5	**	**	**	2
		9%	9%	9%	**	9%	8%	9%	**	8%	**	**	**	5%
7	(7.0)	12	12	12	**	9	10	12	**	12	**	**	**	8
		18%	18%	18%	**	15%	19%	20%	**	18%	**	**	**	19%
8	(8.0)	16	16	16	**	15	13	16	**	16	**	**	**	12
		25%	25%	25%	**	26%	25%	28%	**	25%	**	**	**	27%
9	(9.0)	13	13	12	**	13	9	9	**	13	**	**	**	9
		21%	21%	20%	**	22%	17%	16%	**	21%	**	**	**	21%
10 - Extremely satisfied	(10.0)	6	6	6	**	6	5	5	**	6	**	**	**	5
		9%	9%	9%	**	10%	9%	9%	**	9%	**	**	**	11%
DISSATISFIED (1-4)		8	8	8	**	8	8	6	**	8	**	**	**	3
		12%	12%	12%	**	13%	14%	11%	**	12%	**	**	**	7%
NEUTRAL (5-6)		10	10	10	**	9	8	9	**	10	**	**	**	6
		16%	16%	16%	**	15%	16%	16%	**	15%	**	**	**	14%
SATISFIED (7-10)		46	46	45	**	43	38	42	**	46	**	**	**	33
		72%	72%	72%	**	72%	70%	73%	**	73%	**	**	**	78%
Answered		64	64	63	**	59	54	57	**	63	**	**	**	42
Mean score		7.3	7.3	7.3	**	7.4	7.2	7.3	**	7.4	**	**	**	7.6
Standard deviation		1.80	1.80	1.80	**	1.84	1.85	1.74	**	1.80	**	**	**	1.71
Standard error		.21	.21	.22	**	.23	.24	.22	**	.22	**	**	**	.25

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	1005	401	598	218	228	223	134	202	287	299	167	244	
Effective Weighted Sample	744	313	434	159	170	175	102	146	216	226	125	172	
Total	904	421	478	179	237	186	118	184	274	275	146	199	
1 - Extremely dissatisfied	(1.0)	4 *%	1 *%	2 *%	1 1%	- -%	1 *%	1 1%	- -%	2 1%	- -%	- -%	1 1%
2	(2.0)	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%
3	(3.0)	10 1%	4 1%	7 1%	5 3% b	- -%	2 1%	1 *%	3 1%	4 1%	2 1%	- -%	3 1%
4	(4.0)	22 2%	9 2%	12 2%	5 3%	6 3%	2 1%	1 1%	7 4%	1 *%	13 5% a	5 3% a	4 2%
5	(5.0)	63 7%	32 8%	31 6%	13 7%	22 9%	10 5%	6 5%	12 6%	21 8%	16 6%	9 6%	16 8%
6	(6.0)	73 8%	33 8%	40 8%	17 10%	22 9%	9 5%	7 6%	18 10%	23 9%	27 10%	12 8%	10 5%
7	(7.0)	155 17%	77 18%	78 16%	20 11%	38 16%	34 18%	29 24% a	35 19%	59 22% b	34 12%	25 17%	36 18%
8	(8.0)	218 24%	106 25%	113 24%	31 17%	55 23%	51 27% a	29 25%	53 29% a	59 21%	73 27%	40 27%	44 22%
9	(9.0)	137 15%	63 15%	71 15%	33 18% b	23 10%	36 20% b	19 16%	25 14%	42 15%	43 15%	24 17%	27 14%
10 - Extremely satisfied	(10.0)	222 25%	96 23%	124 26%	54 30% e	71 30% e	41 22%	25 21%	31 17%	62 23%	67 24%	32 22%	57 29%
DISSATISFIED (1-4)		36 4%	15 4%	21 4%	12 7%	6 3%	5 3%	3 2%	10 5%	7 3%	16 6%	5 3%	8 4%
NEUTRAL (5-6)		136 15%	65 15%	71 15%	30 17%	44 19% c	18 10%	13 11%	30 16%	44 16%	42 15%	21 14%	26 13%

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

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1005	401	598	218	228	223	134	202	287	299	167	244
Effective Weighted Sample	744	313	434	159	170	175	102	146	216	226	125	172
Total	904	421	478	179	237	186	118	184	274	275	146	199
SATISFIED (7-10)	732	341	386	137	187	162	102	144	223	217	121	165
	81%	81%	81%	77%	79%	87%	86%	78%	81%	79%	83%	83%
						abe						
Answered	904	421	478	179	237	186	118	184	274	275	146	199
Mean score	7.9	7.9	7.9	7.9	8.0	8.1	7.9	7.7	7.8	7.9	8.0	8.0
						e						
Standard deviation	1.77	1.74	1.80	2.05	1.76	1.63	1.67	1.69	1.78	1.77	1.60	1.83
Standard error	.06	.09	.07	.14	.12	.11	.14	.12	.11	.10	.12	.12

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

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES *c	N IRELAND d	URBAN a	RURAL *b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	1005	712	108	84	100	764	94	412	575	626	343	
Effective Weighted Sample	744	588	94	79	95	566	70	305	426	485	243	
Total	904	779	63	33	28	679	81	366	517	629	249	
1 - Extremely dissatisfied	(1.0)	4 *%	4 *%	- -%	- -%	- -%	3 *%	1 1%	4 1% b	- -%	2 *%	1 1%
2	(2.0)	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
3	(3.0)	10 1%	9 1%	1 2%	* 1%	- -%	7 1%	- -%	2 1%	5 1%	6 1%	3 1%
4	(4.0)	22 2%	19 2%	1 2%	1 4%	- -%	12 2%	6 8% a	8 2%	14 3%	15 2%	6 2%
5	(5.0)	63 7%	52 7%	3 5%	4 11%	3 12%	42 6%	4 5%	22 6%	37 7%	43 7%	17 7%
6	(6.0)	73 8%	64 8%	6 9%	2 6%	2 6%	61 9%	5 6%	25 7%	47 9%	47 7%	25 10%
7	(7.0)	155 17%	131 17%	14 23%	6 19%	4 13%	116 17%	20 25%	60 16%	93 18%	111 18%	39 15%
8	(8.0)	218 24%	190 24%	15 23%	7 20%	7 26%	160 24%	20 25%	92 25%	123 24%	159 25%	56 22%
9	(9.0)	137 15%	120 15%	7 11%	4 12%	5 18%	105 15%	15 18%	55 15%	78 15%	100 16%	33 13%
10 - Extremely satisfied	(10.0)	222 25%	190 24%	16 26%	9 27%	7 25%	172 25% b	10 12%	98 27%	120 23%	146 23%	69 28%
DISSATISFIED (1-4)		36 4%	32 4% d	2 4%	2 5% d	- -%	23 3%	7 9% a	13 4%	20 4%	24 4%	11 4%
NEUTRAL (5-6)		136 15%	116 15%	9 14%	6 17%	5 18%	102 15%	9 11%	47 13%	84 16%	89 14%	42 17%



B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	*c	d	a	*b	a	b	a	b
Unweighted total	1005	712	108	84	100	764	94	412	575	626	343
Effective Weighted Sample	744	588	94	79	95	566	70	305	426	485	243
Total	904	779	63	33	28	679	81	366	517	629	249
SATISFIED (7-10)	732	630	52	26	23	554	65	305	413	516	197
	81%	81%	83%	78%	82%	82%	80%	83%	80%	82%	79%
Answered	904	779	63	33	28	679	81	366	517	629	249
Mean score	7.9	7.9	7.9	7.8	8.1	8.0	7.5	8.0	7.9	7.9	7.9
Standard deviation	1.77	1.78	1.71	1.90	1.64	1.74	1.79	1.78	1.72	1.73	1.85
Standard error	.06	.07	.16	.21	.16	.06	.18	.09	.07	.07	.10

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?**

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
			ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		1005	980	880	25	882	655	680	194	933	72	158	231	616
Effective Weighted Sample		744	726	655	20	655	486	506	151	692	52	112	173	460
Total		904	872	781	32	801	610	627	189	843	61	127	213	564
1 - Extremely dissatisfied	(1.0)	4 *%	2 *%	2 *%	** **	2 *%	2 *%	2 *%	1 1%	2 *%	1 2% ae	1 1%	- -%	2 *%
2	(2.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%
3	(3.0)	10 1%	9 1%	8 1%	** **	7 1%	6 1%	8 1%	3 2%	8 1%	2 3%	2 1%	3 2%	5 1%
4	(4.0)	22 2%	21 2%	21 3%	** **	20 3%	15 2%	13 2%	7 4%	20 2%	2 3%	3 2%	6 3%	12 2%
5	(5.0)	63 7%	63 7%	56 7%	** **	58 7%	40 7%	41 7%	11 6%	60 7%	3 4%	17 14% c	21 10% c	24 4%
6	(6.0)	73 8%	71 8%	61 8%	** **	68 8%	53 9%	54 9%	14 8%	72 8%	1 2%	7 5%	28 13% ac	38 7%
7	(7.0)	155 17%	153 18%	138 18%	** **	132 17%	105 17%	108 17%	40 21%	141 17%	13 22%	21 17%	42 20%	92 16%
8	(8.0)	218 24%	209 24%	192 25%	** **	197 25%	154 25%	151 24%	38 20%	206 24%	12 20%	35 27%	50 24%	133 24%
9	(9.0)	137 15%	132 15%	110 14%	** **	125 16%	94 15%	99 16%	24 13%	129 15%	7 12%	15 12%	19 9%	102 18% b
10 - Extremely satisfied	(10.0)	222 25%	211 24%	192 25%	** **	191 24%	141 23%	150 24%	50 26%	203 24%	19 31%	26 20%	43 20%	153 27%
DISSATISFIED (1-4)		36 4%	33 4%	32 4%	** **	30 4%	23 4%	24 4%	11 6%	31 4%	5 8%	6 5%	10 5%	21 4%
NEUTRAL (5-6)		136 15%	133 15%	116 15%	** **	126 16%	93 15%	95 15%	25 13%	131 16%	4 7%	24 19% c	49 23% c	63 11%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1005	980	880	25	882	655	680	194	933	72	158	231	616
Effective Weighted Sample	744	726	655	20	655	486	506	151	692	52	112	173	460
Total	904	872	781	32	801	610	627	189	843	61	127	213	564
SATISFIED (7-10)	732	706	632	**	645	494	508	152	680	52	97	154	481
	81%	81%	81%	**	81%	81%	81%	81%	81%	85%	76%	72%	85%
													ab
Answered	904	872	781	**	801	610	627	189	843	61	127	213	564
Mean score	7.9	7.9	7.9	**	7.9	7.9	7.9	7.8	7.9	7.9	7.6	7.5	8.1
													ab
Standard deviation	1.77	1.75	1.77	**	1.75	1.74	1.76	1.89	1.75	2.10	1.91	1.79	1.70
Standard error	.06	.06	.06	**	.06	.07	.07	.14	.06	.25	.15	.12	.07

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	256	118	136	95	56	49	27	29	70	81	51	52	
Effective Weighted Sample	185	88	99	66	41	38	22	20	48	62	38	36	
Total	224	117	107	73	57	42	26	27	62	69	44	47	
1 - Extremely dissatisfied	(1.0)	4 2%	- 4%	4 4%	3 4%	1 2%	- -	** **	** **	1 2%	1 1%	2 5%	- -
2	(2.0)	1 1%	1 1%	- -	1 2%	- -	- -	** **	** **	- -	- -	1 3%	- -
3	(3.0)	2 1%	2 2%	- -	- -	- -	2 4%	** **	** **	- -	* 1%	2 4%	- -
4	(4.0)	8 3%	5 4%	2 2%	5 6%	3 5%	- -	** **	** **	* *%	3 4%	2 4%	2 5%
5	(5.0)	21 9%	12 10%	9 9%	5 7%	4 7%	5 11%	** **	** **	6 10%	5 8%	3 7%	6 13%
6	(6.0)	33 15%	18 15%	15 14%	7 10%	9 16%	6 13%	** **	** **	7 10%	14 20%	5 12%	7 14%
7	(7.0)	32 14%	15 13%	17 16%	11 15%	9 16%	6 14%	** **	** **	8 12%	10 15%	7 15%	7 14%
8	(8.0)	49 22%	24 21%	25 23%	19 26%	11 19%	6 15%	** **	** **	18 28%	10 15%	11 25%	10 21%
9	(9.0)	31 14%	17 15%	14 13%	10 13%	7 12%	9 21%	** **	** **	6 10%	12 17%	6 14%	7 15%
10 - Extremely satisfied	(10.0)	43 19%	22 19%	20 19%	13 18%	13 22%	9 21%	** **	** **	16 26%	13 19%	5 11%	8 18%
DISSATISFIED (1-4)	15 7%	8 7%	6 6%	9 12%	4 7%	2 4%		** **	** **	1 2%	4 6%	7 15%	2 5%
NEUTRAL (5-6)	54 24%	30 25%	24 23%	12 16%	13 23%	10 24%		** **	** **	13 21%	20 28%	8 19%	13 28%
SATISFIED (7-10)	156 69%	79 67%	76 71%	53 72%	40 70%	30 71%		** **	** **	48 77%	46 66%	29 66%	32 68%
Answered	224	117	107	73	57	42		**	**	62	69	44	47
Mean score	7.5	7.5	7.5	7.3	7.5	7.7		**	**	7.9 c	7.5	6.9	7.5

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 ^d	55+ ^e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	256	118	136	95	56	49	27	29	70	81	51	52
Effective Weighted Sample	185	88	99	66	41	38	22	20	48	62	38	36
Total	224	117	107	73	57	42	26	27	62	69	44	47
Standard deviation	2.00	1.96	2.06	2.24	2.00	1.94	**	**	1.89	1.92	2.38	1.83
Standard error	.13	.18	.18	.23	.27	.28	**	**	.23	.21	.33	.25

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b	
Significance Level: 95%												
Unweighted total	256	175	40	17	23	190	18	99	152	157	91	
Effective Weighted Sample	185	141	37	17	21	135	13	71	111	120	68	
Total	224	189	22	6	7	163	14	92	129	161	57	
1 - Extremely dissatisfied	(1.0)	4 2%	4 2%	- -%	** **	** **	1 *%	** **	2 2%	1 1%	3 2%	1 1%
2	(2.0)	1 1%	1 1%	- -%	** **	** **	1 1%	** **	- -%	1 1%	- -%	1 2%
3	(3.0)	2 1%	2 1%	* 2%	** **	** **	2 1%	** **	- -%	2 2%	2 1%	* 1%
4	(4.0)	8 3%	6 3%	1 5%	** **	** **	6 3%	** **	4 4%	4 3%	6 3%	2 3%
5	(5.0)	21 9%	19 10%	2 8%	** **	** **	13 8%	** **	3 3%	18 14% a	15 9%	7 12%
6	(6.0)	33 15%	28 15%	2 11%	** **	** **	25 15%	** **	13 14%	20 15%	24 15%	9 16%
7	(7.0)	32 14%	24 13%	6 28% a	** **	** **	23 14%	** **	11 13%	20 16%	20 12%	11 19%
8	(8.0)	49 22%	45 24%	3 12%	** **	** **	36 22%	** **	17 19%	30 23%	34 21%	12 21%
9	(9.0)	31 14%	26 14%	3 13%	** **	** **	22 14%	** **	17 19%	13 10%	26 16%	5 9%
10 - Extremely satisfied	(10.0)	43 19%	35 18%	5 21%	** **	** **	34 21%	** **	24 26%	19 15%	33 21%	9 16%
DISSATISFIED (1-4)		15 7%	13 7%	2 7%	** **	** **	10 6%	** **	6 6%	8 7%	11 7%	4 7%
NEUTRAL (5-6)		54 24%	47 25%	4 19%	** **	** **	38 23%	** **	16 18%	38 29%	38 24%	16 27%
SATISFIED (7-10)		156 69%	130 69%	16 74%	** **	** **	116 71%	** **	70 76%	82 64%	113 70%	37 65%
Answered	224	189	22	**	**	163	**	92	129	161	57	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND *b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES *a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%											
Unweighted total	256	175	40	17	23	190	18	99	152	157	91
Effective Weighted Sample	185	141	37	17	21	135	13	71	111	120	68
Total	224	189	22	6	7	163	14	92	129	161	57
Mean score	7.5	7.4	7.5	**	**	7.6	**	7.9	7.2	7.6	7.2
								b			
Standard deviation	2.00	2.03	1.91	**	**	1.90	**	1.99	1.94	2.03	2.00
Standard error	.13	.15	.30	**	**	.14	**	.20	.16	.16	.21

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	256	252	230	4	224	163	176	63	234	22	39	62	155	
Effective Weighted Sample	185	182	167	3	163	119	129	49	169	16	30	45	111	
Total	224	218	197	6	199	151	163	61	205	19	35	59	130	
1 - Extremely dissatisfied	(1.0)	4 2%	4 2%	4 2%	** **	4 2%	1 *%	3 2%	- -%	4 2%	** **	4 11% bc	- -%	- -%
2	(2.0)	1 1%	1 1%	1 1%	** **	- -%	- -%	- -%	- -%	- -%	** **	1 3% c	- -%	- -%
3	(3.0)	2 1%	2 1%	2 1%	** **	2 1%	* *%	2 1%	2 4%	2 1%	** **	- -%	- -%	2 2%
4	(4.0)	8 3%	8 3%	8 4%	** **	7 4%	4 3%	6 4%	- -%	8 4%	** **	3 7%	3 4%	2 2%
5	(5.0)	21 9%	20 9%	18 9%	** **	19 10%	11 7%	15 9%	7 12%	20 10%	** **	3 9%	8 14%	10 8%
6	(6.0)	33 15%	30 14%	29 15%	** **	30 15%	26 17%	26 16%	7 12%	30 15%	** **	8 23%	10 17%	15 11%
7	(7.0)	32 14%	30 14%	28 14%	** **	31 15%	22 14%	24 15%	8 12%	31 15%	** **	3 10%	9 16%	20 15%
8	(8.0)	49 22%	48 22%	42 21%	** **	40 20%	34 22%	35 22%	19 31%	43 21%	** **	8 22%	17 29%	24 18%
9	(9.0)	31 14%	31 14%	26 13%	** **	31 16%	28 19%	25 15%	8 13%	31 15%	** **	1 4%	5 8%	25 20% a
10 - Extremely satisfied	(10.0)	43 19%	43 20%	40 20%	** **	35 18%	25 17%	26 16%	10 16%	36 18%	** **	4 11%	7 12%	32 25%
DISSATISFIED (1-4)		15 7%	15 7%	15 7%	** **	13 7%	6 4%	11 7%	2 4%	14 7%	** **	8 21% bc	3 4%	5 4%
NEUTRAL (5-6)		54 24%	51 23%	47 24%	** **	49 25%	37 24%	41 25%	15 24%	50 25%	** **	11 32%	18 31%	25 19%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	256	252	230	4	224	163	176	63	234	22	39	62	155
Effective Weighted Sample	185	182	167	3	163	119	129	49	169	16	30	45	111
Total	224	218	197	6	199	151	163	61	205	19	35	59	130
SATISFIED (7-10)	156	153	136	**	137	109	111	44	141	**	17	38	101
	69%	70%	69%	**	69%	72%	68%	72%	69%	**	47%	65%	78%
													a
Answered	224	218	197	**	199	151	163	61	205	**	35	59	130
Mean score	7.5	7.5	7.5	**	7.4	7.7	7.4	7.5	7.4	**	6.2	7.2	7.9
												a	ab
Standard deviation	2.00	2.02	2.06	**	1.99	1.73	1.95	1.79	1.98	**	2.62	1.67	1.79
Standard error	.13	.13	.14	**	.13	.14	.15	.23	.13	**	.42	.21	.14

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

Base : Those who have used BBC iPlayer in the past 3 months

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	2864	1247	1604	372	462	542	531	955	999	834	452	558	
Effective Weighted Sample	2093	938	1172	260	352	422	411	675	746	610	340	385	
Total	2537	1264	1258	281	443	424	465	922	907	755	380	473	
1 - Extremely dissatisfied	(1.0)	6 *%	2 *%	4 *%	1 *%	1 *%	3 1%	- -%	1 *%	1 *%	3 *%	1 *%	1 *%
2	(2.0)	13 1%	7 1%	6 *%	3 1%	3 1%	2 *%	1 *%	4 *%	5 1%	6 1%	1 *%	1 *%
3	(3.0)	29 1%	17 1%	11 1%	5 2%	4 1%	6 2%	6 1%	8 1%	8 1%	7 1%	6 2%	8 2%
4	(4.0)	54 2%	33 3%	20 2%	6 2%	14 3%	8 2%	9 2%	17 2%	20 2%	15 2%	9 2%	11 2%
5	(5.0)	224 9%	111 9%	109 9%	34 12% c	50 11% c	22 5%	39 8%	80 9% c	72 8%	63 8%	31 8%	56 12% a
6	(6.0)	240 9%	139 11% b	99 8%	38 14% e	39 9%	41 10%	52 11% e	70 8%	87 10%	70 9%	39 10%	44 9%
7	(7.0)	479 19%	259 20%	220 18%	51 18%	89 20% d	115 27% abde	67 14%	158 17%	171 19%	165 22% cd	60 16%	77 16%
8	(8.0)	659 26%	328 26%	331 26%	65 23%	107 24%	102 24%	111 24%	273 30% acd	251 28%	198 26%	98 26%	110 23%
9	(9.0)	344 14%	153 12%	188 15%	38 13%	52 12%	58 14%	80 17% be	117 13%	132 15%	102 14%	51 14%	56 12%
10 - Extremely satisfied	(10.0)	487 19%	216 17% a	269 21% a	42 15%	83 19%	68 16%	99 21% ac	194 21% ac	161 18%	125 17%	83 22% b	109 23% ab
DISSATISFIED (1-4)		103 4%	59 5%	41 3%	15 5%	23 5%	19 4%	16 4%	30 3%	34 4%	31 4%	17 4%	22 5%
NEUTRAL (5-6)		464 18%	250 20%	208 17%	72 26% ce	89 20%	63 15%	91 20%	150 16%	158 17%	133 18%	71 19%	99 21%

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

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

Base : Those who have used BBC iPlayer in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	2864	1247	1604	372	462	542	531	955	999	834	452	558
Effective Weighted Sample	2093	938	1172	260	352	422	411	675	746	610	340	385
Total	2537	1264	1258	281	443	424	465	922	907	755	380	473
SATISFIED (7-10)	1969	955	1009	195	331	343	358	742	715	591	293	352
	78%	76%	80%	69%	75%	81%	77%	80%	79%	78%	77%	74%
			a			ab	a	ab				
Answered	2537	1264	1258	281	443	424	465	922	907	755	380	473
Mean score	7.7	7.6	7.8	7.4	7.5	7.6	7.8	7.8	7.7	7.6	7.8	7.7
			a				ab	ab				
Standard deviation	1.76	1.76	1.74	1.85	1.84	1.71	1.75	1.71	1.70	1.73	1.80	1.89
Standard error	.03	.05	.04	.10	.09	.07	.08	.06	.05	.06	.08	.08

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

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

Base : Those who have used BBC iPlayer in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	2864	1947	326	314	275	2204	361	884	1938	1764	1017	
Effective Weighted Sample	2093	1590	271	274	257	1608	263	656	1408	1357	683	
Total	2537	2126	199	130	82	1975	293	756	1741	1714	768	
1 - Extremely dissatisfied	(1.0)	6 *%	5 *%	1 *%	1 *%	- -%	5 *%	- -%	2 *%	4 *%	5 *%	1 *%
2	(2.0)	13 1%	12 1%	1 *%	* *%	1 1%	9 *%	3 1%	5 1%	8 *%	10 1%	2 *%
3	(3.0)	29 1%	24 1%	2 1%	3 2%	1 1%	23 1%	* *%	11 1%	19 1%	20 1%	10 1%
4	(4.0)	54 2%	41 2%	8 4%	3 2%	3 3%	42 2%	8 3%	9 1%	44 3%	45 3%	9 1%
5	(5.0)	224 9%	195 9%	18 9%	6 5%	5 6%	174 9%	20 7%	69 9%	152 9%	143 8%	75 10%
6	(6.0)	240 9%	201 9%	20 10%	13 10%	6 7%	187 9%	22 7%	71 9%	164 9%	157 9%	75 10%
7	(7.0)	479 19%	391 18%	47 24%	22 17%	19 23%	374 19%	49 17%	157 21%	315 18%	347 20%	127 17%
8	(8.0)	659 26%	547 26%	52 26%	35 27%	24 29%	522 26%	80 27%	193 26%	457 26%	425 25%	219 29%
9	(9.0)	344 14%	296 14%	19 10%	19 15%	10 12%	270 14%	44 15%	105 14%	235 14%	241 14%	97 13%
10 - Extremely satisfied	(10.0)	487 19%	414 19%	33 16%	26 20%	14 18%	367 19%	67 23%	135 18%	343 20%	322 19%	153 20%
DISSATISFIED (1-4)		103 4%	81 4%	10 5%	7 5%	4 5%	80 4%	11 4%	27 4%	75 4%	80 5%	21 3%
NEUTRAL (5-6)		464 18%	396 19%	37 19%	20 15%	11 14%	361 18%	41 14%	140 18%	316 18%	300 18%	150 20%

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

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

Base : Those who have used BBC iPlayer in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2864	1947	326	314	275	2204	361	884	1938	1764	1017
Effective Weighted Sample	2093	1590	271	274	257	1608	263	656	1408	1357	683
Total	2537	2126	199	130	82	1975	293	756	1741	1714	768
SATISFIED (7-10)	1969	1648	151	103	67	1534	240	590	1351	1334	596
	78%	78%	76%	79%	81%	78%	82%	78%	78%	78%	78%
Answered	2537	2126	199	130	82	1975	293	756	1741	1714	768
Mean score	7.7	7.7	7.5	7.8	7.7	7.7	7.9	7.7	7.7	7.7	7.7
							a				
Standard deviation	1.76	1.76	1.73	1.80	1.70	1.75	1.72	1.75	1.77	1.78	1.71
Standard error	.03	.04	.10	.10	.10	.04	.09	.06	.04	.04	.05

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

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

Base : Those who have used BBC iPlayer in the past 3 months

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
			ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		2864	2864	2397	-	2864	1937	2081	577	2864	-	306	610	1948
Effective Weighted Sample		2093	2093	1761	-	2093	1430	1523	436	2093	-	217	451	1424
Total		2537	2537	2095	-	2537	1749	1839	538	2537	-	254	546	1736
1 - Extremely dissatisfied	(1.0)	6 *%	6 *%	6 *%	** **	6 *%	5 *%	3 *%	1 *%	6 *%	** **	4 2% bc	- -%	2 *%
2	(2.0)	13 1%	13 1%	11 1%	** **	13 1%	9 1%	9 *%	1 *%	13 1%	** **	6 2% c	4 1%	4 *%
3	(3.0)	29 1%	29 1%	26 1%	** **	29 1%	15 1%	19 1%	4 1%	29 1%	** **	14 6% bc	5 1%	10 1%
4	(4.0)	54 2%	54 2%	46 2%	** **	54 2%	33 2%	36 2%	13 3%	54 2%	** **	26 10% bc	19 3% c	9 1%
5	(5.0)	224 9%	224 9%	178 8%	** **	224 9% bcd	119 7%	108 6%	25 5%	224 9% bcd	** **	55 22% c	113 21% c	56 3%
6	(6.0)	240 9%	240 9%	209 10%	** **	240 9%	170 10%	180 10%	42 8%	240 9%	** **	34 14% c	97 18% c	109 6%
7	(7.0)	479 19%	479 19%	414 20%	** **	479 19% d	315 18% d	334 18% d	75 14%	479 19% d	** **	56 22%	134 25% c	289 17%
8	(8.0)	659 26%	659 26%	532 25%	** **	659 26%	481 28%	507 28%	154 29%	659 26%	** **	35 14%	105 19%	519 30% ab
9	(9.0)	344 14%	344 14%	290 14%	** **	344 14%	257 15%	280 15%	104 19% abce	344 14%	** **	9 3%	24 4%	312 18% ab
10 - Extremely satisfied	(10.0)	487 19%	487 19%	384 18%	** **	487 19%	344 20%	362 20%	119 22%	487 19%	** **	16 6%	46 8%	425 24% ab

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

Base : Those who have used BBC iPlayer in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2864	2864	2397	-	2864	1937	2081	577	2864	-	306	610	1948
Effective Weighted Sample	2093	2093	1761	-	2093	1430	1523	436	2093	-	217	451	1424
Total	2537	2537	2095	-	2537	1749	1839	538	2537	-	254	546	1736
DISSATISFIED (1-4)	103 4%	103 4%	89 4%	** **	103 4%	63 4%	67 4%	20 4%	103 4%	** **	50 20% bc	27 5% c	26 1%
NEUTRAL (5-6)	464 18%	464 18%	387 18%	** **	464 18% cd	289 17%	288 16%	67 12%	464 18% cd	** **	90 35% c	210 38% c	165 9%
SATISFIED (7-10)	1969 78%	1969 78%	1619 77%	** **	1969 78%	1397 80%	1484 81% ae	451 84% ae	1969 78%	** **	115 45%	309 57% a	1546 89% ab
Answered	2537	2537	2095	**	2537	1749	1839	538	2537	**	254	546	1736
Mean score	7.7	7.7	7.7	**	7.7	7.8	7.8 ae	8.0 abce	7.7	**	6.1	6.8 a	8.2 ab
Standard deviation	1.76	1.76	1.76	**	1.76	1.71	1.69	1.66	1.76	**	1.98	1.64	1.48
Standard error	.03	.03	.04	**	.03	.04	.04	.07	.03	**	.11	.07	.03

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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	1820	723	1086	246	279	320	355	618	579	514	311	400	
Effective Weighted Sample	1329	543	797	175	211	248	270	443	432	374	235	277	
Total	1610	743	855	185	262	250	302	609	527	462	268	337	
1 - Extremely dissatisfied	(1.0)	8 *%	5 1%	2 *%	2 1%	- -%	2 1%	3 1%	2 *%	1 *%	5 1%	- -%	2 1%
2	(2.0)	10 1%	5 1%	5 1%	1 1%	3 1%	4 2%	1 *%	- -%	5 1%	3 1%	1 1%	1 *%
3	(3.0)	33 2%	17 2%	16 2%	3 1%	9 3%	2 1%	7 2%	12 2%	8 1%	15 3%	3 1%	7 2%
4	(4.0)	54 3%	36 5%	17 2%	3 2%	7 3%	10 4%	4 1%	30 5%	22 4%	11 2%	8 3%	11 3%
5	(5.0)	173 11%	85 11%	84 10%	26 14%	30 11%	23 9%	23 8%	70 12%	58 11%	40 9%	30 11%	43 13%
6	(6.0)	205 13%	92 12%	110 13%	22 12%	47 18%	32 13%	40 13%	64 10%	74 14%	57 12%	39 15%	33 10%
7	(7.0)	349 22%	186 25%	163 19%	39 21%	43 16%	60 24%	62 20%	145 24%	117 22%	112 24%	55 20%	64 19%
8	(8.0)	337 21%	149 20%	188 22%	40 22%	50 19%	54 22%	68 22%	124 20%	111 21%	105 23%	56 21%	61 18%
9	(9.0)	194 12%	74 10%	118 14%	26 14%	31 12%	24 10%	42 14%	71 12%	64 12%	51 11%	30 11%	48 14%
10 - Extremely satisfied	(10.0)	247 15%	92 12%	153 18%	23 13%	42 16%	39 15%	53 17%	90 15%	68 13%	63 14%	45 17%	66 20%
DISSATISFIED (1-4)		105 7%	64 9%	40 5%	9 5%	19 7%	18 7%	15 5%	44 7%	35 7%	34 7%	13 5%	21 6%

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



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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1820	723	1086	246	279	320	355	618	579	514	311	400
Effective Weighted Sample	1329	543	797	175	211	248	270	443	432	374	235	277
Total	1610	743	855	185	262	250	302	609	527	462	268	337
NEUTRAL (5-6)	378 24%	177 24%	194 23%	48 26%	77 29% de	55 22%	64 21%	134 22%	132 25%	97 21%	69 26%	76 23%
SATISFIED (7-10)	1127 70%	501 67%	621 73% a	128 69%	166 63%	177 71%	224 74% b	431 71%	360 68%	331 71%	186 69%	239 71%
Answered	1610	743	855	185	262	250	302	609	527	462	268	337
Mean score	7.3	7.1	7.5 a	7.3	7.2	7.3	7.5	7.3	7.2	7.3	7.4	7.5
Standard deviation	1.87	1.88	1.83	1.84	1.94	1.90	1.86	1.83	1.81	1.89	1.79	1.97
Standard error	.04	.07	.06	.12	.12	.11	.10	.07	.08	.08	.10	.10

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

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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	b	c	d	a	b	a	b	a	b
Significance Level: 95%												
Unweighted total		1820	1283	136	205	194	1388	237	568	1223	1092	664
Effective Weighted Sample		1329	1048	112	167	182	1014	171	419	893	838	451
Total		1610	1383	84	87	57	1232	204	476	1108	1056	515
1 - Extremely dissatisfied	(1.0)	8	7	-	-	*	4	1	2	5	5	2
		*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%
2	(2.0)	10	9	-	-	1	6	2	5	5	8	1
		1%	1%	-%	-%	2%	*%	1%	1%	*%	1%	*%
3	(3.0)	33	27	2	3	1	22	4	9	25	23	11
		2%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%
4	(4.0)	54	44	2	6	2	42	8	18	33	29	24
		3%	3%	2%	7%	3%	3%	4%	4%	3%	3%	5%
				a								
5	(5.0)	173	150	11	7	5	122	28	38	133	102	67
		11%	11%	13%	8%	8%	10%	14%	8%	12%	10%	13%
										a		
6	(6.0)	205	176	13	11	4	163	22	67	135	133	68
		13%	13%	16%	13%	8%	13%	11%	14%	12%	13%	13%
				d								
7	(7.0)	349	304	20	14	11	270	44	96	248	232	108
		22%	22%	24%	16%	19%	22%	22%	20%	22%	22%	21%
8	(8.0)	337	290	13	18	16	264	41	109	224	227	104
		21%	21%	15%	21%	28%	21%	20%	23%	20%	21%	20%
						ab						
9	(9.0)	194	165	11	12	7	148	26	53	139	131	58
		12%	12%	13%	14%	12%	12%	13%	11%	13%	12%	11%
10 - Extremely satisfied	(10.0)	247	210	12	14	10	189	27	78	162	167	72
		15%	15%	14%	17%	18%	15%	13%	16%	15%	16%	14%
DISSATISFIED (1-4)		105	87	4	9	4	75	15	34	67	64	38
		7%	6%	5%	11%	7%	6%	7%	7%	6%	6%	7%
				a								
NEUTRAL (5-6)		378	326	24	19	9	285	50	105	268	234	135
		24%	24%	29%	22%	16%	23%	24%	22%	24%	22%	26%
			d	d								

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

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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1820	1283	136	205	194	1388	237	568	1223	1092	664
Effective Weighted Sample	1329	1048	112	167	182	1014	171	419	893	838	451
Total	1610	1383	84	87	57	1232	204	476	1108	1056	515
SATISFIED (7-10)	1127	969	55	58	44	872	139	337	773	757	342
	70%	70%	66%	68%	77%	71%	68%	71%	70%	72%	66%
					bc					b	
Answered	1610	1383	84	87	57	1232	204	476	1108	1056	515
Mean score	7.3	7.3	7.2	7.3	7.5	7.4	7.2	7.4	7.3	7.4	7.2
Standard deviation	1.87	1.86	1.81	1.98	1.91	1.82	1.91	1.89	1.85	1.85	1.87
Standard error	.04	.05	.15	.14	.14	.05	.12	.08	.05	.06	.07

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1820	1820	1549	-	1755	1197	1277	350	1781	39	250	395	1175	
Effective Weighted Sample	1329	1329	1132	-	1281	880	933	263	1300	29	183	289	858	
Total	1610	1610	1337	-	1552	1084	1137	325	1576	34	206	347	1057	
1 - Extremely dissatisfied	(1.0)	8 *%	8 *%	7 1%	** **	7 *%	7 1%	7 1%	3 1%	8 *%	- -%	2 1%	3 1%	3 *%
2	(2.0)	10 1%	10 1%	8 1%	** **	10 1%	10 1%	8 1%	7 2%	10 1%	- -%	2 1%	3 1%	5 *%
3	(3.0)	33 2%	33 2%	31 2%	** **	32 2%	25 2%	24 2%	12 4%	33 2%	- -%	11 5%	5 2%	17 2%
4	(4.0)	54 3%	54 3%	48 4%	** **	48 3%	37 3%	39 3%	17 5%	50 3%	4 11%	14 7%	11 3%	28 3%
5	(5.0)	173 11%	173 11%	145 11%	** **	167 11%	112 10%	125 11%	42 13%	170 11%	3 10%	28 14%	74 21%	71 7%
6	(6.0)	205 13%	205 13%	166 12%	** **	198 13%	146 13%	153 13%	38 12%	200 13%	5 14%	32 16%	76 22%	97 9%
7	(7.0)	349 22%	349 22%	296 22%	** **	335 22%	244 23%	256 23%	69 21%	340 22%	9 26%	45 22%	81 23%	223 21%
8	(8.0)	337 21%	337 21%	278 21%	** **	334 21%	222 20%	230 20%	61 19%	336 21%	1 4%	29 14%	50 15%	257 24%
9	(9.0)	194 12%	194 12%	166 12%	** **	186 12%	127 12%	145 13%	35 11%	191 12%	3 10%	16 8%	21 6%	156 15%
10 - Extremely satisfied	(10.0)	247 15%	247 15%	193 14%	** **	236 15%	155 14%	151 13%	42 13%	239 15%	8 24%	26 13%	23 6%	198 19%
DISSATISFIED (1-4)		105 7%	105 7%	93 7%	** **	97 6%	78 7%	78 7%	38 12%	101 6%	4 11%	29 14%	22 6%	53 5%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used ITV Hub or ITV Hub+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1820	1820	1549	-	1755	1197	1277	350	1781	39	250	395	1175
Effective Weighted Sample	1329	1329	1132	-	1281	880	933	263	1300	29	183	289	858
Total	1610	1610	1337	-	1552	1084	1137	325	1576	34	206	347	1057
NEUTRAL (5-6)	378	378	311	**	365	258	278	80	370	8	60	149	168
	24%	24%	23%	**	24%	24%	24%	25%	23%	24%	29%	43%	16%
											c	ac	
SATISFIED (7-10)	1127	1127	933	**	1091	748	782	207	1105	22	117	175	835
	70%	70%	70%	**	70%	69%	69%	64%	70%	65%	57%	50%	79%
					d				d				ab
Answered	1610	1610	1337	**	1552	1084	1137	325	1576	34	206	347	1057
Mean score	7.3	7.3	7.3	**	7.3	7.2	7.2	7.0	7.3	7.3	6.7	6.6	7.7
					d	d	d		d				ab
Standard deviation	1.87	1.87	1.87	**	1.85	1.89	1.86	2.08	1.86	2.05	2.07	1.71	1.77
Standard error	.04	.04	.05	**	.04	.05	.05	.11	.04	.33	.13	.09	.05

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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	*a	*b	*c	*d	*e	a	*b	*c	*d	
Unweighted total	290	126	163	50	75	58	48	59	103	86	49	52	
Effective Weighted Sample	209	93	121	36	52	45	36	46	77	58	38	37	
Total	245	126	118	50	70	46	33	46	95	68	46	36	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	1 1%	- -%	- -%	- -%	2 4%	1 1%	1 1%	- -%	1 2%	
2	(2.0)	6 2%	5 4%	1 1%	1 1%	- -%	1 2%	3 6%	2 2%	2 3%	1 3%	* 1%	
3	(3.0)	5 2%	2 2%	3 2%	4 7%	- -%	1 1%	1 2%	2 2%	2 3%	1 2%	- -%	
4	(4.0)	8 3%	2 1%	5 4%	4 8%	2 3%	1 2%	- -%	1 2%	4 4%	2 2%	2 4%	1 2%
5	(5.0)	26 11%	6 5%	20 17%	7 14%	7 10%	2 5%	4 13%	6 13%	10 11%	7 11%	6 14%	2 6%
6	(6.0)	36 15%	18 14%	18 15%	7 14%	5 8%	12 26%	8 24%	4 9%	13 14%	11 16%	5 10%	8 22%
7	(7.0)	50 20%	32 25%	18 15%	6 13%	10 14%	14 30%	7 22%	13 28%	16 17%	16 24%	11 24%	7 19%
8	(8.0)	63 26%	32 26%	31 26%	15 30%	24 34%	9 20%	5 16%	10 21%	28 29%	16 24%	10 21%	9 26%
9	(9.0)	28 11%	15 12%	13 11%	4 8%	10 15%	2 5%	5 16%	6 13%	12 13%	6 9%	5 11%	5 14%
10 - Extremely satisfied	(10.0)	21 9%	12 10%	9 7%	* 1%	11 16%	5 11%	3 8%	2 3%	7 8%	6 8%	5 11%	3 8%
DISSATISFIED (1-4)		21 9%	11 8%	9 8%	10 19%	3 4%	1 3%	1 2%	6 14%	9 9%	6 9%	4 9%	2 6%
NEUTRAL (5-6)		62 25%	24 19%	38 32%	14 28%	12 17%	14 31%	12 37%	10 21%	23 24%	18 26%	11 24%	10 28%

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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	290	126	163	50	75	58	48	59	103	86	49	52
Effective Weighted Sample	209	93	121	36	52	45	36	46	77	58	38	37
Total	245	126	118	50	70	46	33	46	95	68	46	36
SATISFIED (7-10)	162	91	71	26	55	30	20	30	63	44	31	24
	66%	72%	60%	53%	78%	66%	61%	65%	66%	65%	67%	67%
					a							
Answered	245	126	118	50	70	46	33	46	95	68	46	36
Mean score	7.0	7.2	6.9	6.3	7.7	7.2	7.1	6.6	7.1	6.9	7.0	7.2
					ae	a						
Standard deviation	1.90	1.95	1.83	2.01	1.73	1.49	1.68	2.21	1.91	1.92	1.94	1.82
Standard error	.11	.17	.14	.28	.20	.20	.24	.29	.19	.21	.28	.25

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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND a	SCOTLAND b	WALES ^c	N IRELAND ^d	URBAN a	RURAL ^b	YES a	NO b	WORKING a	NOT WORKING *b
Significance Level: 95%												
Unweighted total		290	107	168	9	6	219	25	126	156	200	84
Effective Weighted Sample		209	89	139	9	6	156	21	90	115	146	65
Total		245	137	102	4	2	177	20	117	121	186	55
1 - Extremely dissatisfied	(1.0)	2 1%	1 1%	1 1%	** **	** **	2 1%	** **	- -%	2 1%	- -%	2 4% a
2	(2.0)	6 2%	3 2%	2 2%	** **	** **	3 2%	** **	1 1%	5 4%	2 1%	3 6% a
3	(3.0)	5 2%	3 2%	2 2%	** **	** **	1 1%	** **	2 2%	1 1%	3 2%	2 4%
4	(4.0)	8 3%	6 4%	1 1%	** **	** **	6 3%	** **	5 4%	2 1%	4 2%	4 7%
5	(5.0)	26 11%	13 10%	12 12%	** **	** **	17 10%	** **	14 12%	12 10%	18 10%	8 14%
6	(6.0)	36 15%	20 15%	16 15%	** **	** **	25 14%	** **	19 16%	16 14%	30 16%	6 11%
7	(7.0)	50 20%	29 21%	20 20%	** **	** **	41 23%	** **	18 15%	31 26%	40 22%	8 15%
8	(8.0)	63 26%	37 27%	25 24%	** **	** **	46 26%	** **	35 30%	27 22%	47 25%	15 26%
9	(9.0)	28 11%	17 13%	10 10%	** **	** **	18 10%	** **	12 10%	16 13%	22 12%	6 10%
10 - Extremely satisfied	(10.0)	21 9%	8 6%	13 12%	** **	** **	18 10%	** **	11 9%	10 9%	20 11% b	1 2%
DISSATISFIED (1-4)		21 9%	13 10%	6 6%	** **	** **	12 7%	** **	8 6%	9 8%	9 5%	12 21% a
NEUTRAL (5-6)		62 25%	33 24%	28 28%	** **	** **	42 24%	** **	33 29%	28 23%	48 26%	14 25%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c,d - a,b - a,b - a,b



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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	^c	^d	a	^b	a	b	a	*b
Unweighted total	290	107	168	9	6	219	25	126	156	200	84
Effective Weighted Sample	209	89	139	9	6	156	21	90	115	146	65
Total	245	137	102	4	2	177	20	117	121	186	55
SATISFIED (7-10)	162	90	68	**	**	123	**	76	84	129	30
	66%	66%	66%	**	**	70%	**	65%	69%	69%	54%
										b	
Answered	245	137	102	**	**	177	**	117	121	186	55
Mean score	7.0	7.0	7.1	**	**	7.2	**	7.1	7.0	7.3	6.2
										b	
Standard deviation	1.90	1.85	1.92	**	**	1.83	**	1.73	1.95	1.71	2.30
Standard error	.11	.18	.15	**	**	.12	**	.15	.16	.12	.25

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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	290	290	267	-	272	215	230	65	280	10	47	85	158	
Effective Weighted Sample	209	209	192	-	196	155	165	48	202	9	33	63	113	
Total	245	245	229	-	233	196	204	60	239	6	37	72	136	
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	1 1%	1 1%	1 1%	- -%	1 1%	** **	1 4% c	1 1%	- -%
2	(2.0)	6 2%	6 2%	4 2%	** **	4 2%	3 1%	1 1%	- -%	4 2%	** **	2 7% c	3 4%	* *%
3	(3.0)	5 2%	5 2%	5 2%	** **	4 2%	5 2%	4 2%	3 5%	5 2%	** **	2 5%	2 3%	1 1%
4	(4.0)	8 3%	8 3%	7 3%	** **	8 3%	7 4%	7 4%	1 2%	8 3%	** **	1 4%	4 6%	2 1%
5	(5.0)	26 11%	26 11%	24 10%	** **	26 11%	16 8%	19 9%	3 5%	26 11%	** **	4 12%	14 20% c	7 5%
6	(6.0)	36 15%	36 15%	33 15%	** **	34 14%	29 15%	29 14%	10 18%	35 15%	** **	9 25% c	15 21% c	12 9%
7	(7.0)	50 20%	50 20%	48 21%	** **	46 20%	40 20%	46 22%	8 13%	49 20%	** **	7 19%	11 16%	31 23%
8	(8.0)	63 26%	63 26%	58 25%	** **	63 27%	57 29%	57 28%	18 29%	63 26%	** **	5 13%	12 17%	46 34% ab
9	(9.0)	28 11%	28 11%	27 12%	** **	27 12%	22 11%	24 12%	11 19%	28 12%	** **	1 4%	4 5%	23 17% b
10 - Extremely satisfied	(10.0)	21 9%	21 9%	20 9%	** **	18 8%	16 8%	14 7%	5 9%	19 8%	** **	3 9%	4 6%	14 10%
DISSATISFIED (1-4)		21 9%	21 9%	19 8%	** **	18 8%	16 8%	14 7%	4 7%	19 8%	** **	7 19% c	11 15% c	3 2%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used STV Player (Scotland) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	290	290	267	-	272	215	230	65	280	10	47	85	158
Effective Weighted Sample	209	209	192	-	196	155	165	48	202	9	33	63	113
Total	245	245	229	-	233	196	204	60	239	6	37	72	136
NEUTRAL (5-6)	62	62	57	**	60	45	48	13	61	**	14	29	19
	25%	25%	25%	**	26%	23%	24%	22%	26%	**	37%	41%	14%
											c	c	
SATISFIED (7-10)	162	162	153	**	155	135	142	42	159	**	17	32	113
	66%	66%	67%	**	67%	69%	69%	71%	67%	**	45%	44%	83%
													ab
Answered	245	245	229	**	233	196	204	60	239	**	37	72	136
Mean score	7.0	7.0	7.1	**	7.1	7.1	7.1	7.4	7.1	**	6.1	6.2	7.7
													ab
Standard deviation	1.90	1.90	1.88	**	1.83	1.81	1.73	1.77	1.83	**	2.31	1.99	1.43
Standard error	.11	.11	.12	**	.11	.12	.11	.22	.11	**	.34	.22	.11

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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			*a	*b	^a	*b	^c	^d	^e	*a	*b	^c	^d
Unweighted total		106	61	43	20	42	26	7	11	40	30	17	19
Effective Weighted Sample		76	45	30	13	33	19	5	9	30	20	13	13
Total		107	67	38	16	53	23	8	6	43	27	21	16
1 - Extremely dissatisfied	(1.0)	3	3	*	**	*	**	**	**	3	-	**	**
		3%	4%	1%	**	1%	**	**	**	6%	-%	**	**
2	(2.0)	*	*	-	**	-	**	**	**	-	-	**	**
		*%	1%	-%	**	-%	**	**	**	-%	-%	**	**
3	(3.0)	7	4	4	**	5	**	**	**	3	4	**	**
		7%	5%	10%	**	9%	**	**	**	6%	13%	**	**
4	(4.0)	3	-	3	**	3	**	**	**	*	-	**	**
		3%	-%	8%	**	5%	**	**	**	1%	-%	**	**
5	(5.0)	15	7	5	**	9	**	**	**	2	2	**	**
		14%	11%	14%	**	17%	**	**	**	6%	8%	**	**
6	(6.0)	13	7	5	**	5	**	**	**	4	5	**	**
		12%	11%	14%	**	10%	**	**	**	9%	20%	**	**
7	(7.0)	22	17	4	**	14	**	**	**	7	6	**	**
		20%	25%	12%	**	26%	**	**	**	17%	22%	**	**
8	(8.0)	25	17	9	**	8	**	**	**	13	5	**	**
		24%	25%	23%	**	15%	**	**	**	31%	19%	**	**
9	(9.0)	8	5	3	**	3	**	**	**	6	*	**	**
		8%	7%	9%	**	6%	**	**	**	14%	2%	**	**
10 - Extremely satisfied	(10.0)	11	7	4	**	6	**	**	**	4	5	**	**
		10%	11%	11%	**	12%	**	**	**	10%	17%	**	**
DISSATISFIED (1-4)		13	7	7	**	8	**	**	**	6	4	**	**
		13%	10%	18%	**	15%	**	**	**	13%	13%	**	**
NEUTRAL (5-6)		27	15	11	**	14	**	**	**	6	8	**	**
		26%	22%	28%	**	27%	**	**	**	15%	28%	**	**
SATISFIED (7-10)		66	46	21	**	31	**	**	**	31	16	**	**
		62%	68%	54%	**	59%	**	**	**	72%	59%	**	**
Answered		107	67	38	**	53	**	**	**	43	27	**	**
Mean score		6.8	6.9	6.6	**	6.6	**	**	**	7.0	6.9	**	**
Standard deviation		2.12	2.12	2.18	**	2.07	**	**	**	2.33	2.13	**	**

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		*a	*b	^a	*b	^c	^d	^e	*a	*b	^c	^d
Unweighted total	106	61	43	20	42	26	7	11	40	30	17	19
Effective Weighted Sample	76	45	30	13	33	19	5	9	30	20	13	13
Total	107	67	38	16	53	23	8	6	43	27	21	16
Standard error	.21	.27	.33	**	.32	**	**	**	.37	.39	**	**

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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			*a	^b	*c	^d	*a	^b	*a	*b	*a	^b
Significance Level: 95%												
Unweighted total		106	57	12	34	3	65	14	61	43	89	17
Effective Weighted Sample		76	50	11	32	3	47	9	44	32	66	14
Total		107	83	9	15	1	65	10	67	40	97	10
1 - Extremely dissatisfied	(1.0)	3	3	**	*	**	3	**	3	-	3	**
		3%	3%	**	2%	**	4%	**	4%	-%	3%	**
2	(2.0)	*	-	**	*	**	*	**	-	*	-	**
		*%	-%	**	3%	**	1%	**	-%	1%	-%	**
3	(3.0)	7	7	**	*	**	1	**	4	3	5	**
		7%	8%	**	3%	**	2%	**	7%	7%	5%	**
4	(4.0)	3	3	**	*	**	-	**	3	*	2	**
		3%	3%	**	3%	**	-%	**	4%	1%	2%	**
5	(5.0)	15	9	**	4	**	8	**	8	7	13	**
		14%	11%	**	24%	**	13%	**	12%	18%	13%	**
6	(6.0)	13	9	**	2	**	11	**	10	3	13	**
		12%	10%	**	12%	**	18%	**	15%	7%	13%	**
7	(7.0)	22	16	**	2	**	16	**	17	5	22	**
		20%	20%	**	14%	**	25%	**	25%	13%	22%	**
8	(8.0)	25	22	**	2	**	15	**	12	13	23	**
		24%	27%	**	15%	**	23%	**	18%	32%	24%	**
9	(9.0)	8	5	**	2	**	4	**	5	4	8	**
		8%	6%	**	14%	**	6%	**	7%	9%	8%	**
10 - Extremely satisfied	(10.0)	11	9	**	2	**	5	**	6	5	10	**
		10%	11%	**	12%	**	8%	**	9%	12%	10%	**
DISSATISFIED (1-4)		13	12	**	2	**	4	**	10	4	10	**
		13%	14%	**	10%	**	7%	**	15%	9%	10%	**
NEUTRAL (5-6)		27	18	**	5	**	20	**	17	10	25	**
		26%	22%	**	35%	**	31%	**	26%	25%	26%	**
SATISFIED (7-10)		66	53	**	8	**	40	**	39	26	63	**
		62%	64%	**	55%	**	62%	**	59%	66%	64%	**
Answered		107	83	**	15	**	65	**	67	40	97	**

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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	^b	*c	^d	*a	^b	*a	*b	*a	^b
Unweighted total	106	57	12	34	3	65	14	61	43	89	17
Effective Weighted Sample	76	50	11	32	3	47	9	44	32	66	14
Total	107	83	9	15	1	65	10	67	40	97	10
Mean score	6.8	6.8	**	6.7	**	6.8	**	6.6	7.1	6.9	**
Standard deviation	2.12	2.18	**	2.27	**	1.99	**	2.17	2.03	2.02	**
Standard error	.21	.29	**	.39	**	.25	**	.28	.31	.21	**

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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	106	106	99	-	99	97	99	22	106	-	14	30	62	
Effective Weighted Sample	76	76	71	-	71	71	72	16	76	-	10	21	47	
Total	107	107	102	-	98	100	101	22	107	-	17	32	58	
1 - Extremely dissatisfied	(1.0)	3 3%	3 3%	3 3%	** **	3 3%	3 3%	3 3%	** **	3 3%	** **	** **	3 8%	* *%
2	(2.0)	* *%	* *%	* *%	** **	* *%	- -%	* *%	** **	* *%	** **	** **	- -%	* 1%
3	(3.0)	7 7%	7 7%	7 7%	** **	5 5%	7 7%	7 7%	** **	7 7%	** **	** **	3 10%	2 3%
4	(4.0)	3 3%	3 3%	3 3%	** **	3 3%	1 1%	1 1%	** **	3 3%	** **	** **	1 2%	- -%
5	(5.0)	15 14%	15 14%	14 14%	** **	12 12%	14 14%	13 13%	** **	15 14%	** **	** **	8 25%	3 5%
6	(6.0)	13 12%	13 12%	11 11%	** **	13 13%	13 12%	13 12%	** **	13 12%	** **	** **	5 14%	7 11%
7	(7.0)	22 20%	22 20%	20 20%	** **	19 19%	19 19%	21 21%	** **	22 20%	** **	** **	5 17%	12 20%
8	(8.0)	25 24%	25 24%	24 23%	** **	25 26%	25 24%	25 25%	** **	25 24%	** **	** **	6 17%	18 31%
9	(9.0)	8 8%	8 8%	8 8%	** **	7 7%	8 8%	8 8%	** **	8 8%	** **	** **	1 2%	7 13%
10 - Extremely satisfied	(10.0)	11 10%	11 10%	11 11%	** **	11 11%	11 11%	10 10%	** **	11 10%	** **	** **	1 5%	10 17%
DISSATISFIED (1-4)		13 13%	13 13%	13 13%	** **	11 12%	11 11%	11 11%	** **	13 13%	** **	** **	7 20%	2 4%
NEUTRAL (5-6)		27 26%	27 26%	25 25%	** **	24 25%	27 27%	26 25%	** **	27 26%	** **	** **	13 39%	9 16%



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

Base : Those who have used S4C Clic (Welsh language) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD *b	NONE ^c	TV *a	RADIO *b	APPS/ SITES *c	SOUNDS ^d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	106	106	99	-	99	97	99	22	106	-	14	30	62
Effective Weighted Sample	76	76	71	-	71	71	72	16	76	-	10	21	47
Total	107	107	102	-	98	100	101	22	107	-	17	32	58
SATISFIED (7-10)	66	66	63	**	62	63	64	**	66	**	**	13	46
	62%	62%	62%	**	64%	63%	64%	**	62%	**	**	40%	80%
													b
Answered	107	107	102	**	98	100	101	**	107	**	**	32	58
Mean score	6.8	6.8	6.8	**	6.9	6.8	6.8	**	6.8	**	**	5.8	7.7
													b
Standard deviation	2.12	2.12	2.17	**	2.11	2.11	2.10	**	2.12	**	**	2.26	1.73
Standard error	.21	.21	.22	**	.21	.21	.21	**	.21	**	**	.41	.22

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	1251	535	704	175	264	248	233	331	396	402	191	254	
Effective Weighted Sample	929	409	521	127	202	194	181	241	304	292	148	185	
Total	1089	530	549	122	258	190	199	321	364	368	159	191	
1 - Extremely dissatisfied (1.0)	3 *%	1 *%	1 *%	1 *%	* *%	- -%	2 1%	- -%	1 *%	1 *%	- -%	1 *%	
2 (2.0)	6 1%	5 1%	1 *%	1 1%	1 *%	* *%	* *%	3 1%	5 1%	1 *%	- -%	1 *%	
3 (3.0)	11 1%	7 1%	5 1%	1 1%	3 1%	2 1%	1 1%	4 1%	1 *%	6 2%	2 1%	3 1%	
4 (4.0)	30 3%	12 2%	18 3%	8 7%	11 4%	1 1%	4 2%	5 2%	12 3%	11 3%	3 2%	4 2%	
5 (5.0)	102 9%	52 10%	46 8%	12 10%	22 8%	16 8%	21 11%	31 10%	36 10%	26 7%	14 9%	25 13%	b
6 (6.0)	139 13%	74 14%	62 11%	17 14%	36 14%	23 12%	27 13%	36 11%	48 13%	52 14%	17 11%	19 10%	
7 (7.0)	258 24%	147 28%	111 20%	21 18%	51 20%	46 24%	46 23%	94 29%	73 20%	92 25%	49 31%	44 23%	
8 (8.0)	259 24%	110 21%	147 27%	25 21%	59 23%	48 25%	49 24%	78 24%	96 26%	87 24%	31 20%	42 22%	
9 (9.0)	143 13%	61 11%	83 15%	22 18%	49 19%	24 12%	20 10%	30 9%	55 15%	53 14%	15 10%	19 10%	
10 - Extremely satisfied (10.0)	138 13%	62 12%	76 14%	14 11%	26 10%	29 15%	30 15%	40 12%	38 11%	40 11%	27 17%	33 17%	ab
DISSATISFIED (1-4)	50 5%	24 5%	24 4%	11 9%	16 6%	4 2%	7 4%	12 4%	18 5%	18 5%	5 3%	8 4%	

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

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1251	535	704	175	264	248	233	331	396	402	191	254
Effective Weighted Sample	929	409	521	127	202	194	181	241	304	292	148	185
Total	1089	530	549	122	258	190	199	321	364	368	159	191
NEUTRAL (5-6)	241	126	108	29	58	39	48	67	84	78	31	45
	22%	24%	20%	24%	22%	21%	24%	21%	23%	21%	20%	23%
SATISFIED (7-10)	798	379	416	82	185	147	144	242	262	272	122	138
	73%	72%	76%	67%	72%	77%	72%	75%	72%	74%	77%	72%
						a						
Answered	1089	530	549	122	258	190	199	321	364	368	159	191
Mean score	7.4	7.3	7.6	7.3	7.4	7.6	7.4	7.3	7.4	7.4	7.5	7.4
			a									
Standard deviation	1.70	1.69	1.67	1.89	1.72	1.59	1.75	1.64	1.71	1.65	1.65	1.82
Standard error	.05	.07	.06	.14	.11	.10	.11	.09	.09	.08	.12	.11

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

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
		a	b	c	d	a	b	a	b	a	b	
Significance Level: 95%												
Unweighted total	1251	866	143	132	110	984	143	379	857	786	416	
Effective Weighted Sample	929	717	116	115	104	729	109	277	641	616	283	
Total	1089	919	87	52	31	851	123	325	752	759	298	
1 - Extremely dissatisfied	(1.0)	3	2	-	*	-	2	-	1	2	1	2
		*%	*%	-%	1%	-%	*%	-%	*%	*%	*%	1%
2	(2.0)	6	5	*	*	*	5	*	1	5	3	2
		1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
3	(3.0)	11	8	2	1	1	9	3	*	11	7	3
		1%	1%	2%	2%	3%	1%	2%	*%	1%	1%	1%
					a							
4	(4.0)	30	26	2	1	1	23	3	7	22	19	10
		3%	3%	2%	2%	2%	3%	2%	2%	3%	3%	3%
5	(5.0)	102	88	8	3	3	73	8	24	78	59	39
		9%	10%	9%	6%	8%	9%	6%	7%	10%	8%	13%
											a	
6	(6.0)	139	117	16	3	2	112	11	52	86	93	41
		13%	13%	19%	7%	8%	13%	9%	16%	12%	12%	14%
				cd								
7	(7.0)	258	218	20	14	7	200	35	71	183	188	60
		24%	24%	23%	26%	22%	23%	28%	22%	24%	25%	20%
8	(8.0)	259	218	18	13	9	202	35	87	167	188	65
		24%	24%	20%	26%	30%	24%	29%	27%	22%	25%	22%
9	(9.0)	143	119	13	7	4	117	12	43	99	108	33
		13%	13%	15%	13%	14%	14%	10%	13%	13%	14%	11%
10 - Extremely satisfied	(10.0)	138	117	8	9	4	108	16	39	99	90	43
		13%	13%	10%	17%	12%	13%	13%	12%	13%	12%	15%
DISSATISFIED (1-4)		50	41	4	3	2	38	6	9	39	31	17
		5%	4%	5%	5%	6%	4%	5%	3%	5%	4%	6%
NEUTRAL (5-6)		241	205	24	7	5	185	19	77	164	152	80
		22%	22%	28%	13%	16%	22%	16%	24%	22%	20%	27%
			c	cd								a

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

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1251	866	143	132	110	984	143	379	857	786	416
Effective Weighted Sample	929	717	116	115	104	729	109	277	641	616	283
Total	1089	919	87	52	31	851	123	325	752	759	298
SATISFIED (7-10)	798	673	59	43	24	627	98	240	548	575	201
	73%	73%	67%	82%	78%	74%	80%	74%	73%	76%	67%
				ab						b	
Answered	1089	919	87	52	31	851	123	325	752	759	298
Mean score	7.4	7.4	7.2	7.6	7.5	7.4	7.5	7.5	7.4	7.5	7.3
Standard deviation	1.70	1.70	1.69	1.76	1.78	1.69	1.61	1.56	1.75	1.63	1.85
Standard error	.05	.06	.14	.15	.17	.05	.13	.08	.06	.06	.09

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	1251	1251	1099	-	1181	837	917	317	1215	36	155	261	835	
Effective Weighted Sample	929	929	819	-	876	623	676	246	902	27	113	196	620	
Total	1089	1089	941	-	1033	755	799	294	1058	32	130	228	732	
1 - Extremely dissatisfied	(1.0)	3 *%	3 *%	3 *%	** **	1 *%	2 *%	3 *%	1 *%	3 *%	- -%	2 1% c	1 *% *	* *% *
2	(2.0)	6 1%	6 1%	6 1%	** **	5 *%	5 1%	5 1%	2 1%	6 1%	- -%	2 1%	1 *% *	4 1%
3	(3.0)	11 1%	11 1%	11 1%	** **	11 1%	5 1%	6 1%	5 2%	11 1%	- -%	8 6% bc	* *% *	3 *% *
4	(4.0)	30 3%	30 3%	27 3%	** **	26 3%	27 4%	27 3%	9 3%	30 3%	- -%	6 4%	8 4% *	16 2%
5	(5.0)	102 9%	102 9%	85 9%	** **	99 10%	58 8%	61 8%	18 6%	101 10%	1 2%	21 16% c	45 20% c	36 5%
6	(6.0)	139 13%	139 13%	124 13%	** **	133 13%	90 12%	107 13%	34 11%	136 13%	3 9%	24 19% c	44 19% c	70 10%
7	(7.0)	258 24%	258 24%	217 23%	** **	244 24%	185 24%	197 25%	67 23%	248 23%	10 33%	25 19%	54 24% *	179 24%
8	(8.0)	259 24%	259 24%	225 24%	** **	247 24%	189 25%	200 25%	79 27%	252 24%	7 22%	25 19%	36 16% *	198 27% b
9	(9.0)	143 13%	143 13%	129 14%	** **	137 13%	106 14%	107 13%	45 15%	140 13%	4 11%	5 4%	18 8% *	120 16% ab
10 - Extremely satisfied	(10.0)	138 13%	138 13%	114 12%	** **	130 13%	89 12%	87 11%	35 12%	131 12%	7 23% c	13 10%	20 9% *	105 14%
DISSATISFIED (1-4)		50 5%	50 5%	47 5%	** **	43 4%	38 5%	40 5%	17 6%	50 5%	- -%	17 13% bc	10 4% *	23 3%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used All4 (previously 4OD) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1251	1251	1099	-	1181	837	917	317	1215	36	155	261	835
Effective Weighted Sample	929	929	819	-	876	623	676	246	902	27	113	196	620
Total	1089	1089	941	-	1033	755	799	294	1058	32	130	228	732
NEUTRAL (5-6)	241	241	209	**	232	148	168	52	238	4	45	89	107
	22%	22%	22%	**	22%	20%	21%	18%	22%	11%	35%	39%	15%
											c	c	
SATISFIED (7-10)	798	798	684	**	758	569	591	225	770	28	67	129	602
	73%	73%	73%	**	73%	75%	74%	77%	73%	89%	52%	57%	82%
													ab
Answered	1089	1089	941	**	1033	755	799	294	1058	32	130	228	732
Mean score	7.4	7.4	7.4	**	7.4	7.4	7.4	7.5	7.4	8.0	6.5	6.9	7.7
													ab
Standard deviation	1.70	1.70	1.72	**	1.67	1.66	1.66	1.70	1.70	1.41	2.01	1.66	1.55
Standard error	.05	.05	.05	**	.05	.06	.05	.10	.05	.23	.16	.10	.05

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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	749	300	445	68	107	131	157	285	214	206	136	189	
Effective Weighted Sample	546	222	331	50	75	101	121	203	161	147	103	136	
Total	648	301	344	55	98	105	129	260	184	195	115	152	
1 - Extremely dissatisfied	(1.0)	4 1%	1 *% 1%	2 1%	1 1%	1 1%	- -%	1 1%	1 *% -%	- -%	1 1%	1 1%	2 1%
2	(2.0)	4 1%	4 1% b	- -%	- -%	- -%	- -%	- -%	4 1%	2 1%	- -%	- -%	2 1%
3	(3.0)	5 1%	1 *% b	4 1%	- -%	- -%	- -%	- -%	5 2%	1 1%	* *% b	* *% b	2 2%
4	(4.0)	31 5%	14 4%	18 5%	8 14% ce	7 7% e	3 3%	8 6% e	5 2%	8 4%	14 7%	5 4%	5 3%
5	(5.0)	91 14%	40 13%	50 15%	8 15%	11 11%	14 13%	17 13%	41 16%	30 16%	22 11%	13 11%	25 17%
6	(6.0)	103 16%	53 18%	49 14%	11 20%	17 17%	14 13%	25 19%	36 14%	36 20% d	31 16%	17 15%	16 11%
7	(7.0)	142 22%	80 27% b	61 18%	7 13%	21 22%	29 27% a	21 17%	63 24%	47 25%	43 22%	25 22%	27 18%
8	(8.0)	122 19%	51 17%	71 21%	11 20%	13 13%	18 17%	27 20%	54 21%	34 18%	38 20%	20 18%	30 20%
9	(9.0)	64 10%	26 9%	38 11%	8 14% e	13 14% e	12 12% e	15 12% e	14 6%	15 8%	18 9%	15 13%	15 10%
10 - Extremely satisfied	(10.0)	83 13%	32 11%	51 15%	2 3%	14 14% a	15 15% a	16 12%	36 14% a	11 6%	26 13% a	18 16% a	28 18% a
DISSATISFIED (1-4)		44 7%	19 6%	24 7%	8 15% ce	8 9%	3 3%	9 7%	15 6%	12 6%	16 8%	6 5%	10 7%



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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	749	300	445	68	107	131	157	285	214	206	136	189
Effective Weighted Sample	546	222	331	50	75	101	121	203	161	147	103	136
Total	648	301	344	55	98	105	129	260	184	195	115	152
NEUTRAL (5-6)	194 30%	93 31%	99 29%	19 35%	27 28%	28 27%	42 32%	78 30%	66 36%	53 27%	30 26%	41 27%
SATISFIED (7-10)	410 63%	188 63%	221 64%	27 50%	62 63%	74 70%	79 61%	168 64%	106 58%	126 65%	78 68%	100 66%
Answered	648	301	344	55	98	105	129	260	184	195	115	152
Mean score	7.1	7.0	7.2	6.6	7.1	7.4 a	7.1	7.1	6.8	7.1	7.3 a	7.2 a
Standard deviation	1.83	1.76	1.89	1.83	1.94	1.67	1.82	1.85	1.64	1.81	1.84	2.04
Standard error	.07	.10	.09	.22	.19	.15	.15	.11	.11	.13	.16	.15

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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	*b	*c	*d	a	*b	a	b	a	b
Significance Level: 95%												
Unweighted total		749	514	92	74	69	597	88	216	523	436	275
Effective Weighted Sample		546	416	76	70	66	429	70	160	378	333	191
Total		648	544	55	29	20	514	74	187	454	424	200
1 - Extremely dissatisfied	(1.0)	4	3	1	*	-	4	-	2	2	2	2
		1%	*%	1%	1%	-%	1%	-%	1%	*%	*%	1%
2	(2.0)	4	2	2	-	-	1	2	-	4	2	2
		1%	*%	3%	-%	-%	*%	2%	-%	1%	*%	1%
				a				a				
3	(3.0)	5	3	-	1	*	3	1	-	5	1	3
		1%	1%	-%	3%	1%	1%	2%	-%	1%	*%	2%
					a							
4	(4.0)	31	27	2	1	1	21	3	9	22	24	7
		5%	5%	4%	3%	6%	4%	4%	5%	5%	6%	4%
5	(5.0)	91	78	8	3	3	75	8	23	66	56	29
		14%	14%	15%	9%	13%	15%	11%	12%	15%	13%	14%
6	(6.0)	103	88	8	3	4	83	8	35	66	62	36
		16%	16%	14%	11%	18%	16%	11%	19%	15%	15%	18%
7	(7.0)	142	117	14	8	3	117	17	41	100	96	39
		22%	22%	25%	27%	17%	23%	23%	22%	22%	23%	19%
8	(8.0)	122	101	9	6	5	97	12	29	91	87	34
		19%	19%	17%	22%	27%	19%	16%	15%	20%	21%	17%
9	(9.0)	64	54	5	3	1	51	9	26	37	48	15
		10%	10%	10%	10%	6%	10%	12%	14%	8%	11%	8%
									b			
10 - Extremely satisfied	(10.0)	83	70	7	4	2	61	14	22	60	47	32
		13%	13%	12%	14%	12%	12%	19%	12%	13%	11%	16%
DISSATISFIED (1-4)		44	36	4	2	1	29	6	10	33	29	14
		7%	7%	8%	7%	7%	6%	8%	6%	7%	7%	7%
NEUTRAL (5-6)		194	166	16	6	6	158	16	58	132	118	65
		30%	31%	29%	20%	30%	31%	21%	31%	29%	28%	33%

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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	749	514	92	74	69	597	88	216	523	436	275
Effective Weighted Sample	546	416	76	70	66	429	70	160	378	333	191
Total	648	544	55	29	20	514	74	187	454	424	200
SATISFIED (7-10)	410	342	35	21	12	327	52	118	289	278	120
	63%	63%	63%	73%	62%	64%	71%	63%	64%	66%	60%
Answered	648	544	55	29	20	514	74	187	454	424	200
Mean score	7.1	7.1	6.9	7.3	7.1	7.1	7.4	7.2	7.1	7.1	7.1
Standard deviation	1.83	1.82	2.00	1.87	1.79	1.78	2.00	1.80	1.85	1.77	1.96
Standard error	.07	.08	.21	.22	.21	.07	.21	.12	.08	.08	.12

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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	749	749	621	-	707	487	528	164	728	21	104	191	454	
Effective Weighted Sample	546	546	458	-	515	355	384	129	532	14	73	141	332	
Total	648	648	523	-	610	430	447	139	629	18	91	167	389	
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	4 1%	** **	2 *%	1 *%	3 1%	1 *%	3 *%	** **	2 2% c	2 1%	* *%
2	(2.0)	4 1%	4 1%	1 *%	** **	4 1%	2 *%	2 1%	- -%	4 1%	** **	1 1%	2 1%	2 *%
3	(3.0)	5 1%	5 1%	2 *%	** **	5 1%	4 1%	2 *%	1 1%	5 1%	** **	3 4% c	1 1%	- -%
4	(4.0)	31 5%	31 5%	29 5%	** **	26 4%	25 6%	22 5%	9 6%	31 5%	** **	4 5%	13 8%	14 4%
5	(5.0)	91 14%	91 14%	76 14%	** **	89 15%	58 13%	63 14%	18 13%	91 14%	** **	22 24% c	35 21% c	35 9%
6	(6.0)	103 16%	103 16%	84 16%	** **	93 15%	75 18%	73 16%	19 14%	97 15%	** **	15 16%	35 21% c	53 14%
7	(7.0)	142 22%	142 22%	112 21%	** **	135 22%	98 23%	108 24%	29 21%	137 22%	** **	16 17%	38 23%	88 23%
8	(8.0)	122 19%	122 19%	100 19%	** **	118 19%	77 18%	87 20%	33 24%	121 19%	** **	12 14%	20 12%	90 23% b
9	(9.0)	64 10%	64 10%	56 11%	** **	63 10%	43 10%	46 10%	12 9%	63 10%	** **	4 5%	9 5%	51 13% ab
10 - Extremely satisfied	(10.0)	83 13%	83 13%	60 11%	** **	77 13%	47 11%	41 9%	17 12%	78 12%	** **	12 13%	14 8%	57 15%
DISSATISFIED (1-4)		44 7%	44 7%	36 7%	** **	36 6%	31 7%	29 6%	10 7%	43 7%	** **	10 11% c	17 10% c	16 4%

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

Base : Those who have used My5 (previously Demand 5) in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ^f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	749	749	621	-	707	487	528	164	728	21	104	191	454
Effective Weighted Sample	546	546	458	-	515	355	384	129	532	14	73	141	332
Total	648	648	523	-	610	430	447	139	629	18	91	167	389
NEUTRAL (5-6)	194	194	160	**	182	133	136	38	188	**	37	69	87
	30%	30%	31%	**	30%	31%	30%	27%	30%	**	41%	42%	22%
											c	c	
SATISFIED (7-10)	410	410	328	**	392	265	282	91	399	**	44	80	286
	63%	63%	63%	**	64%	62%	63%	66%	63%	**	48%	48%	73%
													ab
Answered	648	648	523	**	610	430	447	139	629	**	91	167	389
Mean score	7.1	7.1	7.1	**	7.1	7.0	7.0	7.1	7.1	**	6.5	6.5	7.5
													ab
Standard deviation	1.83	1.83	1.80	**	1.80	1.77	1.74	1.78	1.82	**	2.09	1.81	1.67
Standard error	.07	.07	.07	**	.07	.08	.08	.14	.07	**	.21	.13	.08

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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	839	415	422	98	162	191	153	234	307	251	138	139	
Effective Weighted Sample	627	320	311	73	119	147	117	174	237	186	102	100	
Total	708	390	317	73	144	149	132	210	262	210	117	116	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 1%
2	(2.0)	3 *%	1 *%	2 1%	1 1%	* *%	- -%	1 1%	1 *%	- -%	2 1%	- -%	1 1%
3	(3.0)	7 1%	5 1%	2 1%	2 3%	1 1%	2 2%	- -%	2 1%	2 1%	- -%	2 1%	3 3% b
4	(4.0)	13 2%	9 2%	3 1%	3 4%	1 1%	2 1%	2 2%	4 2%	4 2%	2 1%	5 4%	1 1%
5	(5.0)	42 6%	21 5%	22 7%	4 5%	9 6%	7 5%	8 6%	14 7%	12 5%	12 6%	8 7%	10 9%
6	(6.0)	56 8%	33 9%	22 7%	7 9%	13 9%	7 5%	11 9%	17 8%	16 6%	22 11%	12 10%	6 5%
7	(7.0)	138 19%	70 18%	67 21%	11 16%	34 24%	33 22%	27 20%	33 16%	56 22%	35 17%	27 23%	18 16%
8	(8.0)	192 27%	112 29%	80 25%	18 25%	34 23%	48 32%	32 25%	60 28%	75 29%	58 28%	32 27%	27 23%
9	(9.0)	121 17%	73 19%	49 15%	12 16%	25 17%	25 17%	22 17%	38 18%	48 18%	33 16%	17 14%	24 21%
10 - Extremely satisfied	(10.0)	135 19%	66 17%	69 22%	14 20%	27 18%	25 17%	28 21%	40 19%	48 18%	46 22%	16 14%	24 20%
DISSATISFIED (1-4)		24 3%	15 4%	9 3%	6 9% b	3 2%	4 3%	3 3%	8 4%	7 3%	4 2%	6 5%	7 6%
NEUTRAL (5-6)		98 14%	54 14%	44 14%	10 14%	23 16%	15 10%	19 15%	31 15%	28 11%	34 16%	20 17%	16 14%
SATISFIED (7-10)		586 83%	321 82%	264 83%	56 77%	119 82%	131 87%	109 83%	171 81%	228 87% c	171 82%	91 78%	93 80%

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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	839	415	422	98	162	191	153	234	307	251	138	139
Effective Weighted Sample	627	320	311	73	119	147	117	174	237	186	102	100
Total	708	390	317	73	144	149	132	210	262	210	117	116
Answered	708	390	317	73	144	149	132	210	262	210	117	116
Mean score	7.9	7.8	7.9	7.7	7.8	7.9	7.9	7.9	8.0	8.0	7.5	7.8
Standard deviation	1.66	1.63	1.69	1.94	1.57	1.51	1.64	1.73	1.51	1.62	1.65	1.99
Standard error	.06	.08	.08	.20	.12	.11	.13	.11	.09	.10	.14	.17

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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
		a	b	c	*d	a	b	a	b	a	b
Significance Level: 95%											
Unweighted total	839	527	118	111	83	647	100	333	492	578	238
Effective Weighted Sample	627	446	102	105	77	482	78	246	374	445	174
Total	708	569	70	45	25	549	76	281	412	534	160
1 - Extremely dissatisfied	(1.0)	1	1	1	-	1	1	-	1	-	1
		*%	*%	1%	-%	-%	1%	-%	*%	-%	*%
2	(2.0)	3	2	1	-	2	-	1	2	1	2
		*%	*%	1%	-%	1%	-%	*%	*%	*%	1%
3	(3.0)	7	7	-	-	5	2	3	4	3	4
		1%	1%	-%	-%	1%	2%	1%	1%	1%	2%
4	(4.0)	13	10	1	1	12	1	5	8	10	2
		2%	2%	2%	3%	2%	1%	2%	2%	2%	1%
5	(5.0)	42	32	6	2	34	2	10	30	29	10
		6%	6%	8%	5%	6%	3%	4%	7%	5%	6%
6	(6.0)	56	45	6	4	41	5	21	33	43	13
		8%	8%	8%	9%	7%	7%	8%	8%	8%	8%
7	(7.0)	138	107	18	8	104	11	64	72	108	28
		19%	19%	25%	17%	19%	14%	23%	18%	20%	17%
8	(8.0)	192	159	17	9	155	25	79	113	142	48
		27%	28%	25%	21%	28%	33%	28%	27%	27%	30%
9	(9.0)	121	97	12	8	91	16	49	67	90	28
		17%	17%	17%	18%	17%	21%	18%	16%	17%	17%
10 - Extremely satisfied	(10.0)	135	109	9	12	105	14	49	82	106	26
		19%	19%	13%	26%	19%	18%	18%	20%	20%	16%
				b							
DISSATISFIED (1-4)		24	20	3	1	20	3	9	15	15	8
		3%	3%	4%	3%	4%	4%	3%	4%	3%	5%
NEUTRAL (5-6)		98	77	11	7	75	8	31	62	72	23
		14%	13%	16%	15%	14%	10%	11%	15%	13%	14%
SATISFIED (7-10)		586	472	56	37	454	65	241	335	447	129
		83%	83%	80%	83%	83%	86%	86%	81%	84%	81%
Answered		708	569	70	45	549	76	281	412	534	160



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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	*d	a	b	a	b	a	b
Unweighted total	839	527	118	111	83	647	100	333	492	578	238
Effective Weighted Sample	627	446	102	105	77	482	78	246	374	445	174
Total	708	569	70	45	25	549	76	281	412	534	160
Mean score	7.9	7.9	7.6	8.1	7.9	7.9	8.0	7.9	7.8	7.9	7.7
				b							
Standard deviation	1.66	1.65	1.72	1.66	1.70	1.65	1.68	1.55	1.72	1.59	1.79
Standard error	.06	.07	.16	.16	.19	.07	.17	.08	.08	.07	.12

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	839	839	761	-	787	563	612	152	806	33	118	190	531	
Effective Weighted Sample	627	627	571	-	591	423	467	119	603	24	81	144	402	
Total	708	708	639	-	668	479	522	136	683	26	95	162	451	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	** **	1 *%	1 *%	- -%	1 1%	1 *%	1 3%	1 2%	- -%	- -%
										abce	c			
2	(2.0)	3 *%	3 *%	3 *%	** **	3 *%	1 *%	2 *%	- -%	3 *%	- -%	1 1%	1 1%	1 *%
3	(3.0)	7 1%	7 1%	7 1%	** **	6 1%	5 1%	6 1%	- -%	6 1%	1 6%	2 3%	3 2%	2 *%
										abde	c			
4	(4.0)	13 2%	13 2%	12 2%	** **	12 2%	9 2%	8 2%	1 1%	13 2%	- -%	4 5%	3 2%	5 1%
												c		
5	(5.0)	42 6%	42 6%	37 6%	** **	39 6%	25 5%	32 6%	7 5%	41 6%	1 6%	9 9%	20 12%	14 3%
												c	c	
6	(6.0)	56 8%	56 8%	51 8%	** **	53 8%	39 8%	40 8%	12 9%	53 8%	2 9%	6 6%	18 11%	31 7%
7	(7.0)	138 19%	138 19%	124 19%	** **	129 19%	92 19%	104 20%	32 24%	131 19%	7 26%	16 17%	35 22%	87 19%
8	(8.0)	192 27%	192 27%	175 27%	** **	184 28%	139 29%	136 26%	31 23%	189 28%	3 10%	34 36%	36 22%	121 27%
							f					b		
9	(9.0)	121 17%	121 17%	106 17%	** **	114 17%	84 17%	99 19%	23 17%	116 17%	5 20%	9 9%	24 15%	89 20%
														a
10 - Extremely satisfied	(10.0)	135 19%	135 19%	122 19%	** **	127 19%	87 18%	95 18%	29 21%	130 19%	5 20%	12 13%	22 14%	101 22%
														b
DISSATISFIED (1-4)		24 3%	24 3%	24 4%	** **	21 3%	15 3%	16 3%	2 1%	22 3%	2 9%	9 10%	7 4%	8 2%
											d	c		

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used Sky On Demand or Sky Go in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE *f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	839	839	761	-	787	563	612	152	806	33	118	190	531
Effective Weighted Sample	627	627	571	-	591	423	467	119	603	24	81	144	402
Total	708	708	639	-	668	479	522	136	683	26	95	162	451
NEUTRAL (5-6)	98	98	88	**	92	63	71	19	94	4	15	38	45
	14%	14%	14%	**	14%	13%	14%	14%	14%	15%	15%	24%	10%
												c	
SATISFIED (7-10)	586	586	527	**	554	401	434	115	567	20	71	117	398
	83%	83%	83%	**	83%	84%	83%	85%	83%	77%	75%	72%	88%
													ab
Answered	708	708	639	**	668	479	522	136	683	26	95	162	451
Mean score	7.9	7.9	7.8	**	7.9	7.9	7.9	8.0	7.9	7.5	7.3	7.4	8.1
													ab
Standard deviation	1.66	1.66	1.67	**	1.63	1.60	1.63	1.57	1.63	2.22	1.98	1.76	1.47
Standard error	.06	.06	.06	**	.06	.07	.07	.13	.06	.39	.18	.13	.06

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

Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG					
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 *c	DE *d		
Significance Level: 95%														
Unweighted total	326	176	150	39	57	72	61	96	98	98	53	76		
Effective Weighted Sample	245	136	110	30	43	58	47	71	76	71	43	56		
Total	285	164	121	34	63	59	46	83	91	84	47	63		
1 - Extremely dissatisfied	(1.0)	1 *%	- -%	1 1%	1 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	
3	(3.0)	5 2%	3 2%	1 1%	1 2%	3 5%	- -%	- -%	* 1%	1 1%	1 1%	3 5%	- -%	
4	(4.0)	12 4%	6 4%	5 4%	3 9%	2 3%	3 6%	1 3%	2 3%	4 4%	5 5%	2 4%	2 3%	
5	(5.0)	33 11%	22 13%	11 9%	3 8%	10 16%	4 7%	7 15%	9 11%	13 14%	10 12%	7 14%	3 4%	
6	(6.0)	37 13%	21 13%	16 13%	3 7%	9 15%	6 9%	6 13%	14 16%	12 13%	17 20% d	4 8%	4 7%	
7	(7.0)	61 21%	29 17%	32 26%	8 25%	15 23%	7 11%	10 22%	21 25% c	22 24% c	16 19%	4 8%	19 31% c	
8	(8.0)	75 26%	46 28%	29 24%	10 28%	13 21%	20 33%	12 26%	19 23%	22 24%	17 20%	21 46% abd	14 23%	
9	(9.0)	28 10%	14 9%	14 12%	3 8%	2 4%	12 21% be	4 8%	7 9%	8 9%	9 11%	5 11%	6 9%	
10 - Extremely satisfied	(10.0)	34 12%	23 14%	12 10%	3 7%	8 13%	8 13%	6 12%	10 12%	10 11%	9 11%	2 5%	13 20% c	
DISSATISFIED (1-4)		18 6%	10 6%	8 7%	5 16% de	5 8%	3 6%	1 3%	3 3%	4 5%	6 7%	4 9%	3 5%	
NEUTRAL (5-6)		70 24%	43 26%	26 22%	5 16%	19 30%	10 16%	13 29%	22 27%	25 27% d	27 32% d	10 22%	7 11%	

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

Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB *a	C1 *b	C2 *c	DE *d
Significance Level: 95%												
Unweighted total	326	176	150	39	57	72	61	96	98	98	53	76
Effective Weighted Sample	245	136	110	30	43	58	47	71	76	71	43	56
Total	285	164	121	34	63	59	46	83	91	84	47	63
SATISFIED (7-10)	198 69%	111 68%	87 72%	23 69%	38 61%	46 78%	31 69%	58 70%	62 68%	51 61%	33 69%	52 84% ab
Answered	285	164	121	34	63	59	46	83	91	84	47	63
Mean score	7.2	7.3	7.2	6.8	6.9	7.7 ab	7.3	7.3	7.2	7.1	7.1	7.7
Standard deviation	1.76	1.77	1.74	2.12	1.87	1.64	1.63	1.59	1.67	1.75	1.79	1.84
Standard error	.10	.13	.14	.34	.25	.19	.21	.16	.17	.18	.25	.21

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

Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	^b	*c	^d	a	*b	a	b	a	b
Significance Level: 95%												
Unweighted total		326	227	25	46	28	244	40	110	208	202	109
Effective Weighted Sample		245	190	23	44	26	183	36	82	156	158	80
Total		285	244	15	18	9	213	29	102	176	197	79
1 - Extremely dissatisfied	(1.0)	1	1	**	-	**	1	-	-	1	-	1
		*%	1%	**	-%	**	1%	-%	-%	1%	-%	2%
3	(3.0)	5	4	**	*	**	4	-	2	2	4	1
		2%	2%	**	2%	**	2%	-%	2%	1%	2%	1%
4	(4.0)	12	11	**	1	**	7	1	6	5	8	4
		4%	4%	**	6%	**	3%	4%	6%	3%	4%	5%
5	(5.0)	33	28	**	2	**	26	2	11	21	25	4
		11%	11%	**	12%	**	12%	5%	11%	12%	13%	5%
6	(6.0)	37	33	**	2	**	23	5	13	23	23	13
		13%	13%	**	12%	**	11%	16%	13%	13%	11%	16%
7	(7.0)	61	49	**	6	**	47	5	20	39	40	18
		21%	20%	**	34%	**	22%	18%	20%	22%	20%	23%
8	(8.0)	75	66	**	4	**	57	9	26	45	53	21
		26%	27%	**	20%	**	27%	30%	25%	26%	27%	27%
9	(9.0)	28	23	**	1	**	22	5	10	16	22	6
		10%	10%	**	4%	**	10%	18%	10%	9%	11%	7%
10 - Extremely satisfied	(10.0)	34	28	**	2	**	25	2	13	22	22	11
		12%	12%	**	10%	**	12%	9%	12%	12%	11%	14%
DISSATISFIED (1-4)		18	16	**	1	**	13	1	9	9	12	6
		6%	7%	**	8%	**	6%	4%	8%	5%	6%	8%
NEUTRAL (5-6)		70	60	**	4	**	49	6	25	45	48	17
		24%	25%	**	25%	**	23%	22%	24%	25%	24%	21%
SATISFIED (7-10)		198	167	**	12	**	151	21	69	123	137	56
		69%	69%	**	67%	**	71%	74%	67%	70%	70%	71%
Answered		285	244	**	18	**	213	29	102	176	197	79
Mean score		7.2	7.2	**	6.9	**	7.3	7.5	7.2	7.2	7.3	7.3
Standard deviation		1.76	1.77	**	1.70	**	1.77	1.54	1.80	1.76	1.72	1.84
Standard error		.10	.12	**	.25	**	.11	.24	.17	.12	.12	.18

Small Base: 100 (\*)

Minimum Base: 30 (^)

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	326	326	280	-	315	228	251	94	318	8	46	77	203	
Effective Weighted Sample	245	245	209	-	237	173	189	73	240	6	37	59	152	
Total	285	285	247	-	276	207	222	88	279	6	33	74	178	
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 1%	** **	1 1%	1 1%	1 1%	1 2%	1 1%	** **	- -%	1 2%	- -%
3	(3.0)	5 2%	5 2%	5 2%	** **	5 2%	4 2%	5 2%	3 4%	5 2%	** **	* 1%	2 3%	2 1%
4	(4.0)	12 4%	12 4%	12 5%	** **	12 4%	9 4%	7 3%	3 3%	12 4%	** **	5 14%	1 1%	6 3%
5	(5.0)	33 11%	33 11%	29 12%	** **	31 11%	23 11%	23 10%	10 12%	33 12%	** **	3 9%	17 22%	13 7%
6	(6.0)	37 13%	37 13%	32 13%	** **	36 13%	25 12%	30 14%	7 8%	36 13%	** **	6 17%	15 20%	17 9%
7	(7.0)	61 21%	61 21%	51 21%	** **	60 22%	41 20%	49 22%	18 20%	60 22%	** **	6 19%	16 22%	38 21%
8	(8.0)	75 26%	75 26%	63 26%	** **	73 26%	60 29%	63 28%	28 32%	73 26%	** **	2 7%	11 15%	61 34%
9	(9.0)	28 10%	28 10%	27 11%	** **	28 10%	23 11%	23 10%	7 8%	28 10%	** **	3 10%	5 6%	20 11%
10 - Extremely satisfied	(10.0)	34 12%	34 12%	27 11%	** **	31 11%	20 9%	21 9%	10 11%	32 11%	** **	8 23%	6 8%	21 12%
DISSATISFIED (1-4)		18 6%	18 6%	18 7%	** **	18 6%	14 7%	13 6%	8 9%	18 6%	** **	5 15%	5 6%	8 5%
NEUTRAL (5-6)		70 24%	70 24%	62 25%	** **	67 24%	48 23%	53 24%	18 20%	68 25%	** **	8 26%	31 42%	30 17%

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used UKTV Play in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c
Significance Level: 95%													
Unweighted total	326	326	280	-	315	228	251	94	318	8	46	77	203
Effective Weighted Sample	245	245	209	-	237	173	189	73	240	6	37	59	152
Total	285	285	247	-	276	207	222	88	279	6	33	74	178
SATISFIED (7-10)	198	198	168	**	192	144	156	63	193	**	20	38	140
	69%	69%	68%	**	69%	70%	70%	71%	69%	**	59%	51%	79%
													ab
Answered	285	285	247	**	276	207	222	88	279	**	33	74	178
Mean score	7.2	7.2	7.2	**	7.2	7.2	7.2	7.2	7.2	**	7.1	6.6	7.5
													b
Standard deviation	1.76	1.76	1.79	**	1.75	1.75	1.70	1.93	1.75	**	2.15	1.84	1.57
Standard error	.10	.10	.11	**	.10	.12	.11	.20	.10	**	.32	.21	.11



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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		*a	*b	^a	^b	*c	^d	^e	*a	^b	^c	^d
Unweighted total	119	67	51	22	28	30	18	21	49	21	27	21
Effective Weighted Sample	86	49	36	18	22	25	13	13	37	13	22	16
Total	120	72	46	19	32	26	17	26	50	25	27	18
1 - Extremely dissatisfied	(1.0)	4	4	-	**	**	-	**	**	**	**	**
		3%	6%	-%	**	**	-%	**	**	-%	**	**
2	(2.0)	2	1	*	**	**	-	**	**	*	**	**
		1%	2%	1%	**	**	-%	**	**	1%	**	**
3	(3.0)	3	3	*	**	**	-	**	**	3	**	**
		3%	4%	1%	**	**	-%	**	**	6%	**	**
4	(4.0)	5	5	*	**	**	-	**	**	2	**	**
		4%	6%	1%	**	**	-%	**	**	3%	**	**
5	(5.0)	14	7	8	**	**	-	**	**	6	**	**
		12%	9%	17%	**	**	-%	**	**	11%	**	**
6	(6.0)	21	10	9	**	**	4	**	**	12	**	**
		18%	15%	19%	**	**	17%	**	**	24%	**	**
7	(7.0)	24	15	9	**	**	9	**	**	12	**	**
		20%	22%	19%	**	**	35%	**	**	23%	**	**
8	(8.0)	16	13	3	**	**	3	**	**	2	**	**
		13%	18%	6%	**	**	12%	**	**	4%	**	**
9	(9.0)	17	8	9	**	**	5	**	**	8	**	**
		15%	11%	20%	**	**	18%	**	**	16%	**	**
10 - Extremely satisfied	(10.0)	13	5	8	**	**	4	**	**	6	**	**
		11%	8%	17%	**	**	17%	**	**	12%	**	**
DISSATISFIED (1-4)		14	13	1	**	**	-	**	**	5	**	**
		12%	18%	3%	**	**	-%	**	**	10%	**	**
			b									
NEUTRAL (5-6)		36	17	17	**	**	4	**	**	18	**	**
		30%	24%	36%	**	**	17%	**	**	35%	**	**
SATISFIED (7-10)		70	42	28	**	**	21	**	**	28	**	**
		59%	59%	61%	**	**	83%	**	**	55%	**	**
Answered		120	72	46	**	**	26	**	**	50	**	**

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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		*a	*b	^a	^b	*c	^d	^e	*a	^b	^c	^d
Unweighted total	119	67	51	22	28	30	18	21	49	21	27	21
Effective Weighted Sample	86	49	36	18	22	25	13	13	37	13	22	16
Total	120	72	46	19	32	26	17	26	50	25	27	18
Mean score	6.8	6.5	7.3	**	**	7.8	**	**	6.9	**	**	**
Standard deviation	2.17	2.31	1.92	**	**	1.39	**	**	1.97	**	**	**
Standard error	.20	.28	.27	**	**	.25	**	**	.28	**	**	**

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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		*a	^b	^c	^d	*a	^b	*a	*b	*a	*b	
Unweighted total	119	88	7	15	9	74	14	61	54	83	31	
Effective Weighted Sample	86	70	5	14	8	51	11	49	35	62	24	
Total	120	105	6	6	3	70	12	60	55	95	23	
1 - Extremely dissatisfied	(1.0)	4	4	**	**	**	4	**	-	4	4	-
		3%	4%	**	**	**	6%	**	-%	7%	4%	-%
2	(2.0)	2	2	**	**	**	*	**	1	*	1	*
		1%	2%	**	**	**	1%	**	2%	1%	1%	2%
3	(3.0)	3	3	**	**	**	*	**	*	3	3	-
		3%	3%	**	**	**	1%	**	1%	5%	3%	-%
4	(4.0)	5	5	**	**	**	3	**	2	3	3	2
		4%	5%	**	**	**	5%	**	3%	6%	3%	9%
5	(5.0)	14	12	**	**	**	8	**	4	7	14	1
		12%	11%	**	**	**	12%	**	6%	13%	15%	3%
6	(6.0)	21	20	**	**	**	14	**	13	9	15	6
		18%	19%	**	**	**	20%	**	21%	16%	16%	26%
7	(7.0)	24	20	**	**	**	14	**	15	9	20	4
		20%	19%	**	**	**	20%	**	25%	17%	21%	18%
8	(8.0)	16	11	**	**	**	8	**	9	7	10	4
		13%	11%	**	**	**	12%	**	15%	12%	11%	19%
9	(9.0)	17	16	**	**	**	11	**	9	7	15	2
		15%	15%	**	**	**	15%	**	16%	12%	16%	8%
10 - Extremely satisfied	(10.0)	13	12	**	**	**	6	**	7	6	9	3
		11%	12%	**	**	**	9%	**	11%	12%	10%	15%
DISSATISFIED (1-4)		14	14	**	**	**	8	**	4	10	12	2
		12%	13%	**	**	**	12%	**	6%	19%	12%	11%
NEUTRAL (5-6)		36	32	**	**	**	22	**	16	16	29	7
		30%	30%	**	**	**	31%	**	27%	29%	31%	29%
SATISFIED (7-10)		70	60	**	**	**	40	**	40	29	54	14
		59%	57%	**	**	**	57%	**	67%	53%	57%	60%
Answered		120	105	**	**	**	70	**	60	55	95	23

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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		*a	^b	^c	^d	*a	^b	*a	*b	*a	*b
Unweighted total	119	88	7	15	9	74	14	61	54	83	31
Effective Weighted Sample	86	70	5	14	8	51	11	49	35	62	24
Total	120	105	6	6	3	70	12	60	55	95	23
Mean score	6.8	6.8	**	**	**	6.7	**	7.2	6.5	6.7	7.1
Standard deviation	2.17	2.25	**	**	**	2.22	**	1.79	2.51	2.24	1.91
Standard error	.20	.24	**	**	**	.26	**	.23	.34	.25	.34

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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO *b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c	
Significance Level: 95%														
Unweighted total	119	119	108	-	114	94	102	39	118	1	17	31	71	
Effective Weighted Sample	86	86	77	-	83	72	78	32	85	1	14	19	55	
Total	120	120	109	-	118	98	105	43	120	*	15	32	72	
1 - Extremely dissatisfied	(1.0)	4 3%	4 3%	4 4%	** **	4 3%	- -%	- -%	- -%	4 3%	** **	** **	4 12% c	- -%
2	(2.0)	2 1%	2 1%	2 2%	** **	2 1%	2 2%	1 1%	- -%	2 1%	** **	** **	- -%	* 1%
3	(3.0)	3 3%	3 3%	3 3%	** **	3 3%	3 3%	3 3%	- -%	3 3%	** **	** **	3 10% c	- -%
4	(4.0)	5 4%	5 4%	5 5%	** **	5 4%	5 5%	5 5%	- -%	5 4%	** **	** **	2 6%	2 2%
5	(5.0)	14 12%	14 12%	12 11%	** **	14 12%	14 14%	14 13%	6 13%	14 12%	** **	** **	6 20%	8 10%
6	(6.0)	21 18%	21 18%	21 20%	** **	21 18%	19 19%	20 19%	4 9%	21 18%	** **	** **	6 20%	10 13%
7	(7.0)	24 20%	24 20%	20 18%	** **	23 20%	21 22%	22 21%	13 31%	24 20%	** **	** **	2 7%	21 29%
8	(8.0)	16 13%	16 13%	14 13%	** **	14 12%	13 13%	14 13%	6 15%	16 13%	** **	** **	2 7%	11 15%
9	(9.0)	17 15%	17 15%	16 14%	** **	17 15%	13 13%	16 15%	6 15%	17 15%	** **	** **	5 15%	10 13%
10 - Extremely satisfied	(10.0)	13 11%	13 11%	12 11%	** **	13 11%	9 9%	10 10%	7 17%	13 11%	** **	** **	1 3%	12 17%
DISSATISFIED (1-4)		14 12%	14 12%	14 13%	** **	14 12% d	10 10%	9 9%	- -%	14 12% d	** **	** **	9 28% c	2 3%
NEUTRAL (5-6)		36 30%	36 30%	34 31%	** **	36 30%	32 33%	34 33%	10 22%	36 30%	** **	** **	13 40%	17 24%

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

Base : Those who have used Dplay/ Discovery+ in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE ^c	TV a	RADIO *b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 ^a	5-6 *b	7-10 *c
Significance Level: 95%													
Unweighted total	119	119	108	-	114	94	102	39	118	1	17	31	71
Effective Weighted Sample	86	86	77	-	83	72	78	32	85	1	14	19	55
Total	120	120	109	-	118	98	105	43	120	*	15	32	72
SATISFIED (7-10)	70	70	61	**	68	56	61	33	70	**	**	10	53
	59%	59%	56%	**	58%	57%	59%	78% b	59%	**	**	32%	73% b
Answered	120	120	109	**	118	98	105	43	120	**	**	32	72
Mean score	6.8	6.8	6.8	**	6.8	6.8	6.9	7.6 b	6.8	**	**	5.5	7.5 b
Standard deviation	2.17	2.17	2.22	**	2.19	1.90	1.88	1.61	2.18	**	**	2.56	1.71
Standard error	.20	.20	.21	**	.21	.20	.19	.26	.20	**	**	.46	.20

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 146**

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

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (and if selected at random for those interviewed by phone)

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 *a	25-34 *b	35-44 *c	45-54 *d	55+ *e	AB a	C1 *b	C2 *c	DE *d	
Significance Level: 95%													
Unweighted total	314	159	155	38	48	67	74	87	101	85	59	66	
Effective Weighted Sample	240	124	119	27	38	54	61	65	78	67	47	45	
Total	303	172	131	41	55	59	63	85	92	86	61	60	
3	(3.0)	8 3%	5 3%	2 2%	4 10% e	1 1%	2 3%	1 2%	* 1%	- -%	2 2%	- -%	6 10% ac
4	(4.0)	9 3%	5 3%	4 3%	* 1%	1 1%	1 2%	2 4%	4 5%	3 4%	1 1%	3 5%	1 2%
5	(5.0)	20 7%	10 6%	10 7%	5 12%	5 10%	4 6%	3 5%	3 3%	5 5%	4 5%	8 12%	4 6%
6	(6.0)	31 10%	21 12%	10 8%	6 15%	8 15%	4 7%	7 12%	6 6%	7 8%	13 15%	9 14%	2 4%
7	(7.0)	72 24%	42 24%	30 23%	8 19%	16 29%	16 27%	11 17%	21 25%	29 31%	15 17%	11 19%	16 26%
8	(8.0)	71 23%	38 22%	32 25%	11 26%	10 17%	8 14%	16 25%	26 31% c	20 22%	20 23%	14 23%	17 29%
9	(9.0)	40 13%	21 12%	20 15%	2 5%	8 15%	9 15%	9 14%	12 14%	13 14%	14 16%	5 8%	9 15%
10 - Extremely satisfied	(10.0)	52 17%	29 17%	23 18%	5 12%	7 12%	14 24%	14 22%	12 15%	16 17%	18 21%	11 18%	5 8%
DISSATISFIED (1-4)		17 5%	10 6%	6 5%	5 11%	1 2%	3 5%	3 5%	5 6%	3 4%	3 3%	3 5%	7 12%
NEUTRAL (5-6)		52 17%	32 19%	20 15%	11 27% e	14 25% e	8 14%	10 16%	9 10%	12 13%	18 20%	16 27% ad	6 10%
SATISFIED (7-10)		235 77%	130 75%	105 80%	25 62%	41 73%	48 81%	49 78%	72 84% a	77 84% c	66 77%	41 68%	46 78%
Answered	303	172	131	41	55	59	63	85	92	86	61	60	
Mean score	7.6	7.5	7.7	6.9	7.4	7.8	7.8	7.7	7.7	7.8	7.4	7.2	
Standard deviation	1.74	1.76	1.71	1.99	1.59	1.82	1.75	1.57	1.56	1.71	1.79	1.92	
Standard error	.10	.14	.14	.32	.23	.22	.20	.17	.16	.19	.23	.24	

Small Base: 100 (\*)

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

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

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (and if selected at random for those interviewed by phone)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
		a	*b	^c	^d	a	^b	a	b	a	*b
Significance Level: 95%											
Unweighted total	314	241	35	16	22	260	2	126	182	203	96
Effective Weighted Sample	240	202	31	16	21	198	2	98	137	167	64
Total	303	271	20	6	6	245	1	123	172	220	73
3	(3.0)	8	7	1	**	8	**	2	6	7	*
		3%	3%	3%	**	3%	**	2%	3%	3%	1%
4	(4.0)	9	8	1	**	8	**	2	7	5	3
		3%	3%	7%	**	3%	**	2%	4%	2%	4%
5	(5.0)	20	19	1	**	14	**	10	10	15	5
		7%	7%	5%	**	6%	**	8%	6%	7%	7%
6	(6.0)	31	28	3	**	22	**	13	15	27	4
		10%	10%	14%	**	9%	**	11%	9%	12%	5%
7	(7.0)	72	63	6	**	57	**	33	38	52	19
		24%	23%	32%	**	23%	**	27%	22%	24%	26%
8	(8.0)	71	63	4	**	56	**	26	43	43	25
		23%	23%	18%	**	23%	**	21%	25%	19%	35%
											a
9	(9.0)	40	37	2	**	38	**	18	21	29	10
		13%	14%	11%	**	16%	**	15%	12%	13%	14%
10 - Extremely satisfied	(10.0)	52	47	2	**	43	**	19	32	42	6
		17%	17%	11%	**	17%	**	15%	18%	19%	8%
										b	
DISSATISFIED (1-4)		17	14	2	**	15	**	4	12	12	3
		5%	5%	10%	**	6%	**	3%	7%	6%	5%
NEUTRAL (5-6)		52	47	4	**	36	**	23	26	42	9
		17%	17%	19%	**	15%	**	19%	15%	19%	12%
SATISFIED (7-10)		235	210	14	**	194	**	96	134	166	61
		77%	77%	71%	**	79%	**	78%	78%	75%	83%
Answered		303	271	20	**	245	**	123	172	220	73
Mean score		7.6	7.6	7.1	**	7.6	**	7.6	7.6	7.6	7.5
Standard deviation		1.74	1.74	1.76	**	1.77	**	1.65	1.81	1.81	1.49
Standard error		.10	.11	.30	**	.11	**	.15	.13	.13	.15

Small Base: 100 (\*)

Minimum Base: 30 (^)

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 146**

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

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months (and if selected at random for those interviewed by phone)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE ^c	TV a	RADIO b	APPS/ SITES c	SOUNDS *d	ANY e	NONE ^f	1-4 *a	5-6 *b	7-10 c	
Significance Level: 95%														
Unweighted total	314	314	283	-	302	211	233	69	309	5	41	65	208	
Effective Weighted Sample	240	240	220	-	231	163	180	56	236	4	28	52	160	
Total	303	303	268	-	292	207	223	67	298	5	34	65	203	
3	(3.0)	8 3%	8 3%	7 3%	** **	8 3%	5 3%	7 3%	1 1%	8 3%	** **	2 5%	2 3%	4 2%
4	(4.0)	9 3%	9 3%	7 3%	** **	9 3%	6 3%	6 2%	4 6%	9 3%	** **	2 5%	4 6%	3 2%
5	(5.0)	20 7%	20 7%	20 8%	** **	18 6%	15 7%	13 6%	4 6%	20 7%	** **	4 11%	7 11%	9 5%
6	(6.0)	31 10%	31 10%	31 12%	** **	31 11%	29 14%	24 11%	9 13%	31 11%	** **	1 2%	15 23%	16 8%
7	(7.0)	72 24%	72 24%	62 23%	** **	68 23%	50 24%	54 24%	12 18%	70 23%	** **	7 20%	21 31%	44 22%
8	(8.0)	71 23%	71 23%	62 23%	** **	69 24%	41 20%	48 22%	11 16%	70 23%	** **	11 33%	10 16%	49 24%
9	(9.0)	40 13%	40 13%	36 14%	** **	39 14%	29 14%	34 15%	15 22%	39 13%	** **	5 15%	3 5%	32 16%
10 - Extremely satisfied	(10.0)	52 17%	52 17%	43 16%	** **	49 17%	31 15%	37 17%	11 17%	51 17%	** **	3 10%	4 6%	45 22%
DISSATISFIED (1-4)		17 5%	17 5%	14 5%	** **	17 6%	12 6%	12 6%	5 7%	17 6%	** **	3 9%	6 9%	8 4%
NEUTRAL (5-6)		52 17%	52 17%	52 19%	** **	49 17%	44 21%	38 17%	13 19%	51 17%	** **	4 13%	22 33%	25 12%
SATISFIED (7-10)		235 77%	235 77%	202 76%	** **	226 77%	151 73%	173 78%	49 74%	231 77%	** **	27 78%	38 58%	170 84%
Answered	303	303	268	**	292	207	223	67	298	**	34	65	203	
Mean score	7.6	7.6	7.5	**	7.6	7.4	7.6	7.6	7.6	**	7.4	6.7	7.9	
Standard deviation	1.74	1.74	1.73	**	1.74	1.75	1.74	1.81	1.74	**	1.84	1.57	1.68	
Standard error	.10	.10	.10	**	.10	.12	.11	.22	.10	**	.29	.19	.12	

Small Base: 100 (\*)  
 Minimum Base: 30 (^)  
 Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

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

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	2752	1261	1474	381	500	533	507	827	984	811	442	487	
Effective Weighted Sample	2012	949	1077	265	375	415	389	587	733	598	330	333	
Total	2493	1299	1177	317	507	427	451	788	923	740	385	419	
1 - Extremely dissatisfied	(1.0)	14 1%	9 1%	4 *%	1 *%	3 1%	4 1%	1 *%	5 1%	5 1%	4 1%	1 *%	4 1%
2	(2.0)	16 1%	2 *%	14 1%	3 1%	6 1%	3 1%	- -%	5 1%	9 1%	1 *%	1 *%	4 1%
3	(3.0)	37 1%	21 2%	16 1%	9 3%	9 2%	6 1%	6 1%	8 1%	9 1%	11 1%	8 2%	8 2%
4	(4.0)	72 3%	40 3%	32 3%	14 4%	16 3%	8 2%	16 3%	19 2%	25 3%	20 3%	15 4%	11 3%
5	(5.0)	213 9%	110 9%	96 8%	42 13%	48 9%	30 7%	31 7%	60 8%	67 7%	49 7%	43 11%	47 11%
6	(6.0)	287 12%	151 12%	132 11%	53 17%	61 12%	37 9%	50 11%	86 11%	109 12%	68 9%	48 13%	61 15%
7	(7.0)	485 19%	270 21%	213 18%	57 18%	89 18%	105 25%	71 16%	162 21%	183 20%	155 21%	77 20%	65 16%
8	(8.0)	678 27%	347 27%	329 28%	68 22%	139 27%	120 28%	129 29%	221 28%	251 27%	243 33%	80 21%	98 23%
9	(9.0)	344 14%	180 14%	164 14%	40 13%	70 14%	53 12%	72 16%	110 14%	129 14%	96 13%	56 15%	59 14%
10 - Extremely satisfied	(10.0)	347 14%	168 13%	179 15%	31 10%	68 13%	62 15%	74 17%	112 14%	136 15%	93 13%	56 15%	60 14%
DISSATISFIED (1-4)		139 6%	73 6%	65 6%	26 8%	33 7%	20 5%	22 5%	38 5%	48 5%	36 5%	24 6%	28 7%
NEUTRAL (5-6)		500 20%	261 20%	228 19%	95 30%	109 21%	67 16%	81 18%	146 18%	176 19%	117 16%	92 24%	109 26%

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

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

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	2752	1261	1474	381	500	533	507	827	984	811	442	487
Effective Weighted Sample	2012	949	1077	265	375	415	389	587	733	598	330	333
Total	2493	1299	1177	317	507	427	451	788	923	740	385	419
SATISFIED (7-10)	1854	965	884	196	365	340	347	605	699	587	269	282
	74%	74%	75%	62%	72%	80%	77%	77%	76%	79%	70%	67%
					a	ab	a	a	cd	cd		
Answered	2493	1299	1177	317	507	427	451	788	923	740	385	419
Mean score	7.5	7.4	7.5	7.0	7.4	7.5	7.7	7.5	7.5	7.6	7.4	7.3
					a	a	ab	a		d		
Standard deviation	1.78	1.76	1.80	1.86	1.85	1.74	1.72	1.74	1.77	1.66	1.84	1.94
Standard error	.03	.05	.05	.10	.08	.08	.08	.06	.06	.06	.09	.09

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

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

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	2752	1864	306	321	259	2097	331	925	1770	1775	898	
Effective Weighted Sample	2012	1531	256	285	244	1543	239	686	1287	1360	608	
Total	2493	2093	191	132	77	1895	271	834	1600	1765	679	
1 - Extremely dissatisfied	(1.0)	14 1%	11 1%	2 1%	1 1%	- -%	9 *%	- -%	6 1%	9 1%	11 1%	4 1%
2	(2.0)	16 1%	14 1%	* *%	* *%	1 1%	14 1%	1 *%	6 1%	10 1%	13 1%	3 *%
3	(3.0)	37 1%	28 1%	4 2%	3 2%	2 3%	25 1%	4 2%	15 2%	20 1%	27 2%	8 1%
4	(4.0)	72 3%	60 3%	5 3%	4 3%	3 4%	43 2%	12 4%	31 4%	40 3%	47 3%	23 3%
5	(5.0)	213 9%	176 8%	21 11%	10 7%	7 9%	157 8% b	12 5%	73 9%	125 8%	150 8%	56 8%
6	(6.0)	287 12%	243 12%	27 14% c	11 8%	7 9%	224 12%	22 8%	104 13%	176 11%	186 11%	91 13%
7	(7.0)	485 19%	407 19%	36 19%	27 20%	15 19%	374 20%	52 19%	155 19%	316 20%	343 19%	134 20%
8	(8.0)	678 27%	568 27%	53 28%	39 30%	18 23%	534 28%	73 27%	216 26%	450 28%	489 28%	179 26%
9	(9.0)	344 14%	293 14%	22 12%	18 14%	11 15%	252 13%	48 18%	109 13%	230 14%	241 14%	97 14%
10 - Extremely satisfied	(10.0)	347 14%	292 14%	21 11%	20 15%	13 17% b	264 14%	47 17%	119 14%	224 14%	259 15%	84 12%
DISSATISFIED (1-4)		139 6%	114 5%	11 6%	8 6%	6 8%	90 5%	17 6%	58 7%	79 5%	98 6%	37 5%
NEUTRAL (5-6)		500 20%	419 20%	47 25% c	20 15%	13 18%	381 20% b	34 13%	177 21%	300 19%	336 19%	147 22%

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

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

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	2752	1864	306	321	259	2097	331	925	1770	1775	898
Effective Weighted Sample	2012	1531	256	285	244	1543	239	686	1287	1360	608
Total	2493	2093	191	132	77	1895	271	834	1600	1765	679
SATISFIED (7-10)	1854	1561	133	104	57	1424	220	599	1220	1331	495
	74%	75%	69%	78%	75%	75%	81%	72%	76%	75%	73%
				b			a		a		
Answered	2493	2093	191	132	77	1895	271	834	1600	1765	679
Mean score	7.5	7.5	7.3	7.6	7.5	7.5	7.8	7.4	7.5	7.5	7.4
							a				
Standard deviation	1.78	1.77	1.80	1.81	1.95	1.74	1.71	1.85	1.74	1.80	1.74
Standard error	.03	.04	.10	.10	.12	.04	.09	.06	.04	.04	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?**

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	2752	2649	2280	103	2604	2002	2752	589	2752	-	313	565	1874	
Effective Weighted Sample	2012	1939	1672	74	1904	1465	2012	448	2012	-	224	414	1375	
Total	2493	2398	2063	96	2369	1859	2493	562	2493	-	265	513	1715	
1 - Extremely dissatisfied	(1.0)	14 1%	10 *%	8 *%	4 4% ab	12 1%	7 *%	14 1%	2 *%	14 1%	** **	14 5% bc	* *% bc	- -%
2	(2.0)	16 1%	15 1%	14 1%	1 1%	13 1%	12 1%	16 1%	* *%	16 1%	** **	8 3% c	6 1% c	2 *%
3	(3.0)	37 1%	33 1%	30 1%	3 4%	36 2%	21 1%	37 1%	5 1%	37 1%	** **	23 9% bc	9 2% c	5 *%
4	(4.0)	72 3%	70 3%	63 3%	2 2%	65 3%	57 3%	72 3%	9 2%	72 3%	** **	35 13% bc	23 5% c	14 1%
5	(5.0)	213 9%	200 8%	181 9%	13 13%	196 8%	142 8%	213 9%	34 6%	213 9%	** **	66 25% c	116 23% c	30 2%
6	(6.0)	287 12%	272 11%	240 12%	16 16%	262 11% d	202 11% d	287 12% d	35 6%	287 12% d	** **	47 18% c	129 25% ac	111 6%
7	(7.0)	485 19%	468 20%	401 19%	17 17%	467 20%	357 19%	485 19%	102 18%	485 19%	** **	35 13%	106 21% a	344 20% a
8	(8.0)	678 27%	657 27%	564 27%	21 22%	655 28%	524 28%	678 27%	175 31%	678 27%	** **	25 10%	86 17% a	567 33% ab
9	(9.0)	344 14%	332 14%	286 14%	13 13%	330 14%	264 14%	344 14%	92 16%	344 14%	** **	4 2%	24 5%	316 18% ab
10 - Extremely satisfied	(10.0)	347 14%	340 14%	277 13%	8 8%	333 14%	273 15%	347 14%	107 19% abce	347 14%	** **	6 2%	14 3%	327 19% ab

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

Base : Those who have used any of the nine listed BBC websites or apps in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	2752	2649	2280	103	2604	2002	2752	589	2752	-	313	565	1874
Effective Weighted Sample	2012	1939	1672	74	1904	1465	2012	448	2012	-	224	414	1375
Total	2493	2398	2063	96	2369	1859	2493	562	2493	-	265	513	1715
DISSATISFIED (1-4)	139 6%	129 5%	114 6%	10 10%	125 5%	98 5%	139 6%	17 3%	139 6%	**	80 30%	39 8%	21 1%
					d		d		d		bc	c	
NEUTRAL (5-6)	500 20%	472 20%	421 20%	28 29%	459 19%	344 18%	500 20%	69 12%	500 20%	**	114 43%	245 48%	141 8%
				a	d	d	d		d		c	c	
SATISFIED (7-10)	1854 74%	1797 75%	1527 74%	58 60%	1785 75%	1418 76%	1854 74%	476 85%	1854 74%	**	71 27%	230 45%	1554 91%
		c	c					abce			a	ab	
Answered	2493	2398	2063	96	2369	1859	2493	562	2493	**	265	513	1715
Mean score	7.5	7.5	7.5	6.8	7.5	7.6	7.5	7.9	7.5	**	5.3	6.4	8.1
		c	c					abce			a	ab	
Standard deviation	1.78	1.76	1.76	2.15	1.76	1.75	1.78	1.62	1.78	**	1.99	1.54	1.34
Standard error	.03	.03	.04	.21	.03	.04	.03	.07	.03	**	.11	.06	.03

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 148**

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Extremely unfavourable	(1.0)	236	136	93	23	47	40	43	81	43	62	41	75
		6%	6%	4%	4%	6%	6%	6%	5%	3%	5%	6%	7%
			b								a	ab	
2	(2.0)	99	61	38	8	11	14	16	50	34	26	12	27
		2%	3%	2%	1%	1%	2%	2%	3%	3%	2%	2%	3%
			b						b				
3	(3.0)	159	98	59	12	32	22	15	78	44	46	26	41
		4%	5%	3%	2%	4%	3%	2%	5%	3%	4%	4%	4%
			b						ad				
4	(4.0)	260	119	138	36	42	41	36	105	75	61	40	81
		6%	6%	6%	7%	5%	6%	5%	7%	6%	5%	6%	8%
													b
5	(5.0)	533	246	279	67	115	77	79	190	137	137	101	143
		12%	12%	13%	13%	15%	11%	11%	12%	11%	11%	15%	14%
												ab	a
6	(6.0)	522	256	259	91	104	75	83	170	147	164	88	118
		12%	12%	12%	17%	13%	11%	12%	11%	11%	13%	13%	12%
					cde								
7	(7.0)	736	376	359	105	129	133	117	251	222	237	120	152
		17%	18%	17%	20%	16%	19%	17%	16%	17%	19%	18%	15%
					e						d		
8	(8.0)	855	394	459	95	145	147	138	330	291	271	113	177
		20%	19%	21%	18%	19%	21%	20%	21%	23%	22%	17%	17%
										cd	cd		
9	(9.0)	422	199	222	41	70	65	79	167	159	107	66	87
		10%	10%	10%	8%	9%	9%	11%	10%	12%	9%	10%	9%
										bd			
10 - Extremely favourable	(10.0)	468	201	262	45	87	70	89	177	139	127	71	120
		11%	10%	12%	9%	11%	10%	13%	11%	11%	10%	10%	12%
				a				a					
Answered		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Mean score		6.6	6.4	6.8	6.5	6.5	6.6	6.7	6.6	6.8	6.6	6.5	6.3
				a						cd	d		

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Standard deviation	2.39	2.46	2.30	2.16	2.39	2.37	2.44	2.45	2.27	2.30	2.39	2.54
Standard error	.04	.06	.05	.09	.09	.08	.09	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Extremely unfavourable	(1.0)	236	189	29	9	9	192	21	63	161	140	71
		6%	5%	8%	4%	7%	6%	4%	5%	5%	5%	5%
			ac									
2	(2.0)	99	78	10	7	5	78	17	24	73	47	50
		2%	2%	3%	3%	4%	2%	4%	2%	2%	2%	3%
												a
3	(3.0)	159	132	14	7	7	112	22	36	123	89	67
		4%	4%	4%	3%	6%	3%	5%	3%	4%	3%	4%
4	(4.0)	260	207	28	16	8	198	25	69	182	158	96
		6%	6%	8%	8%	7%	6%	5%	6%	6%	6%	6%
5	(5.0)	533	444	49	26	15	398	44	149	354	290	218
		12%	12%	14%	12%	11%	12%	9%	12%	12%	11%	14%
												a
6	(6.0)	522	433	48	28	14	370	51	163	343	333	180
		12%	12%	14%	13%	11%	11%	11%	13%	12%	13%	12%
7	(7.0)	736	632	56	29	19	557	89	215	504	498	224
		17%	18%	16%	13%	15%	17%	19%	17%	17%	19%	15%
			c								b	
8	(8.0)	855	731	55	47	23	646	106	254	590	559	286
		20%	20%	16%	22%	17%	20%	22%	20%	20%	21%	19%
			b		b							
9	(9.0)	422	360	27	23	13	332	49	133	282	259	152
		10%	10%	8%	10%	10%	10%	10%	11%	10%	10%	10%
10 - Extremely favourable	(10.0)	468	398	29	24	16	354	54	138	320	290	161
		11%	11%	8%	11%	13%	11%	11%	11%	11%	11%	11%
Answered		4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Mean score		6.6	6.6	6.1	6.6	6.4	6.6	6.7	6.7	6.6	6.7	6.5
			b		b						b	
Standard deviation		2.39	2.37	2.51	2.38	2.63	2.42	2.39	2.32	2.41	2.33	2.41
Standard error		.04	.04	.11	.11	.13	.04	.10	.06	.04	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
			ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Extremely unfavourable	(1.0)	236 6%	162 4%	136 4%	75 12% ab	85 2% c	44 2%	34 1%	7 1%	101 3% bcd	136 38% abcde	236 31% bc	- -%	- -%
2	(2.0)	99 2%	82 2%	67 2%	18 3%	72 2% d	48 2% d	37 1%	3 *% *	80 2% d	19 5% abcde	99 13% bc	- -%	- -%
3	(3.0)	159 4%	123 3%	112 4%	36 6% ab	129 3% d	80 3% d	65 3%	8 1%	138 4% d	21 6% bcd	159 21% bc	- -%	- -%
4	(4.0)	260 6%	228 6%	176 6%	32 5%	220 6% d	136 5% d	131 5% d	18 3%	239 6% d	21 6%	260 34% bc	- -%	- -%
5	(5.0)	533 12%	430 12%	357 11%	103 17% ab	451 12% cd	263 10% d	221 9% d	32 5%	474 12% bcd	60 17% abcde	- -%	533 51% ac	- -%
6	(6.0)	522 12%	445 12%	384 12%	77 13%	462 12% d	307 12%	293 12%	56 9%	489 12% d	33 9%	- -%	522 49% ac	- -%
7	(7.0)	736 17%	651 18%	552 18%	85 14%	684 18% f	488 19% f	501 20% f	114 19% f	711 18% f	25 7%	- -%	- -%	736 30% ab
8	(8.0)	855 20%	768 21% c	655 21% c	87 14%	815 22% f	585 23% f	594 24% ef	151 24% f	837 21% f	18 5%	- -%	- -%	855 34% ab
9	(9.0)	422 10%	386 10% c	329 11% c	36 6%	405 11% f	309 12% f	308 12% f	103 17% abcef	416 11% f	6 2%	- -%	- -%	422 17% ab
10 - Extremely favourable	(10.0)	468 11%	413 11%	343 11%	55 9%	435 12% f	333 13% f	314 13% f	123 20% abcef	447 11% f	21 6%	- -%	- -%	468 19% ab
Answered		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Mean score	6.6	6.7	6.7	5.8	6.9	7.1	7.2	7.7	6.8	3.9	2.6	5.5	8.3
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.39	2.32	2.31	2.68	2.16	2.10	2.01	1.86	2.19	2.86	1.25	.50	1.08
Standard error	.04	.04	.04	.13	.03	.04	.04	.07	.03	.15	.04	.02	.02

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

C1A

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
11	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
13	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
14	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
16	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
17	* *%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%
18	* *%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%

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

C1A

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
11	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%
13	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%
14	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%
16	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%
17	* *%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%
18	* *%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%

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

C1A

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
11	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
13	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
14	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
16	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
17	* *%	* *%	- -%	- -%	* *%	* *%	* *%	- -%	* *%	- -%	* *%	- -%	- -%
18	* *%	* *%	- -%	- -%	* *%	* *%	* *%	- -%	* *%	- -%	* *%	- -%	- -%

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all well	(1.0)	177	112	61	11	31	31	35	71	51	46	28	51
		4%	5%	3%	2%	4%	4%	5%	4%	4%	4%	4%	5%
			b			a	a	a					
2	(2.0)	82	51	30	10	7	7	13	43	25	27	16	12
		2%	2%	1%	2%	1%	1%	2%	3%	2%	2%	2%	1%
			b					bc					
3	(3.0)	132	74	58	14	14	19	13	73	43	32	18	34
		3%	4%	3%	3%	2%	3%	2%	5%	3%	3%	3%	3%
								bd					
4	(4.0)	157	80	72	24	31	19	25	57	38	37	31	43
		4%	4%	3%	5%	4%	3%	4%	4%	3%	3%	5%	4%
5	(5.0)	348	155	189	53	75	51	51	117	94	87	66	93
		8%	7%	9%	10%	10%	8%	7%	7%	7%	7%	10%	9%
6	(6.0)	345	177	162	59	77	62	53	93	89	108	60	87
		8%	8%	7%	11%	10%	9%	8%	6%	7%	9%	9%	9%
					de	e	e						
7	(7.0)	621	323	291	85	129	99	103	205	200	185	107	121
		14%	15%	13%	16%	16%	14%	15%	13%	16%	15%	16%	12%
					e					d		d	
8	(8.0)	854	418	435	93	142	160	138	319	259	276	123	188
		20%	20%	20%	18%	18%	23%	20%	20%	20%	22%	18%	18%
							ab						
9	(9.0)	634	310	323	65	96	113	103	256	220	176	87	148
		15%	15%	15%	12%	12%	17%	15%	16%	17%	14%	13%	15%
							b		b	c			
10 - Extremely well	(10.0)	810	341	464	79	144	106	142	339	250	230	124	196
		19%	16%	21%	15%	18%	16%	20%	21%	19%	19%	18%	19%
				a			ac	ac					
Don't know		129	45	80	29	37	17	21	24	22	34	18	44
		3%	2%	4%	6%	5%	2%	3%	1%	2%	3%	3%	4%
				a	cde	ce		e					a

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	549 13%	317 15%	221 10%	59 11%	82 11%	75 11%	84 12%	244 15%	156 12%	141 11%	92 14%	140 14%
		b						abc				
NEUTRAL (5-6)	693 16%	332 16%	351 16%	111 21%	151 19%	113 17%	104 15%	210 13%	183 14%	195 16%	125 18%	180 18%
				cde	de						a	
POSITIVE VIEW (7-10)	2920 68%	1393 67%	1514 70%	322 62%	511 65%	478 70%	486 70%	1119 70%	930 72%	868 70%	442 65%	653 64%
						a	a	a	cd	d		
MOST NEGATIVE (1-2)	259 6%	163 8%	91 4%	21 4%	38 5%	38 6%	47 7%	114 7%	75 6%	72 6%	43 6%	63 6%
		b						a				
MOST POSITIVE (9-10)	1444 34%	652 31%	788 36%	143 27%	240 31%	219 32%	245 35%	596 37%	470 36%	406 33%	211 31%	344 34%
			a				a	abc	c			
Answered	4161	2042	2086	492	745	667	674	1573	1269	1203	659	974
Mean score	7.2	7.1	7.5	7.1	7.2	7.3	7.3	7.3	7.4	7.3	7.1	7.2
			a						c			
Standard deviation	2.41	2.50	2.29	2.22	2.30	2.30	2.44	2.54	2.37	2.33	2.42	2.49
Standard error	.04	.06	.05	.09	.08	.08	.09	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	177	141	26	6	5	136	21	45	125	107	59
		4%	4%	8%	3%	4%	4%	4%	4%	4%	4%	4%
			acd									
2	(2.0)	82	70	4	5	2	61	11	19	59	49	30
		2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
3	(3.0)	132	100	19	8	6	101	20	30	99	74	53
		3%	3%	5%	4%	5%	3%	4%	2%	3%	3%	4%
			a	a								
4	(4.0)	157	136	9	6	5	119	20	41	112	90	61
		4%	4%	3%	3%	4%	4%	4%	3%	4%	3%	4%
5	(5.0)	348	295	29	15	9	250	33	91	238	209	128
		8%	8%	8%	7%	7%	8%	7%	7%	8%	8%	8%
6	(6.0)	345	287	27	20	10	249	28	109	228	234	102
		8%	8%	8%	9%	8%	8%	6%	9%	8%	9%	7%
											b	
7	(7.0)	621	517	62	26	17	456	69	188	415	398	210
		14%	14%	18%	12%	13%	14%	15%	15%	14%	15%	14%
				cd								
8	(8.0)	854	725	59	43	26	656	92	270	568	557	281
		20%	20%	17%	20%	20%	20%	19%	22%	19%	21%	19%
9	(9.0)	634	539	42	34	19	492	87	180	444	404	220
		15%	15%	12%	16%	15%	15%	18%	14%	15%	15%	15%
10 - Extremely well	(10.0)	810	681	58	46	25	619	92	233	564	480	305
		19%	19%	17%	21%	20%	19%	19%	19%	19%	18%	20%
Don't know		129	112	7	7	4	97	4	39	78	61	54
		3%	3%	2%	3%	3%	3%	1%	3%	3%	2%	4%
							b				a	
NEGATIVE VIEW (1-4)		549	447	58	25	19	416	72	135	395	319	203
		13%	12%	17%	12%	15%	13%	15%	11%	13%	12%	13%
				ac						a		

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEUTRAL (5-6)	693	583	56	35	19	499	61	200	466	443	229
	16%	16%	16%	16%	14%	15%	13%	16%	16%	17%	15%
POSITIVE VIEW (7-10)	2920	2462	222	148	87	2224	340	871	1992	1838	1017
	68%	68%	65%	69%	68%	69%	71%	70%	68%	69%	68%
MOST NEGATIVE (1-2)	259	211	30	11	8	196	33	64	184	155	89
	6%	6%	9%	5%	6%	6%	7%	5%	6%	6%	6%
			ac								
MOST POSITIVE (9-10)	1444	1220	101	80	45	1112	179	413	1008	883	525
	34%	34%	29%	37%	35%	34%	37%	33%	34%	33%	35%
				b							
Answered	4161	3492	336	208	125	3139	474	1206	2852	2600	1449
Mean score	7.2	7.3	6.9	7.4	7.2	7.3	7.3	7.4	7.2	7.3	7.3
		b		b	b						
Standard deviation	2.41	2.39	2.62	2.35	2.47	2.41	2.49	2.30	2.44	2.35	2.45
Standard error	.04	.04	.12	.11	.12	.04	.11	.06	.05	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	177 4%	140 4%	113 4%	37 6% b	94 3%	60 2%	46 2%	9 2%	106 3% c	71 20% abcde	143 19% bc	26 2% c	9 *%
2	(2.0)	82 2%	64 2%	53 2%	18 3%	62 2%	37 1%	38 2%	6 1%	65 2%	17 5% abcde	71 9% bc	7 1% c	4 *%
3	(3.0)	132 3%	107 3%	88 3%	25 4%	107 3%	73 3%	62 2%	13 2%	114 3%	18 5% cd	84 11% bc	30 3% c	18 1%
4	(4.0)	157 4%	139 4%	116 4%	18 3%	124 3%	89 3%	83 3%	11 2%	135 3%	22 6% abcde	74 10% bc	57 5% c	26 1%
5	(5.0)	348 8%	274 7%	232 7%	74 12% ab	293 8% bcd	158 6%	130 5%	28 5%	301 8% bcd	47 13% abcde	103 14% c	196 19% ac	48 2%
6	(6.0)	345 8%	300 8%	260 8%	44 7%	303 8%	209 8%	186 7%	37 6%	315 8%	30 8%	66 9% c	186 18% ac	93 4%
7	(7.0)	621 14%	552 15%	478 15%	69 11%	563 15% f	404 16% f	404 16% f	82 13% f	599 15% f	23 6%	65 9%	215 20% ac	341 14% a
8	(8.0)	854 20%	751 20%	630 20%	103 17%	787 21% f	555 21% f	554 22% f	125 20% f	827 21% f	27 8%	44 6%	169 16% a	641 26% ab
9	(9.0)	634 15%	557 15%	465 15%	77 13%	599 16% f	436 17% f	431 17% f	127 21% abef	621 16% f	13 4%	20 3%	68 6% a	546 22% ab
10 - Extremely well	(10.0)	810 19%	710 19%	593 19%	100 17%	776 21% f	550 21% f	545 22% f	171 28% abcef	790 20% f	20 6%	21 3%	67 6% a	722 29% ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	129 3%	93 3%	85 3%	36 6%	50 1%	22 1%	20 1%	7 1%	57 1%	72 20%	62 8%	34 3%	33 1%
				ab					c	abcde	bc	c	
NEGATIVE VIEW (1-4)	549 13%	451 12%	370 12%	98 16%	387 10%	259 10%	228 9%	39 6%	421 11%	128 36%	373 49%	119 11%	57 2%
				b	d	d			d	abcde	bc	c	
NEUTRAL (5-6)	693 16%	574 16%	492 16%	119 20%	595 16%	367 14%	316 13%	65 11%	616 16%	76 21%	169 22%	382 36%	142 6%
				cd	d				cd	abcde	c	ac	
POSITIVE VIEW (7-10)	2920 68%	2571 70%	2165 70%	349 58%	2725 73%	1944 75%	1934 77%	504 82%	2836 72%	84 23%	151 20%	519 49%	2250 91%
				c	f	ef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	259 6%	205 6%	165 5%	55 9%	157 4%	97 4%	84 3%	15 2%	172 4%	88 24%	214 28%	33 3%	12 1%
				ab						abcde	bc	c	
MOST POSITIVE (9-10)	1444 34%	1268 34%	1058 34%	177 29%	1375 37%	985 38%	976 39%	297 48%	1411 36%	34 9%	41 5%	135 13%	1268 51%
				f	f	ef	abcef		f			a	ab
Answered	4161	3596	3026	565	3707	2570	2479	608	3873	288	692	1020	2448
Mean score	7.2	7.3	7.3	6.8	7.5	7.6	7.7	8.0	7.4	4.7	4.3	6.5	8.4
		c	c		f	f	aef	abcef	f			a	ab
Standard deviation	2.41	2.36	2.34	2.65	2.24	2.19	2.12	2.01	2.26	2.92	2.56	1.93	1.51
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.17	.09	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	106 2%	66 3%	38 2%	5 1%	21 3%	23 3%	15 2%	42 3%	25 2%	22 2%	27 4%	30 3%
			b		a	a		a			ab		
2	(2.0)	57 1%	37 2%	20 1%	8 2%	11 1%	7 1%	12 2%	17 1%	8 1%	21 2%	8 1%	16 2%
			b							a			
3	(3.0)	97 2%	56 3%	38 2%	5 1%	12 2%	11 2%	20 3%	50 3%	28 2%	18 1%	8 1%	38 4%
							a	a					bc
4	(4.0)	143 3%	90 4%	49 2%	18 3%	27 4%	11 2%	28 4%	58 4%	34 3%	41 3%	29 4%	36 4%
			b			c		c	c				
5	(5.0)	354 8%	163 8%	184 9%	55 11%	78 10%	54 8%	54 8%	112 7%	88 7%	96 8%	83 12%	82 8%
					e	e						abd	
6	(6.0)	457 11%	244 12%	212 10%	56 11%	86 11%	77 11%	69 10%	169 11%	141 11%	127 10%	84 12%	102 10%
7	(7.0)	727 17%	361 17%	362 17%	99 19%	132 17%	117 17%	118 17%	257 16%	225 17%	227 18%	97 14%	171 17%
											c		
8	(8.0)	979 23%	462 22%	514 24%	116 22%	159 20%	166 24%	158 23%	380 24%	310 24%	277 22%	139 21%	242 24%
9	(9.0)	537 13%	252 12%	280 13%	67 13%	102 13%	99 14%	74 11%	195 12%	191 15%	166 13%	81 12%	91 9%
							d			d	d		
10 - Extremely well	(10.0)	520 12%	218 10%	302 14%	47 9%	105 13%	84 12%	88 13%	195 12%	177 14%	146 12%	77 11%	119 12%
				a		a							
Don't know		301 7%	130 6%	164 8%	46 9%	49 6%	35 5%	58 8%	112 7%	60 5%	93 8%	44 7%	87 9%
					c			c			a		a

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	403	248	145	35	71	52	75	167	95	103	72	119
	9%	12%	7%	7%	9%	8%	11%	10%	7%	8%	11%	12%
		b					a	a			a	ab
NEUTRAL (5-6)	811	407	396	111	164	132	123	281	229	223	168	184
	19%	20%	18%	21%	21%	19%	18%	18%	18%	18%	25%	18%
											abd	
POSITIVE VIEW (7-10)	2763	1293	1457	329	498	465	438	1027	903	816	394	622
	64%	62%	67%	63%	64%	68%	63%	64%	70%	66%	58%	61%
			a						cd	cd		
MOST NEGATIVE (1-2)	163	102	58	13	32	29	27	60	33	44	35	46
	4%	5%	3%	3%	4%	4%	4%	4%	3%	4%	5%	5%
		b									a	a
MOST POSITIVE (9-10)	1057	470	581	114	207	182	162	390	368	312	158	209
	25%	23%	27%	22%	26%	27%	23%	24%	29%	25%	23%	21%
			a						cd	d		
Answered	3977	1949	1998	475	733	649	636	1475	1227	1141	633	925
Mean score	7.2	7.0	7.4	7.2	7.2	7.3	7.1	7.2	7.4	7.3	6.9	7.0
			a						cd	cd		
Standard deviation	2.11	2.19	1.99	1.89	2.14	2.09	2.15	2.14	1.98	2.03	2.22	2.21
Standard error	.03	.05	.04	.08	.08	.07	.08	.06	.06	.06	.08	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
		a	b	c	d	a	b	a	b	a	b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	106	81	16	5	4	82	11	32	67	72	26
		2%	2%	5%	2%	3%	3%	2%	3%	2%	3%	2%
			a									
2	(2.0)	57	48	3	3	3	32	6	15	40	36	17
		1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
3	(3.0)	97	83	6	4	5	79	10	21	72	48	44
		2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	3%
												a
4	(4.0)	143	119	14	4	6	115	18	35	103	85	49
		3%	3%	4%	2%	5%	4%	4%	3%	4%	3%	3%
5	(5.0)	354	276	46	19	13	268	33	94	241	218	124
		8%	8%	13%	9%	10%	8%	7%	8%	8%	8%	8%
				a								
6	(6.0)	457	377	44	23	13	320	57	136	307	292	155
		11%	10%	13%	11%	10%	10%	12%	11%	10%	11%	10%
7	(7.0)	727	612	64	30	22	543	90	214	501	441	276
		17%	17%	19%	14%	17%	17%	19%	17%	17%	17%	18%
8	(8.0)	979	835	67	49	27	732	114	287	673	621	338
		23%	23%	20%	23%	21%	23%	24%	23%	23%	23%	22%
9	(9.0)	537	464	30	30	13	429	38	191	337	372	156
		13%	13%	9%	14%	10%	13%	8%	15%	11%	14%	10%
			b		b		b		b		b	
10 - Extremely well	(10.0)	520	439	37	29	16	382	78	159	354	328	175
		12%	12%	11%	13%	12%	12%	16%	13%	12%	12%	12%
								a				
Don't know		301	257	16	19	8	242	22	61	223	147	131
		7%	7%	5%	9%	6%	7%	5%	5%	8%	6%	9%
					b		b			a		a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	403	331	38	16	17	309	45	103	282	241	136
	9%	9%	11%	8%	13%	10%	10%	8%	10%	9%	9%
					ac						
NEUTRAL (5-6)	811	653	90	42	25	587	90	230	548	510	278
	19%	18%	26%	20%	20%	18%	19%	18%	19%	19%	19%
			acd								
POSITIVE VIEW (7-10)	2763	2350	198	137	78	2086	319	851	1865	1762	946
	64%	65%	58%	64%	61%	64%	67%	68%	64%	66%	63%
		b						b			
MOST NEGATIVE (1-2)	163	129	19	8	7	115	17	47	107	108	43
	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	3%
MOST POSITIVE (9-10)	1057	902	67	58	29	811	115	350	691	700	332
	25%	25%	20%	27%	23%	25%	24%	28%	24%	26%	22%
		b		b				b		b	
Answered	3977	3334	326	196	121	2982	455	1184	2695	2513	1361
Mean score	7.2	7.2	6.8	7.3	6.9	7.2	7.2	7.3	7.2	7.2	7.2
		bd		bd							
Standard deviation	2.11	2.08	2.21	2.11	2.29	2.11	2.10	2.07	2.10	2.10	2.04
Standard error	.03	.04	.10	.10	.11	.04	.09	.06	.04	.04	.05

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 151**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	106 2%	76 2%	61 2%	29 5%	37 1%	16 1%	13 1%	2 *%	42 1%	64 18%	97 13%	4 *%	4 *%
				ab					c	abcde	bc			
2	(2.0)	57 1%	41 1%	35 1%	16 3%	32 1%	18 1%	17 1%	1 *%	41 1%	16 5%	51 7%	3 *%	4 *%
				ab						abcde	bc			
3	(3.0)	97 2%	74 2%	68 2%	23 4%	79 2%	47 2%	36 1%	7 1%	82 2%	15 4%	80 11%	13 1%	4 *%
				a						abcde	bc	c		
4	(4.0)	143 3%	115 3%	94 3%	28 5%	120 3%	69 3%	77 3%	12 2%	127 3%	15 4%	73 10%	53 5%	16 1%
											bc	c		
5	(5.0)	354 8%	307 8%	252 8%	47 8%	286 8%	160 6%	152 6%	26 4%	306 8%	48 13%	123 16%	170 16%	61 2%
					cd					bcd	abcde	c	c	
6	(6.0)	457 11%	393 11%	338 11%	64 11%	409 11%	265 10%	253 10%	55 9%	430 11%	27 7%	71 9%	215 20%	171 7%
											c	ac		
7	(7.0)	727 17%	623 17%	528 17%	104 17%	666 18%	465 18%	445 18%	81 13%	693 18%	34 9%	65 9%	238 23%	425 17%
						df	df	df		df			ac	a
8	(8.0)	979 23%	866 23%	728 23%	113 19%	921 24%	685 26%	670 27%	179 29%	959 24%	20 5%	46 6%	157 15%	776 31%
						f	f	f	aef	f			a	ab
9	(9.0)	537 13%	495 13%	420 13%	42 7%	515 14%	383 15%	386 15%	103 17%	523 13%	14 4%	20 3%	66 6%	451 18%
			c	c		f	f	ef	ef	f			a	ab
10 - Extremely well	(10.0)	520 12%	467 13%	400 13%	53 9%	491 13%	377 15%	361 14%	136 22%	503 13%	17 5%	9 1%	41 4%	470 19%
						f	f	f	abcef	f			a	ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	301	227	184	74	193	103	85	13	214	87	119	93	89
	7%	6%	6%	12%	5%	4%	3%	2%	5%	24%	16%	9%	4%
				ab	cd	d			bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	403	306	258	96	269	150	143	21	292	111	301	73	28
	9%	8%	8%	16%	7%	6%	6%	3%	7%	31%	40%	7%	1%
				ab	d	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	811	700	591	111	695	425	405	81	736	75	195	385	232
	19%	19%	19%	18%	18%	16%	16%	13%	19%	21%	26%	36%	9%
					cd				bcd	d	c	ac	
POSITIVE VIEW (7-10)	2763	2451	2076	313	2592	1911	1862	499	2679	84	140	501	2122
	64%	66%	67%	52%	69%	74%	75%	81%	68%	23%	19%	47%	86%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	163	117	96	46	69	34	30	3	83	80	148	7	8
	4%	3%	3%	8%	2%	1%	1%	1%	2%	22%	20%	1%	*%
				ab	d				bcd	abcde	bc		
MOST POSITIVE (9-10)	1057	962	820	96	1006	761	747	239	1027	30	30	106	921
	25%	26%	26%	16%	27%	29%	30%	39%	26%	8%	4%	10%	37%
		c	c		f	ef	aef	abcef	f			a	ab
Answered	3977	3457	2925	520	3555	2485	2411	601	3708	269	636	959	2382
Mean score	7.2	7.3	7.3	6.6	7.4	7.6	7.6	8.0	7.4	4.8	4.5	6.6	8.1
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.11	2.04	2.04	2.40	1.91	1.81	1.78	1.67	1.93	2.87	2.37	1.59	1.40
Standard error	.03	.03	.04	.13	.03	.04	.03	.07	.03	.18	.09	.05	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	150 3%	95 5% b	52 2%	13 3%	33 4%	24 4%	18 3%	60 4%	33 3%	35 3%	28 4%	47 5% a
2	(2.0)	59 1%	34 2%	25 1%	4 1%	9 1%	10 1%	16 2%	19 1%	17 1%	21 2%	5 1%	12 1%
3	(3.0)	141 3%	78 4%	58 3%	12 2%	18 2%	26 4%	22 3%	61 4%	40 3%	31 2%	20 3%	45 4% b
4	(4.0)	177 4%	89 4%	85 4%	34 7% cd	36 5% c	17 3%	20 3%	68 4%	43 3%	43 4%	36 5%	47 5%
5	(5.0)	369 9%	194 9%	170 8%	45 9%	65 8%	55 8%	68 10%	136 9%	97 8%	103 8%	75 11% a	90 9%
6	(6.0)	502 12%	226 11%	270 12%	79 15% e	103 13% e	85 13% e	83 12%	149 9%	126 10%	187 15% ad	79 12%	107 11%
7	(7.0)	707 16%	355 17%	347 16%	88 17%	129 17%	117 17%	109 16%	264 17%	216 17%	206 17%	118 17%	163 16%
8	(8.0)	911 21%	439 21%	468 22%	107 21%	146 19%	161 24% b	141 20%	354 22%	318 25% bcd	256 21%	126 19%	208 20%
9	(9.0)	554 13%	263 13%	288 13%	67 13%	97 12%	77 11%	78 11%	233 15%	191 15% cd	171 14%	74 11%	109 11%
10 - Extremely well	(10.0)	514 12%	230 11%	284 13%	42 8%	106 14% a	83 12% a	95 14% a	187 12% a	173 13%	137 11%	80 12%	119 12%
Don't know		195 5%	75 4%	116 5% a	28 5%	39 5%	27 4%	45 6% e	54 3%	32 2%	45 4%	37 5% a	65 6% ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	527 12%	296 14% b	220 10%	64 12%	96 12%	77 11%	76 11%	209 13%	134 10%	131 11%	90 13%	152 15% ab
NEUTRAL (5-6)	871 20%	420 20%	440 20%	124 24% e	168 21%	141 21%	151 22%	285 18%	224 17%	290 23% ad	153 23% a	197 19%
POSITIVE VIEW (7-10)	2686 63%	1287 62%	1387 64%	305 58%	479 61%	439 64%	423 61%	1038 65% a	898 70% bcd	770 62%	398 59%	599 59%
MOST NEGATIVE (1-2)	209 5%	129 6% b	77 4%	18 3%	42 5%	34 5%	34 5%	79 5%	50 4%	57 5%	34 5%	59 6%
MOST POSITIVE (9-10)	1068 25%	493 24%	572 26%	110 21%	203 26%	160 23%	173 25%	420 26% a	363 28% cd	308 25%	155 23%	228 22%
Answered	4084	2003	2048	493	743	656	650	1532	1255	1191	641	947
Mean score	7.0	6.9	7.2 a	6.9	7.0	7.0	7.0	7.0	7.3 bcd	7.0	6.8	6.8
Standard deviation	2.24	2.33	2.13	2.07	2.29	2.21	2.24	2.27	2.14	2.14	2.27	2.37
Standard error	.03	.05	.04	.08	.08	.08	.08	.06	.06	.06	.09	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	150 3%	115 3%	19 6%	10 4%	6 5%	110 3%	16 3%	41 3%	101 3%	88 3%	50 3%
2	(2.0)	59 1%	46 1%	7 2%	3 1%	3 3%	51 2%	7 2%	20 2%	37 1%	37 1%	19 1%
3	(3.0)	141 3%	114 3%	14 4%	6 3%	6 5%	101 3%	26 5%	28 2%	107 4%	80 3%	55 4%
4	(4.0)	177 4%	142 4%	20 6%	9 4%	7 5%	138 4%	18 4%	41 3%	132 5%	95 4%	73 5%
5	(5.0)	369 9%	294 8%	42 12%	19 9%	14 11%	264 8%	46 10%	90 7%	262 9%	237 9%	122 8%
6	(6.0)	502 12%	423 12%	39 11%	26 12%	14 11%	358 11%	49 10%	152 12%	330 11%	327 12%	160 11%
7	(7.0)	707 16%	602 17%	50 14%	36 17%	19 15%	518 16%	90 19%	211 17%	487 17%	450 17%	249 17%
8	(8.0)	911 21%	771 21%	71 21%	42 20%	26 20%	699 22%	101 21%	279 22%	616 21%	582 22%	314 21%
9	(9.0)	554 13%	479 13%	33 10%	29 13%	13 10%	439 14%	46 10%	172 14%	366 12%	348 13%	196 13%
10 - Extremely well	(10.0)	514 12%	434 12%	37 11%	27 13%	15 12%	390 12%	67 14%	161 13%	349 12%	325 12%	173 11%
Don't know		195 5%	171 5%	12 3%	7 3%	5 4%	157 5%	10 2%	50 4%	132 4%	91 3%	83 5%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	527	417	60	27	22	400	67	131	377	301	196
	12%	12%	17%	13%	17%	12%	14%	11%	13%	11%	13%
			a		a						
NEUTRAL (5-6)	871	717	81	45	28	623	95	242	592	564	282
	20%	20%	23%	21%	22%	19%	20%	19%	20%	21%	19%
POSITIVE VIEW (7-10)	2686	2287	191	135	73	2046	304	822	1819	1705	932
	63%	63%	55%	63%	57%	63%	64%	66%	62%	64%	62%
		bd		b				b			
MOST NEGATIVE (1-2)	209	161	26	12	9	162	23	61	138	125	69
	5%	4%	8%	6%	7%	5%	5%	5%	5%	5%	5%
			a		a						
MOST POSITIVE (9-10)	1068	914	70	56	28	829	112	333	716	673	369
	25%	25%	20%	26%	22%	26%	24%	27%	24%	25%	25%
		b		b							
Answered	4084	3421	331	208	124	3069	466	1195	2788	2570	1410
Mean score	7.0	7.1	6.6	7.0	6.7	7.0	6.9	7.2	7.0	7.1	7.0
		bd		b				b			
Standard deviation	2.24	2.20	2.43	2.31	2.43	2.25	2.29	2.19	2.25	2.20	2.25
Standard error	.03	.04	.11	.11	.12	.04	.10	.06	.04	.04	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	150 3%	105 3%	93 3%	45 7% ab	63 2%	36 1%	30 1%	5 1%	73 2%	77 21% abcde	137 18% bc	10 1% c	3 *%
2	(2.0)	59 1%	45 1%	38 1%	14 2%	44 1%	22 1%	21 1%	2 *%	51 1%	8 2% bcd	49 6% bc	4 *%	6 *%
3	(3.0)	141 3%	102 3%	83 3%	38 6% ab	108 3%	52 2%	59 2%	10 2%	114 3%	27 7% abcde	102 13% bc	32 3% c	7 *%
4	(4.0)	177 4%	155 4%	127 4%	22 4%	144 4% d	98 4% d	82 3%	11 2%	156 4% d	21 6% d	98 13% bc	55 5% c	25 1%
5	(5.0)	369 9%	316 9%	267 9%	53 9%	323 9% cd	199 8% d	173 7%	28 5%	337 9% cd	32 9% d	107 14% c	206 20% ac	55 2%
6	(6.0)	502 12%	423 11%	372 12%	80 13%	445 12% d	290 11% d	275 11% d	46 8%	466 12% d	36 10%	60 8%	255 24% ac	187 8%
7	(7.0)	707 16%	622 17%	526 17%	85 14%	664 18% f	475 18% f	472 19% f	98 16% f	685 17% f	23 6%	60 8%	204 19% a	444 18% a
8	(8.0)	911 21%	807 22%	681 22%	104 17%	860 23% f	605 23% f	605 24% f	169 28% aef	887 23% f	24 7%	24 3%	150 14% a	737 30% ab
9	(9.0)	554 13%	508 14% c	411 13% c	46 8%	517 14% f	396 15% f	393 16% ef	116 19% abef	537 14% f	17 5%	12 2%	47 4% a	495 20% ab
10 - Extremely well	(10.0)	514 12%	463 13% c	393 13% c	51 8%	486 13% f	373 14% f	346 14% f	125 20% abcef	500 13% f	14 4%	11 2%	29 3%	474 19% ab

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	195 5%	138 4%	120 4%	57 9%	96 3%	44 2%	42 2%	3 *%	118 3%	78 22%	94 12%	61 6%	40 2%
				ab	cd	d	d		bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	527 12%	408 11%	340 11%	119 20%	359 10%	207 8%	191 8%	28 5%	394 10%	132 37%	385 51%	101 10%	40 2%
				ab	cd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	871 20%	739 20%	639 21%	133 22%	768 20%	489 19%	448 18%	74 12%	803 20%	69 19%	168 22%	461 44%	242 10%
					cd	d	d		cd	d	c	ac	
POSITIVE VIEW (7-10)	2686 63%	2401 65%	2011 65%	285 47%	2526 67%	1850 71%	1815 73%	509 83%	2609 66%	77 21%	107 14%	429 41%	2150 87%
					f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	209 5%	150 4%	130 4%	58 10%	107 3%	57 2%	50 2%	7 1%	124 3%	85 24%	186 25%	14 1%	9 *%
				ab	d				cd	abcde	bc	c	
MOST POSITIVE (9-10)	1068 25%	972 26%	804 26%	96 16%	1003 27%	769 30%	739 30%	242 39%	1037 26%	31 9%	23 3%	75 7%	969 39%
					f	aef	aef	abcef	f			a	ab
Answered	4084	3547	2990	537	3653	2546	2455	611	3806	278	660	992	2432
Mean score	7.0	7.1	7.1	6.3	7.2	7.4	7.4	7.9	7.2	4.6	4.0	6.3	8.1
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.24	2.16	2.17	2.56	2.04	1.96	1.92	1.76	2.07	2.91	2.31	1.63	1.43
Standard error	.03	.03	.04	.14	.03	.04	.04	.07	.03	.18	.09	.05	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all well	(1.0)	164	107	54	11	35	25	28	65	38	43	28	50
		4%	5%	2%	2%	4%	4%	4%	4%	3%	3%	4%	5%
			b			a							a
2	(2.0)	75	46	30	4	13	10	15	32	23	22	11	16
		2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%
3	(3.0)	160	98	57	18	24	19	31	68	44	48	26	36
		4%	5%	3%	3%	3%	3%	4%	4%	3%	4%	4%	3%
			b										
4	(4.0)	195	98	96	36	22	20	32	83	62	46	36	47
		5%	5%	4%	7%	3%	3%	5%	5%	5%	4%	5%	5%
					bc				bc				
5	(5.0)	465	214	245	57	87	73	67	180	129	143	87	102
		11%	10%	11%	11%	11%	11%	10%	11%	10%	12%	13%	10%
6	(6.0)	539	266	267	66	98	86	89	198	150	159	85	136
		13%	13%	12%	13%	13%	13%	13%	12%	12%	13%	13%	13%
7	(7.0)	738	373	361	97	134	121	109	278	225	229	114	164
		17%	18%	17%	19%	17%	18%	16%	17%	17%	18%	17%	16%
8	(8.0)	779	351	423	91	134	156	133	265	261	230	124	164
		18%	17%	19%	17%	17%	23%	19%	17%	20%	19%	18%	16%
						abe				d			
9	(9.0)	463	239	224	60	86	74	62	180	157	136	60	103
		11%	11%	10%	11%	11%	11%	9%	11%	12%	11%	9%	10%
10 - Extremely well	(10.0)	404	163	241	42	93	61	74	135	127	99	65	107
		9%	8%	11%	8%	12%	9%	11%	8%	10%	8%	10%	11%
			a			ae							
Don't know		299	123	168	40	56	39	55	105	69	81	41	90
		7%	6%	8%	8%	7%	6%	8%	7%	5%	7%	6%	9%
			a										a
NEGATIVE VIEW (1-4)		593	350	236	69	93	75	106	247	168	159	101	149
		14%	17%	11%	13%	12%	11%	15%	15%	13%	13%	15%	15%
			b				c	c					

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEUTRAL (5-6)	1004 23%	481 23%	512 24%	123 24%	185 24%	158 23%	156 22%	378 24%	279 22%	302 24%	172 25%	237 23%
POSITIVE VIEW (7-10)	2385 56%	1125 54%	1249 58%	289 55%	447 57%	411 60%	378 54%	858 54%	771 60%	694 56%	363 54%	538 53%
MOST NEGATIVE (1-2)	239 6%	153 7%	83 4%	15 3%	47 6%	35 5%	43 6%	97 6%	61 5%	65 5%	39 6%	66 6%
MOST POSITIVE (9-10)	868 20%	402 19%	465 21%	102 20%	179 23%	134 20%	136 20%	315 20%	284 22%	235 19%	125 19%	211 21%
Answered	3982	1955	1996	481	725	644	639	1483	1217	1155	637	924
Mean score	6.7	6.5	6.9	6.8	6.8	6.9	6.7	6.6	6.9	6.7	6.6	6.7
Standard deviation	2.27	2.36	2.14	2.08	2.32	2.16	2.34	2.30	2.20	2.20	2.28	2.37
Standard error	.04	.06	.04	.09	.09	.08	.09	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	164	123	23	11	7	133	12	47	108	98	55
		4%	3%	7%	5%	6%	4%	3%	4%	4%	4%	4%
			a	a								
2	(2.0)	75	62	7	2	4	62	10	11	63	44	28
		2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%
				a						a		
3	(3.0)	160	121	21	10	7	118	23	33	120	97	55
		4%	3%	6%	5%	6%	4%	5%	3%	4%	4%	4%
				a		a				a		
4	(4.0)	195	157	21	9	8	150	24	42	150	111	77
		5%	4%	6%	4%	6%	5%	5%	3%	5%	4%	5%
										a		
5	(5.0)	465	393	44	15	13	343	46	125	318	288	163
		11%	11%	13%	7%	10%	11%	10%	10%	11%	11%	11%
			c	c								
6	(6.0)	539	455	39	31	14	388	74	145	370	325	201
		13%	13%	11%	14%	11%	12%	15%	12%	13%	12%	13%
7	(7.0)	738	620	57	43	19	556	91	223	503	469	256
		17%	17%	16%	20%	14%	17%	19%	18%	17%	18%	17%
					d							
8	(8.0)	779	661	57	40	21	601	74	259	516	527	240
		18%	18%	17%	19%	16%	19%	16%	21%	18%	20%	16%
									b		b	
9	(9.0)	463	395	34	21	13	350	54	166	294	299	159
		11%	11%	10%	10%	10%	11%	11%	13%	10%	11%	11%
									b			
10 - Extremely well	(10.0)	404	347	23	19	15	300	42	125	266	253	137
		9%	10%	7%	9%	12%	9%	9%	10%	9%	9%	9%
			b			b						
Don't know		299	260	17	13	8	227	26	67	213	150	121
		7%	7%	5%	6%	6%	7%	5%	5%	7%	6%	8%
										a		a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	593	463	72	33	26	462	69	134	442	350	215
	14%	13%	21%	15%	20%	14%	14%	11%	15%	13%	14%
			ac		a				a		
NEUTRAL (5-6)	1004	848	83	46	27	731	120	270	687	613	365
	23%	24%	24%	21%	21%	23%	25%	22%	23%	23%	24%
POSITIVE VIEW (7-10)	2385	2023	170	123	67	1806	262	773	1579	1548	794
	56%	56%	50%	57%	52%	56%	55%	62%	54%	58%	53%
		b		b				b		b	
MOST NEGATIVE (1-2)	239	184	30	14	11	194	22	58	171	142	83
	6%	5%	9%	6%	9%	6%	5%	5%	6%	5%	6%
			a		a						
MOST POSITIVE (9-10)	868	743	57	40	28	650	97	292	560	552	297
	20%	21%	16%	19%	22%	20%	20%	23%	19%	21%	20%
								b			
Answered	3982	3334	325	202	121	3000	450	1178	2708	2511	1374
Mean score	6.7	6.8	6.2	6.7	6.5	6.7	6.7	7.0	6.6	6.8	6.7
		bd		b				b			
Standard deviation	2.27	2.23	2.44	2.31	2.57	2.29	2.19	2.18	2.28	2.24	2.27
Standard error	.04	.04	.11	.11	.13	.04	.10	.06	.04	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	164 4%	130 4%	113 4%	33 5%	78 2%	41 2%	40 2%	9 2%	87 2%	76 21%	151 20%	9 1%	3 *%
										abcde	bc	c		
2	(2.0)	75 2%	60 2%	48 2%	15 2%	61 2%	33 1%	28 1%	4 1%	65 2%	10 3%	56 7%	14 1%	6 *%
										cd	bc	c		
3	(3.0)	160 4%	123 3%	105 3%	37 6%	134 4%	68 3%	77 3%	15 2%	141 4%	19 5%	100 13%	42 4%	17 1%
					ab					b	bc	c		
4	(4.0)	195 5%	167 5%	133 4%	28 5%	172 5%	116 4%	106 4%	20 3%	181 5%	14 4%	85 11%	70 7%	40 2%
											bc	c		
5	(5.0)	465 11%	395 11%	322 10%	70 12%	399 11%	269 10%	233 9%	44 7%	419 11%	46 13%	101 13%	246 23%	118 5%
					d	d	d	d		d	d	c	ac	
6	(6.0)	539 13%	449 12%	390 13%	89 15%	491 13%	325 13%	296 12%	74 12%	510 13%	29 8%	76 10%	216 20%	247 10%
					f	f	f	f		f		ac		
7	(7.0)	738 17%	655 18%	550 18%	83 14%	694 18%	490 19%	483 19%	114 19%	713 18%	25 7%	43 6%	169 16%	526 21%
					f	f	f	f	f	f		a	ab	
8	(8.0)	779 18%	698 19%	602 19%	81 13%	725 19%	543 21%	535 21%	136 22%	762 19%	18 5%	20 3%	127 12%	633 25%
			c	c		f	f	f	f	f		a	ab	
9	(9.0)	463 11%	421 11%	350 11%	43 7%	426 11%	326 13%	330 13%	108 18%	447 11%	17 5%	11 1%	53 5%	399 16%
			c	c		f	f	f	abcef	f		a	ab	
10 - Extremely well	(10.0)	404 9%	360 10%	308 10%	44 7%	384 10%	289 11%	269 11%	82 13%	390 10%	15 4%	6 1%	21 2%	377 15%
					f	f	f	f	aef	f		ab		

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	299	227	192	71	186	91	99	6	211	88	108	86	105
	7%	6%	6%	12%	5%	4%	4%	1%	5%	24%	14%	8%	4%
				ab	bd	d	d		bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	593	481	398	113	445	257	252	48	474	119	391	136	66
	14%	13%	13%	19%	12%	10%	10%	8%	12%	33%	52%	13%	3%
				ab	bd				bcd	abcde	bc	c	
NEUTRAL (5-6)	1004	844	712	159	890	594	529	118	929	75	177	462	365
	23%	23%	23%	26%	24%	23%	21%	19%	24%	21%	23%	44%	15%
					cd				cd		c	ac	
POSITIVE VIEW (7-10)	2385	2134	1809	250	2229	1648	1617	441	2311	74	79	370	1936
	56%	58%	58%	42%	59%	64%	65%	72%	59%	20%	11%	35%	78%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	239	191	160	48	139	74	69	14	153	86	206	23	9
	6%	5%	5%	8%	4%	3%	3%	2%	4%	24%	27%	2%	*%
				ab					c	abcde	bc	c	
MOST POSITIVE (9-10)	868	781	658	87	811	615	599	190	837	31	17	74	777
	20%	21%	21%	14%	22%	24%	24%	31%	21%	9%	2%	7%	31%
		c	c		f	ef	aef	abcef	f			a	ab
Answered	3982	3460	2920	522	3564	2499	2398	608	3714	268	647	967	2367
Mean score	6.7	6.8	6.8	6.2	6.9	7.1	7.1	7.4	6.9	4.6	3.8	6.1	7.8
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.27	2.23	2.23	2.42	2.12	2.03	2.02	1.96	2.13	2.91	2.24	1.72	1.57
Standard error	.04	.04	.04	.13	.03	.04	.04	.08	.03	.18	.09	.06	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	115	65	46	13	28	25	21	28	19	28	24	40
		3%	3%	2%	2%	4%	4%	3%	2%	1%	2%	4%	4%
						e	e					a	a
2	(2.0)	53	37	15	3	10	11	7	22	19	13	7	9
		1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			b										
3	(3.0)	94	38	52	14	13	13	13	41	20	24	13	34
		2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%
													a
4	(4.0)	130	79	49	28	30	14	12	45	30	32	30	35
		3%	4%	2%	5%	4%	2%	2%	3%	2%	3%	4%	3%
			b		cde	d						a	
5	(5.0)	333	144	180	67	79	49	43	95	89	97	58	83
		8%	7%	8%	13%	10%	7%	6%	6%	7%	8%	8%	8%
					cde	de							
6	(6.0)	339	188	148	45	83	62	55	93	96	100	54	85
		8%	9%	7%	9%	11%	9%	8%	6%	7%	8%	8%	8%
			b		e	e	e						
7	(7.0)	539	288	251	58	99	105	96	181	147	188	94	108
		13%	14%	12%	11%	13%	15%	14%	11%	11%	15%	14%	11%
							ae				ad		
8	(8.0)	756	381	372	83	133	131	124	281	242	240	109	153
		18%	18%	17%	16%	17%	19%	18%	18%	19%	19%	16%	15%
										d	d		
9	(9.0)	576	274	301	58	87	90	102	239	190	155	91	139
		13%	13%	14%	11%	11%	13%	15%	15%	15%	13%	13%	14%
									b				
10 - Extremely important	(10.0)	1219	545	665	120	191	168	195	542	421	331	167	283
		28%	26%	31%	23%	24%	25%	28%	34%	33%	27%	25%	28%
				a					abcd	bcd			
Don't know		131	48	78	32	31	16	26	23	17	29	27	45
		3%	2%	4%	6%	4%	2%	4%	1%	1%	2%	4%	4%
				a	ce	e		e				a	ab

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	392	219	163	59	80	63	53	137	88	97	74	118
	9%	10%	8%	11%	10%	9%	8%	9%	7%	8%	11%	12%
		b		d							ab	ab
NEUTRAL (5-6)	671	332	328	112	162	111	98	188	185	197	112	167
	16%	16%	15%	22%	21%	16%	14%	12%	14%	16%	17%	16%
				cde	cde	e						
IMPORTANT (7-10)	3090	1488	1589	319	509	493	517	1243	1001	914	462	683
	72%	71%	73%	61%	65%	72%	74%	78%	78%	74%	68%	67%
						ab	ab	abc	cd	cd		
MOST NEGATIVE (1-2)	168	102	62	16	37	36	28	50	38	41	31	49
	4%	5%	3%	3%	5%	5%	4%	3%	3%	3%	5%	5%
		b				e						a
MOST POSITIVE (9-10)	1795	819	967	178	278	257	297	781	611	486	258	422
	42%	39%	45%	34%	36%	38%	43%	49%	47%	39%	38%	41%
			a				ab	abcd	bcd			
Answered	4153	2039	2081	490	751	667	669	1568	1274	1208	648	968
Mean score	7.7	7.6	7.8	7.3	7.4	7.5	7.8	8.0	8.0	7.7	7.5	7.5
			a				ab	abc	bcd			
Standard deviation	2.30	2.33	2.22	2.35	2.37	2.32	2.24	2.22	2.13	2.19	2.38	2.48
Standard error	.03	.05	.05	.09	.09	.08	.08	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	115 3%	93 3%	12 3%	5 2%	5 4%	77 2%	12 3%	41 3%	69 2%	77 3%	26 2%
2	(2.0)	53 1%	48 1%	3 1%	1 1%	1 1%	47 1%	2 *	15 1%	34 1%	37 1%	14 1%
3	(3.0)	94 2%	81 2%	6 2%	4 2%	4 3%	75 2%	7 2%	27 2%	65 2%	46 2%	45 3%
4	(4.0)	130 3%	103 3%	13 4%	8 4%	5 4%	83 3%	15 3%	36 3%	87 3%	76 3%	51 3%
5	(5.0)	333 8%	281 8%	32 9%	12 5%	7 6%	233 7%	22 5%	91 7%	224 8%	209 8%	111 7%
6	(6.0)	339 8%	279 8%	34 10%	18 8%	8 6%	242 7%	34 7%	117 9%	219 7%	225 8%	104 7%
7	(7.0)	539 13%	466 13%	36 11%	19 9%	17 13%	408 13%	56 12%	186 15%	342 12%	370 14%	162 11%
8	(8.0)	756 18%	615 17%	66 19%	50 23%	25 19%	576 18%	90 19%	226 18%	517 18%	501 19%	242 16%
9	(9.0)	576 13%	489 14%	40 12%	31 15%	16 12%	448 14%	73 15%	175 14%	383 13%	361 14%	206 14%
10 - Extremely important	(10.0)	1219 28%	1031 29%	90 26%	61 28%	37 29%	938 29%	157 33%	296 24%	898 31%	689 26%	494 33%
Don't know		131 3%	111 3%	10 3%	6 3%	3 3%	100 3%	8 2%	34 3%	86 3%	69 3%	42 3%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	392	325	33	18	15	282	37	120	255	236	136
	9%	9%	10%	9%	12%	9%	8%	10%	9%	9%	9%
NEUTRAL (5-6)	671	560	66	29	16	476	57	208	443	435	215
	16%	16%	19%	14%	12%	15%	12%	17%	15%	16%	14%
			cd								
IMPORTANT (7-10)	3090	2601	233	161	95	2371	376	884	2140	1921	1104
	72%	72%	68%	75%	73%	73%	79%	71%	73%	72%	73%
				b			a				
MOST NEGATIVE (1-2)	168	141	14	6	6	124	15	56	103	114	40
	4%	4%	4%	3%	5%	4%	3%	5%	4%	4%	3%
										b	
MOST POSITIVE (9-10)	1795	1520	131	92	52	1387	230	472	1281	1050	701
	42%	42%	38%	43%	41%	43%	48%	38%	44%	39%	47%
									a		a
Answered	4153	3487	332	209	126	3129	470	1211	2839	2592	1455
Mean score	7.7	7.7	7.5	7.9	7.6	7.7	8.0	7.5	7.8	7.6	7.9
				b					a		a
Standard deviation	2.30	2.30	2.34	2.17	2.41	2.27	2.17	2.29	2.28	2.27	2.26
Standard error	.03	.04	.10	.10	.12	.04	.10	.06	.04	.05	.06

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

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

Base : All respondents

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
			ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Not at all important	(1.0)	115 3%	83 2%	76 2%	32 5% ab	42 1%	22 1%	16 1%	6 1%	47 1%	68 19% abcde	101 13% bc	7 1%	6 *%
2	(2.0)	53 1%	41 1%	39 1%	12 2%	39 1%	22 1%	20 1%	2 *%	41 1%	12 3% abcde	36 5% bc	12 1% c	5 *%
3	(3.0)	94 2%	77 2%	65 2%	18 3%	72 2%	42 2%	38 2%	6 1%	81 2%	13 4% bcd	68 9% bc	13 1%	13 1%
4	(4.0)	130 3%	115 3%	94 3%	15 2%	107 3% d	75 3% d	71 3% d	7 1%	113 3% d	16 5% d	65 9% bc	46 4% c	19 1%
5	(5.0)	333 8%	285 8%	250 8%	48 8%	277 7% d	168 6% d	151 6% d	17 3%	294 7% d	38 11% bcd	83 11% c	196 19% ac	54 2%
6	(6.0)	339 8%	299 8%	262 8%	39 6%	289 8%	219 8%	208 8%	42 7%	312 8%	27 7%	56 7% c	165 16% ac	117 5%
7	(7.0)	539 13%	468 13%	403 13%	71 12%	495 13% f	337 13% f	339 14% f	70 11% f	516 13% f	23 6%	47 6%	164 16% a	328 13% a
8	(8.0)	756 18%	659 18%	554 18%	97 16%	711 19% f	490 19% f	459 18% f	112 18% f	732 19% f	24 7%	78 10%	167 16% a	512 21% ab
9	(9.0)	576 13%	507 14%	408 13%	69 11%	538 14% f	386 15% f	378 15% f	94 15% f	554 14% f	22 6%	31 4%	92 9% a	453 18% ab
10 - Extremely important	(10.0)	1219 28%	1061 29%	875 28%	158 26%	1127 30% f	796 31% f	795 32% f	258 42% abcef	1167 30% f	52 15%	124 16%	154 15%	942 38% ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	131	93	85	38	54	29	24	2	66	64	62	39	29
	3%	3%	3%	6%	1%	1%	1%	*%	2%	18%	8%	4%	1%
				ab	d				cd	abcde	bc	c	
NOT IMPORTANT (1-4)	392	316	274	76	259	161	145	20	283	109	270	78	43
	9%	9%	9%	13%	7%	6%	6%	3%	7%	30%	36%	7%	2%
				ab	d	d	d		d	abcde	bc	c	
NEUTRAL (5-6)	671	585	512	87	566	387	359	59	606	65	139	361	172
	16%	16%	16%	14%	15%	15%	14%	10%	15%	18%	18%	34%	7%
					d	d	d		d	d	c	ac	
IMPORTANT (7-10)	3090	2695	2240	395	2871	2010	1970	534	2969	121	279	576	2235
	72%	73%	72%	65%	76%	78%	79%	87%	76%	34%	37%	55%	90%
		c	c		f	f	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	168	124	115	44	81	44	36	8	88	80	137	19	11
	4%	3%	4%	7%	2%	2%	1%	1%	2%	22%	18%	2%	*%
				ab					c	abcde	bc	c	
MOST POSITIVE (9-10)	1795	1568	1283	227	1665	1182	1172	351	1721	74	154	246	1395
	42%	43%	41%	38%	44%	46%	47%	57%	44%	21%	20%	23%	56%
					f	f	ef	abcef	f				ab
Answered	4153	3595	3026	558	3696	2557	2474	613	3858	295	688	1015	2450
Mean score	7.7	7.7	7.7	7.4	7.9	8.0	8.0	8.5	7.9	5.5	5.6	7.0	8.6
		c	c		f	f	aef	abcef	f			a	ab
Standard deviation	2.30	2.24	2.27	2.61	2.09	2.02	1.98	1.80	2.11	3.29	3.09	2.00	1.54
Standard error	.03	.04	.04	.14	.03	.04	.04	.07	.03	.19	.11	.06	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	91	59	29	9	17	17	12	36	14	22	24	28
		2%	3%	1%	2%	2%	3%	2%	2%	1%	2%	4%	3%
			b								ab		a
2	(2.0)	31	18	11	1	8	6	4	10	9	7	3	10
		1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%
3	(3.0)	68	44	23	5	13	11	10	28	25	12	8	21
		2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%
			b										
4	(4.0)	116	58	57	17	18	15	17	49	26	27	22	32
		3%	3%	3%	3%	2%	2%	3%	3%	2%	2%	3%	3%
5	(5.0)	346	169	166	48	79	47	61	110	86	113	50	92
		8%	8%	8%	9%	10%	7%	9%	7%	7%	9%	7%	9%
						ce					a		
6	(6.0)	408	214	192	65	66	77	62	137	109	118	74	106
		10%	10%	9%	13%	8%	11%	9%	9%	8%	10%	11%	10%
					be								
7	(7.0)	711	354	354	95	117	116	125	259	211	217	112	170
		17%	17%	16%	18%	15%	17%	18%	16%	16%	18%	17%	17%
8	(8.0)	978	518	454	118	188	166	153	347	340	275	164	184
		23%	25%	21%	23%	24%	24%	22%	22%	26%	22%	24%	18%
			b							bd	d	d	
9	(9.0)	582	259	320	56	111	85	96	233	195	171	83	131
		14%	12%	15%	11%	14%	12%	14%	15%	15%	14%	12%	13%
10 - Extremely important	(10.0)	745	304	438	66	133	120	117	307	247	216	101	173
		17%	15%	20%	13%	17%	17%	17%	19%	19%	17%	15%	17%
				a			a		a	c			
Don't know		203	85	113	41	30	22	37	69	31	61	33	61
		5%	4%	5%	8%	4%	3%	5%	4%	2%	5%	5%	6%
					bce						a	a	a

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	305 7%	180 9%	121 6%	32 6%	56 7%	50 7%	43 6%	123 8%	74 6%	67 5%	58 9%	91 9%
		b									ab	ab
NEUTRAL (5-6)	754 18%	384 18%	359 17%	113 22%	145 19%	124 18%	124 18%	247 15%	194 15%	231 19%	124 18%	198 19%
				e						a		a
IMPORTANT (7-10)	3016 70%	1434 69%	1566 72%	335 64%	550 70%	487 71%	491 71%	1146 72%	991 77%	878 71%	460 68%	658 65%
			a		a	a	a	a	bcd	d		
MOST NEGATIVE (1-2)	122 3%	77 4%	40 2%	10 2%	26 3%	24 3%	16 2%	47 3%	23 2%	28 2%	27 4%	38 4%
		b									a	a
MOST POSITIVE (9-10)	1327 31%	563 27%	758 35%	122 23%	244 31%	205 30%	214 31%	539 34%	441 34%	386 31%	183 27%	304 30%
			a		a	a	a	a	c			
Answered	4075	1998	2045	481	752	661	658	1516	1260	1176	642	948
Mean score	7.5	7.3	7.7	7.3	7.4	7.5	7.5	7.6	7.7	7.5	7.3	7.3
			a					a	cd	cd		
Standard deviation	2.04	2.10	1.95	1.90	2.09	2.06	1.98	2.09	1.90	1.96	2.13	2.19
Standard error	.03	.05	.04	.08	.08	.07	.07	.06	.05	.06	.08	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	91 2%	70 2%	13 4% a	4 2%	3 3%	75 2%	6 1%	26 2%	57 2%	55 2%	26 2%
2	(2.0)	31 1%	24 1%	4 1%	1 *%	2 1%	23 1%	4 1%	11 1%	18 1%	18 1%	10 1%
3	(3.0)	68 2%	55 2%	6 2%	3 1%	4 3% a	55 2%	7 2%	18 1%	49 2%	42 2%	23 2%
4	(4.0)	116 3%	94 3%	12 3%	6 3%	4 3%	88 3%	15 3%	31 3%	83 3%	61 2%	51 3%
5	(5.0)	346 8%	279 8%	38 11% a	19 9%	10 8%	266 8%	29 6%	87 7%	247 8%	228 9%	109 7%
6	(6.0)	408 10%	339 9%	40 12%	18 8%	12 9%	297 9%	35 7%	131 11%	262 9%	262 10%	138 9%
7	(7.0)	711 17%	593 16%	63 18%	33 15%	22 17%	507 16%	100 21% a	203 16%	489 17%	434 16%	267 18%
8	(8.0)	978 23%	835 23% b	61 18%	50 23%	32 25% b	745 23%	112 23%	321 26% b	649 22%	662 25% b	298 20%
9	(9.0)	582 14%	492 14%	44 13%	32 15%	14 11%	439 14%	70 15%	167 13%	400 14%	378 14%	193 13%
10 - Extremely important	(10.0)	745 17%	634 18%	50 15%	40 19%	21 16%	569 18%	90 19%	215 17%	511 17%	435 16%	284 19%
Don't know		203 5%	176 5%	12 4%	10 5%	5 4%	161 5% b	10 2%	35 3%	153 5% a	86 3%	93 6% a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	305	244	34	13	13	240	32	86	207	176	110
	7%	7%	10%	6%	10%	7%	7%	7%	7%	7%	7%
			a		a						
NEUTRAL (5-6)	754	617	78	37	22	563	65	218	509	490	247
	18%	17%	23%	17%	17%	17%	14%	17%	17%	18%	16%
			acd								
IMPORTANT (7-10)	3016	2555	218	155	89	2259	372	906	2049	1909	1042
	70%	71%	63%	72%	69%	70%	78%	73%	70%	72%	69%
		b		b			a				
MOST NEGATIVE (1-2)	122	94	17	5	5	97	10	37	75	73	35
	3%	3%	5%	2%	4%	3%	2%	3%	3%	3%	2%
			a								
MOST POSITIVE (9-10)	1327	1126	94	72	35	1008	160	382	911	813	477
	31%	31%	27%	34%	27%	31%	33%	31%	31%	31%	32%
			d								
Answered	4075	3416	330	205	124	3063	468	1210	2765	2575	1398
Mean score	7.5	7.5	7.1	7.6	7.3	7.5	7.6	7.5	7.5	7.5	7.5
		bd		bd							
Standard deviation	2.04	2.02	2.23	2.02	2.17	2.08	1.92	2.00	2.04	2.00	2.04
Standard error	.03	.04	.10	.09	.11	.04	.08	.05	.04	.04	.05

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

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

Base : All respondents

		VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		Total	ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Not at all important	(1.0)	91 2%	58 2%	53 2%	33 6% ab	29 1%	12 *%	9 *%	2 *%	32 1%	59 16% abcde	84 11% bc	2 *%	5 *%
2	(2.0)	31 1%	25 1%	22 1%	5 1%	18 *%	7 *%	8 *%	- -%	20 1%	11 3% abcde	24 3% bc	4 *%	3 *%
3	(3.0)	68 2%	57 2%	48 2%	11 2%	48 1% d	28 1%	29 1%	2 *%	55 1% d	13 4% abcde	43 6% bc	17 2% c	7 *%
4	(4.0)	116 3%	91 2%	76 2%	25 4%	98 3%	73 3%	57 2%	12 2%	105 3%	11 3%	60 8% bc	34 3% c	22 1%
5	(5.0)	346 8%	299 8%	249 8%	47 8%	290 8% bcd	160 6% d	155 6% d	20 3%	300 8% d	46 13% abcde	106 14% c	175 17% c	65 3%
6	(6.0)	408 10%	360 10%	309 10%	48 8%	365 10%	233 9%	230 9%	44 7%	383 10%	25 7%	72 10% c	188 18% ac	148 6%
7	(7.0)	711 17%	610 17%	511 16%	101 17%	640 17% df	434 17% df	420 17% df	78 13%	672 17% df	40 11%	94 12%	221 21% ac	396 16% a
8	(8.0)	978 23%	865 23%	724 23%	113 19%	913 24% f	677 26% f	644 26% f	159 26% f	948 24% f	30 8%	78 10%	194 18% a	706 28% ab
9	(9.0)	582 14%	522 14%	438 14%	61 10%	549 15% f	400 15% f	402 16% f	125 20% abcef	569 14% f	14 4%	33 4%	80 8% a	469 19% ab
10 - Extremely important	(10.0)	745 17%	658 18%	556 18%	87 14%	688 18% f	511 20% f	499 20% f	171 28% abcef	713 18% f	32 9%	66 9%	78 7%	601 24% ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	203	143	124	60	110	50	46	2	126	77	91	60	52
	5%	4%	4%	10%	3%	2%	2%	*%	3%	21%	12%	6%	2%
				ab	bcd	d	d		bcd	abcde	bc	c	
NOT IMPORTANT (1-4)	305	231	199	74	194	120	104	16	212	93	211	57	37
	7%	6%	6%	12%	5%	5%	4%	3%	5%	26%	28%	5%	1%
				ab	d	d			cd	abcde	bc	c	
NEUTRAL (5-6)	754	659	558	95	655	392	385	64	683	71	178	363	213
	18%	18%	18%	16%	17%	15%	15%	10%	17%	20%	24%	34%	9%
					bd	d	d		bd	d	c	ac	
IMPORTANT (7-10)	3016	2654	2229	362	2790	2022	1964	534	2902	115	271	573	2173
	70%	72%	72%	60%	74%	78%	79%	87%	74%	32%	36%	54%	88%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	122	83	75	39	47	19	17	2	52	69	108	5	8
	3%	2%	2%	6%	1%	1%	1%	*%	1%	19%	14%	1%	*%
				ab					c	abcde	bc		
MOST POSITIVE (9-10)	1327	1179	994	148	1237	911	900	296	1282	45	99	158	1070
	31%	32%	32%	25%	33%	35%	36%	48%	33%	13%	13%	15%	43%
		c	c		f	f	aef	abcef	f				ab
Answered	4075	3544	2986	531	3638	2535	2453	613	3796	279	660	993	2423
Mean score	7.5	7.6	7.5	7.0	7.7	7.8	7.8	8.3	7.6	5.4	5.6	6.8	8.3
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.04	1.97	1.99	2.42	1.85	1.76	1.74	1.58	1.86	3.01	2.72	1.69	1.46
Standard error	.03	.03	.03	.13	.03	.03	.03	.06	.03	.18	.10	.05	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	92	54	34	9	15	14	16	38	16	23	22	27
		2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	3%
			b								a	a	
2	(2.0)	48	31	14	4	10	12	4	18	13	12	4	17
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
			b										
3	(3.0)	95	61	33	12	14	17	18	35	26	20	14	30
		2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%
			b										
4	(4.0)	107	57	49	21	21	16	13	36	30	19	19	37
		2%	3%	2%	4%	3%	2%	2%	2%	2%	2%	3%	4%
					d								b
5	(5.0)	325	144	176	52	78	45	48	103	82	112	54	77
		8%	7%	8%	10%	10%	7%	7%	6%	6%	9%	8%	8%
					ce	ce					a		
6	(6.0)	438	229	208	67	103	62	65	141	113	136	83	99
		10%	11%	10%	13%	13%	9%	9%	9%	9%	11%	12%	10%
					e	cde						a	
7	(7.0)	634	330	300	92	108	126	112	195	188	185	112	143
		15%	16%	14%	18%	14%	18%	16%	12%	15%	15%	17%	14%
					e		be	e					
8	(8.0)	921	462	453	105	157	151	146	358	299	274	134	209
		21%	22%	21%	20%	20%	22%	21%	22%	23%	22%	20%	21%
9	(9.0)	611	286	320	49	114	94	102	252	223	179	97	108
		14%	14%	15%	9%	15%	14%	15%	16%	17%	14%	14%	11%
						a	a	a	a	d	d		
10 - Extremely important	(10.0)	842	362	479	74	133	128	142	362	279	235	111	204
		20%	17%	22%	14%	17%	19%	20%	23%	22%	19%	16%	20%
				a			a	a	ab	c			
Don't know		164	66	93	36	30	19	28	48	21	43	26	58
		4%	3%	4%	7%	4%	3%	4%	3%	2%	3%	4%	6%
					bcde						a	a	ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	342	203	130	46	60	58	51	127	85	74	59	111
	8%	10%	6%	9%	8%	9%	7%	8%	7%	6%	9%	11%
		b										ab
NEUTRAL (5-6)	763	373	383	119	181	107	113	244	195	248	137	176
	18%	18%	18%	23%	23%	16%	16%	15%	15%	20%	20%	17%
				cde	cde					a	a	
IMPORTANT (7-10)	3008	1440	1552	320	512	500	503	1166	989	873	454	663
	70%	69%	72%	61%	65%	73%	72%	73%	77%	71%	67%	65%
						ab	ab	ab	bcd	d		
MOST NEGATIVE (1-2)	140	85	49	13	24	26	20	56	29	35	26	44
	3%	4%	2%	2%	3%	4%	3%	3%	2%	3%	4%	4%
		b										a
MOST POSITIVE (9-10)	1453	648	799	123	247	222	244	613	502	414	208	311
	34%	31%	37%	24%	32%	33%	35%	38%	39%	33%	31%	31%
			a		a	a	a	abc	bcd			
Answered	4114	2016	2065	485	752	665	667	1537	1270	1195	649	950
Mean score	7.5	7.4	7.7	7.1	7.4	7.5	7.6	7.7	7.7	7.5	7.3	7.3
			a			a	a	ab	bcd	d		
Standard deviation	2.13	2.19	2.03	2.05	2.10	2.12	2.10	2.16	1.99	2.04	2.16	2.29
Standard error	.03	.05	.04	.08	.08	.07	.08	.06	.05	.06	.08	.07

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

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

Base : All respondents

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	b	c	d	a	b	a	b	a	b
Significance Level: 95%												
Unweighted total		4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample		3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total		4292	3604	344	215	129	3237	478	1245	2932	2661	1505
1 - Not at all important	(1.0)	92	70	12	6	4	73	7	22	61	57	24
		2%	2%	4%	3%	3%	2%	1%	2%	2%	2%	2%
			a									
2	(2.0)	48	41	3	1	2	35	3	17	30	28	18
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	95	79	8	3	5	75	10	26	66	57	33
		2%	2%	2%	1%	4%	2%	2%	2%	2%	2%	2%
						c						
4	(4.0)	107	87	11	4	5	77	11	28	75	56	48
		2%	2%	3%	2%	4%	2%	2%	2%	3%	2%	3%
5	(5.0)	325	269	32	15	8	239	31	93	218	198	119
		8%	7%	9%	7%	7%	7%	7%	7%	7%	7%	8%
6	(6.0)	438	369	34	24	11	309	47	134	289	278	148
		10%	10%	10%	11%	9%	10%	10%	11%	10%	10%	10%
7	(7.0)	634	534	57	23	21	457	71	208	412	434	191
		15%	15%	16%	11%	16%	14%	15%	17%	14%	16%	13%
			c	c		c			b		b	
8	(8.0)	921	768	72	52	28	695	117	266	640	587	323
		21%	21%	21%	24%	22%	21%	24%	21%	22%	22%	21%
9	(9.0)	611	518	45	32	16	482	62	190	410	396	206
		14%	14%	13%	15%	12%	15%	13%	15%	14%	15%	14%
10 - Extremely important	(10.0)	842	716	55	46	24	646	113	225	605	499	310
		20%	20%	16%	21%	19%	20%	24%	18%	21%	19%	21%
Don't know		164	139	12	7	5	133	7	37	114	72	70
		4%	4%	4%	3%	4%	4%	1%	3%	4%	3%	5%
							b				a	a
NOT IMPORTANT (1-4)		342	278	34	14	15	261	30	92	232	198	123
		8%	8%	10%	7%	12%	8%	6%	7%	8%	7%	8%
						ac						

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEUTRAL (5-6)	763	638	66	40	20	548	78	227	507	475	267
	18%	18%	19%	18%	15%	17%	16%	18%	17%	18%	18%
IMPORTANT (7-10)	3008	2537	230	153	89	2281	362	889	2066	1915	1031
	70%	70%	67%	71%	69%	70%	76%	71%	70%	72%	68%
							a			b	
MOST NEGATIVE (1-2)	140	111	16	7	6	108	10	39	91	85	42
	3%	3%	5%	3%	4%	3%	2%	3%	3%	3%	3%
MOST POSITIVE (9-10)	1453	1235	101	78	40	1128	175	415	1015	895	516
	34%	34%	29%	36%	31%	35%	37%	33%	35%	34%	34%
				b							
Answered	4114	3453	330	207	124	3090	471	1208	2805	2588	1421
Mean score	7.5	7.5	7.2	7.6	7.3	7.5	7.7	7.5	7.6	7.5	7.5
		b		bd							
Standard deviation	2.13	2.11	2.24	2.10	2.29	2.15	2.00	2.06	2.13	2.08	2.13
Standard error	.03	.04	.10	.10	.11	.04	.09	.06	.04	.04	.05

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

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

Base : All respondents

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY			
			ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Not at all important	(1.0)	92 2%	60 2%	55 2%	32 5% ab	25 1%	17 1%	10 *%	2 *%	30 1%	62 17% abcde	87 12% bc	1 *%	4 *%
2	(2.0)	48 1%	35 1%	34 1%	12 2%	36 1%	19 1%	19 1%	5 1%	41 1%	7 2%	36 5% bc	5 *%	7 *%
3	(3.0)	95 2%	76 2%	64 2%	20 3%	72 2%	40 2%	46 2%	7 1%	79 2%	16 4% abcde	63 8% bc	21 2% c	11 *%
4	(4.0)	107 2%	87 2%	72 2%	20 3%	88 2% d	51 2% d	50 2% d	4 1%	95 2% d	12 3% d	49 7% bc	40 4% c	18 1%
5	(5.0)	325 8%	279 8%	240 8%	46 8%	270 7% d	159 6% d	147 6% d	19 3%	284 7% d	41 11% abcde	86 11% c	178 17% ac	61 2%
6	(6.0)	438 10%	376 10%	328 11%	63 10%	392 10% d	259 10%	243 10%	46 7%	408 10% d	30 8%	72 9% c	211 20% ac	156 6%
7	(7.0)	634 15%	579 16% c	496 16% c	55 9%	571 15% f	411 16% f	411 16% f	83 13%	604 15% f	31 9%	51 7%	208 20% ac	376 15% a
8	(8.0)	921 21%	793 22%	655 21%	127 21%	867 23% f	625 24% f	594 24% f	149 24% f	899 23% f	22 6%	94 12%	163 15%	664 27% ab
9	(9.0)	611 14%	550 15% c	462 15% c	61 10%	565 15% f	398 15% f	404 16% f	112 18% f	583 15% f	28 8%	43 6%	96 9% a	472 19% ab
10 - Extremely important	(10.0)	842 20%	744 20%	605 19%	98 16%	786 21% f	577 22% f	546 22% f	188 31% abcef	810 21% f	32 9%	94 12% b	82 8%	666 27% ab

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	164	106	98	58	76	29	27	1	89	75	76	49	40
	4%	3%	3%	10%	2%	1%	1%	0%	2%	21%	10%	5%	2%
				ab	bcd				bcd	abcde	bc	c	
NOT IMPORTANT (1-4)	342	258	225	84	221	128	125	18	245	97	236	66	40
	8%	7%	7%	14%	6%	5%	5%	3%	6%	27%	31%	6%	2%
				ab	d				d	abcde	bc	c	
NEUTRAL (5-6)	763	655	568	109	662	418	390	64	692	71	158	389	217
	18%	18%	18%	18%	18%	16%	16%	10%	18%	20%	21%	37%	9%
					d	d	d		d	d	c	ac	
IMPORTANT (7-10)	3008	2667	2219	341	2789	2010	1956	532	2896	113	281	549	2178
	70%	72%	71%	57%	74%	78%	78%	86%	74%	31%	37%	52%	88%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	140	96	89	44	62	36	29	7	71	69	123	5	11
	3%	3%	3%	7%	2%	1%	1%	1%	2%	19%	16%	0%	0%
				ab						abcde	bc		
MOST POSITIVE (9-10)	1453	1294	1068	159	1351	975	950	300	1393	60	137	178	1138
	34%	35%	34%	26%	36%	38%	38%	49%	35%	17%	18%	17%	46%
		c	c		f	f	f	abcef	f				ab
Answered	4114	3580	3011	534	3672	2555	2471	614	3833	281	675	1004	2435
Mean score	7.5	7.6	7.5	7.0	7.7	7.8	7.8	8.3	7.7	5.4	5.7	6.8	8.3
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.13	2.05	2.07	2.54	1.93	1.86	1.84	1.71	1.95	3.10	2.95	1.73	1.50
Standard error	.03	.03	.04	.14	.03	.04	.04	.07	.03	.19	.11	.05	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG				
			MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%														
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all important	(1.0)	108 3%	66 3%	39 2%	10 2%	19 2%	16 2%	20 3%	43 3%	19 1%	25 2%	25 4%	34 3%	
			b									a	a	
2	(2.0)	54 1%	28 1%	24 1%	6 1%	10 1%	11 2%	5 1%	22 1%	23 2%	12 1%	5 1%	11 1%	
3	(3.0)	84 2%	54 3%	31 1%	14 3%	9 1%	11 2%	11 2%	40 2%	31 2%	23 2%	9 1%	19 2%	
			b											
4	(4.0)	152 4%	85 4%	65 3%	30 6%	23 3%	15 2%	30 4%	54 3%	39 3%	30 2%	30 4%	49 5%	
					bce			c				b	b	
5	(5.0)	368 9%	174 8%	190 9%	40 8%	75 10%	64 9%	53 8%	136 9%	86 7%	116 9%	60 9%	103 10%	
											a		a	
6	(6.0)	425 10%	226 11%	194 9%	52 10%	95 12%	56 8%	77 11%	144 9%	114 9%	136 11%	73 11%	97 10%	
						ce								
7	(7.0)	650 15%	356 17%	293 14%	87 17%	114 15%	114 17%	101 15%	235 15%	192 15%	196 16%	118 17%	140 14%	
			b											
8	(8.0)	882 21%	423 20%	451 21%	89 17%	163 21%	153 22%	146 21%	327 20%	274 21%	245 20%	139 21%	212 21%	
							a							
9	(9.0)	530 12%	233 11%	294 14%	69 13%	84 11%	90 13%	90 13%	197 12%	184 14%	164 13%	83 12%	96 9%	
				a						d	d			
10 - Extremely important	(10.0)	815 19%	347 17%	465 21%	79 15%	158 20%	124 18%	132 19%	321 20%	290 22%	236 19%	98 14%	181 18%	
				a		a		a	a	cd	c			
Don't know		215 5%	95 5%	115 5%	46 9%	32 4%	30 4%	31 4%	73 5%	39 3%	53 4%	34 5%	71 7%	
					bcd								ab	

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	398 9%	233 11%	158 7%	60 12%	61 8%	53 8%	65 9%	159 10%	112 9%	91 7%	69 10%	114 11%
		b		bc								b
NEUTRAL (5-6)	793 18%	400 19%	384 18%	91 17%	170 22%	120 18%	130 19%	280 18%	200 16%	252 20%	133 20%	200 20%
					e					a	a	a
IMPORTANT (7-10)	2877 67%	1359 65%	1503 69%	324 62%	519 66%	480 70%	469 67%	1079 67%	940 73%	842 68%	439 65%	630 62%
			a			a		a	bcd	d		
MOST NEGATIVE (1-2)	162 4%	94 5%	63 3%	16 3%	29 4%	27 4%	25 4%	65 4%	42 3%	38 3%	30 4%	45 4%
		b										
MOST POSITIVE (9-10)	1345 31%	579 28%	759 35%	148 28%	242 31%	214 31%	222 32%	517 32%	474 37%	400 32%	181 27%	277 27%
			a						cd	cd		
Answered	4069	1991	2045	475	750	653	664	1518	1252	1184	641	943
Mean score	7.4	7.2	7.6	7.2	7.4	7.4	7.4	7.4	7.6	7.4	7.2	7.2
			a						cd	cd		
Standard deviation	2.20	2.25	2.11	2.19	2.16	2.13	2.18	2.25	2.14	2.11	2.20	2.29
Standard error	.03	.05	.04	.09	.08	.08	.08	.06	.06	.06	.08	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	108	84	14	6	4	87	8	30	69	66	32
		3%	2%	4%	3%	3%	3%	2%	2%	2%	2%	2%
			a									
2	(2.0)	54	41	8	2	3	44	5	16	36	35	16
		1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
3	(3.0)	84	71	6	2	5	69	12	18	66	43	40
		2%	2%	2%	1%	4%	2%	3%	1%	2%	2%	3%
						ac						
4	(4.0)	152	128	11	7	6	106	19	40	110	90	55
		4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%
5	(5.0)	368	305	34	17	12	279	38	100	256	226	131
		9%	8%	10%	8%	9%	9%	8%	8%	9%	9%	9%
6	(6.0)	425	351	38	25	11	299	46	108	305	263	153
		10%	10%	11%	12%	9%	9%	10%	9%	10%	10%	10%
7	(7.0)	650	540	58	34	18	461	89	212	424	419	217
		15%	15%	17%	16%	14%	14%	19%	17%	14%	16%	14%
								a				
8	(8.0)	882	749	65	42	26	677	103	293	569	586	285
		21%	21%	19%	20%	20%	21%	22%	23%	19%	22%	19%
									b		b	
9	(9.0)	530	451	36	29	14	417	47	160	358	349	173
		12%	13%	10%	13%	11%	13%	10%	13%	12%	13%	12%
10 - Extremely important	(10.0)	815	691	58	42	23	628	94	222	576	487	301
		19%	19%	17%	20%	18%	19%	20%	18%	20%	18%	20%
Don't know		215	187	15	8	6	164	17	47	156	98	95
		5%	5%	4%	4%	5%	5%	4%	4%	5%	4%	6%
											a	
NOT IMPORTANT (1-4)		398	324	40	17	17	306	43	104	280	233	142
		9%	9%	11%	8%	14%	9%	9%	8%	10%	9%	9%
						ac						

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEUTRAL (5-6)	793	656	71	42	23	577	84	207	561	489	283
	18%	18%	21%	20%	18%	18%	18%	17%	19%	18%	19%
IMPORTANT (7-10)	2877	2430	217	148	82	2183	333	887	1927	1841	977
	67%	67%	63%	69%	63%	67%	70%	71%	66%	69%	65%
								b		b	
MOST NEGATIVE (1-2)	162	125	22	8	7	131	13	46	104	101	47
	4%	3%	6%	4%	5%	4%	3%	4%	4%	4%	3%
			a								
MOST POSITIVE (9-10)	1345	1142	94	71	38	1045	141	382	934	836	475
	31%	32%	27%	33%	29%	32%	30%	31%	32%	31%	32%
Answered	4069	3411	328	207	123	3066	461	1199	2768	2563	1402
Mean score	7.4	7.4	7.1	7.4	7.1	7.4	7.4	7.4	7.4	7.4	7.4
		bd		bd							
Standard deviation	2.20	2.17	2.35	2.16	2.39	2.23	2.10	2.11	2.21	2.15	2.21
Standard error	.03	.04	.11	.10	.12	.04	.09	.06	.04	.04	.05

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

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

Base : All respondents

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
			ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Not at all important	(1.0)	108 3%	75 2%	67 2%	34 6% ab	33 1% c	18 1%	9 *%	1 *%	39 1% c	69 19% abcde	98 13% bc	6 1%	5 *%
2	(2.0)	54 1%	45 1%	42 1%	8 1%	44 1%	22 1%	24 1%	5 1%	47 1%	7 2%	34 4% bc	16 2% c	4 *%
3	(3.0)	84 2%	69 2%	58 2%	15 3%	65 2%	44 2%	41 2%	4 1%	75 2%	10 3% d	49 7% bc	24 2% c	11 *%
4	(4.0)	152 4%	118 3%	96 3%	34 6% ab	135 4% d	87 3%	72 3%	10 2%	142 4% d	10 3%	59 8% bc	49 5% c	44 2%
5	(5.0)	368 9%	310 8%	257 8%	58 10%	311 8% cd	185 7% d	167 7%	28 5%	329 8% cd	39 11% bcd	97 13% c	183 17% ac	87 4%
6	(6.0)	425 10%	358 10%	304 10%	68 11%	374 10%	243 9%	247 10%	44 7%	391 10%	34 9%	58 8%	196 19% ac	172 7%
7	(7.0)	650 15%	586 16% c	481 15% c	64 11%	601 16% f	418 16% f	411 16% f	87 14% f	621 16% f	29 8%	72 10%	184 17% a	393 16% a
8	(8.0)	882 21%	766 21%	645 21%	116 19%	821 22% f	592 23% f	569 23% f	133 22% f	849 22% f	33 9%	75 10%	173 16% a	634 26% ab
9	(9.0)	530 12% c	487 13% c	417 13% c	43 7%	491 13% f	355 14% f	355 14% f	100 16% ef	507 13% f	24 7%	38 5%	72 7%	420 17% ab
10 - Extremely important	(10.0)	815 19% f	724 20% f	611 20% f	91 15% f	744 20% f	564 22% f	544 22% f	198 32% abcef	779 20% f	36 10%	85 11%	88 8%	642 26% ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	215	151	135	64	131	58	60	4	145	70	86	63	67
	5%	4%	4%	11%	3%	2%	2%	1%	4%	20%	11%	6%	3%
				ab	bcd	d	d		bcd	abcde	bc	c	
NOT IMPORTANT (1-4)	398	307	263	91	277	171	146	21	303	96	240	95	63
	9%	8%	8%	15%	7%	7%	6%	3%	8%	27%	32%	9%	3%
				ab	cd	d	d		cd	abcde	bc	c	
NEUTRAL (5-6)	793	667	561	126	686	428	414	72	720	73	155	379	260
	18%	18%	18%	21%	18%	17%	17%	12%	18%	20%	20%	36%	10%
				d	d	d	d		d	d	c	ac	
IMPORTANT (7-10)	2877	2563	2153	314	2657	1930	1879	519	2756	121	270	518	2089
	67%	69%	69%	52%	71%	74%	75%	84%	70%	34%	36%	49%	84%
		c	c	f	aef	aef	abcef	f				a	ab
MOST NEGATIVE (1-2)	162	120	108	42	76	40	33	6	86	76	132	22	9
	4%	3%	3%	7%	2%	2%	1%	1%	2%	21%	17%	2%	*%
				ab					c	abcde	bc	c	
MOST POSITIVE (9-10)	1345	1211	1028	134	1235	919	899	298	1285	60	123	160	1062
	31%	33%	33%	22%	33%	35%	36%	48%	33%	17%	16%	15%	43%
		c	c	f	ef	aef	abcef	f					ab
Answered	4069	3537	2977	532	3619	2528	2439	612	3779	290	665	991	2412
Mean score	7.4	7.5	7.5	6.8	7.5	7.7	7.7	8.2	7.5	5.5	5.5	6.7	8.2
		c	c	f	aef	aef	abcef	f				a	ab
Standard deviation	2.20	2.13	2.15	2.52	2.01	1.95	1.89	1.75	2.03	3.16	2.93	1.88	1.59
Standard error	.03	.03	.04	.13	.03	.04	.04	.07	.03	.19	.11	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all important	(1.0)	182	103	72	22	47	24	30	56	38	50	32	54
		4%	5%	3%	4%	6%	4%	4%	4%	3%	4%	5%	5%
			b			ce							a
2	(2.0)	46	28	18	1	11	7	9	17	14	12	8	11
		1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
						a							
3	(3.0)	95	41	50	16	10	19	14	35	20	22	11	36
		2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%	4%
					b								ab
4	(4.0)	114	76	37	19	19	12	12	51	36	27	20	27
		3%	4%	2%	4%	2%	2%	2%	3%	3%	2%	3%	3%
			b										
5	(5.0)	286	131	147	53	81	47	41	63	72	100	44	67
		7%	6%	7%	10%	10%	7%	6%	4%	6%	8%	7%	7%
					de	cde	e				a		
6	(6.0)	314	153	160	57	67	61	51	80	75	89	58	85
		7%	7%	7%	11%	9%	9%	7%	5%	6%	7%	9%	8%
					de	e	e					a	a
7	(7.0)	526	307	217	75	101	91	94	164	157	152	98	111
		12%	15%	10%	14%	13%	13%	14%	10%	12%	12%	15%	11%
			b		e		e						
8	(8.0)	753	335	414	88	135	143	112	270	223	240	112	174
		18%	16%	19%	17%	17%	21%	16%	17%	17%	19%	17%	17%
				a			de						
9	(9.0)	556	281	273	58	88	90	89	230	177	168	81	129
		13%	13%	13%	11%	11%	13%	13%	14%	14%	14%	12%	13%
10 - Extremely important	(10.0)	1297	577	713	98	198	170	226	602	460	355	181	280
		30%	28%	33%	19%	25%	25%	32%	38%	36%	29%	27%	27%
				a		a	a	abc	abcd	bcd			
Don't know		124	54	67	34	24	19	16	31	18	21	31	45
		3%	3%	3%	7%	3%	3%	2%	2%	1%	2%	5%	4%
					bcde							ab	ab

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	436	248	177	59	88	63	65	159	109	112	71	129
	10%	12%	8%	11%	11%	9%	9%	10%	8%	9%	11%	13%
		b										ab
NEUTRAL (5-6)	600	285	307	109	147	108	92	143	147	190	102	152
	14%	14%	14%	21%	19%	16%	13%	9%	11%	15%	15%	15%
				cde	de	e	e			a	a	a
IMPORTANT (7-10)	3132	1500	1617	319	522	494	522	1266	1018	915	473	693
	73%	72%	75%	61%	67%	72%	75%	79%	79%	74%	70%	68%
						ab	ab	abc	bcd	d		
MOST NEGATIVE (1-2)	227	130	90	23	59	31	39	73	52	62	40	65
	5%	6%	4%	4%	7%	5%	6%	5%	4%	5%	6%	6%
		b			ace							a
MOST POSITIVE (9-10)	1853	858	985	156	286	260	315	832	637	522	262	408
	43%	41%	45%	30%	37%	38%	45%	52%	49%	42%	39%	40%
			a		a	a	abc	abcd	bcd			
Answered	4168	2032	2101	487	757	665	679	1568	1274	1216	646	974
Mean score	7.7	7.5	7.9	7.2	7.3	7.6	7.8	8.0	8.0	7.7	7.5	7.5
			a			a	ab	abcd	bcd			
Standard deviation	2.42	2.48	2.32	2.36	2.55	2.30	2.42	2.36	2.27	2.36	2.44	2.57
Standard error	.04	.06	.05	.10	.09	.08	.09	.06	.06	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	182	139	23	10	9	132	20	52	116	109	56
		4%	4%	7%	5%	7%	4%	4%	4%	4%	4%	4%
			a	a								
2	(2.0)	46	37	5	2	1	35	6	13	32	30	15
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	95	83	7	3	3	74	10	24	70	57	33
		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
4	(4.0)	114	87	15	7	5	76	16	28	84	68	44
		3%	2%	4%	3%	4%	2%	3%	2%	3%	3%	3%
			a									
5	(5.0)	286	244	23	13	6	205	17	89	182	206	69
		7%	7%	7%	6%	5%	6%	4%	7%	6%	8%	5%
							b				b	
6	(6.0)	314	270	26	12	7	236	17	107	195	218	93
		7%	7%	8%	5%	5%	7%	4%	9%	7%	8%	6%
							b				b	
7	(7.0)	526	436	53	22	14	386	57	176	335	339	178
		12%	12%	16%	10%	11%	12%	12%	14%	11%	13%	12%
				cd					b			
8	(8.0)	753	627	64	34	28	583	80	228	508	472	263
		18%	17%	19%	16%	22%	18%	17%	18%	17%	18%	18%
						ac						
9	(9.0)	556	468	40	33	15	433	65	164	376	334	214
		13%	13%	12%	15%	11%	13%	14%	13%	13%	13%	14%
10 - Extremely important	(10.0)	1297	1108	77	74	38	987	183	329	949	769	489
		30%	31%	22%	35%	29%	30%	38%	26%	32%	29%	32%
			b		b	b		a		a		a
Don't know		124	104	10	5	4	89	5	33	83	61	50
		3%	3%	3%	3%	3%	3%	1%	3%	3%	2%	3%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	436	346	50	22	18	318	52	118	303	264	148
	10%	10%	14%	10%	14%	10%	11%	9%	10%	10%	10%
			a		a						
NEUTRAL (5-6)	600	514	49	24	13	441	35	197	378	423	162
	14%	14%	14%	11%	10%	14%	7%	16%	13%	16%	11%
		d				b		b		b	
IMPORTANT (7-10)	3132	2639	235	163	94	2389	386	898	2168	1914	1145
	73%	73%	68%	76%	73%	74%	81%	72%	74%	72%	76%
		b		b		a				a	
MOST NEGATIVE (1-2)	227	177	28	12	10	167	27	65	149	139	71
	5%	5%	8%	6%	8%	5%	6%	5%	5%	5%	5%
			a		a						
MOST POSITIVE (9-10)	1853	1576	117	108	52	1420	248	493	1325	1103	703
	43%	44%	34%	50%	40%	44%	52%	40%	45%	41%	47%
		b		abd		a		a		a	a
Answered	4168	3499	334	210	125	3148	473	1212	2849	2601	1454
Mean score	7.7	7.7	7.2	7.9	7.5	7.7	8.0	7.6	7.8	7.6	7.9
		b		bd							a
Standard deviation	2.42	2.39	2.58	2.45	2.64	2.40	2.44	2.36	2.42	2.40	2.36
Standard error	.04	.04	.11	.11	.13	.04	.11	.06	.04	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all important	(1.0)	182 4%	138 4%	126 4%	44 7%	67 2%	43 2%	33 1%	4 1%	83 2%	99 27%	144 19%	19 2%	18 1%
				ab					cd	abcde	bc	c		
2	(2.0)	46 1%	39 1%	36 1%	7 1%	37 1%	26 1%	19 1%	3 *%	40 1%	6 2%	31 4%	12 1%	3 *%
									*			bc	c	
3	(3.0)	95 2%	76 2%	67 2%	19 3%	75 2%	45 2%	44 2%	4 1%	82 2%	13 4%	49 7%	25 2%	20 1%
						d				d	bcd	bc	c	
4	(4.0)	114 3%	90 2%	76 2%	23 4%	100 3%	69 3%	56 2%	6 1%	106 3%	8 2%	41 5%	42 4%	31 1%
						d	d			d		c	c	
5	(5.0)	286 7%	249 7%	213 7%	37 6%	239 6%	136 5%	138 6%	21 3%	251 6%	35 10%	71 9%	160 15%	54 2%
						d				d	abcde	c	ac	
6	(6.0)	314 7%	281 8%	252 8%	34 6%	268 7%	195 8%	195 8%	38 6%	287 7%	28 8%	51 7%	145 14%	118 5%
													ac	
7	(7.0)	526 12%	453 12%	387 12%	72 12%	473 13%	316 12%	301 12%	65 11%	494 13%	32 9%	50 7%	201 19%	274 11%
													ac	a
8	(8.0)	753 18%	663 18%	573 18%	90 15%	702 19%	502 19%	486 19%	115 19%	733 19%	20 5%	81 11%	147 14%	526 21%
						f	f	f	f	f				ab
9	(9.0)	556 13%	487 13%	393 13%	70 12%	530 14%	364 14%	380 15%	85 14%	543 14%	13 4%	28 4%	81 8%	447 18%
						f	f	f	f	f			a	ab
10 - Extremely important	(10.0)	1297 30%	1128 31%	916 29%	168 28%	1210 32%	877 34%	827 33%	270 44%	1249 32%	48 13%	143 19%	180 17%	974 39%
						f	f	f	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	124 3%	85 2%	73 2%	39 6%	56 1%	20 1%	18 1%	3 1%	65 2%	59 16%	65 9%	44 4%	16 1%
				ab	bc				bc	abcde	bc	c	
NOT IMPORTANT (1-4)	436 10%	343 9%	304 10%	93 15%	280 7%	183 7%	153 6%	17 3%	310 8%	126 35%	264 35%	98 9%	73 3%
				ab	d	d	d		cd	abcde	bc	c	
NEUTRAL (5-6)	600 14%	529 14%	464 15%	71 12%	507 13%	330 13%	333 13%	59 10%	537 14%	63 17%	123 16%	305 29%	172 7%
					d	d	d		d	bd	c	ac	
IMPORTANT (7-10)	3132 73%	2731 74%	2269 73%	400 66%	2915 78%	2059 79%	1994 80%	536 87%	3019 77%	112 31%	303 40%	608 58%	2220 89%
					f	ef	ef	abcef	f			a	ab
MOST NEGATIVE (1-2)	227 5%	177 5%	162 5%	51 8%	104 3%	69 3%	53 2%	7 1%	123 3%	104 29%	174 23%	32 3%	22 1%
				ab	d	d			cd	abcde	bc	c	
MOST POSITIVE (9-10)	1853 43%	1615 44%	1309 42%	238 39%	1740 46%	1241 48%	1207 48%	356 58%	1792 46%	61 17%	172 23%	261 25%	1421 57%
					f	f	f	abcef	f				ab
Answered	4168	3603	3038	564	3702	2572	2480	612	3867	301	690	1012	2466
Mean score	7.7	7.7	7.7	7.3	7.9	8.0	8.1	8.5	7.9	5.0	5.6	7.0	8.5
		c	c		f	ef	ef	abcef	f			a	ab
Standard deviation	2.42	2.36	2.39	2.75	2.15	2.11	2.04	1.76	2.19	3.38	3.32	2.15	1.67
Standard error	.04	.04	.04	.14	.03	.04	.04	.07	.03	.20	.12	.07	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	182	113	64	14	43	30	31	61	31	59	31	53
		4%	5%	3%	3%	5%	4%	4%	4%	2%	5%	5%	5%
			b			a					a	a	a
2	(2.0)	39	23	14	-	2	4	14	18	10	13	7	8
		1%	1%	1%	-%	*%	1%	2%	1%	1%	1%	1%	1%
								abc	a				
3	(3.0)	114	65	48	12	20	20	24	37	29	28	13	41
		3%	3%	2%	2%	3%	3%	3%	2%	2%	2%	2%	4%
													abc
4	(4.0)	125	64	59	18	24	14	14	54	33	36	18	32
		3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%
5	(5.0)	361	173	181	45	66	53	65	130	110	100	52	89
		8%	8%	8%	9%	8%	8%	9%	8%	9%	8%	8%	9%
6	(6.0)	437	206	230	57	92	64	77	146	126	138	78	87
		10%	10%	11%	11%	12%	9%	11%	9%	10%	11%	12%	9%
7	(7.0)	636	311	322	101	100	121	89	225	200	188	117	128
		15%	15%	15%	19%	13%	18%	13%	14%	16%	15%	17%	13%
					bde		bd					d	
8	(8.0)	909	444	461	119	163	151	144	326	291	265	135	210
		21%	21%	21%	23%	21%	22%	21%	20%	23%	21%	20%	21%
9	(9.0)	563	287	270	61	115	83	93	210	183	168	88	121
		13%	14%	12%	12%	15%	12%	13%	13%	14%	14%	13%	12%
10 - Extremely important	(10.0)	749	321	424	58	125	118	123	324	252	203	104	179
		17%	15%	20%	11%	16%	17%	18%	20%	19%	16%	15%	18%
			a			a	a	a	ab	c			
Don't know		177	79	95	36	31	23	21	67	26	38	35	69
		4%	4%	4%	7%	4%	3%	3%	4%	2%	3%	5%	7%
					bcde							ab	ab
NOT IMPORTANT (1-4)		459	265	185	44	89	69	83	171	103	136	69	135
		11%	13%	9%	8%	11%	10%	12%	11%	8%	11%	10%	13%
			b								a		a

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEUTRAL (5-6)	798 19%	380 18%	411 19%	103 20%	158 20%	118 17%	142 20%	276 17%	236 18%	238 19%	130 19%	176 17%
IMPORTANT (7-10)	2857 67%	1364 65%	1477 68%	339 65%	504 64%	474 69%	449 65%	1085 68%	926 72%	825 67%	443 65%	639 63%
MOST NEGATIVE (1-2)	220 5%	136 7%	78 4%	14 3%	45 6%	35 5%	45 7%	79 5%	41 3%	72 6%	37 6%	61 6%
MOST POSITIVE (9-10)	1312 31%	609 29%	694 32%	118 23%	240 31%	202 30%	216 31%	534 33%	435 34%	372 30%	192 28%	301 29%
Answered	4114	2008	2072	486	751	661	674	1532	1265	1199	642	950
Mean score	7.2	7.1	7.4 a	7.2	7.2	7.3	7.1	7.4	7.5 bcd	7.2	7.2	7.1
Standard deviation	2.31	2.41	2.19	2.02	2.37	2.28	2.42	2.33	2.12	2.33	2.28	2.47
Standard error	.04	.06	.04	.08	.09	.08	.09	.06	.06	.07	.09	.08

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

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

Base : All respondents

		Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
			ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
			a	b	c	d	a	b	a	b	a	b
Significance Level: 95%												
Unweighted total		4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample		3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total		4292	3604	344	215	129	3237	478	1245	2932	2661	1505
1 - Not at all important	(1.0)	182	137	25	12	7	138	21	43	126	112	55
		4%	4%	7%	6%	6%	4%	4%	3%	4%	4%	4%
				a								
2	(2.0)	39	29	7	2	2	31	5	10	28	23	13
		1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
				a								
3	(3.0)	114	94	11	3	5	87	16	28	84	73	37
		3%	3%	3%	2%	4%	3%	3%	2%	3%	3%	2%
						c						
4	(4.0)	125	104	10	5	5	101	14	28	93	79	40
		3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%
5	(5.0)	361	295	42	15	9	261	36	83	263	215	132
		8%	8%	12%	7%	7%	8%	8%	7%	9%	8%	9%
				acd						a		
6	(6.0)	437	372	33	22	10	332	38	141	282	285	144
		10%	10%	10%	10%	7%	10%	8%	11%	10%	11%	10%
7	(7.0)	636	528	59	27	22	469	73	190	435	401	226
		15%	15%	17%	12%	17%	14%	15%	15%	15%	15%	15%
8	(8.0)	909	776	59	49	25	696	108	274	617	565	325
		21%	22%	17%	23%	19%	21%	23%	22%	21%	21%	22%
			b		b							
9	(9.0)	563	468	43	35	17	419	67	179	370	380	177
		13%	13%	13%	16%	13%	13%	14%	14%	13%	14%	12%
											b	
10 - Extremely important	(10.0)	749	649	41	37	22	563	95	228	506	457	267
		17%	18%	12%	17%	17%	17%	20%	18%	17%	17%	18%
			b		b	b						
Don't know		177	151	14	8	5	140	5	41	127	72	88
		4%	4%	4%	4%	4%	4%	1%	3%	4%	3%	6%
							b					a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	459	364	53	23	19	357	56	109	331	287	144
	11%	10%	15%	11%	15%	11%	12%	9%	11%	11%	10%
			a		a				a		
NEUTRAL (5-6)	798	667	76	37	18	593	74	224	546	500	277
	19%	19%	22%	17%	14%	18%	16%	18%	19%	19%	18%
		d	d								
IMPORTANT (7-10)	2857	2422	202	147	86	2147	342	871	1928	1802	995
	67%	67%	59%	68%	67%	66%	72%	70%	66%	68%	66%
		b		b	b		a	b			
MOST NEGATIVE (1-2)	220	165	32	14	9	170	26	53	153	135	68
	5%	5%	9%	7%	7%	5%	5%	4%	5%	5%	5%
			a		a						
MOST POSITIVE (9-10)	1312	1118	84	71	39	982	162	407	876	837	443
	31%	31%	24%	33%	30%	30%	34%	33%	30%	31%	29%
		b		b							
Answered	4114	3453	330	207	124	3097	473	1204	2805	2589	1416
Mean score	7.2	7.3	6.7	7.3	7.1	7.2	7.3	7.4	7.2	7.3	7.3
		b		b	b			b			
Standard deviation	2.31	2.27	2.53	2.39	2.50	2.32	2.36	2.20	2.33	2.30	2.26
Standard error	.04	.04	.11	.11	.12	.04	.10	.06	.04	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all important	(1.0)	182 4%	137 4%	122 4%	45 7%	77 2%	46 2%	40 2%	5 1%	94 2%	88 24%	138 18%	21 2%	23 1%
				ab						d	abcde	bc	c	
2	(2.0)	39 1%	29 1%	26 1%	9 2%	26 1%	16 1%	11 *	1 *	29 1%	10 3%	28 4%	5 *	5 *
											abcde	bc		
3	(3.0)	114 3%	95 3%	83 3%	19 3%	94 2%	56 2%	52 2%	11 2%	101 3%	13 4%	60 8%	26 2%	28 1%
												bc	c	
4	(4.0)	125 3%	101 3%	81 3%	24 4%	109 3%	60 2%	67 3%	11 2%	118 3%	7 2%	49 7%	42 4%	33 1%
												bc	c	
5	(5.0)	361 8%	307 8%	244 8%	55 9%	309 8%	172 7%	185 7%	32 5%	323 8%	39 11%	82 11%	177 17%	103 4%
						bd				bd	bd	c	ac	
6	(6.0)	437 10%	381 10%	335 11%	56 9%	395 11%	260 10%	242 10%	44 7%	412 10%	25 7%	61 8%	197 19%	179 7%
						d				d			ac	
7	(7.0)	636 15%	554 15%	466 15%	82 14%	578 15%	396 15%	401 16%	84 14%	598 15%	39 11%	62 8%	193 18%	380 15%
								f					a	a
8	(8.0)	909 21%	801 22%	682 22%	108 18%	847 23%	633 24%	588 24%	131 21%	881 22%	27 8%	89 12%	147 14%	674 27%
						f	f	f	f	f				ab
9	(9.0)	563 13%	507 14%	423 14%	56 9%	527 14%	389 15%	393 16%	112 18%	545 14%	18 5%	32 4%	97 9%	434 17%
			c	c		f	f	f	aef	f			a	ab
10 - Extremely important	(10.0)	749 17%	662 18%	554 18%	86 14%	702 19%	518 20%	484 19%	182 30%	724 18%	25 7%	78 10%	93 9%	578 23%
						f	f	f	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	177	115	95	63	96	46	33	2	109	69	75	58	45
	4%	3%	3%	10%	3%	2%	1%	*%	3%	19%	10%	5%	2%
				ab	cd	d			bcd	abcde	bc	c	
NOT IMPORTANT (1-4)	459	362	313	97	306	178	170	27	341	118	276	94	90
	11%	10%	10%	16%	8%	7%	7%	4%	9%	33%	37%	9%	4%
				ab	d	d			bcd	abcde	bc	c	
NEUTRAL (5-6)	798	687	579	111	703	433	428	76	734	64	143	374	282
	19%	19%	19%	18%	19%	17%	17%	12%	19%	18%	19%	35%	11%
					d	d	d		d		c	ac	
IMPORTANT (7-10)	2857	2525	2125	332	2653	1936	1867	509	2748	109	261	530	2065
	67%	68%	68%	55%	71%	75%	75%	83%	70%	30%	35%	50%	83%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	220	166	148	54	103	62	51	6	123	98	166	26	28
	5%	5%	5%	9%	3%	2%	2%	1%	3%	27%	22%	2%	1%
				ab	d				cd	abcde	bc	c	
MOST POSITIVE (9-10)	1312	1169	977	143	1228	908	878	294	1269	43	110	190	1011
	31%	32%	31%	24%	33%	35%	35%	48%	32%	12%	15%	18%	41%
		c	c		f	ef	ef	abcef	f				ab
Answered	4114	3574	3017	540	3662	2547	2465	613	3823	291	680	998	2437
Mean score	7.2	7.3	7.3	6.7	7.5	7.6	7.6	8.1	7.4	4.9	5.2	6.7	8.0
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.31	2.25	2.27	2.62	2.09	2.01	1.99	1.85	2.13	3.16	3.04	1.97	1.73
Standard error	.04	.04	.04	.14	.03	.04	.04	.07	.03	.19	.11	.06	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	163	98	60	14	41	22	25	59	29	51	25	49
		4%	5%	3%	3%	5%	3%	4%	4%	2%	4%	4%	5%
			b			a					a		a
2	(2.0)	33	17	16	6	3	5	6	13	9	12	4	7
		1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	94	59	34	13	16	19	15	32	31	24	12	25
		2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%
			b										
4	(4.0)	89	54	36	16	11	15	17	30	25	26	12	23
		2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
5	(5.0)	336	157	173	45	90	58	54	90	78	112	53	87
		8%	8%	8%	9%	12%	8%	8%	6%	6%	9%	8%	8%
					e	de	e				a		
6	(6.0)	392	195	196	69	71	62	57	132	93	119	72	102
		9%	9%	9%	13%	9%	9%	8%	8%	7%	10%	11%	10%
					bcde							a	a
7	(7.0)	586	297	283	79	112	110	93	190	166	171	105	138
		14%	14%	13%	15%	14%	16%	13%	12%	13%	14%	15%	13%
							e						
8	(8.0)	926	433	489	102	185	163	139	333	316	264	143	195
		22%	21%	23%	20%	24%	24%	20%	21%	24%	21%	21%	19%
										d			
9	(9.0)	638	330	303	66	92	86	116	276	226	182	90	135
		15%	16%	14%	13%	12%	13%	17%	17%	17%	15%	13%	13%
								bc	abc	cd			
10 - Extremely important	(10.0)	876	380	492	71	132	127	156	388	296	247	131	193
		20%	18%	23%	14%	17%	19%	22%	24%	23%	20%	19%	19%
				a			a	ab	abc	d			
Don't know		158	68	87	40	28	16	17	56	22	29	31	67
		4%	3%	4%	8%	4%	2%	2%	4%	2%	2%	5%	7%
					bcde							ab	ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	379	228	145	49	71	61	63	134	95	113	53	104
	9%	11%	7%	9%	9%	9%	9%	8%	7%	9%	8%	10%
		b										a
NEUTRAL (5-6)	728	352	369	114	162	120	111	222	171	231	125	189
	17%	17%	17%	22%	21%	18%	16%	14%	13%	19%	18%	19%
				de	de	e				a	a	a
IMPORTANT (7-10)	3026	1439	1567	319	522	486	504	1187	1004	864	469	660
	71%	69%	72%	61%	67%	71%	73%	74%	78%	70%	69%	65%
			a			a	ab	ab	bcd	d		
MOST NEGATIVE (1-2)	196	115	75	20	44	27	31	72	38	63	29	56
	5%	6%	3%	4%	6%	4%	5%	4%	3%	5%	4%	6%
		b								a		a
MOST POSITIVE (9-10)	1514	710	795	138	224	213	273	663	522	429	221	328
	35%	34%	37%	26%	29%	31%	39%	41%	40%	35%	33%	32%
							abc	abc	bcd			
Answered	4133	2019	2081	482	754	667	678	1542	1269	1208	647	952
Mean score	7.5	7.3	7.6	7.2	7.2	7.4	7.6	7.7	7.8	7.4	7.4	7.3
			a				ab	abc	bcd			
Standard deviation	2.26	2.35	2.14	2.16	2.32	2.19	2.28	2.26	2.09	2.29	2.20	2.38
Standard error	.03	.05	.04	.09	.08	.08	.08	.06	.06	.06	.08	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	163	123	25	9	6	125	17	43	107	101	47
		4%	3%	7%	4%	5%	4%	4%	3%	4%	4%	3%
			a									
2	(2.0)	33	22	6	3	3	24	8	8	25	13	17
		1%	1%	2%	1%	2%	1%	2%	1%	1%	*	1%
			a									
3	(3.0)	94	80	8	4	2	73	14	24	69	56	35
		2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%
4	(4.0)	89	70	9	5	5	58	10	27	58	56	31
		2%	2%	3%	2%	4%	2%	2%	2%	2%	2%	2%
				a								
5	(5.0)	336	283	32	13	8	250	22	101	222	231	91
		8%	8%	9%	6%	6%	8%	5%	8%	8%	9%	6%
				b			b				b	
6	(6.0)	392	340	26	18	8	294	27	127	251	256	126
		9%	9%	7%	8%	7%	9%	6%	10%	9%	10%	8%
							b					
7	(7.0)	586	488	50	30	19	404	88	187	384	386	194
		14%	14%	15%	14%	14%	12%	18%	15%	13%	15%	13%
								a				
8	(8.0)	926	772	83	44	27	721	95	292	614	571	342
		22%	21%	24%	21%	21%	22%	20%	23%	21%	21%	23%
9	(9.0)	638	539	45	34	19	492	78	180	443	408	217
		15%	15%	13%	16%	15%	15%	16%	14%	15%	15%	14%
10 - Extremely important	(10.0)	876	751	48	49	28	671	115	220	644	522	323
		20%	21%	14%	23%	22%	21%	24%	18%	22%	20%	21%
			b		b	b				a		
Don't know		158	135	12	5	5	126	3	35	115	61	81
		4%	4%	4%	3%	4%	4%	1%	3%	4%	2%	5%
							b					a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	379	295	48	21	16	279	50	102	259	225	130
	9%	8%	14%	10%	12%	9%	10%	8%	9%	8%	9%
			a		a						
NEUTRAL (5-6)	728	623	57	31	16	543	49	228	473	488	218
	17%	17%	17%	15%	13%	17%	10%	18%	16%	18%	14%
		d				b				b	
IMPORTANT (7-10)	3026	2550	226	158	92	2288	376	879	2085	1887	1075
	71%	71%	66%	73%	71%	71%	79%	71%	71%	71%	71%
		b		b			a				
MOST NEGATIVE (1-2)	196	145	31	12	9	148	25	51	132	114	64
	5%	4%	9%	5%	7%	5%	5%	4%	4%	4%	4%
			a		a						
MOST POSITIVE (9-10)	1514	1291	93	84	47	1163	193	400	1086	930	540
	35%	36%	27%	39%	36%	36%	40%	32%	37%	35%	36%
		b		b	b				a		
Answered	4133	3468	332	210	124	3111	475	1210	2817	2600	1423
Mean score	7.5	7.5	7.0	7.6	7.4	7.5	7.6	7.4	7.5	7.5	7.6
		b		b	b						
Standard deviation	2.26	2.22	2.53	2.33	2.43	2.27	2.30	2.17	2.28	2.23	2.23
Standard error	.03	.04	.11	.11	.12	.04	.10	.06	.04	.04	.05

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all important	(1.0)	163 4%	119 3%	110 4%	44 7%	62 2%	36 1%	29 1%	2 *%	77 2%	86 24%	132 17%	16 2%	15 1%
				ab	d				cd	abcde	bc	c		
2	(2.0)	33 1%	23 1%	21 1%	10 2%	24 1%	13 1%	13 1%	1 *%	28 1%	5 1%	21 3%	8 1%	4 *%
										d	bc	c		
3	(3.0)	94 2%	72 2%	66 2%	22 4%	75 2%	42 2%	40 2%	8 1%	78 2%	16 4%	55 7%	25 2%	13 1%
				a						abcde	bc	c		
4	(4.0)	89 2%	80 2%	64 2%	9 1%	72 2%	43 2%	48 2%	* *%	80 2%	10 3%	33 4%	33 3%	24 1%
					d	d	d			d	d	c	c	
5	(5.0)	336 8%	294 8%	248 8%	42 7%	291 8%	166 6%	160 6%	31 5%	306 8%	30 8%	85 11%	172 16%	79 3%
					d					d		c	ac	
6	(6.0)	392 9%	322 9%	281 9%	70 12%	334 9%	217 8%	221 9%	29 5%	358 9%	34 10%	75 10%	180 17%	137 6%
					d	d	d			d	d	c	ac	
7	(7.0)	586 14%	516 14%	431 14%	70 12%	539 14%	374 14%	359 14%	89 14%	552 14%	34 10%	59 8%	171 16%	357 14%
					f	f	f						a	a
8	(8.0)	926 22%	791 21%	672 22%	134 22%	859 23%	615 24%	594 24%	122 20%	896 23%	29 8%	87 12%	187 18%	651 26%
					f	f	f	f	f	f			a	ab
9	(9.0)	638 15%	576 16%	479 15%	62 10%	606 16%	447 17%	454 18%	116 19%	623 16%	15 4%	34 5%	105 10%	498 20%
			c	c		f	f	ef	f	f			a	ab
10 - Extremely important	(10.0)	876 20%	791 21%	647 21%	85 14%	823 22%	603 23%	554 22%	216 35%	847 22%	29 8%	109 14%	106 10%	661 27%
			c	c		f	f	f	abcef	f		b		ab

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	158	104	91	55	74	36	26	2	87	72	65	51	42
	4%	3%	3%	9%	2%	1%	1%	*%	2%	20%	9%	5%	2%
				ab	cd	d			bcd	abcde	bc	c	
NOT IMPORTANT (1-4)	379	295	262	85	233	134	131	12	263	116	240	83	56
	9%	8%	8%	14%	6%	5%	5%	2%	7%	32%	32%	8%	2%
				ab	d	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	728	616	529	113	624	383	381	60	664	64	160	352	216
	17%	17%	17%	19%	17%	15%	15%	10%	17%	18%	21%	33%	9%
					d	d	d		d	d	c	ac	
IMPORTANT (7-10)	3026	2675	2230	351	2826	2039	1961	542	2918	108	289	569	2167
	71%	73%	72%	58%	75%	79%	78%	88%	74%	30%	38%	54%	87%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	196	143	131	54	86	49	43	3	105	91	152	24	19
	5%	4%	4%	9%	2%	2%	2%	1%	3%	25%	20%	2%	1%
				ab	d	d	d		cd	abcde	bc	c	
MOST POSITIVE (9-10)	1514	1367	1126	147	1429	1051	1008	331	1469	44	143	212	1159
	35%	37%	36%	24%	38%	41%	40%	54%	37%	12%	19%	20%	47%
		c	c		f	ef	ef	abcef	f				ab
Answered	4133	3585	3021	548	3684	2556	2473	614	3845	288	690	1004	2439
Mean score	7.5	7.6	7.5	6.9	7.7	7.9	7.8	8.4	7.7	5.0	5.6	6.9	8.3
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.26	2.20	2.23	2.58	2.02	1.93	1.91	1.67	2.06	3.18	3.11	1.97	1.59
Standard error	.03	.03	.04	.14	.03	.04	.04	.07	.03	.19	.11	.06	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all important	(1.0)	197	127	66	19	49	26	35	66	46	66	27	52
		5%	6%	3%	4%	6%	4%	5%	4%	4%	5%	4%	5%
			b			c							
2	(2.0)	64	38	26	2	8	13	14	26	20	16	11	17
		2%	2%	1%	*%	1%	2%	2%	2%	2%	1%	2%	2%
							a	a	a				
3	(3.0)	125	76	47	7	20	25	17	55	41	37	12	27
		3%	4%	2%	1%	3%	4%	2%	3%	3%	3%	2%	3%
			b				a		a				
4	(4.0)	180	98	82	34	22	20	24	81	36	53	33	56
		4%	5%	4%	7%	3%	3%	3%	5%	3%	4%	5%	5%
					bcd				bc			a	a
5	(5.0)	411	187	214	53	76	62	62	158	123	129	55	102
		10%	9%	10%	10%	10%	9%	9%	10%	10%	10%	8%	10%
6	(6.0)	445	233	208	68	65	66	85	159	116	144	75	102
		10%	11%	10%	13%	8%	10%	12%	10%	9%	12%	11%	10%
					b			b					
7	(7.0)	633	319	312	81	136	117	86	211	201	180	100	147
		15%	15%	14%	16%	17%	17%	12%	13%	16%	15%	15%	14%
						de	de						
8	(8.0)	762	368	392	89	122	138	126	283	245	197	143	168
		18%	18%	18%	17%	16%	20%	18%	18%	19%	16%	21%	16%
							b				bd		
9	(9.0)	526	229	296	53	111	94	93	175	175	155	76	116
		12%	11%	14%	10%	14%	14%	13%	11%	14%	13%	11%	11%
				a		a							
10 - Extremely important	(10.0)	763	330	426	78	138	104	130	313	253	226	108	165
		18%	16%	20%	15%	18%	15%	19%	20%	20%	18%	16%	16%
				a				ac					
Don't know		184	81	99	37	34	19	21	71	34	33	38	68
		4%	4%	5%	7%	4%	3%	3%	4%	3%	3%	6%	7%
					cde						ab	ab	

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NOT IMPORTANT (1-4)	566 13%	340 16%	221 10%	62 12%	100 13%	84 12%	91 13%	228 14%	143 11%	172 14%	82 12%	151 15%
		b										a
NEUTRAL (5-6)	857 20%	420 20%	422 19%	121 23%	140 18%	128 19%	147 21%	318 20%	240 19%	274 22%	130 19%	204 20%
				b								
IMPORTANT (7-10)	2684 63%	1246 60%	1425 66%	302 58%	507 65%	452 66%	436 63%	982 61%	874 68%	758 61%	428 63%	596 58%
			a		a	a			bd			
MOST NEGATIVE (1-2)	261 6%	166 8%	92 4%	21 4%	57 7%	39 6%	50 7%	92 6%	66 5%	81 7%	38 6%	68 7%
		b			a		a					
MOST POSITIVE (9-10)	1289 30%	559 27%	722 33%	131 25%	249 32%	197 29%	223 32%	488 31%	428 33%	381 31%	184 27%	281 28%
			a		a		a	a	cd			
Answered	4107	2006	2068	484	747	664	674	1527	1257	1204	640	951
Mean score	7.1	6.8	7.3	7.0	7.1	7.1	7.1	7.1	7.3	7.0	7.1	6.9
			a						bd			
Standard deviation	2.42	2.53	2.28	2.24	2.50	2.33	2.47	2.46	2.34	2.47	2.32	2.48
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.06	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
		a	b	c	d	a	b	a	b	a	b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all important	(1.0)	197	154	25	11	8	150	22	46	139	126	56
		5%	4%	7%	5%	6%	5%	5%	4%	5%	5%	4%
			a									
2	(2.0)	64	50	10	2	3	48	11	20	44	39	23
		2%	1%	3%	1%	3%	1%	2%	2%	1%	1%	2%
			ac									
3	(3.0)	125	103	8	8	6	100	17	31	91	74	43
		3%	3%	2%	4%	4%	3%	4%	2%	3%	3%	3%
4	(4.0)	180	142	23	9	6	137	19	45	132	97	78
		4%	4%	7%	4%	5%	4%	4%	4%	4%	4%	5%
			a									a
5	(5.0)	411	340	41	20	11	307	44	116	283	251	147
		10%	9%	12%	9%	8%	9%	9%	9%	10%	9%	10%
6	(6.0)	445	375	33	24	13	312	54	119	308	283	150
		10%	10%	9%	11%	10%	10%	11%	10%	10%	11%	10%
7	(7.0)	633	541	49	27	16	471	72	187	429	433	193
		15%	15%	14%	13%	13%	15%	15%	15%	15%	16%	13%
			b								b	
8	(8.0)	762	631	61	46	24	583	85	246	505	453	288
		18%	18%	18%	21%	19%	18%	18%	20%	17%	17%	19%
9	(9.0)	526	458	30	24	14	401	51	174	339	357	163
		12%	13%	9%	11%	11%	12%	11%	14%	12%	13%	11%
			b								b	
10 - Extremely important	(10.0)	763	653	50	37	22	585	94	215	534	472	268
		18%	18%	15%	17%	17%	18%	20%	17%	18%	18%	18%
Don't know		184	157	15	7	6	144	7	46	128	74	95
		4%	4%	4%	3%	4%	4%	1%	4%	4%	3%	6%
							b					a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NOT IMPORTANT (1-4)	566	449	66	30	22	435	70	142	406	337	200
	13%	12%	19%	14%	17%	13%	15%	11%	14%	13%	13%
			ac		a						
NEUTRAL (5-6)	857	715	74	44	24	618	99	235	591	535	297
	20%	20%	21%	20%	18%	19%	21%	19%	20%	20%	20%
IMPORTANT (7-10)	2684	2283	190	134	77	2039	303	822	1807	1715	912
	63%	63%	55%	62%	60%	63%	63%	66%	62%	64%	61%
		b		b				b		b	
MOST NEGATIVE (1-2)	261	203	35	13	11	198	34	66	183	166	79
	6%	6%	10%	6%	8%	6%	7%	5%	6%	6%	5%
			ac		a						
MOST POSITIVE (9-10)	1289	1111	81	61	37	986	145	390	873	829	431
	30%	31%	23%	28%	28%	30%	30%	31%	30%	31%	29%
		b									
Answered	4107	3447	329	208	123	3093	471	1199	2803	2587	1410
Mean score	7.1	7.1	6.6	7.0	6.9	7.1	7.0	7.2	7.0	7.1	7.1
		b		b							
Standard deviation	2.42	2.39	2.61	2.43	2.61	2.44	2.48	2.32	2.45	2.41	2.39
Standard error	.04	.04	.12	.11	.13	.04	.11	.06	.05	.05	.06

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

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

Base : All respondents

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
			ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%														
Unweighted total		4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample		3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total		4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1 - Not at all important	(1.0)	197	153	143	44	97	60	53	11	110	87	137	28	32
		5%	4%	5%	7%	3%	2%	2%	2%	3%	24%	18%	3%	1%
					ab						abcde	bc	c	
2	(2.0)	64	49	46	15	54	27	28	5	60	4	39	20	6
		2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	5%	2%	*%
												bc	c	
3	(3.0)	125	102	82	23	98	64	62	14	103	21	61	36	28
		3%	3%	3%	4%	3%	2%	2%	2%	3%	6%	8%	3%	1%
											abcde	bc	c	
4	(4.0)	180	154	122	27	161	107	97	14	171	9	52	71	58
		4%	4%	4%	4%	4%	4%	4%	2%	4%	3%	7%	7%	2%
						d				d		c	c	
5	(5.0)	411	348	279	63	363	211	215	31	379	32	70	189	153
		10%	9%	9%	10%	10%	8%	9%	5%	10%	9%	9%	18%	6%
						d	d	d		d	d	c	ac	
6	(6.0)	445	376	318	69	401	268	258	54	417	29	64	180	202
		10%	10%	10%	11%	11%	10%	10%	9%	11%	8%	8%	17%	8%
													ac	
7	(7.0)	633	558	463	75	583	392	399	75	604	30	74	160	399
		15%	15%	15%	12%	16%	15%	16%	12%	15%	8%	10%	15%	16%
						f	f	df		f			a	a
8	(8.0)	762	666	562	96	702	511	502	121	735	27	68	133	561
		18%	18%	18%	16%	19%	20%	20%	20%	19%	7%	9%	13%	23%
						f	f	f	f	f			a	ab
9	(9.0)	526	485	423	41	499	370	373	99	513	13	26	72	428
		12%	13%	14%	7%	13%	14%	15%	16%	13%	4%	4%	7%	17%
			c	c		f	f	f	f	f			a	ab
10 - Extremely important	(10.0)	763	673	570	89	701	528	480	185	725	38	89	114	559
		18%	18%	18%	15%	19%	20%	19%	30%	18%	10%	12%	11%	23%
						f	f	f	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	184	124	103	61	100	54	31	6	115	70	75	53	56
	4%	3%	3%	10%	3%	2%	1%	1%	3%	19%	10%	5%	2%
				ab	cd	c			cd	abcde	bc	c	
NOT IMPORTANT (1-4)	566	457	393	109	409	259	241	44	445	121	288	155	123
	13%	12%	13%	18%	11%	10%	10%	7%	11%	34%	38%	15%	5%
				ab	d				d	abcde	bc	c	
NEUTRAL (5-6)	857	725	597	132	763	479	473	85	796	61	134	368	355
	20%	20%	19%	22%	20%	18%	19%	14%	20%	17%	18%	35%	14%
					d	d	d		d			ac	
IMPORTANT (7-10)	2684	2383	2018	301	2485	1801	1754	481	2577	108	258	479	1947
	63%	65%	65%	50%	66%	69%	70%	78%	66%	30%	34%	45%	78%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	261	202	189	59	151	87	81	16	171	91	176	48	38
	6%	5%	6%	10%	4%	3%	3%	3%	4%	25%	23%	5%	2%
				ab						abcde	bc	c	
MOST POSITIVE (9-10)	1289	1158	993	131	1200	898	853	284	1238	51	116	186	987
	30%	31%	32%	22%	32%	35%	34%	46%	31%	14%	15%	18%	40%
		c	c		f	ef	f	abcef	f				ab
Answered	4107	3565	3008	542	3658	2539	2467	609	3817	290	680	1002	2425
Mean score	7.1	7.2	7.2	6.5	7.3	7.4	7.4	7.9	7.2	5.0	5.2	6.4	7.9
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.42	2.37	2.41	2.66	2.25	2.20	2.16	2.11	2.27	3.26	3.08	2.19	1.88
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.19	.11	.07	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	308	189	112	20	51	40	60	135	100	96	43	64
		7%	9%	5%	4%	7%	6%	9%	8%	8%	8%	6%	6%
			b			a		a	a				
2	(2.0)	106	58	48	12	9	18	17	52	36	28	14	25
		2%	3%	2%	2%	1%	3%	2%	3%	3%	2%	2%	2%
								b					
3	(3.0)	176	107	67	18	26	18	21	93	61	40	26	43
		4%	5%	3%	3%	3%	3%	3%	6%	5%	3%	4%	4%
			b					bcd					
4	(4.0)	220	96	121	31	37	22	32	96	71	60	38	49
		5%	5%	6%	6%	5%	3%	5%	6%	6%	5%	6%	5%
					c			c					
5	(5.0)	390	175	211	61	96	66	52	116	113	118	56	96
		9%	8%	10%	12%	12%	10%	7%	7%	9%	10%	8%	9%
					de	de							
6	(6.0)	423	200	221	70	86	75	73	119	116	132	81	90
		10%	10%	10%	13%	11%	11%	10%	7%	9%	11%	12%	9%
					e	e	e	e					
7	(7.0)	668	350	310	81	137	126	113	209	181	208	117	147
		16%	17%	14%	16%	17%	18%	16%	13%	14%	17%	17%	14%
						e	e						
8	(8.0)	798	395	403	88	129	161	114	304	235	264	109	188
		19%	19%	19%	17%	16%	24%	16%	19%	18%	21%	16%	18%
							abde			c			
9	(9.0)	486	214	269	56	89	66	90	184	181	117	72	115
		11%	10%	12%	11%	11%	10%	13%	12%	14%	9%	11%	11%
									b				
10 - Extremely well	(10.0)	539	230	305	49	84	70	90	244	162	130	81	156
		13%	11%	14%	9%	11%	10%	13%	15%	13%	11%	12%	15%
			a					abc				b	
Don't know		178	73	100	37	39	21	32	48	35	44	40	46
		4%	3%	5%	7%	5%	3%	5%	3%	3%	4%	6%	5%
					ce	e						ab	a

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	810	450	349	80	123	98	130	375	269	224	121	182
	19%	22%	16%	15%	16%	14%	19%	23%	21%	18%	18%	18%
		b					c	abcd				
NEUTRAL (5-6)	813	374	432	130	182	141	125	235	228	251	137	186
	19%	18%	20%	25%	23%	21%	18%	15%	18%	20%	20%	18%
				de	de	e						
POSITIVE VIEW (7-10)	2491	1190	1287	274	439	423	408	941	758	720	380	606
	58%	57%	59%	53%	56%	62%	59%	59%	59%	58%	56%	59%
						ab	a	a				
MOST NEGATIVE (1-2)	414	247	160	31	60	58	77	186	137	123	58	89
	10%	12%	7%	6%	8%	8%	11%	12%	11%	10%	9%	9%
		b					ab	abc				
MOST POSITIVE (9-10)	1025	445	574	105	173	136	181	428	343	247	154	270
	24%	21%	27%	20%	22%	20%	26%	27%	27%	20%	23%	27%
			a				ac	abc	b			b
Answered	4114	2014	2068	484	743	663	663	1551	1256	1194	638	973
Mean score	6.6	6.4	6.8	6.6	6.6	6.7	6.6	6.6	6.6	6.6	6.6	6.8
			a									
Standard deviation	2.59	2.67	2.47	2.30	2.44	2.37	2.66	2.78	2.67	2.52	2.51	2.59
Standard error	.04	.06	.05	.09	.09	.08	.10	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	308	236	43	19	10	238	45	67	228	193	101
		7%	7%	13%	9%	8%	7%	9%	5%	8%	7%	7%
			ad						a			
2	(2.0)	106	88	6	6	6	86	7	27	77	57	46
		2%	2%	2%	3%	5%	3%	2%	2%	3%	2%	3%
					ab							
3	(3.0)	176	151	14	4	7	129	27	31	139	96	70
		4%	4%	4%	2%	6%	4%	6%	2%	5%	4%	5%
			c			c			a			
4	(4.0)	220	185	20	9	5	163	23	49	162	131	85
		5%	5%	6%	4%	4%	5%	5%	4%	6%	5%	6%
5	(5.0)	390	326	35	19	10	290	36	125	256	255	124
		9%	9%	10%	9%	8%	9%	7%	10%	9%	10%	8%
6	(6.0)	423	355	36	22	10	308	43	133	275	269	142
		10%	10%	10%	10%	8%	10%	9%	11%	9%	10%	9%
7	(7.0)	668	558	58	33	19	510	68	212	440	448	210
		16%	15%	17%	15%	15%	16%	14%	17%	15%	17%	14%
										b		
8	(8.0)	798	684	50	40	24	619	91	244	538	509	275
		19%	19%	15%	18%	19%	19%	19%	20%	18%	19%	18%
			b									
9	(9.0)	486	415	35	23	13	359	64	164	318	318	158
		11%	12%	10%	11%	10%	11%	13%	13%	11%	12%	11%
10 - Extremely well	(10.0)	539	458	34	29	17	407	63	150	376	300	218
		13%	13%	10%	13%	13%	13%	13%	12%	13%	11%	14%
											a	
Don't know		178	148	11	11	7	128	9	44	123	86	75
		4%	4%	3%	5%	5%	4%	2%	4%	4%	3%	5%
											a	

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	810	659	84	39	28	617	103	173	606	477	302
	19%	18%	24%	18%	22%	19%	22%	14%	21%	18%	20%
			ac						a		
NEUTRAL (5-6)	813	681	71	41	20	598	79	258	531	524	266
	19%	19%	21%	19%	15%	18%	17%	21%	18%	20%	18%
POSITIVE VIEW (7-10)	2491	2115	178	125	74	1894	286	770	1672	1574	861
	58%	59%	52%	58%	57%	59%	60%	62%	57%	59%	57%
		b						b			
MOST NEGATIVE (1-2)	414	323	50	25	16	325	52	94	304	250	146
	10%	9%	14%	12%	13%	10%	11%	8%	10%	9%	10%
			a		a				a		
MOST POSITIVE (9-10)	1025	873	69	52	31	766	128	314	694	618	376
	24%	24%	20%	24%	24%	24%	27%	25%	24%	23%	25%
Answered	4114	3455	333	204	122	3109	468	1201	2808	2576	1430
Mean score	6.6	6.7	6.1	6.6	6.5	6.6	6.6	6.9	6.5	6.6	6.6
		b		b				b			
Standard deviation	2.59	2.55	2.77	2.67	2.77	2.60	2.72	2.39	2.65	2.53	2.64
Standard error	.04	.05	.12	.12	.14	.05	.12	.07	.05	.05	.07

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	308 7%	248 7%	201 6%	60 10%	200 5%	134 5%	109 4%	34 5%	219 6%	88 25%	235 31%	48 5%	25 1%
				ab						abcde	bc	c		
2	(2.0)	106 2%	95 3%	68 2%	11 2%	94 3%	48 2%	52 2%	11 2%	98 2%	9 2%	62 8%	34 3%	10 *%
												bc	c	
3	(3.0)	176 4%	136 4%	116 4%	40 7%	157 4%	101 4%	95 4%	22 4%	162 4%	15 4%	83 11%	52 5%	42 2%
					ab							bc	c	
4	(4.0)	220 5%	182 5%	155 5%	38 6%	193 5%	146 6%	119 5%	16 3%	209 5%	11 3%	62 8%	90 8%	68 3%
					d	d	d	d		d		c	c	
5	(5.0)	390 9%	344 9%	300 10%	46 8%	342 9%	220 8%	199 8%	43 7%	362 9%	28 8%	76 10%	200 19%	114 5%
												c	ac	
6	(6.0)	423 10%	381 10%	322 10%	42 7%	373 10%	270 10%	265 11%	59 10%	392 10%	31 9%	45 6%	187 18%	190 8%
													ac	
7	(7.0)	668 16%	586 16%	499 16%	82 14%	599 16%	432 17%	431 17%	99 16%	627 16%	41 11%	50 7%	170 16%	448 18%
							f	f					a	a
8	(8.0)	798 19%	713 19%	591 19%	85 14%	756 20%	518 20%	533 21%	125 20%	783 20%	15 4%	35 5%	124 12%	639 26%
			c	c		f	f	f	f	f			a	ab
9	(9.0)	486 11%	442 12%	380 12%	45 7%	460 12%	332 13%	341 14%	95 16%	473 12%	13 4%	18 2%	46 4%	422 17%
			c	c		f	f	f	aef	f				ab
10 - Extremely well	(10.0)	539 13%	443 12%	372 12%	96 16%	508 14%	351 14%	319 13%	106 17%	516 13%	22 6%	16 2%	43 4%	479 19%
						f	f	f	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	178 4%	119 3%	106 3%	59 10%	76 2%	42 2%	36 1%	6 1%	91 2%	87 24%	73 10%	61 6%	44 2%
				ab					c	abcde	bc	c	
NEGATIVE VIEW (1-4)	810 19%	662 18%	541 17%	149 25%	643 17%	428 17%	375 15%	82 13%	688 17%	122 34%	442 59%	224 21%	145 6%
				ab	d				cd	abcde	bc	c	
NEUTRAL (5-6)	813 19%	724 20%	622 20%	89 15%	715 19%	490 19%	464 19%	102 17%	754 19%	59 16%	121 16%	387 37%	304 12%
			c	c							c	ac	
POSITIVE VIEW (7-10)	2491 58%	2184 59%	1843 59%	307 51%	2324 62%	1632 63%	1623 65%	425 69%	2399 61%	92 25%	119 16%	383 36%	1988 80%
			c	c	f	f	aef	abef	f			a	ab
MOST NEGATIVE (1-2)	414 10%	343 9%	269 9%	71 12%	294 8%	182 7%	161 6%	45 7%	317 8%	97 27%	297 39%	82 8%	35 1%
									c	abcde	bc	c	
MOST POSITIVE (9-10)	1025 24%	884 24%	753 24%	141 23%	968 26%	683 26%	660 26%	202 33%	989 25%	35 10%	34 5%	89 8%	901 36%
					f	f	f	abcef	f			a	ab
Answered	4114	3569	3006	544	3682	2551	2462	609	3841	273	682	995	2437
Mean score	6.6	6.7	6.7	6.3	6.8	6.9	6.9	7.2	6.8	4.6	3.6	5.8	7.8
		c	c		f	f	ef	abef	f			a	ab
Standard deviation	2.59	2.54	2.51	2.89	2.48	2.43	2.35	2.45	2.49	3.11	2.61	2.13	1.83
Standard error	.04	.04	.04	.15	.04	.05	.05	.10	.04	.19	.10	.07	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	450	280	162	24	64	48	83	228	146	135	63	99
		10%	13%	7%	5%	8%	7%	12%	14%	11%	11%	9%	10%
			b			a		abc	abc				
2	(2.0)	127	72	54	7	13	18	13	77	45	39	15	26
		3%	3%	3%	1%	2%	3%	2%	5%	3%	3%	2%	3%
								abcd					
3	(3.0)	167	80	85	16	35	26	27	62	57	42	27	36
		4%	4%	4%	3%	5%	4%	4%	4%	4%	3%	4%	4%
4	(4.0)	231	113	113	27	39	21	38	106	74	72	29	52
		5%	5%	5%	5%	5%	3%	5%	7%	6%	6%	4%	5%
								c	c				
5	(5.0)	373	168	199	46	80	72	50	124	94	107	62	108
		9%	8%	9%	9%	10%	11%	7%	8%	7%	9%	9%	11%
							d						a
6	(6.0)	434	199	234	58	83	66	77	151	119	133	70	105
		10%	10%	11%	11%	11%	10%	11%	9%	9%	11%	10%	10%
7	(7.0)	608	304	303	89	118	120	97	180	159	202	113	127
		14%	15%	14%	17%	15%	18%	14%	11%	12%	16%	17%	12%
					e	e	e			ad	ad		
8	(8.0)	746	361	384	106	141	144	123	231	253	209	126	149
		17%	17%	18%	20%	18%	21%	18%	14%	20%	17%	19%	15%
					e		e			d			
9	(9.0)	476	222	250	56	93	69	76	182	169	133	68	104
		11%	11%	12%	11%	12%	10%	11%	11%	13%	11%	10%	10%
10 - Extremely well	(10.0)	476	208	265	49	75	70	73	207	147	113	67	142
		11%	10%	12%	9%	10%	10%	10%	13%	11%	9%	10%	14%
				a				b					bc
Don't know		203	80	118	43	42	29	38	52	30	51	38	71
		5%	4%	5%	8%	5%	4%	5%	3%	2%	4%	6%	7%
				a	ce	e		e			a	a	ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	975 23%	545 26%	415 19%	74 14%	151 19%	113 16%	161 23%	472 30%	322 25%	288 23%	133 20%	213 21%
		b			a		ac	abcd	c			
NEUTRAL (5-6)	808 19%	367 18%	433 20%	104 20%	162 21%	138 20%	127 18%	275 17%	213 16%	241 19%	132 19%	213 21%
												a
POSITIVE VIEW (7-10)	2306 54%	1095 52%	1201 55%	300 58%	427 55%	403 59%	370 53%	800 50%	728 56%	657 53%	374 55%	521 51%
				e		de			d			
MOST NEGATIVE (1-2)	577 13%	352 17%	217 10%	31 6%	76 10%	65 10%	96 14%	305 19%	191 15%	174 14%	78 11%	125 12%
		b			a	a	abc	abcd				
MOST POSITIVE (9-10)	952 22%	430 21%	514 24%	106 20%	168 21%	139 20%	149 21%	389 24%	316 24%	247 20%	135 20%	246 24%
			a						bc			b
Answered	4088	2007	2049	479	740	654	657	1547	1262	1186	639	948
Mean score	6.3	6.1	6.6	6.8	6.5	6.6	6.3	6.0	6.3	6.2	6.4	6.4
			a	de	e	de						
Standard deviation	2.76	2.87	2.61	2.31	2.57	2.50	2.79	3.02	2.84	2.72	2.63	2.78
Standard error	.04	.07	.05	.09	.09	.09	.10	.08	.08	.08	.10	.09

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	450	360	54	20	16	355	63	86	348	267	165
		10%	10%	16%	9%	13%	11%	13%	7%	12%	10%	11%
			ac						a			
2	(2.0)	127	108	6	8	4	97	22	21	101	57	64
		3%	3%	2%	4%	3%	3%	5%	2%	3%	2%	4%
			a						a			a
3	(3.0)	167	135	16	11	6	131	25	38	123	117	43
		4%	4%	5%	5%	5%	4%	5%	3%	4%	4%	3%
										b		
4	(4.0)	231	192	16	17	5	177	32	49	177	137	90
		5%	5%	5%	8%	4%	5%	7%	4%	6%	5%	6%
				abd					a			
5	(5.0)	373	306	42	14	12	271	35	111	253	207	153
		9%	8%	12%	6%	9%	8%	7%	9%	9%	8%	10%
				ac								a
6	(6.0)	434	371	27	23	13	320	53	121	296	271	153
		10%	10%	8%	11%	10%	10%	11%	10%	10%	10%	10%
7	(7.0)	608	511	52	27	17	445	63	190	407	407	188
		14%	14%	15%	13%	13%	14%	13%	15%	14%	15%	12%
										b		
8	(8.0)	746	648	50	29	18	551	76	266	462	511	225
		17%	18%	15%	14%	14%	17%	16%	21%	16%	19%	15%
			c						b		b	
9	(9.0)	476	409	27	24	15	365	52	163	305	305	161
		11%	11%	8%	11%	12%	11%	11%	13%	10%	11%	11%
			b						b			
10 - Extremely well	(10.0)	476	397	36	27	16	366	50	137	333	275	183
		11%	11%	10%	13%	13%	11%	10%	11%	11%	10%	12%
Don't know		203	165	18	15	6	157	9	63	126	106	80
		5%	5%	5%	7%	4%	5%	2%	5%	4%	4%	5%
				a			b					

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	975	796	91	56	31	760	141	195	749	578	361
	23%	22%	27%	26%	24%	23%	29%	16%	26%	22%	24%
			a				a		a		
NEUTRAL (5-6)	808	677	69	37	25	592	87	232	550	479	307
	19%	19%	20%	17%	19%	18%	18%	19%	19%	18%	20%
POSITIVE VIEW (7-10)	2306	1965	166	107	67	1728	241	755	1507	1499	757
	54%	55%	48%	50%	52%	53%	50%	61%	51%	56%	50%
		b						b		b	
MOST NEGATIVE (1-2)	577	469	60	28	20	453	84	108	450	323	228
	13%	13%	17%	13%	16%	14%	18%	9%	15%	12%	15%
			a						a		a
MOST POSITIVE (9-10)	952	807	63	51	32	732	102	300	638	580	345
	22%	22%	18%	24%	25%	23%	21%	24%	22%	22%	23%
					b						
Answered	4088	3438	326	200	123	3080	469	1182	2805	2555	1425
Mean score	6.3	6.4	5.9	6.3	6.2	6.3	6.0	6.8	6.2	6.4	6.2
		b						b			
Standard deviation	2.76	2.73	2.91	2.82	2.91	2.80	2.90	2.49	2.84	2.70	2.83
Standard error	.04	.05	.13	.13	.14	.05	.13	.07	.05	.05	.07

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	450 10%	363 10%	284 9%	87 14%	334 9%	212 8%	185 7%	42 7%	357 9%	93 26%	303 40%	100 10%	47 2%
				ab					c	abcde	bc	c		
2	(2.0)	127 3%	96 3%	80 3%	31 5%	111 3%	58 2%	47 2%	6 1%	118 3%	9 3%	58 8%	34 3%	35 1%
				ab	cd					cd		bc	c	
3	(3.0)	167 4%	149 4%	130 4%	18 3%	146 4%	97 4%	95 4%	22 4%	151 4%	16 4%	55 7%	52 5%	61 2%
				3								c	c	
4	(4.0)	231 5%	197 5%	164 5%	34 6%	205 5%	145 6%	135 5%	35 6%	217 6%	14 4%	55 7%	99 9%	76 3%
				6								c	c	
5	(5.0)	373 9%	305 8%	262 8%	68 11%	325 9%	205 8%	179 7%	26 4%	341 9%	32 9%	70 9%	187 18%	117 5%
				11	d	d	d			d	d	c	ac	
6	(6.0)	434 10%	368 10%	306 10%	67 11%	388 10%	274 11%	248 10%	51 8%	402 10%	32 9%	43 6%	159 15%	233 9%
				11								6	ac	a
7	(7.0)	608 14%	553 15%	472 15%	55 9%	550 15%	406 16%	410 16%	78 13%	582 15%	25 7%	35 5%	129 12%	443 18%
			c	c		f	f	df	f	f			a	ab
8	(8.0)	746 17%	687 19%	589 19%	59 10%	716 19%	495 19%	523 21%	149 24%	730 19%	16 4%	46 6%	109 10%	591 24%
			c	c		f	f	ef	abef	f			a	ab
9	(9.0)	476 11%	421 11%	362 12%	55 9%	441 12%	335 13%	346 14%	98 16%	463 12%	13 4%	6 1%	69 7%	401 16%
				9		f	f	aef	aef	f			a	ab
10 - Extremely well	(10.0)	476 11%	405 11%	337 11%	71 12%	445 12%	311 12%	285 11%	105 17%	457 12%	19 5%	15 2%	45 4%	416 17%
				12	f	f	f		abcef	f			a	ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	203	145	126	58	97	53	47	3	113	91	70	73	61
	5%	4%	4%	10%	3%	2%	2%	1%	3%	25%	9%	7%	2%
				ab	d	d	d		cd	abcde	c	c	
NEGATIVE VIEW (1-4)	975	805	657	170	796	513	461	105	843	132	471	285	219
	23%	22%	21%	28%	21%	20%	18%	17%	21%	37%	62%	27%	9%
				ab	cd				cd	abcde	bc	c	
NEUTRAL (5-6)	808	673	569	135	712	479	427	77	744	64	113	346	349
	19%	18%	18%	22%	19%	18%	17%	12%	19%	18%	15%	33%	14%
					d	d	d		d			ac	
POSITIVE VIEW (7-10)	2306	2066	1760	240	2152	1548	1564	430	2232	73	102	352	1851
	54%	56%	57%	40%	57%	60%	63%	70%	57%	20%	14%	33%	75%
		c	c		f	ef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	577	459	363	118	446	270	232	48	475	102	360	135	82
	13%	12%	12%	20%	12%	10%	9%	8%	12%	28%	48%	13%	3%
				ab	cd				cd	abcde	bc	c	
MOST POSITIVE (9-10)	952	826	700	126	886	646	631	203	920	32	21	114	817
	22%	22%	22%	21%	24%	25%	25%	33%	23%	9%	3%	11%	33%
					f	f	f	abcef	f			a	ab
Answered	4088	3543	2986	545	3660	2539	2452	612	3819	269	685	983	2420
Mean score	6.3	6.4	6.5	5.8	6.5	6.6	6.7	7.1	6.5	4.4	3.2	5.5	7.5
		c	c		f	f	aef	abcef	f			a	ab
Standard deviation	2.76	2.71	2.67	3.01	2.68	2.61	2.54	2.55	2.69	3.06	2.59	2.43	2.06
Standard error	.04	.04	.05	.16	.04	.05	.05	.10	.04	.19	.10	.08	.04

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

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

Base : All respondents

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%			a	b	a	b	c	d	e	a	b	c	d
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1 - Not at all well	(1.0)	180	105	73	14	42	29	35	61	52	43	38	45
		4%	5%	3%	3%	5%	4%	5%	4%	4%	3%	6%	4%
			b			a		a					
2	(2.0)	69	35	34	9	16	7	14	23	18	19	10	20
		2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%
3	(3.0)	159	95	60	19	29	17	26	67	38	48	27	44
		4%	5%	3%	4%	4%	3%	4%	4%	3%	4%	4%	4%
			b										
4	(4.0)	209	102	103	30	46	33	25	75	69	58	32	47
		5%	5%	5%	6%	6%	5%	4%	5%	5%	5%	5%	5%
5	(5.0)	488	248	232	61	88	62	61	215	134	133	77	133
		11%	12%	11%	12%	11%	9%	9%	13%	10%	11%	11%	13%
								cd					
6	(6.0)	539	276	259	67	103	101	95	174	152	179	87	116
		13%	13%	12%	13%	13%	15%	14%	11%	12%	15%	13%	11%
						e							
7	(7.0)	790	385	401	97	133	132	131	296	262	225	130	168
		18%	18%	18%	19%	17%	19%	19%	19%	20%	18%	19%	16%
										d			
8	(8.0)	755	366	387	81	124	145	118	283	240	239	107	164
		18%	18%	18%	16%	16%	21%	17%	18%	19%	19%	16%	16%
							ab						
9	(9.0)	387	171	215	63	71	56	64	133	139	107	52	86
		9%	8%	10%	12%	9%	8%	9%	8%	11%	9%	8%	8%
					ce								
10 - Extremely well	(10.0)	371	161	208	36	71	60	68	136	112	95	67	92
		9%	8%	10%	7%	9%	9%	10%	9%	9%	8%	10%	9%
Don't know		343	142	196	43	58	43	59	135	74	92	52	104
		8%	7%	9%	8%	7%	6%	8%	8%	6%	7%	8%	10%
				a									ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	618	337	270	73	133	85	100	227	178	168	106	157
	14%	16%	12%	14%	17%	12%	14%	14%	14%	14%	16%	15%
		b			c							
NEUTRAL (5-6)	1028	524	490	127	191	163	156	389	286	312	164	249
	24%	25%	23%	24%	24%	24%	22%	24%	22%	25%	24%	24%
POSITIVE VIEW (7-10)	2303	1083	1211	277	400	392	381	848	753	665	356	509
	54%	52%	56%	53%	51%	57%	55%	53%	58%	54%	53%	50%
			a			b			bcd			
MOST NEGATIVE (1-2)	250	140	107	23	57	35	49	84	70	62	48	66
	6%	7%	5%	4%	7%	5%	7%	5%	5%	5%	7%	6%
		b										
MOST POSITIVE (9-10)	758	332	423	99	142	116	132	269	252	202	119	178
	18%	16%	20%	19%	18%	17%	19%	17%	19%	16%	18%	17%
			a									
Answered	3948	1944	1972	478	723	641	636	1463	1217	1145	625	915
Mean score	6.6	6.4	6.8	6.6	6.5	6.7	6.6	6.6	6.7	6.6	6.5	6.5
			a			b			d			
Standard deviation	2.26	2.30	2.20	2.16	2.37	2.16	2.35	2.24	2.21	2.17	2.36	2.34
Standard error	.03	.05	.05	.09	.09	.08	.09	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	180 4%	142 4%	22 6% a	8 4%	9 7% ac	136 4%	14 3%	54 4%	117 4%	122 5%	48 3%
2	(2.0)	69 2%	54 1%	8 2%	5 2%	3 2%	56 2%	7 1%	17 1%	48 2%	38 1%	29 2%
3	(3.0)	159 4%	130 4%	16 5%	7 3%	6 5%	122 4%	24 5%	32 3%	123 4% a	98 4%	56 4%
4	(4.0)	209 5%	171 5%	20 6%	11 5%	6 5%	160 5%	16 3%	61 5%	143 5%	139 5%	64 4%
5	(5.0)	488 11%	405 11%	43 13%	27 13%	13 10%	347 11%	64 13%	111 9%	362 12% a	262 10%	209 14% a
6	(6.0)	539 13%	447 12%	49 14%	28 13%	15 12%	407 13%	59 12%	151 12%	369 13%	353 13%	177 12%
7	(7.0)	790 18%	669 19%	62 18%	37 17%	22 17%	597 18%	90 19%	240 19%	533 18%	499 19%	272 18%
8	(8.0)	755 18%	644 18%	53 16%	35 16%	23 18%	576 18%	83 17%	231 19%	507 17%	497 19%	250 17%
9	(9.0)	387 9%	335 9% b	20 6%	22 10% b	10 8%	289 9%	37 8%	144 12% b	236 8%	256 10%	124 8%
10 - Extremely well	(10.0)	371 9%	316 9%	26 7%	18 8%	12 9%	278 9%	44 9%	125 10%	242 8%	231 9%	124 8%
Don't know		343 8%	292 8%	26 7%	17 8%	9 7%	271 8%	40 8%	79 6%	251 9% a	167 6%	152 10% a
NEGATIVE VIEW (1-4)		618 14%	496 14%	66 19% a	30 14%	25 19% a	473 15%	61 13%	164 13%	432 15%	397 15%	197 13%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEUTRAL (5-6)	1028	852	92	56	28	754	124	261	731	615	386
	24%	24%	27%	26%	22%	23%	26%	21%	25%	23%	26%
									a		
POSITIVE VIEW (7-10)	2303	1963	161	112	67	1739	254	741	1518	1483	770
	54%	54%	47%	52%	52%	54%	53%	59%	52%	56%	51%
		b						b		b	
MOST NEGATIVE (1-2)	250	195	30	12	12	191	21	71	165	159	77
	6%	5%	9%	6%	9%	6%	4%	6%	6%	6%	5%
			a		a						
MOST POSITIVE (9-10)	758	651	45	40	22	567	81	269	478	487	248
	18%	18%	13%	19%	17%	18%	17%	22%	16%	18%	16%
		b		b				b			
Answered	3948	3312	318	198	120	2966	438	1166	2681	2494	1353
Mean score	6.6	6.7	6.2	6.6	6.4	6.6	6.6	6.8	6.5	6.6	6.6
		bd		b				b			
Standard deviation	2.26	2.24	2.38	2.25	2.50	2.27	2.19	2.26	2.25	2.27	2.20
Standard error	.03	.04	.11	.11	.13	.04	.10	.06	.04	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	180 4%	133 4%	117 4%	47 8%	90 2%	45 2%	46 2%	10 2%	106 3%	75 21%	144 19%	25 2%	11 *%
				ab						b	abcde	bc	c	
2	(2.0)	69 2%	62 2%	55 2%	8 1%	60 2%	30 1%	33 1%	5 1%	61 2%	8 2%	40 5%	19 2%	10 *%
												bc	c	
3	(3.0)	159 4%	130 4%	109 4%	30 5%	135 4%	93 4%	82 3%	13 2%	145 4%	15 4%	98 13%	31 3%	30 1%
												bc	c	
4	(4.0)	209 5%	184 5%	156 5%	25 4%	180 5%	122 5%	118 5%	19 3%	194 5%	15 4%	82 11%	84 8%	42 2%
												c	c	
5	(5.0)	488 11%	411 11%	331 11%	78 13%	428 11%	273 11%	225 9%	38 6%	449 11%	40 11%	119 16%	243 23%	127 5%
						cd	d	d		cd	d	c	ac	
6	(6.0)	539 13%	476 13%	401 13%	64 11%	481 13%	332 13%	319 13%	66 11%	506 13%	33 9%	62 8%	221 21%	256 10%
													ac	
7	(7.0)	790 18%	688 19%	571 18%	102 17%	734 20%	532 21%	523 21%	116 19%	759 19%	30 8%	46 6%	175 17%	569 23%
						f	f	f	f	f			a	ab
8	(8.0)	755 18%	671 18%	572 18%	84 14%	706 19%	503 19%	518 21%	152 25%	731 19%	24 7%	27 4%	126 12%	601 24%
						f	f	f	abef	f			a	ab
9	(9.0)	387 9%	363 10%	319 10%	24 4%	363 10%	286 11%	277 11%	88 14%	378 10%	9 2%	5 1%	21 2%	360 15%
			c	c		f	f	f	abcef	f			a	ab
10 - Extremely well	(10.0)	371 9%	332 9%	283 9%	39 6%	344 9%	259 10%	250 10%	95 16%	353 9%	18 5%	11 2%	20 2%	341 14%
						f	f	f	abcef	f				ab

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	343	240	198	103	236	118	108	13	251	92	119	90	134
	8%	7%	6%	17%	6%	5%	4%	2%	6%	26%	16%	9%	5%
				ab	bcd	d	d		bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	618	509	437	109	466	290	278	47	505	113	365	159	94
	14%	14%	14%	18%	12%	11%	11%	8%	13%	31%	48%	15%	4%
					d	d	d		d	abcde	bc	c	
NEUTRAL (5-6)	1028	886	732	141	909	605	544	104	955	73	181	464	383
	24%	24%	24%	23%	24%	23%	22%	17%	24%	20%	24%	44%	15%
					d	d	d		cd		c	ac	
POSITIVE VIEW (7-10)	2303	2053	1745	249	2147	1580	1568	451	2221	82	90	342	1870
	54%	56%	56%	41%	57%	61%	63%	73%	56%	23%	12%	32%	75%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	250	195	172	55	150	75	78	15	166	83	185	43	22
	6%	5%	6%	9%	4%	3%	3%	2%	4%	23%	24%	4%	1%
				ab	b				bc	abcde	bc	c	
MOST POSITIVE (9-10)	758	695	602	63	707	545	527	183	731	27	16	41	701
	18%	19%	19%	10%	19%	21%	21%	30%	19%	8%	2%	4%	28%
		c	c		f	ef	ef	abcef	f				ab
Answered	3948	3448	2914	500	3522	2475	2390	602	3680	268	635	966	2347
Mean score	6.6	6.7	6.7	6.0	6.8	6.9	7.0	7.5	6.7	4.7	4.0	5.9	7.6
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.26	2.22	2.24	2.46	2.12	2.04	2.04	1.96	2.14	2.94	2.29	1.75	1.66
Standard error	.03	.04	.04	.14	.03	.04	.04	.08	.03	.18	.09	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	181 4%	106 5% b	71 3%	10 2%	40 5% a	22 3%	40 6% ac	69 4% a	48 4%	45 4%	31 5%	53 5%
2	(2.0)	83 2%	49 2%	31 1% b	5 1%	12 2% a	10 1%	17 3% ac	38 2% a	24 2%	26 2%	13 2%	18 2%
3	(3.0)	144 3%	80 4%	59 3%	12 2%	21 3%	18 3%	27 4%	65 4%	44 3%	40 3%	24 4%	31 3%
4	(4.0)	231 5%	130 6% b	98 5%	33 6%	47 6%	32 5%	30 4%	89 6%	72 6%	74 6%	33 5%	49 5%
5	(5.0)	464 11%	228 11%	230 11%	50 10%	69 9%	73 11%	79 11%	194 12% b	149 12%	138 11%	68 10%	103 10%
6	(6.0)	596 14%	297 14%	298 14%	71 14%	116 15%	98 14%	82 12%	227 14%	184 14%	156 13%	97 14%	154 15%
7	(7.0)	751 17%	372 18%	375 17%	93 18%	110 14%	135 20% b	132 19% b	280 18%	224 17%	222 18%	118 17%	182 18%
8	(8.0)	762 18%	344 16%	415 19%	100 19%	159 20% e	136 20% e	112 16%	254 16%	251 19% d	235 19% d	120 18%	146 14%
9	(9.0)	353 8%	171 8%	181 8%	56 11% de	72 9%	62 9%	47 7%	117 7%	117 9%	97 8%	66 10%	71 7%
10 - Extremely well	(10.0)	348 8%	154 7%	192 9% a	46 9%	74 10%	51 7%	57 8% c	119 7%	101 8%	97 8% a	51 8%	96 9% a
Don't know		379 9%	156 7%	218 10%	46 9%	62 8%	46 7%	74 11%	148 9%	79 6%	108 9%	56 8%	116 11%

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	638 15%	365 17%	259 12%	60 11%	120 15%	83 12%	114 16%	260 16%	187 14%	185 15%	101 15%	151 15%
		b					ac	ac				
NEUTRAL (5-6)	1061 25%	525 25%	527 24%	121 23%	185 24%	172 25%	161 23%	421 26%	333 26%	294 24%	164 24%	257 25%
POSITIVE VIEW (7-10)	2214 52%	1041 50%	1164 54%	295 57%	415 53%	383 56%	347 50%	770 48%	692 54%	650 53%	355 52%	496 49%
			a	de		de			d			
MOST NEGATIVE (1-2)	263 6%	155 7%	102 5%	15 3%	53 7%	32 5%	57 8%	107 7%	71 6%	71 6%	44 6%	71 7%
		b			a		ac	a				
MOST POSITIVE (9-10)	701 16%	325 16%	374 17%	102 20%	146 19%	113 16%	103 15%	236 15%	217 17%	193 16%	118 17%	167 16%
				de	e							
Answered	3913	1931	1950	475	720	638	621	1451	1212	1130	621	903
Mean score	6.5	6.4	6.7	6.9	6.6	6.7	6.4	6.4	6.6	6.6	6.6	6.5
			a	de	e	de						
Standard deviation	2.26	2.32	2.16	2.04	2.34	2.10	2.38	2.27	2.20	2.22	2.28	2.34
Standard error	.04	.05	.04	.08	.09	.08	.09	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	181	143	21	9	6	137	18	52	120	116	54
		4%	4%	6%	4%	5%	4%	4%	4%	4%	4%	4%
			a									
2	(2.0)	83	68	8	4	3	69	7	22	56	49	31
		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
3	(3.0)	144	109	21	9	6	113	21	32	107	84	54
		3%	3%	6%	4%	5%	3%	4%	3%	4%	3%	4%
			a									
4	(4.0)	231	189	26	9	7	185	25	46	178	142	81
		5%	5%	8%	4%	5%	6%	5%	4%	6%	5%	5%
			ac							a		
5	(5.0)	464	375	48	25	16	341	60	113	338	281	170
		11%	10%	14%	12%	12%	11%	13%	9%	12%	11%	11%
			a							a		
6	(6.0)	596	501	42	37	17	437	75	157	423	352	233
		14%	14%	12%	17%	13%	13%	16%	13%	14%	13%	15%
7	(7.0)	751	631	61	35	24	567	84	222	505	469	267
		17%	18%	18%	16%	18%	18%	18%	18%	17%	18%	18%
8	(8.0)	762	661	45	31	24	576	78	273	476	503	247
		18%	18%	13%	15%	18%	18%	16%	22%	16%	19%	16%
			b			b			b			
9	(9.0)	353	302	23	19	9	256	44	138	209	248	95
		8%	8%	7%	9%	7%	8%	9%	11%	7%	9%	6%
									b		b	
10 - Extremely well	(10.0)	348	300	22	17	9	255	30	116	224	217	119
		8%	8%	6%	8%	7%	8%	6%	9%	8%	8%	8%
Don't know		379	323	26	21	9	301	34	72	295	199	154
		9%	9%	8%	10%	7%	9%	7%	6%	10%	7%	10%
									a		a	

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	638	509	76	31	23	503	71	153	461	391	221
	15%	14%	22%	14%	17%	16%	15%	12%	16%	15%	15%
			ac						a		
NEUTRAL (5-6)	1061	876	91	62	32	777	136	271	762	633	403
	25%	24%	26%	29%	25%	24%	28%	22%	26%	24%	27%
									a		
POSITIVE VIEW (7-10)	2214	1895	152	102	65	1655	237	749	1415	1438	728
	52%	53%	44%	47%	51%	51%	50%	60%	48%	54%	48%
		b						b		b	
MOST NEGATIVE (1-2)	263	211	29	13	10	206	26	74	175	165	85
	6%	6%	8%	6%	7%	6%	5%	6%	6%	6%	6%
MOST POSITIVE (9-10)	701	602	45	36	18	511	74	254	433	465	213
	16%	17%	13%	17%	14%	16%	16%	20%	15%	17%	14%
								b		b	
Answered	3913	3280	318	194	120	2935	444	1173	2637	2462	1351
Mean score	6.5	6.6	6.0	6.5	6.3	6.5	6.5	6.8	6.4	6.6	6.5
		bd		b				b			
Standard deviation	2.26	2.23	2.38	2.27	2.32	2.27	2.18	2.23	2.24	2.26	2.20
Standard error	.04	.04	.11	.11	.12	.04	.10	.06	.04	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	181 4%	129 3%	113 4%	52 9%	97 3%	41 2%	37 1%	5 1%	106 3%	74 21%	144 19%	30 3%	7 *%
				ab	bcd					bcd	abcde	bc	c	
2	(2.0)	83 2%	69 2%	61 2%	14 2%	67 2%	44 2%	39 2%	3 *%	72 2%	11 3%	54 7%	15 1%	15 1%
					d	d	d			d	d	bc	c	
3	(3.0)	144 3%	110 3%	90 3%	34 6%	122 3%	73 3%	64 3%	9 1%	130 3%	14 4%	75 10%	37 4%	32 1%
					ab	d				d	d	bc	c	
4	(4.0)	231 5%	210 6%	182 6%	21 3%	194 5%	116 4%	122 5%	22 4%	212 5%	19 5%	82 11%	87 8%	62 2%
												c	c	
5	(5.0)	464 11%	394 11%	318 10%	70 12%	414 11%	266 10%	239 10%	40 7%	427 11%	38 10%	106 14%	190 18%	168 7%
					d	d	d			d		c	c	
6	(6.0)	596 14%	522 14%	433 14%	74 12%	556 15%	364 14%	356 14%	74 12%	574 15%	23 6%	67 9%	240 23%	290 12%
					f	f	f	f	f	f			ac	
7	(7.0)	751 17%	660 18%	546 18%	90 15%	692 18%	496 19%	493 20%	129 21%	717 18%	34 9%	47 6%	166 16%	538 22%
					f	f	f	f	f	f			a	ab
8	(8.0)	762 18%	679 18%	596 19%	83 14%	712 19%	557 21%	533 21%	154 25%	742 19%	20 6%	26 3%	124 12%	612 25%
				c	f	aef	aef	aef	aef	f			a	ab
9	(9.0)	353 8%	325 9%	280 9%	28 5%	323 9%	257 10%	255 10%	79 13%	344 9%	9 2%	10 1%	32 3%	310 13%
			c	c	f	f	f	f	aef	f				ab
10 - Extremely well	(10.0)	348 8%	312 8%	264 8%	36 6%	319 8%	228 9%	220 9%	79 13%	325 8%	23 6%	17 2%	41 4%	290 12%
									abcef					ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	379	278	228	101	262	151	139	23	282	97	127	94	158
	9%	8%	7%	17%	7%	6%	6%	4%	7%	27%	17%	9%	6%
				ab	d				cd	abcde	bc	c	
NEGATIVE VIEW (1-4)	638	518	446	121	481	274	262	38	521	117	354	169	115
	15%	14%	14%	20%	13%	11%	10%	6%	13%	33%	47%	16%	5%
				ab	bcd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	1061	916	752	144	970	631	595	114	1000	60	173	429	458
	25%	25%	24%	24%	26%	24%	24%	19%	25%	17%	23%	41%	18%
					df	df	df		df		c	ac	
POSITIVE VIEW (7-10)	2214	1977	1686	237	2045	1537	1502	440	2129	85	101	363	1750
	52%	54%	54%	39%	54%	59%	60%	72%	54%	24%	13%	34%	71%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	263	197	174	66	164	85	76	8	178	85	197	45	21
	6%	5%	6%	11%	4%	3%	3%	1%	5%	24%	26%	4%	1%
				ab	cd	d	d		bcd	abcde	bc	c	
MOST POSITIVE (9-10)	701	637	544	64	641	484	476	158	670	31	28	73	600
	16%	17%	17%	11%	17%	19%	19%	26%	17%	9%	4%	7%	24%
		c	c		f	f	f	abcef	f			a	ab
Answered	3913	3411	2883	502	3496	2441	2359	593	3650	263	628	962	2323
Mean score	6.5	6.6	6.6	5.9	6.7	6.9	6.9	7.4	6.7	4.7	4.0	6.0	7.5
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.26	2.20	2.21	2.54	2.12	2.01	1.98	1.79	2.13	3.01	2.42	1.90	1.69
Standard error	.04	.04	.04	.14	.03	.04	.04	.07	.03	.19	.09	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	121 3%	78 4% b	40 2%	11 2%	25 3%	23 3%	18 3%	43 3%	29 2%	31 3%	22 3%	38 4%
2	(2.0)	47 1%	17 1%	25 1%	7 1%	13 2%	6 1%	10 1%	12 1%	13 1%	13 1%	5 1%	13 1%
3	(3.0)	85 2%	51 2% b	31 1%	11 2%	18 2%	11 2%	20 3%	24 2%	15 1%	25 2%	20 3% a	23 2%
4	(4.0)	143 3%	71 3%	70 3%	33 6% bcde	22 3%	17 3%	24 3%	47 3%	34 3%	46 4%	24 4%	35 3%
5	(5.0)	303 7%	137 7%	164 8%	41 8%	66 8%	40 6%	64 9% ce	93 6%	67 5%	81 7%	56 8% a	99 10% ab
6	(6.0)	443 10%	222 11%	219 10%	75 14% de	92 12% e	81 12% e	62 9%	132 8%	117 9%	132 11%	78 12%	111 11%
7	(7.0)	606 14%	302 14%	302 14%	84 16% e	122 16% e	110 16% e	102 15%	189 12%	173 13%	185 15%	102 15%	142 14%
8	(8.0)	768 18%	389 19%	370 17%	85 16%	138 18%	147 22% ae	123 18%	273 17%	252 20% d	221 18%	125 18%	157 15%
9	(9.0)	458 11%	228 11%	229 11%	64 12%	80 10%	86 13%	72 10%	156 10%	168 13% cd	140 11%	62 9%	87 8%
10 - Extremely well	(10.0)	522 12%	196 9% a	323 15% a	66 13%	112 14% e	86 13%	91 13%	167 10%	156 12%	159 13%	85 12%	119 12%
Don't know		796 19%	395 19%	393 18%	45 9%	94 12%	77 11%	109 16% ac	462 29% abcd	269 21% bc	205 17%	100 15%	197 19% c

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	396 9%	218 10% b	166 8%	62 12% e	78 10%	57 8%	72 10%	126 8%	90 7%	115 9%	71 10% a	109 11% a
NEUTRAL (5-6)	746 17%	360 17%	383 18%	116 22% e	158 20% e	120 18%	126 18% e	225 14%	184 14%	213 17%	134 20% a	209 21% a
POSITIVE VIEW (7-10)	2354 55%	1115 53%	1225 57%	299 57% e	452 58% e	429 63% de	388 56% e	785 49%	749 58% d	704 57% d	373 55%	504 49%
MOST NEGATIVE (1-2)	168 4%	96 5% b	65 3%	18 4%	38 5%	29 4%	28 4%	55 3%	42 3%	44 4%	27 4%	51 5%
MOST POSITIVE (9-10)	980 23%	424 20%	553 25% a	130 25% e	192 25% e	172 25% e	164 24%	323 20%	324 25% d	299 24%	146 22%	205 20%
Answered	3496	1692	1774	476	688	607	586	1136	1023	1032	578	822
Mean score	7.1	7.0	7.3 a	7.0	7.1	7.3	7.1	7.2	7.4 bcd	7.2 d	7.0	6.9
Standard deviation	2.21	2.25	2.14	2.16	2.26	2.14	2.26	2.21	2.09	2.18	2.24	2.32
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.06	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	121 3%	88 2%	22 6% ac	6 3%	5 4%	88 3%	10 2%	35 3%	82 3%	72 3%	39 3%
2	(2.0)	47 1%	38 1%	3 1%	4 2%	3 2%	39 1%	5 1%	19 2%	24 1%	25 1%	20 1%
3	(3.0)	85 2%	71 2%	6 2%	5 3%	2 2%	63 2%	12 3%	13 1%	65 2% a	64 2% b	18 1%
4	(4.0)	143 3%	121 3%	11 3%	5 2%	6 4%	100 3%	14 3%	41 3%	93 3%	95 4%	45 3%
5	(5.0)	303 7%	239 7%	43 12% acd	15 7%	7 5%	210 6%	35 7%	90 7%	200 7%	186 7%	109 7%
6	(6.0)	443 10%	367 10%	37 11%	23 11%	16 12%	318 10%	40 8%	146 12%	288 10%	291 11%	142 9%
7	(7.0)	606 14%	513 14%	44 13%	29 13%	21 16%	459 14%	64 13%	206 17% b	395 13%	415 16% b	182 12%
8	(8.0)	768 18%	663 18% b	49 14%	33 15%	24 18%	593 18%	80 17%	264 21% b	484 16%	488 18%	261 17%
9	(9.0)	458 11%	392 11%	30 9%	22 10%	14 11%	345 11%	49 10%	168 14% b	278 9%	322 12% b	133 9%
10 - Extremely well	(10.0)	522 12%	436 12%	39 11%	32 15%	14 11%	401 12%	55 12%	197 16% b	313 11%	331 12%	172 11%
Don't know		796 19%	675 19% d	61 18%	42 20% d	18 14%	621 19%	114 24% a	65 5%	711 24% a	373 14%	384 26% a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	396 9%	318 9%	42 12% a	20 9%	16 12% a	290 9%	41 9%	108 9%	264 9%	255 10%	122 8%
NEUTRAL (5-6)	746 17%	606 17%	80 23% acd	37 17%	23 18%	528 16%	75 16%	236 19%	488 17%	477 18%	251 17%
POSITIVE VIEW (7-10)	2354 55%	2005 56% b	161 47%	115 54%	73 56% b	1798 56%	248 52%	836 67% b	1470 50%	1556 58% b	748 50%
MOST NEGATIVE (1-2)	168 4%	126 4%	25 7% a	9 4%	8 6% a	127 4%	15 3%	54 4%	106 4%	97 4%	59 4%
MOST POSITIVE (9-10)	980 23%	829 23%	69 20%	54 25%	28 22%	746 23%	104 22%	365 29% b	591 20%	653 25% b	305 20%
Answered	3496	2929	283	173	111	2616	363	1180	2221	2288	1121
Mean score	7.1	7.2 bd	6.6	7.2 b	6.9	7.2	7.2	7.3 b	7.1	7.2	7.1
Standard deviation	2.21	2.16	2.49	2.31	2.32	2.20	2.19	2.14	2.22	2.17	2.21
Standard error	.04	.04	.12	.12	.12	.04	.11	.06	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 166**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	121 3%	91 2%	79 3%	30 5% ab	51 1%	23 1%	19 1%	5 1%	58 1% c	63 18% abcde	96 13% bc	15 1% c	9 *%
2	(2.0)	47 1%	37 1%	30 1%	10 2% d	34 1% d	17 1%	14 1%	* *%	35 1%	12 3% abcde	28 4% bc	14 1% c	6 *%
3	(3.0)	85 2%	68 2%	58 2%	17 3%	64 2%	42 2%	35 1%	7 1%	69 2% abcde	16 4% bc	58 8% bc	14 1% c	13 1%
4	(4.0)	143 3%	126 3%	103 3%	17 3%	121 3% d	71 3% d	68 3% d	4 1%	129 3% d	13 4% d	48 6% c	62 6% c	33 1%
5	(5.0)	303 7%	259 7%	207 7%	44 7%	263 7% cd	149 6% d	135 5%	21 3%	271 7% cd	32 9% cd	77 10% c	141 13% c	85 3%
6	(6.0)	443 10%	378 10%	327 11%	65 11%	392 10%	262 10%	254 10%	47 8%	411 10%	31 9%	65 9%	162 15% ac	216 9%
7	(7.0)	606 14%	539 15%	476 15%	67 11%	545 14% df	388 15% df	379 15% df	63 10%	583 15% df	24 7%	68 9%	169 16% a	370 15% a
8	(8.0)	768 18%	687 19% c	597 19% c	81 13%	713 19% f	508 20% f	520 21% f	147 24% abef	737 19% f	31 9%	68 9%	162 15% a	538 22% ab
9	(9.0)	458 11%	421 11% c	363 12% c	37 6%	430 11% f	333 13% f	337 13% aef	92 15% aef	441 11% f	17 5%	25 3%	71 7% a	361 15% ab
10 - Extremely well	(10.0)	522 12%	485 13% c	417 13% c	37 6%	495 13% f	365 14% f	360 14% f	128 21% abcef	506 13% f	16 4%	21 3%	53 5% a	448 18% ab

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 166**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	796	599	455	197	651	433	378	101	691	105	202	193	401
	19%	16%	15%	33%	17%	17%	15%	16%	18%	29%	27%	18%	16%
				ab	c				c	abcde	bc		
NEGATIVE VIEW (1-4)	396	321	270	74	270	153	137	16	291	104	230	105	61
	9%	9%	9%	12%	7%	6%	5%	3%	7%	29%	30%	10%	2%
				ab	cd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	746	637	534	109	655	412	389	68	682	64	142	303	302
	17%	17%	17%	18%	17%	16%	16%	11%	17%	18%	19%	29%	12%
					d	d	d		d	d	c	ac	
POSITIVE VIEW (7-10)	2354	2132	1853	222	2183	1594	1596	429	2267	87	182	455	1717
	55%	58%	60%	37%	58%	61%	64%	70%	58%	24%	24%	43%	69%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	168	128	109	41	85	40	33	5	93	76	124	29	15
	4%	3%	4%	7%	2%	2%	1%	1%	2%	21%	16%	3%	1%
				ab	cd				cd	abcde	bc	c	
MOST POSITIVE (9-10)	980	906	780	74	925	698	697	219	947	33	47	124	809
	23%	25%	25%	12%	25%	27%	28%	36%	24%	9%	6%	12%	33%
		c	c		f	ef	aef	abcef	f			a	ab
Answered	3496	3090	2657	406	3107	2159	2121	514	3241	255	553	863	2080
Mean score	7.1	7.2	7.3	6.4	7.3	7.5	7.6	8.1	7.3	4.9	5.0	6.6	8.0
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.21	2.16	2.15	2.45	2.03	1.93	1.87	1.73	2.04	2.99	2.67	1.91	1.65
Standard error	.04	.04	.04	.15	.04	.04	.04	.07	.03	.19	.11	.07	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	139 3%	82 4% b	52 2%	16 3%	27 3%	22 3%	18 3%	56 3%	27 2%	40 3%	29 4% a	39 4% a
2	(2.0)	58 1%	35 2%	22 1%	7 1%	17 2%	7 1%	12 2%	16 1%	20 2%	12 1%	8 1%	16 2%
3	(3.0)	112 3%	58 3%	49 2%	15 3%	22 3%	15 2%	26 4% e	33 2%	25 2%	27 2%	17 3%	35 3%
4	(4.0)	174 4%	92 4%	82 4%	23 4%	27 3%	26 4%	29 4%	69 4%	50 4%	55 4%	21 3%	46 5%
5	(5.0)	371 9%	183 9%	184 8%	63 12% ce	69 9%	48 7%	64 9%	126 8%	105 8%	104 8%	71 10%	88 9%
6	(6.0)	507 12%	255 12%	250 12%	81 16% e	98 12%	87 13% e	86 12%	154 10%	125 10%	169 14% a	90 13% a	118 12%
7	(7.0)	588 14%	291 14%	292 13%	80 15%	120 15%	114 17% de	83 12%	191 12%	174 14%	181 15%	93 14%	135 13%
8	(8.0)	648 15%	303 15%	343 16%	84 16%	129 16% e	117 17% e	114 16% e	204 13%	204 16%	187 15%	116 17% d	132 13%
9	(9.0)	354 8%	173 8%	181 8%	52 10% e	78 10% e	76 11% e	56 8%	92 6%	114 9%	107 9%	55 8%	77 8%
10 - Extremely well	(10.0)	365 9%	149 7%	216 10% a	57 11% e	83 11% e	64 9% e	59 9%	101 6% abcd	107 8% bc	103 8%	59 9%	90 9% c
Don't know		975 23%	466 22%	499 23%	43 8%	113 14% a	106 16% a	147 21% abc	558 35% abcd	338 26% bc	253 20%	119 18%	241 24% c

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	484 11%	267 13% b	204 9%	61 12%	93 12%	71 10%	86 12%	173 11%	123 10%	133 11%	74 11%	137 13% a
NEUTRAL (5-6)	878 20%	438 21%	433 20%	145 28% bcde	167 21%	135 20%	150 22%	280 18%	230 18%	273 22% a	161 24% a	206 20%
POSITIVE VIEW (7-10)	1954 46%	916 44%	1031 48% a	273 52% de	410 52% de	371 54% de	312 45% e	588 37%	600 46%	579 47%	323 48%	435 43%
MOST NEGATIVE (1-2)	197 5%	117 6% b	73 3%	23 4%	44 6%	29 4%	30 4%	71 4%	47 4%	52 4%	36 5%	55 5%
MOST POSITIVE (9-10)	719 17%	321 15%	397 18% a	109 21% e	162 21% e	140 21% e	115 17% e	192 12%	221 17%	211 17%	114 17%	167 16%
Answered	3316	1620	1669	478	669	577	548	1041	954	985	558	778
Mean score	6.7	6.6	6.9 a	6.8	6.8 e	6.9 de	6.7	6.6	6.9 d	6.8	6.7	6.6
Standard deviation	2.26	2.30	2.18	2.20	2.30	2.18	2.26	2.29	2.17	2.19	2.27	2.37
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	139 3%	105 3%	21 6% a	8 4%	5 4%	103 3%	12 3%	40 3%	90 3%	85 3%	42 3%
2	(2.0)	58 1%	45 1%	5 2%	3 1%	4 3% a	46 1%	6 1%	19 2%	37 1%	37 1%	18 1%
3	(3.0)	112 3%	96 3%	7 2%	5 2%	4 3%	86 3%	16 3%	31 3%	73 2%	70 3%	36 2%
4	(4.0)	174 4%	141 4%	14 4%	13 6%	7 5%	126 4%	18 4%	56 5%	111 4%	121 5%	51 3%
5	(5.0)	371 9%	298 8%	47 14% acd	14 6%	11 9%	283 9%	36 8%	98 8%	264 9%	212 8%	151 10%
6	(6.0)	507 12%	432 12%	41 12%	20 9%	14 11%	358 11%	60 13%	157 13%	339 12%	339 13%	158 10%
7	(7.0)	588 14%	504 14%	39 11%	27 12%	18 14%	439 14%	56 12%	187 15%	388 13%	399 15% b	175 12%
8	(8.0)	648 15%	546 15%	48 14%	32 15%	21 16%	473 15%	70 15%	243 20% b	388 13%	445 17% b	194 13%
9	(9.0)	354 8%	307 9%	20 6%	15 7%	11 9%	274 8%	34 7%	161 13% b	189 6%	247 9% b	105 7%
10 - Extremely well	(10.0)	365 9%	305 8%	27 8%	22 10%	10 8%	267 8%	38 8%	150 12% b	204 7%	242 9%	108 7%
Don't know		975 23%	822 23% d	74 22%	56 26% d	22 17%	781 24%	129 27%	103 8%	849 29% a	465 17%	467 31% a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	484	387	48	28	20	362	53	147	311	313	147
	11%	11%	14%	13%	16%	11%	11%	12%	11%	12%	10%
					a						
NEUTRAL (5-6)	878	730	88	34	26	641	97	255	603	551	309
	20%	20%	26%	16%	20%	20%	20%	20%	21%	21%	21%
		c	ac								
POSITIVE VIEW (7-10)	1954	1664	134	96	60	1453	199	740	1169	1333	582
	46%	46%	39%	45%	47%	45%	42%	59%	40%	50%	39%
		b			b			b		b	
MOST NEGATIVE (1-2)	197	150	27	11	9	149	18	59	127	122	60
	5%	4%	8%	5%	7%	5%	4%	5%	4%	5%	4%
			a		a						
MOST POSITIVE (9-10)	719	613	47	37	22	541	72	311	393	489	213
	17%	17%	14%	17%	17%	17%	15%	25%	13%	18%	14%
								b		b	
Answered	3316	2781	270	159	107	2456	348	1142	2083	2197	1038
Mean score	6.7	6.8	6.3	6.8	6.5	6.7	6.7	7.0	6.6	6.8	6.6
		bd		b				b			
Standard deviation	2.26	2.22	2.44	2.40	2.41	2.27	2.24	2.24	2.23	2.23	2.24
Standard error	.04	.05	.12	.13	.13	.04	.11	.06	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	139 3%	102 3%	87 3%	37 6%	59 2%	33 1%	29 1%	6 1%	67 2%	72 20%	114 15%	17 2%	8 *%
				ab							abcde	bc	c	
2	(2.0)	58 1%	52 1%	47 1%	6 1%	47 1%	28 1%	22 1%	3 *%	49 1%	9 3%	32 4%	13 1%	13 1%
											cd	bc		
3	(3.0)	112 3%	91 2%	80 3%	21 4%	82 2%	43 2%	49 2%	6 1%	94 2%	19 5%	69 9%	23 2%	20 1%
											abcde	bc	c	
4	(4.0)	174 4%	149 4%	120 4%	26 4%	158 4%	93 4%	77 3%	14 2%	162 4%	12 3%	41 5%	76 7%	57 2%
						cd						c	c	
5	(5.0)	371 9%	317 9%	262 8%	54 9%	319 8%	204 8%	194 8%	30 5%	336 9%	35 10%	87 11%	154 15%	130 5%
					d	d	d			d	d	c	c	
6	(6.0)	507 12%	438 12%	376 12%	69 11%	459 12%	309 12%	292 12%	55 9%	480 12%	27 8%	69 9%	195 19%	243 10%
						df	f			df			ac	
7	(7.0)	588 14%	530 14%	470 15%	58 10%	526 14%	366 14%	369 15%	87 14%	550 14%	37 10%	60 8%	143 14%	385 16%
			c	c									a	a
8	(8.0)	648 15%	578 16%	505 16%	70 12%	600 16%	440 17%	448 18%	114 19%	626 16%	22 6%	35 5%	132 12%	481 19%
				c		f	f	f	f	f			a	ab
9	(9.0)	354 8%	336 9%	292 9%	19 3%	332 9%	260 10%	262 10%	70 11%	341 9%	13 4%	10 1%	50 5%	294 12%
			c	c		f	f	ef	ef	f			a	ab
10 - Extremely well	(10.0)	365 9%	339 9%	297 10%	26 4%	346 9%	250 10%	255 10%	80 13%	355 9%	10 3%	11 2%	39 4%	315 13%
			c	c		f	f	f	abef	f			a	ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	975 23%	758 21%	575 18%	217 36% ab	828 22%	566 22%	502 20%	150 24% c	872 22%	104 29% abce	226 30% bc	213 20%	537 22%
NEGATIVE VIEW (1-4)	484 11%	393 11%	334 11%	90 15% ab	347 9% cd	198 8% d	177 7%	30 5%	372 9% bcd	112 31% abcde	257 34% bc	129 12% c	98 4%
NEUTRAL (5-6)	878 20%	755 20%	638 20%	123 20%	778 21% d	513 20% d	486 19% d	84 14%	816 21% d	62 17%	155 21% c	350 33% ac	373 15%
POSITIVE VIEW (7-10)	1954 46% c	1782 48% c	1564 50% c	173 29%	1805 48% f	1316 51% ef	1334 53% aef	351 57% abef	1872 48% f	83 23%	117 15%	364 34% a	1474 59% ab
MOST NEGATIVE (1-2)	197 5%	154 4%	134 4%	43 7% ab	107 3%	61 2%	51 2%	9 1%	116 3% c	81 22% abcde	147 19% bc	29 3% c	20 1%
MOST POSITIVE (9-10)	719 17% c	674 18% c	589 19% c	45 7%	678 18% f	510 20% f	517 21% aef	150 24% abef	696 18% f	24 7%	21 3%	89 8% a	609 25% ab
Answered	3316	2931	2536	386	2930	2027	1997	465	3060	256	529	842	1945
Mean score	6.7	6.8	6.9	5.9	6.9	7.1	7.2	7.6	6.9	4.6	4.4	6.2	7.6
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.26	2.21	2.21	2.44	2.09	2.02	1.99	1.90	2.11	2.88	2.50	1.88	1.76
Standard error	.04	.04	.04	.15	.04	.04	.04	.08	.04	.18	.10	.06	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	169 4%	98 5%	62 3%	12 2%	35 4%	24 4%	32 5%	66 4%	39 3%	40 3%	35 5%	47 5%
			b								a		
2	(2.0)	73 2%	48 2%	24 1%	15 3%	12 2%	15 2%	6 1%	24 2%	18 1%	21 2%	14 2%	18 2%
			b		d								
3	(3.0)	163 4%	91 4%	68 3%	16 3%	30 4%	18 3%	23 3%	73 5%	42 3%	48 4%	24 4%	41 4%
4	(4.0)	201 5%	107 5%	91 4%	31 6%	36 5%	17 3%	36 5%	80 5%	68 5%	58 5%	18 3%	55 5%
					c	c		c	c	c			c
5	(5.0)	398 9%	178 9%	215 10%	59 11%	71 9%	59 9%	58 8%	149 9%	102 8%	119 10%	73 11%	97 9%
6	(6.0)	469 11%	223 11%	240 11%	60 12%	88 11%	102 15%	78 11%	140 9%	128 10%	147 12%	82 12%	108 11%
							e						
7	(7.0)	763 18%	384 18%	377 17%	90 17%	143 18%	143 21%	122 18%	265 17%	248 19%	226 18%	113 17%	172 17%
							e						
8	(8.0)	902 21%	438 21%	460 21%	96 18%	154 20%	151 22%	148 21%	351 22%	298 23%	271 22%	139 20%	183 18%
										d	d		
9	(9.0)	452 11%	217 10%	234 11%	52 10%	80 10%	64 9%	74 11%	181 11%	165 13%	131 11%	52 8%	101 10%
										c			
10 - Extremely well	(10.0)	520 12%	222 11%	297 14%	59 11%	89 11%	67 10%	88 13%	217 14%	150 12%	134 11%	94 14%	136 13%
				a					c				
Don't know		183 4%	80 4%	99 5%	30 6%	43 6%	23 3%	30 4%	54 3%	32 2%	42 3%	33 5%	62 6%
					ce	e						a	ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	605 14%	345 17% b	245 11%	74 14%	114 15%	75 11%	97 14%	243 15% c	168 13%	166 13%	91 13%	161 16%
NEUTRAL (5-6)	867 20%	401 19%	455 21%	120 23% e	159 20%	161 24% e	136 20%	289 18%	231 18%	266 21%	156 23% a	205 20%
POSITIVE VIEW (7-10)	2636 61%	1261 60%	1367 63%	297 57%	466 60%	425 62%	432 62%	1013 63% a	861 67% bcd	763 62%	397 59%	591 58%
MOST NEGATIVE (1-2)	242 6%	146 7% b	87 4%	27 5%	47 6%	39 6%	38 5%	90 6%	57 4%	61 5%	49 7% a	66 6%
MOST POSITIVE (9-10)	972 23%	439 21%	531 25% a	111 21%	169 22%	132 19%	162 23%	397 25% c	315 24%	266 21%	146 22%	237 23%
Answered	4109	2007	2068	491	739	661	665	1545	1259	1195	645	957
Mean score	6.9	6.7	7.1 a	6.8	6.8	6.9	6.9	6.9	7.0 cd	6.9	6.8	6.8
Standard deviation	2.30	2.37	2.19	2.24	2.32	2.14	2.30	2.36	2.18	2.22	2.40	2.41
Standard error	.03	.05	.04	.09	.09	.08	.08	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	169 4%	136 4%	17 5%	8 4%	8 6%	123 4%	15 3%	46 4%	110 4%	101 4%	52 3%
2	(2.0)	73 2%	59 2%	5 1%	5 2%	3 3%	62 2%	6 1%	19 1%	50 2%	44 2%	27 2%
3	(3.0)	163 4%	132 4%	15 4%	10 5%	5 4%	130 4%	15 3%	35 3%	120 4%	92 3%	62 4%
4	(4.0)	201 5%	162 4%	20 6%	12 6%	7 5%	148 5%	29 6%	48 4%	152 5%	123 5%	72 5%
5	(5.0)	398 9%	331 9%	42 12% c	15 7%	10 8%	281 9%	39 8%	99 8%	287 10%	233 9%	152 10%
6	(6.0)	469 11%	386 11%	48 14% d	24 11%	11 8%	346 11%	43 9%	153 12%	302 10%	302 11%	157 10%
7	(7.0)	763 18%	657 18%	51 15%	34 16%	21 17%	563 17%	96 20%	232 19%	516 18%	508 19% b	243 16%
8	(8.0)	902 21%	768 21%	65 19%	43 20%	26 20%	698 22%	111 23%	260 21%	620 21%	576 22%	307 20%
9	(9.0)	452 11%	382 11%	29 8%	27 13% b	13 10%	349 11%	49 10%	158 13% b	286 10%	294 11%	150 10%
10 - Extremely well	(10.0)	520 12%	438 12%	37 11%	27 12%	19 15%	397 12%	59 12%	154 12%	360 12%	299 11%	204 14%
Don't know		183 4%	153 4%	16 5%	8 4%	6 4%	141 4%	16 3%	43 3%	128 4%	87 3%	78 5% a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	605	489	57	36	23	462	65	147	432	361	213
	14%	14%	17%	17%	18%	14%	14%	12%	15%	14%	14%
					a				a		
NEUTRAL (5-6)	867	717	90	39	21	627	82	252	589	535	310
	20%	20%	26%	18%	16%	19%	17%	20%	20%	20%	21%
			acd								
POSITIVE VIEW (7-10)	2636	2245	181	132	79	2007	315	804	1782	1678	905
	61%	62%	53%	61%	61%	62%	66%	65%	61%	63%	60%
		b		b	b			b			
MOST NEGATIVE (1-2)	242	195	22	13	11	185	21	65	160	145	79
	6%	5%	6%	6%	9%	6%	4%	5%	5%	5%	5%
					a						
MOST POSITIVE (9-10)	972	820	66	54	32	746	108	312	646	594	354
	23%	23%	19%	25%	25%	23%	23%	25%	22%	22%	24%
				b							
Answered	4109	3451	328	207	123	3096	461	1202	2804	2574	1427
Mean score	6.9	6.9	6.6	6.9	6.8	6.9	7.0	7.0	6.8	6.9	6.9
		b						b			
Standard deviation	2.30	2.28	2.36	2.39	2.55	2.31	2.20	2.22	2.30	2.25	2.32
Standard error	.03	.04	.11	.11	.13	.04	.10	.06	.04	.04	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 168**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	169 4%	127 3%	111 4%	42 7%	80 2%	42 2%	37 1%	5 1%	89 2%	80 22%	142 19%	20 2%	8 *%
				ab						cd	abcde	bc	c	
2	(2.0)	73 2%	62 2%	50 2%	10 2%	43 1%	25 1%	29 1%	3 1%	52 1%	21 6%	45 6%	23 2%	5 *%
										abcde	bc	c		
3	(3.0)	163 4%	131 4%	113 4%	32 5%	139 4%	72 3%	77 3%	15 3%	142 4%	20 6%	101 13%	43 4%	19 1%
										bcd	bc	c		
4	(4.0)	201 5%	167 5%	139 4%	33 6%	176 5%	130 5%	99 4%	14 2%	186 5%	15 4%	87 11%	75 7%	39 2%
					d	d	d	d		d		bc	c	
5	(5.0)	398 9%	337 9%	283 9%	61 10%	346 9%	208 8%	190 8%	32 5%	363 9%	35 10%	110 15%	209 20%	79 3%
					cd	d	d	d		cd	d	c	ac	
6	(6.0)	469 11%	418 11%	355 11%	51 8%	422 11%	289 11%	273 11%	53 9%	445 11%	24 7%	73 10%	213 20%	183 7%
					f	f	f	f		f			ac	
7	(7.0)	763 18%	671 18%	563 18%	92 15%	701 19%	489 19%	491 20%	110 18%	735 19%	28 8%	59 8%	194 18%	510 21%
					f	f	f	f	f	f			a	a
8	(8.0)	902 21%	794 22%	669 22%	108 18%	841 22%	631 24%	616 25%	174 28%	869 22%	33 9%	35 5%	153 15%	713 29%
					f	f	ef	aef		f			a	ab
9	(9.0)	452 11%	405 11%	354 11%	46 8%	434 12%	306 12%	313 13%	87 14%	446 11%	6 2%	7 1%	42 4%	403 16%
					f	f	f	f	f	f			a	ab
10 - Extremely well	(10.0)	520 12%	454 12%	368 12%	66 11%	488 13%	354 14%	330 13%	119 19%	500 13%	20 6%	11 2%	30 3%	479 19%
					f	f	f	abcef		f				ab

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



**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 168**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	183 4%	123 3%	106 3%	60 10% ab	88 2% d	46 2% d	45 2% d	2 *% d	104 3% d	79 22% abcde	85 11% bc	54 5% c	43 2%
NEGATIVE VIEW (1-4)	605 14%	487 13%	413 13%	118 20% ab	437 12% cd	270 10% d	242 10% d	38 6% d	470 12% cd	135 38% abcde	374 50% bc	161 15% c	70 3%
NEUTRAL (5-6)	867 20%	755 20%	638 21%	112 19%	768 20% d	498 19% d	463 19% d	85 14% d	809 21% d	58 16% d	183 24% c	421 40% ac	262 11%
POSITIVE VIEW (7-10)	2636 61%	2324 63% c	1954 63% c	312 52%	2465 66% f	1779 69% aef	1749 70% aef	491 80% abcef	2549 65% f	87 24% f	112 15% f	419 40% a	2105 85% ab
MOST NEGATIVE (1-2)	242 6%	189 5%	161 5%	53 9% ab	123 3% d	68 3% d	66 3% d	9 1% d	141 4% d	101 28% abcde	187 25% bc	43 4% c	13 1%
MOST POSITIVE (9-10)	972 23%	859 23%	722 23%	112 19%	922 25% f	659 25% f	642 26% f	207 34% abcef	946 24% f	26 7% f	18 2% f	72 7% a	882 36% ab
Answered	4109	3566	3006	543	3670	2546	2454	613	3828	281	670	1001	2438
Mean score	6.9	6.9	6.9	6.4	7.1	7.2	7.2	7.7	7.0	4.5	4.1	6.1	8.0
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.30	2.24	2.25	2.58	2.12	2.03	2.01	1.86	2.14	3.00	2.33	1.85	1.56
Standard error	.03	.04	.04	.14	.03	.04	.04	.07	.03	.18	.09	.06	.03

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

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

Base : All respondents

		Total	GENDER		AGE					SEG				
			MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%														
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	173 4%	105 5%	64 3%	14 3%	33 4%	30 4%	30 4%	65 4%	39 3%	47 4%	34 5%	49 5%	
			b											
2	(2.0)	65 2%	43 2%	20 1%	10 2%	10 1%	7 1%	7 1%	31 2%	25 2%	15 1%	7 1%	15 1%	
			b											
3	(3.0)	161 4%	85 4%	73 3%	11 2%	34 4%	19 3%	34 5%	61 4%	48 4%	49 4%	16 2%	41 4%	
						a		a						
4	(4.0)	198 5%	102 5%	96 4%	25 5%	21 3%	21 3%	36 5%	94 6%	50 4%	64 5%	38 6%	43 4%	
								b	bc					
5	(5.0)	400 9%	172 8%	220 10%	52 10%	66 8%	57 8%	65 9%	160 10%	95 7%	123 10%	67 10%	107 10%	a
6	(6.0)	453 11%	223 11%	226 10%	67 13%	98 13%	79 12%	76 11%	132 8%	133 10%	132 11%	88 13%	94 9%	d
					e	e	e							
7	(7.0)	764 18%	387 19%	371 17%	96 18%	140 18%	124 18%	130 19%	271 17%	241 19%	247 20%	99 15%	170 17%	c
8	(8.0)	856 20%	392 19%	459 21%	100 19%	138 18%	161 24%	139 20%	317 20%	278 22%	241 19%	137 20%	191 19%	b
9	(9.0)	475 11%	239 11%	235 11%	60 11%	98 13%	82 12%	68 10%	166 10%	181 14%	126 10%	66 10%	96 9%	bcd
10 - Extremely well	(10.0)	506 12%	228 11%	277 13%	52 10%	98 13%	72 11%	78 11%	206 13%	134 10%	140 11%	92 14%	136 13%	
Don't know		242 6%	110 5%	126 6%	34 6%	46 6%	31 5%	32 5%	94 6%	65 5%	55 4%	33 5%	77 8%	ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	597 14%	336 16%	253 12%	60 12%	97 12%	78 11%	107 15%	252 16%	163 13%	175 14%	95 14%	148 14%
		b					c	ac				
NEUTRAL (5-6)	852 20%	395 19%	446 21%	119 23%	164 21%	136 20%	141 20%	292 18%	229 18%	254 21%	156 23%	201 20%
				e							a	
POSITIVE VIEW (7-10)	2601 61%	1246 60%	1342 62%	308 59%	474 61%	439 64%	415 60%	960 60%	835 65%	753 61%	395 58%	593 58%
									cd			
MOST NEGATIVE (1-2)	237 6%	148 7%	83 4%	24 5%	42 5%	37 5%	37 5%	97 6%	64 5%	63 5%	40 6%	64 6%
		b										
MOST POSITIVE (9-10)	981 23%	467 22%	512 24%	112 21%	196 25%	154 23%	146 21%	372 23%	316 24%	266 21%	158 23%	233 23%
Answered	4050	1977	2041	487	736	653	663	1504	1226	1183	645	942
Mean score	6.9	6.7	7.0	6.9	6.9	7.0	6.8	6.8	7.0	6.8	6.9	6.8
			a									
Standard deviation	2.30	2.39	2.19	2.14	2.31	2.21	2.31	2.38	2.21	2.26	2.35	2.41
Standard error	.04	.06	.04	.09	.09	.08	.09	.06	.06	.06	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	173	139	18	8	8	133	14	52	112	105	56
		4%	4%	5%	4%	6%	4%	3%	4%	4%	4%	4%
2	(2.0)	65	51	5	4	4	55	5	9	54	34	26
		2%	1%	2%	2%	3%	2%	1%	1%	2%	1%	2%
					a				a			
3	(3.0)	161	131	14	12	5	115	31	36	122	98	52
		4%	4%	4%	5%	3%	4%	6%	3%	4%	4%	3%
							a					
4	(4.0)	198	157	23	13	6	144	29	33	157	106	88
		5%	4%	7%	6%	5%	4%	6%	3%	5%	4%	6%
										a		a
5	(5.0)	400	320	44	23	12	301	46	97	286	236	153
		9%	9%	13%	11%	9%	9%	10%	8%	10%	9%	10%
				a								
6	(6.0)	453	379	42	19	12	323	43	137	305	295	151
		11%	11%	12%	9%	9%	10%	9%	11%	10%	11%	10%
7	(7.0)	764	659	48	34	23	560	97	224	520	501	248
		18%	18%	14%	16%	18%	17%	20%	18%	18%	19%	16%
			b									
8	(8.0)	856	742	52	38	23	656	84	290	553	543	297
		20%	21%	15%	18%	18%	20%	18%	23%	19%	20%	20%
			b						b			
9	(9.0)	475	402	36	24	13	367	56	168	298	335	131
		11%	11%	10%	11%	10%	11%	12%	14%	10%	13%	9%
									b		b	
10 - Extremely well	(10.0)	506	419	40	29	17	387	54	150	347	298	191
		12%	12%	12%	14%	13%	12%	11%	12%	12%	11%	13%
Don't know		242	203	23	9	7	198	20	48	180	111	111
		6%	6%	7%	4%	6%	6%	4%	4%	6%	4%	7%
										a		a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	597 14%	478 13%	59 17%	37 17%	22 17%	447 14%	79 17%	131 11%	445 15%	343 13%	222 15%
			a	a	a				a		
NEUTRAL (5-6)	852 20%	700 19%	86 25%	43 20%	24 19%	623 19%	88 18%	234 19%	591 20%	531 20%	304 20%
			ad								
POSITIVE VIEW (7-10)	2601 61%	2223 62%	176 51%	126 59%	75 58%	1969 61%	290 61%	832 67%	1717 59%	1676 63%	868 58%
			b	b	b			b		b	
MOST NEGATIVE (1-2)	237 6%	190 5%	23 7%	13 6%	12 9%	188 6%	20 4%	62 5%	166 6%	138 5%	82 5%
					a						
MOST POSITIVE (9-10)	981 23%	821 23%	76 22%	54 25%	30 23%	753 23%	109 23%	319 26%	644 22%	632 24%	323 21%
								b			
Answered	4050	3401	321	206	122	3039	458	1197	2752	2550	1394
Mean score	6.9	6.9	6.6	6.8	6.7	6.9	6.8	7.1	6.8	6.9	6.8
			b					b			
Standard deviation	2.30	2.27	2.44	2.43	2.54	2.32	2.29	2.21	2.33	2.25	2.33
Standard error	.04	.04	.11	.11	.13	.04	.10	.06	.04	.04	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 169**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	173 4%	129 3%	115 4%	44 7%	83 2%	42 2%	38 2%	8 1%	94 2%	79 22%	149 20%	17 2%	7 *%
				ab						c	abcde	bc	c	
2	(2.0)	65 2%	57 2%	44 1%	8 1%	47 1%	30 1%	34 1%	4 1%	51 1%	14 4%	51 7%	12 1%	2 *%
											abcde	bc	c	
3	(3.0)	161 4%	120 3%	106 3%	41 7%	133 4%	71 3%	66 3%	12 2%	142 4%	19 5%	92 12%	39 4%	30 1%
					ab						bcd	bc	c	
4	(4.0)	198 5%	162 4%	137 4%	36 6%	182 5%	117 5%	110 4%	20 3%	188 5%	10 3%	65 9%	91 9%	42 2%
												c	c	
5	(5.0)	400 9%	354 10%	281 9%	46 8%	340 9%	219 8%	194 8%	38 6%	354 9%	46 13%	123 16%	178 17%	98 4%
					d					d	bcd	c	c	
6	(6.0)	453 11%	410 11%	339 11%	43 7%	400 11%	282 11%	268 11%	56 9%	423 11%	29 8%	54 7%	216 20%	183 7%
					c								ac	
7	(7.0)	764 18%	657 18%	566 18%	107 18%	713 19%	498 19%	480 19%	116 19%	743 19%	21 6%	55 7%	197 19%	512 21%
					f	f	f	f	f	f			a	a
8	(8.0)	856 20%	763 21%	643 21%	93 15%	793 21%	564 22%	564 23%	143 23%	824 21%	32 9%	36 5%	145 14%	674 27%
			c	c		f	f	f	f	f			a	ab
9	(9.0)	475 11%	426 12%	367 12%	48 8%	452 12%	343 13%	357 14%	109 18%	466 12%	9 3%	15 2%	57 5%	403 16%
						f	f	aef	abef	f			a	ab
10 - Extremely well	(10.0)	506 12%	439 12%	367 12%	67 11%	468 12%	333 13%	304 12%	94 15%	481 12%	25 7%	17 2%	36 3%	452 18%
						f	f	f	f	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	242	173	146	69	146	95	83	15	166	76	97	67	78
	6%	5%	5%	11%	4%	4%	3%	2%	4%	21%	13%	6%	3%
				ab						abcde	bc	c	
NEGATIVE VIEW (1-4)	597	467	403	130	445	260	248	43	474	122	357	159	81
	14%	13%	13%	22%	12%	10%	10%	7%	12%	34%	47%	15%	3%
				ab	cd	d			bcd	abcde	bc	c	
NEUTRAL (5-6)	852	764	620	89	740	501	462	94	777	75	178	394	280
	20%	21%	20%	15%	20%	19%	19%	15%	20%	21%	24%	37%	11%
		c	c		d	d			d		c	ac	
POSITIVE VIEW (7-10)	2601	2285	1943	316	2426	1737	1705	463	2514	87	124	436	2041
	61%	62%	62%	52%	65%	67%	68%	75%	64%	24%	16%	41%	82%
		c	c		f	ef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	237	185	159	52	131	72	71	11	145	93	200	29	9
	6%	5%	5%	9%	3%	3%	3%	2%	4%	26%	27%	3%	*%
				ab					d	abcde	bc	c	
MOST POSITIVE (9-10)	981	865	734	116	920	675	661	203	947	34	32	94	855
	23%	23%	24%	19%	24%	26%	26%	33%	24%	9%	4%	9%	34%
					f	f	f	abcef	f			a	ab
Answered	4050	3515	2966	534	3611	2497	2415	600	3766	284	658	989	2403
Mean score	6.9	6.9	6.9	6.4	7.1	7.2	7.2	7.6	7.0	4.7	4.1	6.2	7.9
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.30	2.24	2.25	2.63	2.14	2.04	2.02	1.91	2.15	3.04	2.48	1.84	1.60
Standard error	.04	.04	.04	.14	.03	.04	.04	.08	.03	.18	.09	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	127 3%	82 4% b	41 2%	5 1%	25 3%	22 3%	23 3%	51 3%	26 2%	29 2%	28 4%	41 4%
2	(2.0)	45 1%	26 1%	17 1%	2 *%	9 1%	6 1%	11 2%	16 1%	12 1%	13 1%	7 1%	11 1%
3	(3.0)	107 2%	70 3% b	37 2%	12 2%	14 2%	12 2%	12 2%	56 3% cd	29 2%	36 3%	13 2%	21 2%
4	(4.0)	119 3%	74 4% b	44 2%	8 2%	20 3%	14 2%	22 3%	54 3%	37 3%	35 3%	23 3%	23 2%
5	(5.0)	376 9%	166 8%	202 9%	45 9%	63 8%	50 7%	57 8%	158 10%	88 7%	105 9%	65 10%	108 11% a
6	(6.0)	377 9%	195 9%	177 8%	58 11% e	60 8%	63 9%	79 11% be	115 7%	91 7%	114 9%	68 10% a	101 10% a
7	(7.0)	713 17%	351 17%	358 17%	92 18%	122 16%	132 19%	110 16%	256 16%	233 18%	210 17%	100 15%	162 16%
8	(8.0)	991 23%	484 23%	500 23%	107 21%	191 24%	171 25%	154 22%	367 23%	340 26% cd	295 24%	138 20%	213 21%
9	(9.0)	624 15%	304 15%	319 15%	82 16%	109 14%	100 15%	97 14%	235 15%	223 17% cd	179 14%	87 13%	128 13%
10 - Extremely well	(10.0)	586 14%	248 12%	338 16% a	73 14%	116 15%	85 12%	97 14%	215 13%	168 13%	173 14%	106 16%	133 13%
Don't know		227 5%	87 4%	135 6% a	36 7%	52 7%	29 4%	33 5%	75 5%	45 3%	48 4%	42 6% a	78 8% ab

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	398 9%	253 12%	139 6%	28 5%	68 9%	54 8%	69 10%	177 11%	104 8%	113 9%	71 10%	96 9%
		b			a		a	ac				
NEUTRAL (5-6)	753 18%	361 17%	379 18%	104 20%	123 16%	114 17%	137 20%	273 17%	179 14%	219 18%	133 20%	210 21%
									a	a	a	a
POSITIVE VIEW (7-10)	2913 68%	1387 66%	1515 70%	354 68%	539 69%	487 71%	457 66%	1073 67%	963 75%	857 69%	432 64%	636 62%
			a			d			bcd	cd		
MOST NEGATIVE (1-2)	172 4%	108 5%	58 3%	8 1%	35 4%	28 4%	34 5%	67 4%	38 3%	42 3%	34 5%	52 5%
		b			a	a	a	a			a	a
MOST POSITIVE (9-10)	1210 28%	552 26%	657 30%	155 30%	226 29%	185 27%	193 28%	451 28%	391 30%	352 28%	194 29%	261 26%
			a						d			
Answered	4064	2000	2033	485	730	654	662	1524	1247	1189	636	941
Mean score	7.3	7.1	7.5	7.5	7.4	7.3	7.2	7.2	7.5	7.3	7.2	7.1
			a	de					cd			
Standard deviation	2.15	2.26	2.01	1.89	2.17	2.06	2.20	2.23	1.99	2.10	2.29	2.24
Standard error	.03	.05	.04	.08	.08	.07	.08	.06	.06	.06	.09	.07

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	127 3%	101 3%	16 5% a	5 2%	5 4%	98 3%	10 2%	33 3%	85 3%	72 3%	42 3%
2	(2.0)	45 1%	36 1%	4 1%	2 1%	3 2%	31 1%	6 1%	12 1%	28 1%	24 1%	19 1%
3	(3.0)	107 2%	85 2%	12 3%	8 4%	2 2%	81 3%	13 3%	21 2%	84 3%	68 3%	33 2%
4	(4.0)	119 3%	95 3%	9 3%	8 4%	6 5% a	95 3%	8 2%	25 2%	91 3%	68 3%	47 3%
5	(5.0)	376 9%	307 9%	39 11% a	20 9%	10 8%	284 9%	48 10%	85 7%	276 9% a	199 7%	161 11% a
6	(6.0)	377 9%	306 8%	40 12% a	19 9%	12 9%	258 8%	45 9%	116 9%	248 8%	232 9%	139 9%
7	(7.0)	713 17%	618 17% cd	51 15%	27 13%	17 13%	519 16%	88 18%	225 18%	469 16%	466 18%	234 16%
8	(8.0)	991 23%	840 23%	72 21%	49 23%	30 24%	754 23%	114 24%	300 24%	675 23%	654 25% b	316 21%
9	(9.0)	624 15%	536 15%	43 12%	30 14%	16 12%	490 15%	61 13%	197 16%	411 14%	399 15%	215 14%
10 - Extremely well	(10.0)	586 14%	488 14%	41 12%	36 17% b	21 16%	458 14%	63 13%	177 14%	403 14%	365 14%	204 14%
Don't know		227 5%	192 5%	18 5%	11 5%	7 6%	168 5%	21 4%	53 4%	162 6%	114 4%	96 6% a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	398	317	41	23	16	305	37	91	288	232	141
	9%	9%	12%	11%	12%	9%	8%	7%	10%	9%	9%
			a		a				a		
NEUTRAL (5-6)	753	613	79	39	22	542	94	201	524	431	300
	18%	17%	23%	18%	17%	17%	20%	16%	18%	16%	20%
			ad								a
POSITIVE VIEW (7-10)	2913	2481	206	142	84	2222	326	900	1958	1883	968
	68%	69%	60%	66%	65%	69%	68%	72%	67%	71%	64%
		b						b		b	
MOST NEGATIVE (1-2)	172	137	20	7	7	129	16	45	114	96	62
	4%	4%	6%	3%	6%	4%	3%	4%	4%	4%	4%
MOST POSITIVE (9-10)	1210	1024	83	66	37	948	124	374	814	764	419
	28%	28%	24%	31%	29%	29%	26%	30%	28%	29%	28%
				b							
Answered	4064	3412	326	204	122	3069	457	1192	2770	2547	1409
Mean score	7.3	7.3	6.9	7.3	7.2	7.3	7.3	7.4	7.2	7.3	7.2
		b		b				b			
Standard deviation	2.15	2.12	2.32	2.22	2.34	2.17	2.06	2.04	2.17	2.09	2.18
Standard error	.03	.04	.10	.10	.12	.04	.09	.06	.04	.04	.05

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 170**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	127 3%	85 2%	76 2%	42 7%	51 1%	26 1%	18 1%	6 1%	57 1%	70 19%	110 15%	11 1%	6 *%
					ab	c				c	abcde	bc	c	
2	(2.0)	45 1%	39 1%	35 1%	6 1%	35 1%	17 1%	16 1%	1 *%	37 1%	8 2%	32 4%	7 1%	5 *%
											bcd	bc		
3	(3.0)	107 2%	83 2%	76 2%	24 4%	87 2%	43 2%	45 2%	9 1%	88 2%	19 5%	67 9%	29 3%	11 *%
											abcde	bc	c	
4	(4.0)	119 3%	101 3%	83 3%	18 3%	102 3%	69 3%	62 2%	9 1%	109 3%	9 3%	61 8%	43 4%	15 1%
												bc	c	
5	(5.0)	376 9%	316 9%	254 8%	60 10%	333 9%	194 7%	170 7%	34 5%	346 9%	30 8%	130 17%	169 16%	77 3%
						cd				cd		c	c	
6	(6.0)	377 9%	321 9%	265 9%	56 9%	327 9%	226 9%	210 8%	37 6%	344 9%	33 9%	71 9%	190 18%	117 5%
						d	d			d		c	ac	
7	(7.0)	713 17%	614 17%	533 17%	99 16%	655 17%	463 18%	429 17%	87 14%	687 17%	26 7%	64 8%	240 23%	409 17%
						f	f	f	f	f			ac	a
8	(8.0)	991 23%	890 24%	744 24%	100 17%	912 24%	667 26%	678 27%	186 30%	954 24%	36 10%	80 11%	185 18%	725 29%
			c	c		f	f	aef	abef	f			a	ab
9	(9.0)	624 15%	558 15%	469 15%	65 11%	585 16%	441 17%	428 17%	114 19%	609 15%	15 4%	22 3%	68 6%	534 22%
						f	f	f	f	f			a	ab
10 - Extremely well	(10.0)	586 14%	531 14%	445 14%	55 9%	553 15%	386 15%	390 16%	125 20%	563 14%	23 6%	20 3%	46 4%	520 21%
			c	c		f	f	f	abcef	f				ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	227 5%	151 4%	132 4%	77 13% ab	118 3% cd	61 2%	53 2%	7 1%	136 3%	91 25%	97 13%	68 6%	63 3%
NEGATIVE VIEW (1-4)	398 9%	308 8%	270 9%	90 15% ab	275 7% cd	155 6%	141 6%	25 4%	292 7%	106 29%	271 36%	90 9%	37 1%
NEUTRAL (5-6)	753 18%	637 17%	519 17%	116 19%	660 18% cd	420 16% d	380 15% d	70 11%	691 18% cd	62 17% d	201 27% c	359 34% ac	193 8%
POSITIVE VIEW (7-10)	2913 68%	2593 70% c	2190 70% c	320 53%	2705 72% f	1957 75% aef	1925 77% aef	513 83% abcef	2813 72% f	100 28%	186 25%	539 51% a	2188 88% ab
MOST NEGATIVE (1-2)	172 4%	124 3%	111 4%	48 8% ab	86 2% c	43 2%	34 1%	7 1%	94 2% c	78 22% abcde	142 19% bc	18 2% c	11 *%
MOST POSITIVE (9-10)	1210 28%	1089 30% c	913 29% c	121 20%	1138 30% f	827 32% f	818 33% ef	239 39% abcef	1172 30% f	38 11%	42 6%	114 11% a	1054 42% ab
Answered	4064	3538	2979	526	3640	2532	2445	609	3796	268	658	988	2418
Mean score	7.3	7.4 c	7.4 c	6.6	7.4 f	7.6 aef	7.7 aef	8.0 abcef	7.4 f	5.1	4.8	6.6 a	8.2 ab
Standard deviation	2.15	2.08	2.10	2.50	1.97	1.85	1.82	1.75	1.98	3.09	2.55	1.74	1.45
Standard error	.03	.03	.04	.13	.03	.04	.03	.07	.03	.19	.10	.06	.03

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	239 6%	150 7%	84 4%	16 3%	54 7%	32 5%	43 6%	93 6%	58 4%	70 6%	43 6%	58 6%
			b		a		a	a					
2	(2.0)	143 3%	84 4%	58 3%	16 3%	19 2%	22 3%	37 5%	48 3%	48 4%	39 3%	18 3%	33 3%
			b					be					
3	(3.0)	233 5%	130 6%	101 5%	22 4%	26 3%	38 6%	42 6%	102 6%	82 6%	65 5%	31 5%	50 5%
			b					b	b				
4	(4.0)	260 6%	134 6%	123 6%	29 6%	47 6%	33 5%	40 6%	111 7%	95 7%	80 6%	32 5%	51 5%
5	(5.0)	466 11%	221 11%	241 11%	51 10%	79 10%	85 12%	71 10%	181 11%	119 9%	159 13%	82 12%	100 10%
										a			
6	(6.0)	591 14%	281 13%	305 14%	75 14%	108 14%	101 15%	109 16%	198 12%	182 14%	166 13%	96 14%	142 14%
7	(7.0)	714 17%	331 16%	380 18%	94 18%	125 16%	133 19%	85 12%	277 17%	214 17%	213 17%	119 18%	166 16%
					d		d		d				
8	(8.0)	699 16%	360 17%	334 15%	89 17%	131 17%	102 15%	119 17%	256 16%	226 17%	192 16%	102 15%	171 17%
9	(9.0)	315 7%	138 7%	177 8%	51 10%	72 9%	52 8%	53 8%	88 5%	113 9%	83 7%	55 8%	63 6%
					e	e				d			
10 - Extremely well	(10.0)	310 7%	134 6%	175 8%	40 8%	66 9%	50 7%	52 7%	101 6%	95 7%	79 6%	56 8%	77 8%
Don't know		322 7%	124 6%	191 9%	38 7%	55 7%	36 5%	45 6%	143 9%	60 5%	91 7%	43 6%	109 11%
				a				c		a		abc	

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	874 20%	497 24%	365 17%	83 16%	146 19%	125 18%	162 23%	354 22%	283 22%	253 20%	124 18%	192 19%
		b					abc	a				
NEUTRAL (5-6)	1057 25%	502 24%	546 25%	126 24%	187 24%	186 27%	180 26%	379 24%	301 23%	325 26%	178 26%	242 24%
POSITIVE VIEW (7-10)	2039 48%	963 46%	1066 49%	275 53%	395 50%	337 49%	308 44%	723 45%	647 50%	567 46%	332 49%	476 47%
				de	de							
MOST NEGATIVE (1-2)	382 9%	233 11%	142 7%	32 6%	73 9%	54 8%	80 12%	141 9%	106 8%	109 9%	61 9%	91 9%
		b					ac					
MOST POSITIVE (9-10)	625 15%	272 13%	352 16%	91 18%	138 18%	101 15%	105 15%	189 12%	208 16%	162 13%	111 16%	139 14%
			a	e	e							
Answered	3970	1962	1977	483	727	648	650	1455	1231	1146	634	911
Mean score	6.2	6.0	6.4	6.6	6.4	6.3	6.1	6.1	6.3	6.1	6.3	6.2
			a	cde	de							
Standard deviation	2.41	2.49	2.30	2.24	2.46	2.32	2.52	2.40	2.39	2.37	2.42	2.42
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	239 6%	193 5%	26 8%	11 5%	9 7%	191 6%	24 5%	60 5%	171 6%	143 5%	79 5%
2	(2.0)	143 3%	122 3%	11 3%	6 3%	4 3%	112 3%	22 5%	33 3%	104 4%	96 4%	39 3%
3	(3.0)	233 5%	189 5%	20 6%	16 7%	7 6%	173 5%	42 9% a	52 4%	177 6% a	146 5%	79 5%
4	(4.0)	260 6%	205 6%	31 9% a	14 6%	10 7%	205 6%	34 7%	45 4%	210 7% a	151 6%	102 7%
5	(5.0)	466 11%	371 10%	57 17% ac	22 10%	16 12%	360 11%	55 12%	119 10%	331 11%	285 11%	169 11%
6	(6.0)	591 14%	504 14% d	45 13%	30 14%	13 10%	400 12%	76 16%	185 15%	396 13%	376 14%	204 14%
7	(7.0)	714 17%	613 17% d	50 14%	35 16%	16 12%	549 17%	64 13%	223 18%	475 16%	470 18%	231 15%
8	(8.0)	699 16%	594 16%	49 14%	36 17%	20 16%	529 16%	70 15%	224 18%	463 16%	441 17%	247 16%
9	(9.0)	315 7%	273 8%	17 5%	13 6%	13 10% bc	225 7%	39 8%	130 10% b	172 6%	219 8% b	87 6%
10 - Extremely well	(10.0)	310 7%	264 7%	18 5%	17 8%	11 9% b	237 7%	24 5%	114 9% b	189 6%	201 8%	103 7%
Don't know		322 7%	274 8%	21 6%	15 7%	11 9%	256 8%	27 6%	59 5%	244 8% a	133 5%	164 11% a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	874 20%	709 20%	88 26% a	47 22%	30 23%	681 21%	122 26%	190 15%	662 23% a	536 20%	300 20%
NEUTRAL (5-6)	1057 25%	876 24%	101 29% ad	52 24%	28 22%	760 23%	131 27%	303 24%	727 25%	661 25%	373 25%
POSITIVE VIEW (7-10)	2039 48%	1744 48% b	134 39%	101 47% b	60 47% b	1539 48% b	198 41%	692 56% b	1299 44%	1331 50% b	669 44%
MOST NEGATIVE (1-2)	382 9%	315 9%	37 11%	18 8%	13 10%	303 9%	46 10%	93 7%	275 9%	239 9%	118 8%
MOST POSITIVE (9-10)	625 15%	537 15% b	35 10%	29 14%	24 19% b	462 14%	63 13%	245 20% b	361 12%	420 16% b	191 13%
Answered	3970	3329	323	200	118	2981	450	1186	2688	2528	1341
Mean score	6.2	6.3 b	5.7	6.2 b	6.2 b	6.2	5.9	6.6 b	6.0	6.3 b	6.2
Standard deviation	2.41	2.40	2.40	2.42	2.60	2.44	2.41	2.34	2.41	2.40	2.37
Standard error	.04	.04	.11	.11	.13	.04	.11	.06	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 171**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	239 6%	179 5%	154 5%	60 10%	140 4%	76 3%	68 3%	11 2%	153 4%	86 24%	183 24%	38 4%	18 1%
				ab	d				cd	abcde	bc	c		
2	(2.0)	143 3%	127 3%	110 4%	16 3%	118 3%	61 2%	74 3%	10 2%	130 3%	13 4%	79 11%	34 3%	29 1%
											bc	c		
3	(3.0)	233 5%	190 5%	162 5%	43 7%	203 5%	127 5%	125 5%	29 5%	210 5%	22 6%	111 15%	62 6%	60 2%
												bc	c	
4	(4.0)	260 6%	227 6%	182 6%	32 5%	239 6%	162 6%	149 6%	25 4%	249 6%	10 3%	56 7%	106 10%	97 4%
						df	f	f		df		c	c	
5	(5.0)	466 11%	412 11%	339 11%	54 9%	414 11%	256 10%	262 10%	40 7%	430 11%	37 10%	88 12%	190 18%	188 8%
						d	d	d		d		c	ac	
6	(6.0)	591 14%	522 14%	437 14%	69 11%	533 14%	385 15%	357 14%	92 15%	557 14%	34 9%	51 7%	187 18%	353 14%
						f	f	f	f	f			ac	a
7	(7.0)	714 17%	628 17%	542 17%	86 14%	659 18%	476 18%	461 18%	118 19%	681 17%	33 9%	35 5%	178 17%	501 20%
						f	f	f	f	f			a	ab
8	(8.0)	699 16%	613 17%	517 17%	86 14%	665 18%	500 19%	476 19%	142 23%	687 17%	12 3%	19 3%	113 11%	567 23%
						f	f	f	acef	f			a	ab
9	(9.0)	315 7%	295 8%	259 8%	20 3%	287 8%	234 9%	233 9%	73 12%	305 8%	10 3%	16 2%	41 4%	259 10%
			c	c		f	f	af	aef	f				ab
10 - Extremely well	(10.0)	310 7%	281 8%	236 8%	29 5%	292 8%	200 8%	195 8%	61 10%	295 8%	15 4%	12 2%	22 2%	276 11%
						f	f	f	f					ab

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 171**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	322 7%	214 6%	176 6%	107 18% ab	207 6% cd	115 4% d	98 4%	14 2%	233 6% bcd	88 25% abcde	103 14% bc	84 8% c	134 5%
NEGATIVE VIEW (1-4)	874 20%	723 20%	607 20%	151 25% ab	701 19% d	426 16% d	416 17% d	75 12%	743 19% bcd	131 36% abcde	430 57% bc	240 23% c	204 8%
NEUTRAL (5-6)	1057 25%	934 25%	776 25%	123 20%	947 25%	641 25%	620 25%	132 22%	986 25%	71 20%	139 18%	378 36% ac	540 22%
POSITIVE VIEW (7-10)	2039 48% c	1817 49% c	1553 50% c	221 37%	1903 51% f	1411 54% aef	1365 55% aef	394 64% abcef	1969 50% f	70 19%	82 11%	354 34% a	1602 65% ab
MOST NEGATIVE (1-2)	382 9%	306 8%	264 8%	76 13% ab	259 7% bd	137 5%	142 6% d	21 3%	283 7% bcd	99 27% abcde	263 35% bc	72 7% c	47 2%
MOST POSITIVE (9-10)	625 15% c	577 16% c	495 16% c	49 8%	579 15% f	435 17% f	428 17% f	134 22% abcef	600 15% f	25 7%	28 4%	63 6%	535 22% ab
Answered	3970	3474	2936	496	3551	2478	2401	601	3698	272	652	972	2347
Mean score	6.2	6.3 c	6.3 c	5.6	6.4 f	6.6 aef	6.6 aef	7.0 abcef	6.4 f	4.3	3.5	5.7 a	7.2 ab
Standard deviation	2.41	2.37	2.38	2.60	2.29	2.19	2.21	2.07	2.31	2.90	2.38	2.01	1.88
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.18	.09	.06	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	241 6%	151 7%	86 4%	14 3%	49 6%	35 5%	47 7%	94 6%	63 5%	75 6%	34 5%	64 6%
			b		a		a	a					
2	(2.0)	126 3%	64 3%	60 3%	13 2%	17 2%	20 3%	24 3%	52 3%	41 3%	31 2%	17 3%	33 3%
3	(3.0)	218 5%	121 6%	94 4%	23 4%	42 5%	22 3%	41 6%	86 5%	60 5%	61 5%	36 5%	55 5%
							c	c					
4	(4.0)	244 6%	126 6%	118 5%	38 7%	39 5%	37 5%	39 6%	90 6%	76 6%	83 7%	39 6%	42 4%
										d			
5	(5.0)	534 12%	239 11%	281 13%	71 14%	86 11%	86 13%	97 14%	191 12%	133 10%	192 16%	75 11%	125 12%
										ac			
6	(6.0)	535 12%	258 12%	275 13%	67 13%	101 13%	87 13%	85 12%	195 12%	173 13%	137 11%	96 14%	126 12%
7	(7.0)	681 16%	334 16%	344 16%	82 16%	129 16%	128 19%	102 15%	240 15%	202 16%	220 18%	109 16%	145 14%
8	(8.0)	701 16%	344 16%	355 16%	81 16%	120 15%	134 20%	109 16%	255 16%	218 17%	190 15%	105 16%	177 17%
9	(9.0)	360 8%	169 8%	191 9%	47 9%	73 9%	52 8%	59 8%	129 8%	144 11%	85 7%	67 10%	63 6%
										bd		bd	
10 - Extremely well	(10.0)	341 8%	151 7%	189 9%	48 9%	64 8%	54 8%	52 8%	122 8%	111 9%	96 8%	50 7%	80 8%
Don't know		313 7%	132 6%	175 8%	37 7%	62 8%	28 4%	38 5%	144 9%	69 5%	68 6%	49 7%	109 11%
					c	c		cd					abc
NEGATIVE VIEW (1-4)		828 19%	461 22%	358 17%	89 17%	148 19%	115 17%	152 22%	322 20%	240 19%	249 20%	127 19%	194 19%
			b				c						

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEUTRAL (5-6)	1068 25%	497 24%	556 26%	138 27%	186 24%	173 25%	183 26%	386 24%	306 24%	330 27%	171 25%	251 25%
POSITIVE VIEW (7-10)	2082 49%	996 48%	1078 50%	258 49%	385 49%	367 54% de	323 46%	746 47%	676 52% bd	590 48%	331 49%	465 46%
MOST NEGATIVE (1-2)	367 9%	214 10% b	146 7%	27 5%	66 8% a	55 8%	71 10% a	146 9% a	104 8%	105 9%	52 8%	96 9%
MOST POSITIVE (9-10)	700 16%	319 15%	380 18%	95 18%	137 18%	106 16%	111 16%	251 16%	256 20% bd	181 15%	117 17%	143 14%
Answered	3978	1955	1992	485	720	655	657	1455	1222	1169	629	910
Mean score	6.3	6.1	6.5 a	6.5 de	6.3	6.4 d	6.1	6.2	6.5 bd	6.2	6.3	6.2
Standard deviation	2.42	2.50	2.33	2.26	2.46	2.31	2.50	2.46	2.41	2.39	2.38	2.47
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
1 - Not at all well	(1.0)	241	192	27	12	186	29	63	171	141	82
		6%	5%	8%	6%	8%	6%	5%	6%	5%	5%
			a								
2	(2.0)	126	102	11	8	102	18	28	91	80	44
		3%	3%	3%	4%	4%	3%	4%	2%	3%	3%
3	(3.0)	218	179	23	10	170	28	45	168	140	67
		5%	5%	7%	5%	5%	6%	4%	6%	5%	4%
			a								
4	(4.0)	244	197	22	15	185	27	66	173	150	87
		6%	5%	6%	7%	6%	6%	5%	6%	6%	6%
5	(5.0)	534	432	59	26	386	60	147	366	324	193
		12%	12%	17%	12%	12%	13%	12%	12%	12%	13%
			a								
6	(6.0)	535	451	43	27	395	71	152	371	336	191
		12%	13%	12%	12%	12%	15%	12%	13%	13%	13%
7	(7.0)	681	584	46	34	521	65	211	458	437	234
		16%	16%	13%	16%	16%	14%	17%	16%	16%	16%
8	(8.0)	701	602	47	29	513	81	246	439	461	224
		16%	17%	14%	13%	16%	17%	20%	15%	17%	15%
			b								
9	(9.0)	360	312	22	17	274	36	120	226	233	122
		8%	9%	6%	8%	8%	8%	10%	8%	9%	8%
10 - Extremely well	(10.0)	341	279	26	23	256	35	111	225	217	112
		8%	8%	8%	11%	8%	7%	9%	8%	8%	7%
Don't know		313	273	17	15	251	26	56	244	142	150
		7%	8%	5%	7%	8%	6%	5%	8%	5%	10%
			a								
NEGATIVE VIEW (1-4)		828	670	83	45	642	102	201	603	511	280
		19%	19%	24%	21%	20%	21%	16%	21%	19%	19%
			a								

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEUTRAL (5-6)	1068	883	102	53	31	780	131	299	737	660	384
	25%	25%	30%	25%	24%	24%	28%	24%	25%	25%	25%
			a								
POSITIVE VIEW (7-10)	2082	1777	142	102	61	1563	218	688	1348	1348	691
	49%	49%	41%	48%	47%	48%	46%	55%	46%	51%	46%
		b						b		b	
MOST NEGATIVE (1-2)	367	294	39	20	14	288	46	90	262	221	126
	9%	8%	11%	9%	11%	9%	10%	7%	9%	8%	8%
			a		a						
MOST POSITIVE (9-10)	700	591	49	40	21	529	71	231	451	450	233
	16%	16%	14%	19%	16%	16%	15%	19%	15%	17%	16%
								b			
Answered	3978	3330	327	200	121	2986	451	1189	2688	2519	1355
Mean score	6.3	6.3	5.9	6.3	6.1	6.3	6.1	6.6	6.2	6.3	6.3
		b		b				b			
Standard deviation	2.42	2.40	2.52	2.51	2.59	2.45	2.45	2.34	2.45	2.40	2.40
Standard error	.04	.04	.11	.12	.13	.04	.11	.06	.05	.05	.06

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	241 6%	190 5%	155 5%	50 8%	145 4%	79 3%	74 3%	13 2%	159 4%	82 23%	183 24%	37 4%	20 1%
				ab	d				cd	abcde	bc	c		
2	(2.0)	126 3%	102 3%	85 3%	24 4%	102 3%	47 2%	62 2%	3 1%	110 3%	16 4%	73 10%	27 3%	25 1%
					bd	d	d		bd	bd	bc	c		
3	(3.0)	218 5%	184 5%	165 5%	34 6%	186 5%	108 4%	108 4%	24 4%	193 5%	25 7%	90 12%	72 7%	55 2%
											bc	c		
4	(4.0)	244 6%	215 6%	185 6%	29 5%	213 6%	127 5%	135 5%	20 3%	228 6%	16 5%	83 11%	85 8%	76 3%
					d	d	d		d		c	c		
5	(5.0)	534 12%	461 13%	382 12%	72 12%	472 13%	304 12%	296 12%	59 10%	498 13%	35 10%	82 11%	235 22%	216 9%
												ac		
6	(6.0)	535 12%	466 13%	378 12%	69 11%	497 13%	353 14%	312 13%	67 11%	513 13%	22 6%	44 6%	207 20%	284 11%
					f	f	f	f	f	f		ac	a	
7	(7.0)	681 16%	608 16%	527 17%	73 12%	627 17%	451 17%	449 18%	107 17%	640 16%	40 11%	47 6%	143 14%	491 20%
				c	f	f	f	f	f	f		a	ab	
8	(8.0)	701 16%	612 17%	522 17%	89 15%	660 18%	507 20%	465 19%	142 23%	686 17%	15 4%	31 4%	95 9%	576 23%
					f	f	f	acef	f	f		a	ab	
9	(9.0)	360 8%	335 9%	286 9%	24 4%	333 9%	265 10%	268 11%	84 14%	345 9%	15 4%	8 1%	47 4%	305 12%
			c	c	f	f	aef	abef	f	f		a	ab	
10 - Extremely well	(10.0)	341 8%	307 8%	253 8%	34 6%	318 8%	234 9%	235 9%	85 14%	330 8%	10 3%	11 2%	25 2%	304 12%
					f	f	f	abcef	f	f		ab		

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



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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	313	209	175	105	204	118	94	12	230	83	104	81	128
	7%	6%	6%	17%	5%	5%	4%	2%	6%	23%	14%	8%	5%
				ab	cd	d	d		bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	828	691	589	138	647	361	379	59	689	139	430	222	177
	19%	19%	19%	23%	17%	14%	15%	10%	18%	39%	57%	21%	7%
					bd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	1068	927	760	141	969	656	609	126	1011	58	125	442	501
	25%	25%	24%	23%	26%	25%	24%	20%	26%	16%	17%	42%	20%
					df	df	f		df			ac	
POSITIVE VIEW (7-10)	2082	1862	1587	219	1938	1457	1418	418	2001	80	96	310	1675
	49%	50%	51%	36%	52%	56%	57%	68%	51%	22%	13%	29%	68%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	367	292	239	75	247	126	137	16	269	98	256	65	46
	9%	8%	8%	12%	7%	5%	5%	3%	7%	27%	34%	6%	2%
				ab	bd	d	d		bd	abcde	bc	c	
MOST POSITIVE (9-10)	700	642	538	58	651	499	503	169	675	25	19	72	609
	16%	17%	17%	10%	17%	19%	20%	28%	17%	7%	3%	7%	25%
		c	c		f	f	aef	abcef	f			a	ab
Answered	3978	3480	2936	498	3554	2475	2405	604	3702	277	651	974	2353
Mean score	6.3	6.4	6.4	5.8	6.5	6.7	6.7	7.2	6.4	4.3	3.6	5.6	7.3
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.42	2.39	2.38	2.57	2.30	2.19	2.24	2.08	2.32	2.86	2.39	1.98	1.89
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.17	.09	.06	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	297 7%	174 8% b	117 5%	26 5%	61 8%	40 6%	60 9% a	110 7%	79 6%	75 6%	52 8%	84 8%
2	(2.0)	137 3%	79 4% b	51 2%	12 2%	16 2%	26 4%	24 3%	60 4%	44 3%	41 3%	20 3%	26 3%
3	(3.0)	257 6%	154 7% b	99 5%	29 6%	41 5%	34 5%	35 5%	118 7% c	83 6%	74 6%	38 6%	59 6%
4	(4.0)	220 5%	108 5%	109 5%	31 6%	38 5%	35 5%	37 5%	78 5%	58 4%	78 6%	33 5%	48 5%
5	(5.0)	442 10%	195 9%	239 11%	65 12% d	84 11%	63 9%	56 8%	172 11%	116 9%	139 11%	69 10%	112 11%
6	(6.0)	486 11%	239 11%	244 11%	70 14%	85 11%	79 12%	78 11%	172 11%	138 11%	128 10%	81 12%	132 13%
7	(7.0)	606 14%	298 14%	308 14%	60 11%	91 12%	110 16% ab	108 16% b	237 15%	180 14%	186 15%	107 16%	133 13%
8	(8.0)	747 17%	371 18%	374 17%	85 16%	145 19%	138 20%	115 17%	264 16%	240 19%	228 18%	117 17%	154 15%
9	(9.0)	424 10%	201 10%	222 10%	56 11%	74 9%	59 9%	70 10%	165 10%	163 13% bcd	117 9%	56 8%	84 8%
10 - Extremely well	(10.0)	490 11%	192 9%	297 14% a	60 12%	102 13%	77 11%	84 12%	165 10%	163 13%	127 10%	78 12%	117 11%
Don't know		185 4%	74 4%	108 5% a	27 5%	44 6%	24 3%	28 4%	59 4%	27 2%	42 3%	27 4% a	71 7% abc

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	911 21%	516 25%	376 17%	98 19%	157 20%	134 20%	156 22%	365 23%	264 20%	268 22%	143 21%	217 21%
NEUTRAL (5-6)	928 22%	435 21%	483 22%	135 26% cd	170 22%	142 21%	134 19%	344 22%	254 20%	268 22%	150 22%	243 24% a
POSITIVE VIEW (7-10)	2268 53%	1062 51%	1201 55% a	261 50%	412 53%	384 56% a	377 54%	830 52%	746 58% bd	659 53% d	357 53%	487 48%
MOST NEGATIVE (1-2)	434 10%	254 12% b	168 8%	37 7%	77 10%	66 10%	84 12% a	169 11% a	123 10%	116 9%	72 11%	111 11%
MOST POSITIVE (9-10)	914 21%	393 19%	519 24% a	116 22%	176 23%	136 20%	154 22%	330 21%	326 25% bcd	244 20%	134 20%	200 20%
Answered	4107	2013	2059	494	738	660	667	1540	1264	1195	650	948
Mean score	6.4	6.2	6.7 a	6.5	6.5	6.5	6.4	6.3	6.6 d	6.4	6.4	6.3
Standard deviation	2.60	2.66	2.51	2.48	2.66	2.52	2.70	2.62	2.60	2.54	2.60	2.65
Standard error	.04	.06	.05	.10	.10	.09	.10	.07	.07	.07	.10	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	297 7%	235 7%	36 10% a	14 7%	12 9% a	223 7%	36 8%	79 6%	206 7%	179 7%	102 7%
2	(2.0)	137 3%	109 3%	13 4%	9 4%	6 4%	117 4%	8 2%	25 2%	105 4% a	80 3%	52 3%
3	(3.0)	257 6%	211 6%	27 8%	11 5%	8 6%	186 6%	35 7%	51 4%	206 7% a	142 5%	108 7% a
4	(4.0)	220 5%	178 5%	15 4%	17 8% ab	11 8% ab	156 5%	27 6%	61 5%	144 5%	133 5%	83 6%
5	(5.0)	442 10%	373 10%	36 11%	22 10%	11 9%	326 10%	46 10%	118 10%	304 10%	265 10%	165 11%
6	(6.0)	486 11%	418 12%	32 9%	23 11%	12 10%	368 11%	54 11%	155 12%	328 11%	309 12%	168 11%
7	(7.0)	606 14%	507 14%	53 15%	29 13%	17 13%	455 14%	71 15%	170 14%	421 14%	394 15%	201 13%
8	(8.0)	747 17%	635 18%	58 17%	33 15%	22 17%	565 17%	86 18%	244 20% b	490 17%	485 18%	249 17%
9	(9.0)	424 10%	367 10% b	24 7%	24 11% b	10 8%	322 10%	49 10%	133 11%	283 10%	280 11%	136 9%
10 - Extremely well	(10.0)	490 11%	415 12%	37 11%	24 11%	15 11%	372 11%	53 11%	170 14% b	315 11%	312 12%	162 11%
Don't know		185 4%	156 4%	13 4%	10 4%	6 4%	146 5%	12 2%	39 3%	132 4%	83 3%	78 5% a

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	911	733	91	51	36	683	106	216	660	534	346
	21%	20%	26%	24%	28%	21%	22%	17%	23%	20%	23%
			a		a				a		
NEUTRAL (5-6)	928	791	68	45	24	694	100	273	631	574	334
	22%	22%	20%	21%	18%	21%	21%	22%	22%	22%	22%
POSITIVE VIEW (7-10)	2268	1923	172	109	64	1714	259	717	1508	1470	747
	53%	53%	50%	51%	49%	53%	54%	58%	51%	55%	50%
								b		b	
MOST NEGATIVE (1-2)	434	344	48	23	18	340	44	104	311	260	154
	10%	10%	14%	11%	14%	11%	9%	8%	11%	10%	10%
			a		a				a		
MOST POSITIVE (9-10)	914	781	61	47	25	694	102	303	598	591	298
	21%	22%	18%	22%	19%	21%	21%	24%	20%	22%	20%
								b			
Answered	4107	3447	331	205	123	3091	466	1206	2800	2578	1427
Mean score	6.4	6.5	6.0	6.3	6.1	6.4	6.4	6.7	6.3	6.5	6.3
		bd						b		b	
Standard deviation	2.60	2.58	2.77	2.64	2.77	2.62	2.59	2.52	2.62	2.57	2.62
Standard error	.04	.05	.12	.12	.14	.05	.11	.07	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c		
Significance Level: 95%															
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636		
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863		
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481		
1 - Not at all well	(1.0)	297 7%	235 6%	199 6%	62 10% ab	178 5%	97 4%	92 4%	21 3%	201 5% bc	96 27% abcde	214 28% bc	44 4% c	39 2%	
2	(2.0)	137 3%	115 3%	100 3%	21 4%	105 3%	56 2%	62 2%	11 2%	114 3%	23 6% abcde	80 11% bc	35 3% c	21 1%	
3	(3.0)	257 6%	205 6%	174 6%	52 9% ab	233 6%	148 6%	123 5%	27 4%	238 6%	19 5%	99 13% bc	97 9% c	60 2%	
4	(4.0)	220 5%	190 5%	158 5%	30 5%	196 5% d	133 5%	122 5%	19 3%	207 5% d	14 4%	72 10% c	92 9% c	57 2%	
5	(5.0)	442 10%	365 10%	304 10%	77 13%	395 11% d	247 10% d	229 9% d	38 6%	416 11% d	27 7%	82 11% c	221 21% ac	139 6%	
6	(6.0)	486 11%	421 11%	353 11%	65 11%	444 12% df	303 12% df	281 11% d	50 8%	460 12% df	26 7%	44 6%	215 20% ac	227 9% a	
7	(7.0)	606 14%	530 14%	441 14%	76 13%	559 15% f	397 15% f	409 16% f	94 15% f	582 15% f	24 7%	47 6%	120 11% a	439 18% ab	
8	(8.0)	747 17%	673 18% c	580 19% c	74 12%	701 19% f	530 20% f	512 20% f	139 23% aef	726 18% f	22 6%	14 2%	100 10% a	633 26% ab	
9	(9.0)	424 10%	387 10% c	320 10% c	36 6%	404 11% f	301 12% f	310 12% ef	87 14% aef	410 10% f	13 4%	8 1%	38 4% a	377 15% ab	
10 - Extremely well	(10.0)	490 11%	443 12% c	381 12% c	47 8%	455 12% f	341 13% f	322 13% f	125 20% abcef	470 12% f	20 5%	16 2%	35 3%	439 18% ab	

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	185 4%	124 3%	103 3%	61 10% ab	89 2% bcd	39 1%	37 1%	5 1%	108 3% bcd	77 21% abcde	78 10% bc	58 6% c	48 2%
NEGATIVE VIEW (1-4)	911 21%	745 20%	631 20%	166 27% ab	711 19% cd	434 17% d	400 16%	78 13%	759 19% bcd	152 42% abcde	466 62% bc	268 25% c	177 7%
NEUTRAL (5-6)	928 22%	786 21%	657 21%	142 24%	838 22% df	550 21% df	509 20% df	88 14%	876 22% df	52 15%	125 17%	436 41% ac	367 15%
POSITIVE VIEW (7-10)	2268 53%	2034 55% c	1722 55% c	234 39%	2120 56% f	1570 61% aef	1552 62% aef	445 72% abcef	2189 56% f	79 22%	85 11%	293 28% a	1889 76% ab
MOST NEGATIVE (1-2)	434 10%	351 10%	299 10%	83 14% ab	282 8% b	153 6%	155 6%	32 5%	315 8% bcd	119 33% abcde	295 39% bc	79 7% c	60 2%
MOST POSITIVE (9-10)	914 21%	830 23% c	701 23% c	84 14%	859 23% f	643 25% f	632 25% ef	212 34% abcef	881 22% f	33 9%	24 3%	73 7% a	817 33% ab
Answered	4107	3565	3009	542	3669	2554	2462	611	3824	283	676	997	2433
Mean score	6.4	6.5 c	6.5 c	5.7	6.6 f	6.8 aef	6.9 aef	7.4 abcef	6.6 f	4.2	3.4	5.5 a	7.6 ab
Standard deviation	2.60	2.57	2.58	2.71	2.47	2.38	2.36	2.35	2.49	3.09	2.37	2.08	1.97
Standard error	.04	.04	.04	.14	.04	.05	.05	.09	.04	.18	.09	.07	.04

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

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

Base : All respondents

		Total	GENDER		AGE					SEG				
			MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%														
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	211 5%	118 6%	90 4%	15 3%	39 5%	33 5%	44 6% a	79 5%	50 4%	59 5%	38 6%	62 6% a	
2	(2.0)	100 2%	45 2%	52 2%	10 2%	12 2%	15 2%	22 3%	41 3%	35 3%	22 2%	12 2%	26 3%	
3	(3.0)	209 5%	114 5%	91 4%	19 4%	36 5%	26 4%	32 5%	96 6%	68 5%	62 5%	27 4%	45 4%	
4	(4.0)	278 6%	141 7%	132 6%	34 7%	44 6%	43 6%	41 6%	114 7%	68 5%	91 7%	52 8%	65 6%	
5	(5.0)	426 10%	213 10%	208 10%	44 8%	71 9%	56 8%	69 10%	186 12% c	119 9%	128 10%	65 10%	113 11%	
6	(6.0)	485 11%	229 11%	255 12%	60 11%	85 11%	76 11%	87 12%	176 11%	160 12%	138 11%	75 11%	106 10%	
7	(7.0)	690 16%	346 17%	342 16%	100 19% e	120 15%	135 20% be	112 16%	223 14%	209 16%	207 17%	115 17%	149 15%	
8	(8.0)	786 18%	384 18%	399 18%	105 20%	137 18%	130 19%	115 17%	297 19%	236 18%	241 19%	129 19%	171 17%	
9	(9.0)	418 10%	212 10%	206 10%	46 9%	83 11%	72 11%	58 8%	160 10%	169 13% bcd	110 9%	49 7%	88 9%	
10 - Extremely well	(10.0)	472 11%	206 10%	261 12%	53 10%	105 13% c	65 10%	79 11%	169 11%	140 11%	129 10%	76 11%	119 12%	
Don't know		215 5%	79 4%	132 6% a	36 7% e	51 7% e	31 4%	36 5%	57 4%	35 3%	51 4%	39 6% a	73 7% ab	
NEGATIVE VIEW (1-4)		799 19%	418 20% b	365 17%	78 15%	131 17%	118 17%	140 20% a	330 21% a	222 17%	234 19%	128 19%	199 19%	

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



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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEUTRAL (5-6)	911 21%	442 21%	463 21%	103 20%	156 20%	132 19%	155 22%	362 23%	279 22%	266 21%	139 21%	220 22%
POSITIVE VIEW (7-10)	2366 55%	1147 55%	1208 56%	304 58%	444 57%	403 59%	364 52%	849 53%	755 58%	687 56%	371 55%	528 52%
MOST NEGATIVE (1-2)	311 7%	163 8%	142 7%	25 5%	51 7%	49 7%	66 9%	120 8%	86 7%	81 7%	50 7%	88 9%
MOST POSITIVE (9-10)	890 21%	418 20%	467 22%	99 19%	187 24%	137 20%	137 20%	329 21%	310 24%	238 19%	126 19%	208 20%
Answered	4077	2008	2036	486	730	653	659	1541	1256	1187	639	946
Mean score	6.6	6.5	6.7	6.8	6.8	6.7	6.4	6.5	6.7	6.6	6.5	6.5
Standard deviation	2.43	2.45	2.39	2.21	2.46	2.36	2.53	2.47	2.38	2.38	2.43	2.54
Standard error	.04	.06	.05	.09	.09	.08	.09	.07	.07	.07	.09	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
1 - Not at all well	(1.0)	211	163	29	10	163	23	57	144	129	71
		5%	5%	8%	4%	5%	5%	5%	5%	5%	5%
			ac		a						
2	(2.0)	100	78	12	4	79	10	27	68	52	39
		2%	2%	4%	2%	2%	2%	2%	2%	2%	3%
					ac						
3	(3.0)	209	166	18	17	162	26	36	167	119	85
		5%	5%	5%	8%	5%	6%	3%	6%	4%	6%
					a				a		
4	(4.0)	278	230	21	16	213	34	62	207	166	109
		6%	6%	6%	8%	7%	7%	5%	7%	6%	7%
									a		
5	(5.0)	426	359	34	18	316	57	102	318	256	157
		10%	10%	10%	8%	10%	12%	8%	11%	10%	10%
									a		
6	(6.0)	485	408	43	24	354	57	142	329	300	176
		11%	11%	12%	11%	11%	12%	11%	11%	11%	12%
7	(7.0)	690	587	56	32	520	76	216	459	445	229
		16%	16%	16%	15%	16%	16%	17%	16%	17%	15%
			d								
8	(8.0)	786	670	57	36	594	90	257	517	501	274
		18%	19%	17%	17%	18%	19%	21%	18%	19%	18%
								b			
9	(9.0)	418	356	29	23	301	48	148	258	279	131
		10%	10%	8%	11%	9%	10%	12%	9%	11%	9%
								b			
10 - Extremely well	(10.0)	472	405	29	24	369	39	150	312	302	155
		11%	11%	8%	11%	11%	8%	12%	11%	11%	10%
Don't know		215	182	16	11	166	16	49	152	111	79
		5%	5%	5%	5%	5%	3%	4%	5%	4%	5%

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	799	636	81	47	36	617	94	182	586	467	304
	19%	18%	24%	22%	28%	19%	20%	15%	20%	18%	20%
			a	a	a				a		
NEUTRAL (5-6)	911	767	77	42	25	670	114	244	647	555	333
	21%	21%	22%	20%	20%	21%	24%	20%	22%	21%	22%
POSITIVE VIEW (7-10)	2366	2019	171	115	62	1784	254	771	1546	1528	789
	55%	56%	50%	54%	48%	55%	53%	62%	53%	57%	52%
		bd						b		b	
MOST NEGATIVE (1-2)	311	240	41	14	16	242	33	83	212	181	110
	7%	7%	12%	6%	12%	7%	7%	7%	7%	7%	7%
			ac		ac						
MOST POSITIVE (9-10)	890	761	58	47	24	670	88	297	570	582	286
	21%	21%	17%	22%	19%	21%	18%	24%	19%	22%	19%
		b						b			
Answered	4077	3421	328	204	123	3071	462	1196	2779	2550	1426
Mean score	6.6	6.6	6.1	6.5	6.1	6.6	6.4	6.9	6.5	6.7	6.5
		bd		bd				b		b	
Standard deviation	2.43	2.40	2.60	2.48	2.72	2.45	2.37	2.34	2.44	2.40	2.43
Standard error	.04	.04	.12	.12	.14	.04	.10	.06	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 174**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	211 5%	171 5%	140 4%	40 7%	124 3%	65 2%	64 3%	13 2%	135 3%	76 21% abcde	153 20% bc	31 3% c	27 1%
2	(2.0)	100 2%	87 2%	76 2%	14 2%	85 2%	49 2%	51 2%	7 1%	89 2%	11 3%	47 6% bc	34 3% c	19 1%
3	(3.0)	209 5%	160 4%	141 5%	49 8% ab	170 5% d	110 4% d	92 4% d	11 2%	183 5% d	26 7% bcd	100 13% bc	60 6% c	49 2%
4	(4.0)	278 6%	249 7%	202 6%	30 5%	253 7%	153 6%	154 6%	36 6%	263 7%	15 4%	86 11% c	101 10% c	92 4%
5	(5.0)	426 10%	360 10%	283 9%	66 11%	382 10%	242 9%	214 9%	48 8%	393 10%	33 9%	78 10% c	186 18% ac	162 7%
6	(6.0)	485 11%	401 11%	332 11%	84 14%	440 12% f	303 12% f	270 11% f	60 10%	461 12% f	24 7%	56 7%	164 16% ac	265 11% a
7	(7.0)	690 16%	610 17%	530 17%	80 13%	637 17% f	465 18% f	457 18% f	97 16% f	662 17% f	28 8%	66 9%	180 17% a	444 18% a
8	(8.0)	786 18%	699 19%	597 19%	87 14%	722 19% f	529 20% f	520 21% f	145 24% aef	752 19% f	34 10%	50 7%	148 14% a	589 24% ab
9	(9.0)	418 10%	381 10% c	324 10% c	38 6%	391 10% f	297 11% f	298 12% f	87 14% aef	410 10% f	8 2%	20 3%	51 5%	347 14% ab
10 - Extremely well	(10.0)	472 11%	417 11%	352 11%	54 9%	442 12% f	323 12% f	319 13% f	102 17% abcef	453 12% f	18 5%	14 2%	37 4%	420 17% ab

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	215	154	135	61	112	56	59	9	129	86	84	63	67
	5%	4%	4%	10%	3%	2%	2%	2%	3%	24%	11%	6%	3%
				ab					bd	abcde	bc	c	
NEGATIVE VIEW (1-4)	799	666	559	133	632	377	361	67	671	128	386	226	187
	19%	18%	18%	22%	17%	15%	14%	11%	17%	36%	51%	21%	8%
					bcd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	911	761	615	150	822	545	484	108	855	57	134	350	427
	21%	21%	20%	25%	22%	21%	19%	18%	22%	16%	18%	33%	17%
				b	cdf				cdf			ac	
POSITIVE VIEW (7-10)	2366	2107	1803	259	2192	1615	1595	431	2277	89	150	416	1800
	55%	57%	58%	43%	58%	62%	64%	70%	58%	25%	20%	39%	73%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	311	258	216	54	209	113	115	20	224	87	200	65	46
	7%	7%	7%	9%	6%	4%	5%	3%	6%	24%	27%	6%	2%
					d				bd	abcde	bc	c	
MOST POSITIVE (9-10)	890	798	676	92	833	620	618	189	863	27	34	88	767
	21%	22%	22%	15%	22%	24%	25%	31%	22%	7%	5%	8%	31%
		c	c		f	f	aef	abcef	f			a	ab
Answered	4077	3534	2976	542	3646	2536	2440	606	3803	274	671	992	2414
Mean score	6.6	6.6	6.7	6.1	6.7	6.9	7.0	7.3	6.7	4.7	4.2	5.9	7.5
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.43	2.41	2.40	2.54	2.32	2.23	2.23	2.12	2.33	2.99	2.55	2.08	1.94
Standard error	.04	.04	.04	.13	.04	.04	.04	.08	.04	.18	.10	.07	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%													
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	302 7%	181 9% b	115 5%	21 4%	52 7%	44 6%	61 9% a	124 8% a	72 6%	87 7%	50 7%	84 8% a
2	(2.0)	151 4%	85 4%	62 3%	12 2%	15 2%	25 4%	25 4%	75 5% ab	47 4%	37 3%	22 3%	42 4%
3	(3.0)	246 6%	132 6%	112 5%	24 5%	42 5%	39 6%	39 6%	101 6%	69 5%	78 6%	41 6%	53 5%
4	(4.0)	278 6%	156 7% b	120 6%	27 5%	46 6%	37 5%	35 5%	133 8% acd	87 7%	95 8%	36 5%	57 6%
5	(5.0)	497 12%	222 11%	266 12%	60 12%	78 10%	69 10%	79 11%	211 13%	132 10%	148 12%	69 10%	143 14% ac
6	(6.0)	517 12%	249 12%	266 12%	69 13%	92 12%	88 13%	96 14%	172 11%	166 13%	133 11%	85 13%	127 12%
7	(7.0)	683 16%	321 15%	359 17%	99 19% e	123 16%	116 17%	111 16%	232 15%	200 15%	224 18% d	131 19% d	124 12%
8	(8.0)	699 16%	338 16%	358 17%	80 15%	137 18%	128 19% d	99 14%	253 16%	244 19% cd	197 16%	95 14%	152 15%
9	(9.0)	327 8%	143 7%	183 8%	45 9%	75 10% ce	44 6%	56 8%	107 7%	115 9% d	99 8%	49 7%	62 6%
10 - Extremely well	(10.0)	354 8%	165 8%	188 9%	46 9%	71 9%	61 9%	58 8%	118 7%	112 9% b	76 6%	57 8%	104 10% b
Don't know		237 6%	96 5%	138 6% a	38 7% e	50 6%	32 5%	37 5%	73 5%	47 4%	60 5%	43 6% a	71 7% a

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	977 23%	553 27%	409 19%	83 16%	156 20%	145 21%	159 23%	432 27%	275 21%	299 24%	149 22%	236 23%
		b				a	a	abc				
NEUTRAL (5-6)	1014 24%	471 23%	532 25%	129 25%	170 22%	156 23%	175 25%	383 24%	298 23%	281 23%	154 23%	271 27%
POSITIVE VIEW (7-10)	2063 48%	967 46%	1088 50%	270 52%	406 52%	350 51%	324 47%	710 44%	672 52%	597 48%	331 49%	442 43%
			a	e	e	e		d				
MOST NEGATIVE (1-2)	453 11%	265 13%	176 8%	32 6%	67 9%	69 10%	86 12%	198 12%	119 9%	125 10%	72 11%	126 12%
		b				a	ab	ab				a
MOST POSITIVE (9-10)	681 16%	308 15%	371 17%	91 17%	146 19%	106 15%	114 16%	224 14%	228 18%	176 14%	106 16%	166 16%
				e					b			
Answered	4054	1991	2029	483	732	651	658	1525	1245	1177	635	948
Mean score	6.1	6.0	6.4	6.5	6.4	6.3	6.1	5.9	6.3	6.1	6.1	6.0
			a	de	de	e			bd			
Standard deviation	2.52	2.61	2.41	2.29	2.50	2.49	2.60	2.56	2.46	2.46	2.52	2.63
Standard error	.04	.06	.05	.09	.09	.09	.10	.07	.07	.07	.10	.08

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

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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	302 7%	235 7%	36 10% a	17 8%	14 11% a	233 7%	36 7%	71 6%	218 7%	176 7%	107 7%
2	(2.0)	151 4%	124 3%	14 4%	10 5%	3 2%	124 4%	16 3%	27 2%	117 4% a	79 3%	67 4% a
3	(3.0)	246 6%	200 6%	29 8% a	11 5%	7 5%	184 6%	30 6%	47 4%	194 7% a	145 5%	92 6%
4	(4.0)	278 6%	227 6%	19 6%	21 10% ab	11 9%	211 7%	38 8%	55 4%	214 7% a	163 6%	111 7%
5	(5.0)	497 12%	413 11%	39 11%	26 12%	18 14%	367 11%	59 12%	141 11%	340 12%	294 11%	194 13%
6	(6.0)	517 12%	441 12% d	41 12%	23 11%	11 9%	369 11%	71 15%	151 12%	357 12%	328 12%	178 12%
7	(7.0)	683 16%	587 16%	51 15%	29 14%	16 13%	510 16%	70 15%	212 17%	452 15%	446 17%	220 15%
8	(8.0)	699 16%	593 16%	54 16%	31 14%	21 16%	541 17%	72 15%	234 19% b	455 16%	455 17%	234 16%
9	(9.0)	327 8%	278 8%	23 7%	18 9%	8 6%	243 8%	38 8%	120 10% b	199 7%	227 9% b	94 6%
10 - Extremely well	(10.0)	354 8%	303 8%	22 7%	17 8%	13 10%	268 8%	31 6%	133 11% b	217 7%	232 9%	111 7%
Don't know		237 6%	203 6%	16 5%	12 6%	6 5%	187 6%	18 4%	54 4%	168 6%	115 4%	96 6% a

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



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

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	977	786	98	58	36	752	120	202	743	563	377
	23%	22%	28%	27%	28%	23%	25%	16%	25%	21%	25%
			a	a	a				a		a
NEUTRAL (5-6)	1014	855	80	50	29	736	130	292	697	621	372
	24%	24%	23%	23%	23%	23%	27%	23%	24%	23%	25%
POSITIVE VIEW (7-10)	2063	1760	150	95	58	1562	210	698	1323	1361	659
	48%	49%	44%	44%	45%	48%	44%	56%	45%	51%	44%
								b		b	
MOST NEGATIVE (1-2)	453	359	50	27	17	357	52	99	335	255	173
	11%	10%	14%	13%	13%	11%	11%	8%	11%	10%	12%
			a		a				a		
MOST POSITIVE (9-10)	681	581	45	35	20	510	68	252	416	460	205
	16%	16%	13%	16%	16%	16%	14%	20%	14%	17%	14%
								b		b	
Answered	4054	3401	328	203	122	3050	459	1191	2764	2546	1409
Mean score	6.1	6.2	5.8	5.9	5.9	6.1	6.0	6.6	6.0	6.3	5.9
		bd						b		b	
Standard deviation	2.52	2.49	2.65	2.60	2.73	2.55	2.48	2.41	2.54	2.49	2.52
Standard error	.04	.05	.12	.12	.14	.04	.11	.07	.05	.05	.06

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

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**Table 175**

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c		
Significance Level: 95%															
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636		
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863		
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481		
1 - Not at all well	(1.0)	302 7%	234 6%	195 6%	68 11% ab	185 5% c	98 4%	89 4%	18 3%	207 5% bcd	95 26% abcde	219 29% bc	46 4% c	37 1%	
2	(2.0)	151 4%	131 4%	110 4%	20 3%	129 3%	68 3%	65 3%	12 2%	133 3%	18 5% bcd	82 11% bc	41 4% c	28 1%	
3	(3.0)	246 6%	202 5%	166 5%	44 7%	220 6% d	132 5% d	123 5% d	17 3%	230 6% d	16 5%	90 12% bc	86 8% c	71 3%	
4	(4.0)	278 6%	240 6%	193 6%	39 6%	252 7%	182 7%	161 6%	32 5%	263 7%	15 4%	76 10% c	111 11% c	91 4%	
5	(5.0)	497 12%	411 11%	332 11%	86 14%	436 12%	292 11%	252 10%	57 9%	461 12%	36 10%	85 11% c	211 20% ac	201 8%	
6	(6.0)	517 12%	455 12%	387 12%	62 10%	472 13% f	322 12% f	315 13% f	70 11% f	494 13% f	23 6%	35 5%	184 17% ac	297 12% a	
7	(7.0)	683 16%	608 16%	517 17%	75 12%	636 17% f	469 18% f	461 18% f	111 18% f	660 17% f	24 7%	42 6%	159 15% a	483 19% ab	
8	(8.0)	699 16%	630 17% c	542 17% c	68 11%	664 18% f	476 18% f	492 20% ef	134 22% aef	678 17% f	21 6%	21 3%	89 8% a	589 24% ab	
9	(9.0)	327 8%	300 8% c	256 8% c	26 4%	311 8% f	244 9% f	236 9% f	75 12% aef	321 8% f	6 2%	9 1%	30 3%	288 12% ab	
10 - Extremely well	(10.0)	354 8%	318 9%	276 9%	36 6%	326 9%	241 9% f	235 9% f	83 13% abcef	335 9%	19 5%	11 1%	26 2%	317 13% ab	

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

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

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	237 6%	158 4%	140 4%	79 13% ab	128 3% d	67 3% d	70 3% d	7 1% d	150 4% bd	88 24% abcde	84 11% bc	73 7% c	80 3%
NEGATIVE VIEW (1-4)	977 23%	807 22%	663 21%	170 28% ab	785 21% bcd	480 19% d	438 18% d	79 13% d	833 21% bcd	144 40% abcde	467 62% bc	284 27% c	226 9%
NEUTRAL (5-6)	1014 24%	866 23%	719 23%	147 24% f	908 24% f	614 24% f	567 23% f	127 21% f	955 24% f	59 16% f	120 16% f	395 37% ac	498 20% a
POSITIVE VIEW (7-10)	2063 48%	1857 50% c	1591 51% c	206 34% f	1937 52% aef	1431 55% aef	1424 57% aef	402 65% abcef	1994 51% f	69 19% f	83 11% f	303 29% a	1676 68% ab
MOST NEGATIVE (1-2)	453 11%	365 10%	304 10%	87 14% ab	314 8% bcd	166 6% bcd	154 6% bcd	30 5% bcd	339 9% bcd	113 31% abcde	301 40% bc	87 8% c	65 3%
MOST POSITIVE (9-10)	681 16%	619 17% c	532 17% c	63 10% f	637 17% f	486 19% f	471 19% f	158 26% abcef	656 17% f	25 7% f	20 3% f	56 5% a	605 24% ab
Answered	4054	3530	2972	524	3630	2525	2429	609	3782	272	671	982	2401
Mean score	6.1	6.2 c	6.3 c	5.5	6.3 f	6.5 aef	6.6 aef	7.0 abcef	6.3 f	4.1	3.4	5.4 a	7.2 ab
Standard deviation	2.52	2.49	2.49	2.65	2.41	2.31	2.29	2.22	2.42	3.00	2.34	2.05	2.00
Standard error	.04	.04	.04	.14	.04	.05	.04	.09	.04	.18	.09	.06	.04

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

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

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	260 6%	158 8% b	96 4%	19 4%	50 6% a	35 5%	46 7% a	109 7%	64 5%	76 6%	43 6%	71 7%
2	(2.0)	137 3%	79 4% b	55 3%	11 2%	15 2%	21 3%	27 4% b	62 4% b	49 4% b	24 2%	19 3%	43 4% b
3	(3.0)	213 5%	121 6% b	86 4%	20 4%	31 4%	29 4%	38 5%	94 6%	49 4%	68 6%	35 5%	53 5%
4	(4.0)	217 5%	104 5%	105 5%	18 4%	40 5%	31 4%	37 5%	89 6%	47 4%	84 7% a	31 5%	52 5%
5	(5.0)	463 11%	224 11%	236 11%	68 13%	91 12%	63 9%	65 9%	175 11%	145 11%	149 12%	64 9%	102 10%
6	(6.0)	504 12%	249 12%	254 12%	71 14%	97 12%	72 11%	67 10%	196 12%	153 12%	123 10%	99 15% b	123 12%
7	(7.0)	715 17%	344 16%	367 17%	81 16%	138 18%	127 19%	115 17%	254 16%	230 18%	218 18%	106 16%	153 15%
8	(8.0)	755 18%	359 17%	393 18%	88 17%	118 15%	137 20% b	128 18%	282 18%	249 19%	229 18%	109 16%	163 16%
9	(9.0)	424 10%	211 10%	213 10%	62 12% e	84 11%	79 12% e	67 10%	131 8%	152 12% d	125 10%	60 9%	88 9%
10 - Extremely well	(10.0)	424 10%	169 8%	254 12% a	57 11%	77 10%	60 9%	74 11%	157 10%	129 10%	106 9%	78 12%	105 10%
Don't know		178 4%	68 3%	107 5% a	27 5%	40 5% e	29 4%	30 4%	49 3%	24 2%	36 3%	32 5% a	67 7% ab

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

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

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	827	463	342	68	137	116	149	354	210	252	129	218
	19%	22%	16%	13%	18%	17%	21%	22%	16%	20%	19%	21%
		b					a	abc		a		a
NEUTRAL (5-6)	967	473	491	138	188	135	132	371	298	273	163	226
	23%	23%	23%	27%	24%	20%	19%	23%	23%	22%	24%	22%
				cd	d							
POSITIVE VIEW (7-10)	2319	1083	1227	288	417	403	384	824	759	677	354	509
	54%	52%	57%	55%	53%	59%	55%	52%	59%	55%	52%	50%
			a			be			cd			
MOST NEGATIVE (1-2)	397	237	151	30	66	57	73	171	113	100	62	113
	9%	11%	7%	6%	8%	8%	11%	11%	9%	8%	9%	11%
		b					a	a				b
MOST POSITIVE (9-10)	849	380	467	119	161	139	141	288	281	230	138	193
	20%	18%	22%	23%	21%	20%	20%	18%	22%	19%	20%	19%
			a	e								
Answered	4113	2019	2060	495	741	655	665	1549	1267	1202	645	952
Mean score	6.4	6.2	6.7	6.7	6.5	6.6	6.4	6.3	6.6	6.4	6.5	6.3
			a	de		e			bd			
Standard deviation	2.49	2.56	2.38	2.30	2.45	2.40	2.59	2.55	2.41	2.44	2.52	2.60
Standard error	.04	.06	.05	.09	.09	.08	.10	.07	.07	.07	.09	.08

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	260 6%	205 6%	29 9% a	12 6%	13 10% ac	204 6%	29 6%	62 5%	188 6%	155 6%	93 6%
2	(2.0)	137 3%	116 3%	7 2% a	10 4%	4 3%	111 3%	14 3%	27 2%	106 4% a	74 3%	56 4%
3	(3.0)	213 5%	178 5%	19 6% a	10 5%	6 4%	160 5%	28 6%	43 3%	161 5% a	126 5%	77 5%
4	(4.0)	217 5%	164 5%	26 8% a	19 9% a	8 6%	157 5%	33 7%	58 5%	150 5%	123 5%	88 6%
5	(5.0)	463 11%	388 11%	38 11% c	18 9%	18 14% c	336 10%	50 11%	100 8%	348 12% a	276 10%	177 12%
6	(6.0)	504 12%	426 12%	37 11% d	27 12% d	14 11% d	379 12%	61 13%	148 12%	347 12%	317 12%	178 12%
7	(7.0)	715 17%	607 17% d	64 18% d	31 14% d	14 11% d	533 16%	77 16%	215 17%	481 16%	458 17%	241 16%
8	(8.0)	755 18%	653 18% b	43 12% b	36 17% b	23 18% b	577 18%	85 18%	238 19%	507 17%	476 18%	263 17%
9	(9.0)	424 10%	353 10% b	36 10% b	26 12% d	10 8% d	319 10%	45 9%	159 13% b	257 9%	301 11% b	118 8%
10 - Extremely well	(10.0)	424 10%	363 10%	29 8% b	18 9% b	14 11% b	320 10%	46 10%	148 12% b	268 9%	267 10%	143 9%
Don't know		178 4%	150 4%	15 4% b	8 4% b	5 4% b	140 4% b	10 2%	48 4%	120 4%	88 3%	70 5%

Columns Tested: a,b,c,d - a,b - a,b - a,b

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	827	662	82	51	31	632	104	190	604	477	314
	19%	18%	24%	24%	24%	20%	22%	15%	21%	18%	21%
		a	a	a				a		a	
NEUTRAL (5-6)	967	814	76	45	32	715	112	247	695	593	355
	23%	23%	22%	21%	25%	22%	23%	20%	24%	22%	24%
									a		
POSITIVE VIEW (7-10)	2319	1976	171	111	61	1750	252	760	1513	1503	766
	54%	55%	50%	52%	47%	54%	53%	61%	52%	56%	51%
		d						b		b	
MOST NEGATIVE (1-2)	397	320	37	22	18	316	43	89	294	229	149
	9%	9%	11%	10%	14%	10%	9%	7%	10%	9%	10%
					a				a		
MOST POSITIVE (9-10)	849	717	65	44	24	639	90	307	525	569	261
	20%	20%	19%	20%	18%	20%	19%	25%	18%	21%	17%
								b		b	
Answered	4113	3453	329	207	124	3097	468	1197	2812	2573	1435
Mean score	6.4	6.5	6.1	6.3	6.1	6.4	6.3	6.8	6.3	6.5	6.3
		bd						b		b	
Standard deviation	2.49	2.47	2.58	2.54	2.74	2.51	2.49	2.39	2.51	2.46	2.50
Standard error	.04	.05	.12	.12	.14	.04	.11	.07	.05	.05	.06

Columns Tested: a,b,c,d - a,b - a,b - a,b

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	260 6%	194 5%	171 6%	66 11% ab	144 4% bc	70 3%	63 3%	14 2%	162 4% bc	98 27% abcde	208 28% bc	34 3% c	18 1%
2	(2.0)	137 3%	120 3%	97 3%	17 3%	117 3% d	59 2%	56 2%	6 1%	123 3% d	14 4% d	81 11% bc	34 3% c	23 1%
3	(3.0)	213 5%	169 5%	143 5%	44 7% ab	174 5%	107 4%	89 4%	17 3%	184 5%	29 8% abcde	103 14% bc	71 7% c	39 2%
4	(4.0)	217 5%	184 5%	140 5%	33 5%	187 5% d	113 4%	113 5% d	15 2%	206 5% d	11 3%	75 10% c	98 9% c	44 2%
5	(5.0)	463 11%	389 11%	327 11%	74 12%	409 11% d	268 10%	232 9%	49 8%	429 11% d	34 9%	77 10% c	227 22% ac	159 6%
6	(6.0)	504 12%	430 12%	365 12%	74 12%	459 12%	314 12%	287 11%	58 9%	472 12%	32 9%	54 7%	211 20% ac	238 10%
7	(7.0)	715 17%	646 18% c	547 18% c	69 11%	673 18% f	506 19% f	490 20% f	116 19% f	697 18% f	18 5%	36 5%	159 15% a	521 21% ab
8	(8.0)	755 18%	659 18%	552 18%	96 16%	721 19% f	506 19% f	530 21% ef	142 23% aef	740 19% f	16 4%	30 4%	99 9% a	627 25% ab
9	(9.0)	424 10%	401 11% c	339 11% c	23 4%	391 10% f	316 12% f	312 12% aef	92 15% aef	411 10% f	13 4%	4 1%	47 4% a	373 15% ab
10 - Extremely well	(10.0)	424 10%	382 10%	323 10%	43 7%	402 11% f	294 11% f	289 12% f	106 17% abcef	411 10% f	13 4%	17 2%	24 2%	383 15% ab

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	178 4%	113 3%	108 3%	65 11% ab	80 2% d	40 2% d	38 2% d	1 *% d	96 2% bcd	82 23% abcde	71 9% bc	53 5% c	55 2%
NEGATIVE VIEW (1-4)	827 19%	668 18%	551 18%	159 26% ab	623 17% bcd	349 13% d	322 13% d	52 8% d	675 17% bcd	152 42% abcde	467 62% bc	236 22% c	124 5%
NEUTRAL (5-6)	967 23%	819 22%	692 22%	148 24% d	868 23% d	583 22% d	519 21% d	107 17% d	901 23% d	66 18% d	131 17% d	439 42% ac	397 16%
POSITIVE VIEW (7-10)	2319 54% c	2089 57% c	1761 57% c	231 38% f	2187 58% aef	1621 63% aef	1620 65% aef	455 74% abcef	2259 57% f	60 17% f	86 11% f	328 31% a	1905 77% ab
MOST NEGATIVE (1-2)	397 9%	314 9%	268 9%	83 14% ab	262 7% bcd	129 5% bcd	119 5% bcd	20 3% bcd	285 7% bcd	111 31% abcde	288 38% bc	67 6% c	41 2%
MOST POSITIVE (9-10)	849 20% c	783 21% c	662 21% c	65 11% f	793 21% aef	610 24% aef	600 24% aef	198 32% abcef	823 21% f	26 7% f	21 3% f	71 7% a	757 30% ab
Answered	4113	3576	3004	538	3678	2553	2461	614	3836	277	684	1003	2427
Mean score	6.4	6.6	6.6	5.7	6.7	6.9	7.0	7.4	6.6	4.0	3.5	5.7	7.6
		c	c	f	aef	aef	aef	abcef	f	a	a	a	ab
Standard deviation	2.49	2.44	2.45	2.66	2.34	2.21	2.18	2.09	2.36	2.91	2.40	1.97	1.80
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.17	.09	.06	.04

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		Total	GENDER		AGE					SEG				
			MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	
Significance Level: 95%														
Unweighted total		4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample		3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total		4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
1 - Not at all well	(1.0)	186 4%	113 5%	68 3%	21 4%	39 5%	31 5%	33 5%	63 4%	43 3%	58 5%	30 4%	52 5%	
			b											
2	(2.0)	101 2%	53 3%	46 2%	13 3%	14 2%	19 3%	20 3%	36 2%	25 2%	28 2%	15 2%	25 2%	
3	(3.0)	180 4%	94 4%	79 4%	23 5%	23 3%	28 4%	31 4%	75 5%	58 5%	47 4%	22 3%	48 5%	
4	(4.0)	242 6%	123 6%	115 5%	24 5%	47 6%	25 4%	44 6%	101 6%	61 5%	80 6%	40 6%	58 6%	
							c	c						
5	(5.0)	527 12%	267 13%	254 12%	79 15%	98 12%	73 11%	81 12%	196 12%	161 13%	159 13%	85 13%	116 11%	
					c									
6	(6.0)	501 12%	251 12%	249 11%	63 12%	90 12%	79 12%	84 12%	186 12%	165 13%	147 12%	72 11%	114 11%	
7	(7.0)	738 17%	350 17%	385 18%	84 16%	127 16%	150 22%	109 16%	267 17%	223 17%	224 18%	127 19%	158 15%	
						abde								
8	(8.0)	773 18%	372 18%	400 18%	85 16%	140 18%	123 18%	130 19%	293 18%	270 21%	199 16%	117 17%	177 17%	
										b				
9	(9.0)	338 8%	144 7%	193 9%	41 8%	63 8%	57 8%	53 8%	123 8%	110 9%	116 9%	50 7%	63 6%	
				a							d			
10 - Extremely well	(10.0)	356 8%	161 8%	193 9%	53 10%	73 9%	52 8%	59 8%	118 7%	100 8%	91 7%	58 9%	103 10%	
Don't know		350 8%	158 8%	185 9%	35 7%	69 9%	45 7%	52 7%	141 9%	76 6%	87 7%	60 9%	105 10%	
												a	ab	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEGATIVE VIEW (1-4)	710 17%	383 18%	308 14%	81 16%	122 16%	103 15%	128 18%	275 17%	186 14%	214 17%	108 16%	183 18%
		b										
NEUTRAL (5-6)	1028 24%	518 25%	503 23%	142 27%	188 24%	152 22%	165 24%	381 24%	326 25%	306 25%	157 23%	230 23%
POSITIVE VIEW (7-10)	2205 51%	1028 49%	1171 54%	263 50%	402 51%	383 56%	351 50%	802 50%	703 54%	630 51%	352 52%	501 49%
		a	a			e			d			
MOST NEGATIVE (1-2)	288 7%	165 8%	114 5%	34 7%	52 7%	50 7%	52 8%	98 6%	67 5%	87 7%	45 7%	77 8%
		b										
MOST POSITIVE (9-10)	694 16%	306 15%	386 18%	94 18%	136 17%	110 16%	112 16%	241 15%	210 16%	207 17%	107 16%	166 16%
		a	a									
Answered	3942	1929	1983	486	713	638	643	1458	1215	1150	617	914
Mean score	6.5	6.3	6.6	6.5	6.5	6.5	6.4	6.4	6.6	6.4	6.5	6.4
		a	a									
Standard deviation	2.31	2.37	2.23	2.33	2.34	2.28	2.37	2.28	2.19	2.31	2.30	2.43
Standard error	.04	.06	.05	.09	.09	.08	.09	.06	.06	.07	.09	.08

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING	
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b	
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
1 - Not at all well	(1.0)	186 4%	144 4%	23 7%	10 5%	10 7%	153 5%	11 2%	56 5%	123 4%	122 5%	54 4%
			a	a	a	b						
2	(2.0)	101 2%	87 2%	7 2%	3 1%	4 3%	83 3%	8 2%	25 2%	71 2%	56 2%	38 3%
3	(3.0)	180 4%	139 4%	21 6%	14 7%	6 5%	135 4%	24 5%	40 3%	136 5%	107 4%	66 4%
			a	a	a							
4	(4.0)	242 6%	198 5%	24 7%	11 5%	8 6%	185 6%	25 5%	68 5%	165 6%	148 6%	88 6%
5	(5.0)	527 12%	439 12%	40 12%	33 15%	15 12%	380 12%	74 15%	131 11%	385 13%	328 12%	185 12%
									a	a		
6	(6.0)	501 12%	417 12%	45 13%	24 11%	16 12%	360 11%	65 14%	148 12%	336 11%	305 11%	188 12%
7	(7.0)	738 17%	633 18%	56 16%	33 15%	16 13%	564 17%	84 18%	224 18%	507 17%	475 18%	250 17%
			d									
8	(8.0)	773 18%	656 18%	55 16%	40 19%	21 17%	591 18%	69 15%	228 18%	525 18%	493 19%	268 18%
9	(9.0)	338 8%	286 8%	27 8%	16 7%	9 7%	260 8%	39 8%	122 10%	207 7%	232 9%	100 7%
									b	b	b	
10 - Extremely well	(10.0)	356 8%	303 8%	23 7%	16 7%	14 11%	251 8%	49 10%	135 11%	215 7%	226 8%	116 8%
						b			b			
Don't know		350 8%	301 8%	24 7%	15 7%	10 7%	276 9%	31 6%	69 6%	261 9%	168 6%	153 10%
									a	a	a	a

Columns Tested: a,b,c,d - a,b - a,b - a,b

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
NEGATIVE VIEW (1-4)	710	568	75	39	27	555	67	189	496	433	246
	17%	16%	22%	18%	21%	17%	14%	15%	17%	16%	16%
			a		a						
NEUTRAL (5-6)	1028	856	84	56	31	740	138	279	721	633	373
	24%	24%	25%	26%	24%	23%	29%	22%	25%	24%	25%
							a				
POSITIVE VIEW (7-10)	2205	1879	160	105	61	1666	241	708	1453	1427	733
	51%	52%	47%	49%	47%	51%	51%	57%	50%	54%	49%
		b						b		b	
MOST NEGATIVE (1-2)	288	231	30	13	13	236	18	81	194	178	92
	7%	6%	9%	6%	10%	7%	4%	7%	7%	7%	6%
					ac	b					
MOST POSITIVE (9-10)	694	590	50	31	23	511	88	257	422	459	216
	16%	16%	14%	15%	18%	16%	18%	21%	14%	17%	14%
								b		b	
Answered	3942	3303	320	200	119	2961	447	1176	2670	2493	1352
Mean score	6.5	6.5	6.1	6.3	6.2	6.4	6.6	6.7	6.4	6.5	6.4
		bd						b			
Standard deviation	2.31	2.29	2.44	2.33	2.60	2.34	2.18	2.33	2.29	2.31	2.26
Standard error	.04	.04	.11	.11	.13	.04	.10	.06	.04	.05	.06

Columns Tested: a,b,c,d - a,b - a,b - a,b

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c	
Significance Level: 95%														
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636	
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863	
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481	
1 - Not at all well	(1.0)	186 4%	148 4%	123 4%	39 6%	114 3%	59 2%	60 2%	11 2%	124 3%	63 17%	137 18%	26 2%	23 1%
										abcde	bc	c		
2	(2.0)	101 2%	86 2%	78 3%	16 3%	73 2%	36 1%	39 2%	2 *	81 2%	21 6%	52 7%	31 3%	19 1%
					d	d	d		d	abcde	bc	c		
3	(3.0)	180 4%	146 4%	129 4%	34 6%	146 4%	79 3%	74 3%	12 2%	153 4%	27 7%	89 12%	55 5%	36 1%
					d				d	abcde	bc	c		
4	(4.0)	242 6%	217 6%	182 6%	25 4%	211 6%	144 6%	131 5%	26 4%	225 6%	17 5%	81 11%	85 8%	75 3%
											c	c		
5	(5.0)	527 12%	436 12%	364 12%	90 15%	468 12%	313 12%	282 11%	63 10%	487 12%	40 11%	113 15%	228 22%	185 7%
											c	ac		
6	(6.0)	501 12%	443 12%	370 12%	58 10%	460 12%	310 12%	312 13%	58 9%	482 12%	19 5%	61 8%	197 19%	242 10%
					f	f	f		f	f			ac	
7	(7.0)	738 17%	660 18%	557 18%	78 13%	686 18%	504 19%	496 20%	126 20%	705 18%	33 9%	60 8%	162 15%	517 21%
			c	c		f	f	f	f	f			a	ab
8	(8.0)	773 18%	681 18%	566 18%	92 15%	723 19%	532 21%	515 21%	151 24%	752 19%	21 6%	30 4%	112 11%	631 25%
					f	f	f		aef	f			a	ab
9	(9.0)	338 8%	302 8%	261 8%	36 6%	325 9%	248 10%	250 10%	73 12%	331 8%	7 2%	12 2%	35 3%	292 12%
					f	f	f		aef	f				ab
10 - Extremely well	(10.0)	356 8%	319 9%	275 9%	37 6%	330 9%	236 9%	222 9%	68 11%	338 9%	18 5%	12 2%	23 2%	320 13%
					f	f	f		f					ab

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Don't know	350	252	207	98	222	131	118	25	255	95	108	101	141
	8%	7%	7%	16%	6%	5%	5%	4%	6%	26%	14%	10%	6%
				ab					bcd	abcde	bc	c	
NEGATIVE VIEW (1-4)	710	596	512	113	544	318	304	51	582	128	359	197	154
	17%	16%	16%	19%	14%	12%	12%	8%	15%	36%	48%	19%	6%
					bcd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	1028	879	734	148	927	623	594	122	969	59	175	426	428
	24%	24%	24%	25%	25%	24%	24%	20%	25%	16%	23%	40%	17%
					df	df	f		df		c	ac	
POSITIVE VIEW (7-10)	2205	1961	1658	243	2064	1520	1482	417	2126	78	113	332	1759
	51%	53%	53%	40%	55%	59%	59%	68%	54%	22%	15%	31%	71%
		c	c		f	aef	aef	abcef	f			a	ab
MOST NEGATIVE (1-2)	288	233	201	54	187	95	99	13	204	84	189	57	42
	7%	6%	6%	9%	5%	4%	4%	2%	5%	23%	25%	5%	2%
					bd		d		bcd	abcde	bc	c	
MOST POSITIVE (9-10)	694	621	536	73	655	484	471	141	669	25	24	58	612
	16%	17%	17%	12%	17%	19%	19%	23%	17%	7%	3%	5%	25%
		c	c		f	f	f	abcef	f			a	ab
Answered	3942	3437	2904	505	3536	2462	2380	590	3677	265	647	954	2340
Mean score	6.5	6.5	6.5	6.0	6.6	6.8	6.8	7.2	6.6	4.5	4.1	5.8	7.4
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.31	2.28	2.30	2.47	2.19	2.09	2.09	1.94	2.21	2.86	2.37	1.90	1.83
Standard error	.04	.04	.04	.14	.04	.04	.04	.08	.04	.18	.09	.06	.04

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	634 15%	339 16% b	292 13%	63 12%	92 12%	84 12%	98 14%	297 19% abcd	272 21% bcd	153 12%	84 12%	119 12%
A little better than others	1012 24%	507 24%	501 23%	121 23%	169 22%	179 26% d	144 21%	399 25%	326 25%	300 24%	148 22%	231 23%
About the same as others	1533 36%	706 34%	815 38% a	205 39% e	295 38%	250 37%	248 36%	532 33%	400 31%	445 36% a	270 40% a	394 39% a
A little worse than others	578 13%	270 13%	301 14%	63 12%	124 16%	88 13%	104 15%	198 12%	183 14%	195 16% d	81 12%	114 11%
Much worse than others	327 8%	181 9% b	139 6%	25 5%	59 8%	56 8% a	66 9% a	122 8% a	75 6%	86 7%	68 10% ab	90 9% a
Don't know	207 5%	85 4%	118 5%	45 9% bcde	43 6% e	27 4%	35 5%	51 3%	34 3%	59 5% a	26 4%	70 7% ac
BETTER THAN OTHERS	1646 38% b	846 41% b	794 37%	183 35%	261 33%	262 38%	242 35%	696 44% abcd	598 46% bcd	453 37%	233 34%	350 34%
WORSE THAN OTHERS	906 21%	450 22%	440 20%	87 17%	183 23% a	144 21%	170 24% ae	320 20%	259 20%	280 23%	149 22%	205 20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	634 15%	547 15%	34 10%	37 17%	16 12%	471 15%	91 19%	189 15%	432 15%	383 14%	232 15%
		b		bd			a				
A little better than others	1012 24%	854 24%	82 24%	47 22%	30 23%	764 24%	123 26%	300 24%	694 24%	634 24%	359 24%
About the same as others	1533 36%	1283 36%	124 36%	80 37%	46 36%	1176 36%	143 30%	451 36%	1045 36%	950 36%	545 36%
						b					
A little worse than others	578 13%	481 13%	54 16%	28 13%	16 12%	424 13%	70 15%	166 13%	392 13%	380 14%	185 12%
Much worse than others	327 8%	258 7%	36 10%	17 8%	16 13%	250 8%	38 8%	88 7%	225 8%	213 8%	103 7%
			a		ac						
Don't know	207 5%	181 5%	14 4%	7 3%	5 4%	152 5%	13 3%	51 4%	144 5%	102 4%	82 5%
											a
BETTER THAN OTHERS	1646 38%	1400 39%	116 34%	84 39%	46 35%	1235 38%	213 45%	489 39%	1126 38%	1016 38%	591 39%
							a				
WORSE THAN OTHERS	906 21%	739 21%	90 26%	45 21%	32 25%	674 21%	109 23%	254 20%	617 21%	593 22%	288 19%
			a		a					b	

Columns Tested: a,b,c,d - a,b - a,b - a,b

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	634 15%	560 15%	468 15%	74 12%	609 16% f	503 19% aef	476 19% aef	197 32% abcef	624 16% f	10 3%	20 3%	49 5%	565 23% ab
A little better than others	1012 24%	907 25% c	735 24% c	105 17%	964 26% f	711 27% f	696 28% ef	186 30% aef	987 25% f	25 7%	48 6%	169 16% a	795 32% ab
About the same as others	1533 36%	1315 36%	1118 36%	218 36%	1380 37% cdf	889 34% d	845 34% d	147 24%	1431 36% df	102 28%	190 25%	512 49% ac	830 33% a
A little worse than others	578 13%	514 14%	447 14%	64 11%	515 14% df	334 13% d	324 13% d	56 9%	546 14% df	32 9%	187 25% bc	205 19% c	186 7%
Much worse than others	327 8%	262 7%	232 7%	66 11% ab	205 5% cd	111 4%	105 4%	20 3%	226 6% bcd	101 28% abcde	227 30% bc	52 5% c	48 2%
Don't know	207 5%	131 4%	111 4%	76 13% ab	85 2%	45 2%	52 2%	9 2%	117 3% b	90 25% abcde	82 11% bc	67 6% c	58 2%
BETTER THAN OTHERS	1646 38% c	1467 40% c	1203 39% c	179 30%	1573 42% f	1214 47% aef	1173 47% aef	383 62% abcef	1611 41% f	35 10%	68 9%	218 21% a	1360 55% ab
WORSE THAN OTHERS	906 21%	776 21%	679 22%	130 22%	720 19% d	445 17% d	429 17% d	76 12%	772 20% bcd	134 37% abcde	415 55% bc	258 24% c	234 9%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	475 11%	254 12%	218 10%	63 12%	80 10%	61 9%	64 9%	207 13% cd	177 14% bcd	122 10%	66 10%	104 10%
A little better than others	969 23%	491 24%	472 22%	129 25%	162 21%	164 24%	157 23%	356 22%	338 26% bcd	269 22%	144 21%	208 20%
About the same as others	1672 39%	771 37%	889 41% a	193 37%	306 39%	269 39%	263 38%	638 40%	449 35%	476 38%	293 43% a	433 43% a
A little worse than others	636 15%	294 14%	337 16%	69 13%	136 17% e	104 15%	110 16%	218 14%	183 14%	220 18% ad	96 14%	129 13%
Much worse than others	292 7%	166 8% b	121 6%	26 5%	55 7%	57 8% a	57 8% a	95 6%	82 6%	83 7%	50 7%	75 7%
Don't know	248 6%	112 5%	130 6%	41 8% c	42 5%	29 4%	43 6%	85 5%	62 5%	68 5%	29 4%	70 7%
BETTER THAN OTHERS	1444 34%	745 36% b	691 32%	192 37% b	242 31%	225 33%	221 32%	563 35%	515 40% bcd	391 32%	210 31%	312 31%
WORSE THAN OTHERS	928 22%	460 22%	458 21%	95 18%	191 24% ae	161 24% a	167 24% ae	313 20%	265 21%	303 24% ad	146 22%	204 20%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	475 11%	411 11%	28 8%	24 11%	11 9%	377 12%	55 12%	154 12%	315 11%	281 11%	183 12%
A little better than others	969 23%	795 22%	89 26%	51 24%	34 26%	716 22%	111 23%	311 25%	636 22%	623 23%	321 21%
About the same as others	1672 39%	1421 39%	121 35%	86 40%	45 35%	1236 38%	187 39%	472 38%	1160 40%	1035 39%	598 40%
A little worse than others	636 15%	528 15%	59 17%	30 14%	19 14%	484 15%	77 16%	170 14%	451 15%	423 16%	202 13%
Much worse than others	292 7%	235 7%	29 8%	14 7%	14 11%	233 7%	27 6%	86 7%	194 7%	186 7%	93 6%
Don't know	248 6%	214 6%	18 5%	9 4%	6 5%	191 6%	20 4%	52 4%	176 6%	114 4%	109 7%
BETTER THAN OTHERS	1444 34%	1206 33%	116 34%	76 35%	45 35%	1093 34%	166 35%	465 37%	950 32%	904 34%	503 33%
WORSE THAN OTHERS	928 22%	763 21%	88 26%	45 21%	32 25%	717 22%	104 22%	256 21%	645 22%	609 23%	295 20%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	475 11%	418 11%	351 11%	57 9%	457 12% f	347 13% f	344 14% ef	130 21% abcef	467 12% f	8 2% f	12 2% f	35 3% a	427 17% ab
A little better than others	969 23%	873 24% c	733 24% c	96 16%	919 24% f	692 27% ef	696 28% aef	208 34% abcef	943 24% f	26 7% f	47 6% f	158 15% a	764 31% ab
About the same as others	1672 39%	1429 39%	1181 38%	243 40%	1516 40% cdf	1013 39% df	931 37% df	176 29%	1571 40% df	101 28% df	205 27% df	528 50% ac	939 38% a
A little worse than others	636 15%	569 15%	496 16% c	68 11%	564 15% d	368 14% d	346 14%	66 11%	594 15% d	43 12% d	207 27% bc	214 20% c	216 9%
Much worse than others	292 7%	239 6%	215 7%	53 9%	181 5% b	93 4%	109 4%	20 3%	202 5% b	89 25% abcde	195 26% bc	54 5% c	43 2%
Don't know	248 6%	161 4%	136 4%	86 14% ab	122 3%	80 3%	73 3%	15 2%	155 4%	93 26% abcde	90 12% bc	66 6% c	92 4%
BETTER THAN OTHERS	1444 34% c	1291 35% c	1084 35% c	153 25%	1376 37% f	1039 40% aef	1040 42% aef	338 55% abcef	1410 36% f	34 9% f	59 8% f	193 18% a	1192 48% ab
WORSE THAN OTHERS	928 22% d	807 22% d	711 23% d	121 20%	745 20% d	460 18% d	456 18% d	86 14%	796 20% bd	132 37% abcde	402 53% bc	268 25% c	259 10%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	701 16%	341 16%	357 16%	76 15%	105 13%	95 14%	113 16%	311 19% abc	282 22% bcd	189 15% c	75 11%	145 14%
A little better than others	1117 26%	575 28%	537 25%	135 26%	168 22%	167 24%	178 26%	468 29% bc	393 30% bd	317 26%	174 26%	227 22%
About the same as others	1456 34%	654 31%	792 37% a	162 31%	286 37%	254 37% a	234 34%	518 32%	361 28%	448 36% a	246 36% a	384 38% a
A little worse than others	515 12%	257 12%	249 11%	69 13% e	118 15% e	92 13% e	93 13% e	143 9%	150 12%	160 13%	91 13%	109 11%
Much worse than others	281 7%	164 8% b	114 5%	29 6%	59 8%	50 7%	47 7%	95 6%	66 5%	66 5%	55 8% ab	86 8% ab
Don't know	221 5%	96 5%	119 5%	50 10% bcde	45 6%	26 4%	30 4%	64 4%	39 3%	57 5%	37 5% a	69 7% a
BETTER THAN OTHERS	1818 42%	916 44%	893 41%	212 41%	273 35%	262 38%	291 42% b	779 49% abcd	675 52% bcd	507 41%	249 37%	371 36%
WORSE THAN OTHERS	796 19%	421 20% b	363 17%	98 19%	177 23% e	142 21% e	140 20% e	238 15%	216 17%	226 18%	145 21% a	195 19%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	701 16%	590 16%	53 15%	38 18%	20 15%	542 17%	87 18%	212 17%	481 16%	409 15%	276 18%
A little better than others	1117 26%	958 27%	77 22%	54 25%	27 21%	848 26%	135 28%	301 24%	790 27%	715 27%	376 25%
About the same as others	1456 34%	1216 34%	115 33%	77 36%	47 37%	1099 34%	153 32%	426 34%	999 34%	909 34%	509 34%
A little worse than others	515 12%	423 12%	56 16%	20 9%	17 13%	365 11%	63 13%	161 13%	335 11%	348 13%	159 11%
Much worse than others	281 7%	223 6%	28 8%	17 8%	13 10%	219 7%	25 5%	93 7%	177 6%	180 7%	88 6%
Don't know	221 5%	194 5%	15 4%	8 4%	5 4%	163 5%	14 3%	53 4%	149 5%	101 4%	97 6%
BETTER THAN OTHERS	1818 42%	1548 43%	130 38%	93 43%	47 37%	1391 43%	222 47%	513 41%	1271 43%	1123 42%	652 43%
WORSE THAN OTHERS	796 19%	645 18%	83 24%	38 17%	30 23%	584 18%	88 18%	254 20%	512 17%	528 20%	246 16%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	701 16%	628 17%	512 16%	73 12%	670 18%	545 21%	527 21%	218 35%	688 17%	13 4%	20 3%	51 5%	630 25%
		c			f	aef	aef	abcef	f			a	ab
A little better than others	1117 26%	1008 27%	822 26%	110 18%	1072 29%	774 30%	761 30%	185 30%	1091 28%	26 7%	72 9%	193 18%	852 34%
		c	c		f	f	ef	f	f			a	ab
About the same as others	1456 34%	1251 34%	1062 34%	205 34%	1318 35%	833 32%	781 31%	137 22%	1367 35%	89 25%	208 28%	489 46%	759 31%
					bcd	df	df		cdf			ac	
A little worse than others	515 12%	432 12%	383 12%	83 14%	442 12%	286 11%	280 11%	42 7%	473 12%	43 12%	179 24%	191 18%	146 6%
					d	d	d		d	d	bc	c	
Much worse than others	281 7%	231 6%	211 7%	50 8%	172 5%	101 4%	102 4%	23 4%	195 5%	86 24%	191 25%	52 5%	37 2%
										abcde	bc	c	
Don't know	221 5%	139 4%	123 4%	82 14%	84 2%	53 2%	48 2%	10 2%	119 3%	103 29%	87 11%	79 7%	56 2%
				ab					bc	abcde	bc	c	
BETTER THAN OTHERS	1818 42%	1635 44%	1333 43%	183 30%	1742 46%	1319 51%	1287 52%	403 66%	1779 45%	39 11%	91 12%	244 23%	1483 60%
		c	c		f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	796 19%	663 18%	594 19%	133 22%	614 16%	388 15%	383 15%	65 11%	668 17%	128 36%	369 49%	243 23%	183 7%
					d	d	d		d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	596 14%	313 15%	282 13%	86 17% b	93 12%	92 13%	95 14%	231 14%	229 18%	159 13%	76 11%	126 12%
A little better than others	1146 27%	587 28%	554 26%	144 28%	222 28%	188 27%	190 27%	401 25%	391 30% d	339 27% d	186 27% d	219 21%
About the same as others	1726 40%	759 36%	948 44% a	175 34%	296 38%	290 42% a	273 39%	692 43% ab	459 36%	529 43% a	262 39%	458 45% ac
A little worse than others	347 8%	192 9% b	154 7%	45 9%	73 9%	50 7%	58 8%	122 8%	95 7%	93 7%	69 10%	82 8%
Much worse than others	215 5%	121 6% b	90 4%	27 5%	40 5%	39 6%	39 6%	69 4%	55 4%	49 4%	42 6%	65 6% b
Don't know	261 6%	115 6%	140 6%	45 9% ce	58 7% c	25 4%	40 6%	85 5%	62 5%	69 6%	42 6%	70 7%
BETTER THAN OTHERS	1743 41%	900 43% b	835 39%	230 44%	315 40%	279 41%	285 41%	631 39%	620 48% bcd	498 40% d	262 39%	345 34%
WORSE THAN OTHERS	562 13%	314 15% b	244 11%	71 14%	113 14%	89 13%	97 14%	191 12%	150 12%	141 11%	111 16%	147 14% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	596 14%	506 14%	34 10%	37 17%	19 15%	453 14%	69 14%	203 16%	381 13%	362 14%	216 14%
		b		b	b			b			
A little better than others	1146 27%	961 27%	93 27%	57 27%	35 27%	853 26%	138 29%	366 29%	754 26%	762 29%	360 24%
								b		b	
About the same as others	1726 40%	1449 40%	146 42%	86 40%	47 36%	1319 41%	190 40%	456 37%	1230 42%	1045 39%	642 43%
								a			
A little worse than others	347 8%	290 8%	28 8%	17 8%	13 10%	262 8%	40 8%	99 8%	239 8%	223 8%	118 8%
Much worse than others	215 5%	175 5%	23 7%	9 4%	8 6%	158 5%	17 3%	65 5%	140 5%	136 5%	68 5%
Don't know	261 6%	222 6%	22 6%	10 5%	7 6%	191 6%	23 5%	56 5%	188 6%	133 5%	101 7%
								a			a
BETTER THAN OTHERS	1743 41%	1468 41%	127 37%	94 44%	54 42%	1307 40%	208 43%	569 46%	1135 39%	1125 42%	576 38%
				b				b		b	
WORSE THAN OTHERS	562 13%	465 13%	50 15%	25 12%	21 16%	419 13%	57 12%	164 13%	379 13%	359 13%	186 12%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	596 14%	543 15%	462 15%	53 9%	560 15%	458 18%	443 18%	154 25%	581 15%	15 4%	15 2%	42 4%	539 22%
		c	c		f	aef	aef	abcef	f			a	ab
A little better than others	1146 27%	1048 28%	875 28%	98 16%	1073 29%	763 29%	811 32%	219 36%	1113 28%	34 9%	89 12%	232 22%	825 33%
		c	c		f	f	abef	abef	f			a	ab
About the same as others	1726 40%	1457 40%	1210 39%	269 45%	1570 42%	1012 39%	907 36%	169 27%	1614 41%	113 31%	267 35%	556 53%	904 36%
					cdf	df	d		cdf			ac	
A little worse than others	347 8%	296 8%	261 8%	51 8%	297 8%	193 7%	191 8%	39 6%	311 8%	36 10%	132 18%	107 10%	108 4%
											bc	c	
Much worse than others	215 5%	174 5%	156 5%	41 7%	125 3%	86 3%	73 3%	17 3%	145 4%	69 19%	150 20%	37 3%	28 1%
										abcde	bc	c	
Don't know	261 6%	170 5%	149 5%	90 15%	132 4%	81 3%	75 3%	18 3%	168 4%	93 26%	101 13%	82 8%	78 3%
				ab					bc	abcde	bc	c	
BETTER THAN OTHERS	1743 41%	1591 43%	1336 43%	151 25%	1634 43%	1221 47%	1254 50%	373 61%	1694 43%	48 13%	104 14%	274 26%	1364 55%
		c	c		f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	562 13%	470 13%	417 13%	92 15%	422 11%	279 11%	263 11%	56 9%	456 12%	106 29%	283 37%	144 14%	135 5%
										abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	296 7%	144 7%	150 7%	57 11% cde	65 8% e	42 6%	44 6%	87 5%	108 8%	77 6%	40 6%	67 7%
A little better than others	835 19%	420 20%	413 19%	112 21%	146 19%	143 21%	121 17%	314 20%	299 23% bd	219 18%	134 20%	175 17%
About the same as others	1608 37%	737 35%	858 40% a	178 34%	287 37%	249 36%	254 37%	638 40% a	444 34%	457 37%	256 38%	433 42% ab
A little worse than others	796 19%	413 20%	375 17%	78 15%	158 20% a	148 22% ae	134 19%	277 17%	245 19% d	273 22% d	137 20% d	129 13%
Much worse than others	408 10%	226 11% b	177 8%	48 9%	73 9%	64 9%	87 13% e	135 8%	111 9%	115 9%	71 11%	105 10%
Don't know	349 8%	147 7%	194 9% a	47 9% c	52 7%	38 6%	55 8%	148 9% c	84 6%	96 8%	40 6%	110 11% abc
BETTER THAN OTHERS	1131 26%	564 27%	563 26%	169 32% de	211 27%	186 27%	165 24%	401 25%	407 32% bcd	296 24%	174 26%	242 24%
WORSE THAN OTHERS	1204 28%	639 31% b	552 25%	127 24%	231 30%	211 31% ae	221 32% ae	412 26%	356 28% d	388 31% d	209 31% d	234 23%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	296 7%	253 7%	20 6%	14 7%	8 7%	218 7%	26 5%	125 10% b	165 6%	187 7%	104 7%
A little better than others	835 19%	719 20% b	53 16%	39 18%	23 18%	616 19%	85 18%	285 23% b	534 18%	537 20%	279 19%
About the same as others	1608 37%	1345 37%	126 36%	88 41%	49 38%	1194 37%	204 43% a	451 36%	1128 38%	961 36%	602 40% a
A little worse than others	796 19%	651 18%	83 24% ad	41 19%	21 16%	630 19%	80 17%	218 18%	559 19%	553 21% b	232 15%
Much worse than others	408 10%	334 9%	38 11%	19 9%	18 14% ac	306 9%	51 11%	101 8%	290 10%	262 10%	129 9%
Don't know	349 8%	301 8%	24 7%	15 7%	9 7%	273 8%	31 6%	66 5%	256 9% a	161 6%	160 11% a
BETTER THAN OTHERS	1131 26%	973 27% b	74 21%	53 25%	32 24%	834 26%	111 23%	409 33% b	700 24%	724 27%	382 25%
WORSE THAN OTHERS	1204 28%	985 27%	120 35% ac	59 28%	39 30%	936 29%	132 28%	319 26%	848 29%	815 31% b	361 24%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	296 7%	271 7%	237 8% c	25 4%	275 7% f	230 9% f	219 9% f	78 13% abcef	287 7% f	9 2%	19 2%	30 3%	247 10% ab
A little better than others	835 19%	745 20% c	628 20% c	90 15%	793 21% f	606 23% ef	587 23% ef	181 29% abcef	811 21% f	24 7%	42 6%	129 12% a	665 27% ab
About the same as others	1608 37%	1378 37%	1136 36%	230 38%	1474 39% cdf	984 38% f	896 36% f	208 34% f	1525 39% cdf	83 23%	177 24%	465 44% ac	966 39% a
A little worse than others	796 19%	712 19% c	623 20% c	84 14%	719 19% df	487 19%	512 20% df	92 15%	747 19% df	49 14%	166 22% c	240 23% c	390 16%
Much worse than others	408 10%	337 9%	294 9%	71 12%	296 8% b	163 6%	164 7%	35 6%	323 8% bcd	85 24% abcde	233 31% bc	104 10% c	71 3%
Don't know	349 8%	247 7%	194 6%	102 17% ab	201 5%	123 5%	121 5%	22 4%	240 6% bd	109 30% abcde	118 16% bc	88 8% c	143 6%
BETTER THAN OTHERS	1131 26% c	1016 28% c	865 28% c	116 19%	1068 28% f	836 32% aef	806 32% aef	259 42% abcef	1098 28% f	33 9%	60 8%	159 15% a	912 37% ab
WORSE THAN OTHERS	1204 28%	1049 28%	917 29%	155 26%	1015 27% d	650 25% d	675 27% d	127 21%	1069 27% d	135 37% abcde	399 53% bc	344 33% c	461 19%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	371 9%	174 8%	197 9%	54 10%	69 9%	52 8%	51 7%	144 9%	133 10% b	92 7%	58 9%	85 8%
A little better than others	916 21%	482 23% b	425 20%	130 25%	169 22%	152 22%	138 20%	325 20%	330 26% bcd	263 21% d	137 20%	175 17%
About the same as others	1828 43%	849 41%	969 45% a	195 38%	332 42%	289 42%	293 42%	716 45% a	517 40%	558 45% a	272 40%	457 45% a
A little worse than others	593 14%	310 15%	276 13%	73 14%	101 13%	110 16%	101 15%	207 13%	176 14%	165 13%	108 16%	137 13%
Much worse than others	286 7%	152 7%	127 6%	23 4%	56 7%	46 7%	69 10% ace	92 6%	71 5%	79 6%	58 9% a	75 7%
Don't know	298 7%	120 6%	173 8% a	46 9% c	54 7%	34 5%	43 6%	114 7%	65 5%	80 6%	44 7%	90 9% a
BETTER THAN OTHERS	1287 30%	656 31%	622 29%	184 35% de	239 31%	204 30%	190 27%	469 29%	463 36% bcd	355 29%	196 29%	260 26%
WORSE THAN OTHERS	879 20%	462 22% b	404 19%	96 18%	157 20%	156 23% e	170 24% ae	299 19%	246 19%	244 20%	166 25% ab	211 21%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	371 9%	318 9%	20 6%	21 10%	12 9%	282 9%	33 7%	133 11%	230 8%	232 9%	131 9%
		b		b	b			b			
A little better than others	916 21%	765 21%	76 22%	48 22%	27 21%	684 21%	105 22%	286 23%	608 21%	580 22%	312 21%
About the same as others	1828 43%	1552 43%	136 40%	90 42%	50 39%	1370 42%	220 46%	521 42%	1266 43%	1105 42%	676 45%
A little worse than others	593 14%	488 14%	56 16%	30 14%	18 14%	451 14%	68 14%	166 13%	418 14%	421 16%	163 11%
										b	
Much worse than others	286 7%	219 6%	38 11%	16 7%	14 11%	217 7%	31 6%	78 6%	194 7%	181 7%	93 6%
			a		a						
Don't know	298 7%	261 7%	18 5%	11 5%	8 6%	233 7%	20 4%	62 5%	216 7%	142 5%	130 9%
						b			a		a
BETTER THAN OTHERS	1287 30%	1083 30%	95 28%	69 32%	39 30%	966 30%	139 29%	419 34%	838 29%	813 31%	443 29%
								b			
WORSE THAN OTHERS	879 20%	707 20%	94 27%	45 21%	32 25%	669 21%	99 21%	243 20%	612 21%	602 23%	256 17%
			ac		a					b	

Columns Tested: a,b,c,d - a,b - a,b - a,b



D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	371 9%	326 9%	277 9%	45 8%	351 9%	280 11%	278 11%	103 17%	360 9%	12 3%	14 2%	43 4%	314 13%
					f	f	aef	abcef	f			a	ab
A little better than others	916 21%	845 23%	696 22%	70 12%	868 23%	667 26%	662 26%	190 31%	895 23%	21 6%	54 7%	136 13%	726 29%
		c	c		f	aef	aef	abcef	f			a	ab
About the same as others	1828 43%	1567 42%	1305 42%	262 43%	1673 45%	1111 43%	1033 41%	223 36%	1729 44%	100 28%	228 30%	523 50%	1078 43%
					cdf	df	df	f	df			ac	a
A little worse than others	593 14%	517 14%	461 15%	76 13%	519 14%	343 13%	341 14%	61 10%	549 14%	44 12%	173 23%	203 19%	217 9%
					d	d	d		d		c	c	
Much worse than others	286 7%	232 6%	206 7%	54 9%	197 5%	99 4%	100 4%	19 3%	212 5%	75 21%	181 24%	68 6%	37 1%
					bcd				bcd	abcde	bc	c	
Don't know	298 7%	202 5%	166 5%	96 16%	149 4%	92 4%	85 3%	19 3%	188 5%	110 31%	105 14%	84 8%	109 4%
			ab						bc	abcde	bc	c	
BETTER THAN OTHERS	1287 30%	1171 32%	973 31%	116 19%	1219 32%	948 37%	940 38%	294 48%	1254 32%	32 9%	68 9%	178 17%	1040 42%
		c	c		f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	879 20%	749 20%	668 21%	130 22%	717 19%	442 17%	441 18%	80 13%	761 19%	118 33%	354 47%	271 26%	254 10%
					d	d	d		bd	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	861 20%	468 22%	389 18%	80 15%	120 15%	121 18%	150 22%	389 24%	337 26%	251 20%	100 15%	166 16%
		b					ab	abc	bcd	cd		
A little better than others	946 22%	487 23%	460 21%	105 20%	173 22%	150 22%	155 22%	364 23%	319 25%	282 23%	139 21%	192 19%
							e		d			
About the same as others	1166 27%	517 25%	644 30%	138 27%	266 34%	207 30%	208 30%	345 22%	311 24%	332 27%	226 33%	286 28%
			a	e	ae	e	e				abd	
A little worse than others	269 6%	132 6%	132 6%	75 14%	53 7%	47 7%	37 5%	58 4%	77 6%	81 7%	57 8%	49 5%
				bcde	e	e					d	
Much worse than others	154 4%	85 4%	64 3%	23 4%	33 4%	29 4%	25 4%	45 3%	37 3%	30 2%	36 5%	50 5%
											ab	ab
Don't know	896 21%	398 19%	479 22%	100 19%	137 18%	129 19%	121 17%	398 25%	211 16%	260 21%	120 18%	278 27%
			a					abcd		a		abc
BETTER THAN OTHERS	1807 42%	955 46%	849 39%	185 35%	293 37%	271 40%	305 44%	753 47%	656 51%	533 43%	239 35%	358 35%
		b					ab	abc	bcd	cd		
WORSE THAN OTHERS	423 10%	217 10%	196 9%	98 19%	85 11%	76 11%	62 9%	102 6%	114 9%	112 9%	93 14%	98 10%
				bcde	e	e					abd	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	861 20%	735 20%	59 17%	46 21%	22 17%	660 20%	123 26% a	221 18%	614 21% a	547 21%	294 20%
A little better than others	946 22%	783 22%	87 25%	51 24%	26 20%	703 22%	116 24%	297 24%	636 22%	637 24% b	292 19%
About the same as others	1166 27%	997 28% b	76 22%	59 27%	34 27%	862 27%	109 23%	406 33% b	737 25%	772 29% b	360 24%
A little worse than others	269 6%	231 6%	18 5%	12 5%	9 7%	199 6%	24 5%	96 8% b	159 5%	180 7%	81 5%
Much worse than others	154 4%	119 3%	24 7% ac	6 3%	6 5%	108 3%	13 3%	53 4%	93 3%	106 4%	41 3%
Don't know	896 21%	740 21%	81 24%	42 20%	32 25% a	705 22%	94 20%	172 14%	692 24% a	419 16%	437 29% a
BETTER THAN OTHERS	1807 42%	1517 42% d	145 42%	97 45% d	47 37%	1363 42%	238 50% a	518 42%	1251 43%	1184 44% b	586 39%
WORSE THAN OTHERS	423 10%	349 10%	41 12%	17 8%	15 12%	307 9%	37 8%	148 12% b	252 9%	286 11% b	122 8%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	861 20%	762 21%	631 20%	98 16%	813 22% f	746 29% acef	646 26% aef	267 43% abcef	849 22% f	12 3%	49 7%	99 9%	713 29% ab
A little better than others	946 22%	863 23% c	727 23% c	83 14%	902 24% f	748 29% aef	655 26% ef	173 28% aef	932 24% f	14 4%	110 15%	194 18%	642 26% ab
About the same as others	1166 27%	997 27%	867 28%	169 28%	1027 27% d	717 28% d	638 26% d	111 18%	1076 27% d	91 25% d	184 24%	386 37% ac	596 24%
A little worse than others	269 6%	245 7%	220 7%	24 4%	220 6%	157 6%	158 6%	35 6%	238 6%	32 9%	64 8% c	96 9% c	109 4%
Much worse than others	154 4%	115 3%	111 4%	39 6% ab	89 2% d	44 2%	52 2%	5 1%	97 2% d	56 16% abcde	101 13% bc	35 3% c	18 1%
Don't know	896 21%	707 19%	557 18%	189 31% ab	706 19% bcd	180 7% d	350 14% bd	24 4%	740 19% bcd	156 43% abcde	247 33% bc	245 23% c	404 16%
BETTER THAN OTHERS	1807 42% c	1625 44% c	1359 44% c	182 30%	1715 46% f	1494 58% acef	1301 52% aef	441 72% abcef	1781 45% f	25 7%	159 21%	293 28% a	1355 55% ab
WORSE THAN OTHERS	423 10%	360 10%	330 11%	63 10%	309 8%	201 8%	210 8%	40 6%	335 9%	88 24% abcde	165 22% bc	131 12% c	127 5%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	765 18%	406 19%	357 16%	73 14%	115 15%	103 15%	123 18%	350 22%	292 23%	229 19%	97 14%	142 14%
		b						abcd	bcd	cd		
A little better than others	1029 24%	537 26%	489 23%	129 25%	183 23%	168 25%	168 24%	380 24%	340 26%	327 26%	148 22%	200 20%
		b							d	d		
About the same as others	1153 27%	504 24%	641 30%	145 28%	237 30%	203 30%	207 30%	360 23%	303 24%	325 26%	211 31%	298 29%
			a	e	e	e	e				a	a
A little worse than others	311 7%	151 7%	157 7%	57 11%	73 9%	53 8%	54 8%	74 5%	98 8%	82 7%	58 9%	72 7%
				e	e	e	e					
Much worse than others	143 3%	85 4%	57 3%	18 3%	32 4%	30 4%	25 4%	38 2%	42 3%	29 2%	31 5%	39 4%
			b			e					b	
Don't know	890 21%	404 19%	467 22%	99 19%	141 18%	126 19%	118 17%	396 25%	216 17%	246 20%	132 20%	268 26%
								abcd				abc
BETTER THAN OTHERS	1794 42%	943 45%	846 39%	203 39%	299 38%	271 40%	291 42%	730 46%	632 49%	556 45%	245 36%	342 34%
		b						abc	cd	cd		
WORSE THAN OTHERS	454 11%	235 11%	214 10%	75 14%	105 13%	83 12%	78 11%	113 7%	140 11%	110 9%	89 13%	111 11%
				e	e	e	e				b	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	765 18%	649 18%	52 15%	45 21% bd	19 15%	597 18%	110 23% a	187 15%	564 19% a	491 18%	255 17%
A little better than others	1029 24%	867 24%	87 25%	50 23%	26 20%	776 24%	123 26%	330 27% b	669 23%	699 26% b	308 20%
About the same as others	1153 27%	983 27%	80 23%	53 25%	37 29%	835 26%	115 24%	393 32% b	739 25%	745 28%	380 25%
A little worse than others	311 7%	265 7%	25 7%	13 6%	9 7%	237 7% b	20 4%	120 10% b	181 6%	211 8%	93 6%
Much worse than others	143 3%	107 3%	21 6% a	9 4%	6 5% a	96 3%	15 3%	45 4%	94 3%	98 4%	38 3%
Don't know	890 21%	733 20%	81 23%	45 21%	32 25% a	696 22%	96 20%	169 14%	684 23% a	417 16%	431 29% a
BETTER THAN OTHERS	1794 42%	1516 42% d	138 40%	95 44% d	44 34%	1373 42%	233 49% a	517 42%	1234 42%	1190 45% b	563 37%
WORSE THAN OTHERS	454 11%	371 10%	46 13%	22 10%	15 12%	333 10%	34 7%	165 13% b	275 9%	309 12% b	131 9%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	765 18%	686 19%	568 18%	79 13%	724 19%	657 25%	573 23%	237 39%	753 19%	12 3%	43 6%	86 8%	635 26%
		c	c		f	aef	aef	abcef	f				ab
A little better than others	1029 24%	930 25%	789 25%	99 16%	963 26%	823 32%	711 28%	189 31%	1006 26%	23 6%	112 15%	227 22%	689 28%
		c	c		f	acef	aef	aef	f			a	ab
About the same as others	1153 27%	983 27%	843 27%	171 28%	1035 28%	692 27%	630 25%	114 19%	1070 27%	84 23%	185 24%	354 34%	615 25%
					d	d	d		d			ac	
A little worse than others	311 7%	275 7%	255 8%	36 6%	254 7%	180 7%	182 7%	39 6%	272 7%	39 11%	85 11%	108 10%	119 5%
										abde	c	c	
Much worse than others	143 3%	118 3%	109 4%	25 4%	87 2%	56 2%	58 2%	12 2%	99 3%	44 12%	92 12%	28 3%	23 1%
										abcde	bc	c	
Don't know	890 21%	696 19%	548 18%	194 32%	695 18%	185 7%	345 14%	24 4%	732 19%	158 44%	237 31%	252 24%	400 16%
				ab	bcd	d	bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1794 42%	1616 44%	1357 44%	178 29%	1688 45%	1480 57%	1284 51%	427 69%	1759 45%	35 10%	155 21%	314 30%	1325 53%
		c	c		f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	454 11%	393 11%	364 12%	61 10%	340 9%	236 9%	240 10%	51 8%	371 9%	83 23%	177 23%	136 13%	142 6%
										abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	822 19%	422 20%	396 18%	75 14%	109 14%	106 16%	126 18%	406 25% abcd	324 25% bcd	233 19%	102 15%	157 15%
A little better than others	981 23%	502 24%	477 22%	119 23%	170 22%	154 22%	175 25%	363 23%	333 26% cd	304 25% d	141 21%	190 19%
About the same as others	1187 28%	550 26%	635 29%	142 27%	260 33% ae	205 30% e	210 30% e	371 23%	313 24%	343 28%	216 32% a	303 30% a
A little worse than others	265 6%	125 6%	131 6%	57 11% de	64 8% e	51 7% e	40 6% e	52 3%	78 6%	72 6%	61 9% abd	49 5%
Much worse than others	176 4%	96 5%	78 4%	22 4%	44 6% e	39 6% e	27 4%	43 3%	49 4%	42 3%	29 4%	54 5%
Don't know	860 20%	393 19%	451 21%	106 20%	134 17%	129 19%	118 17%	364 23% bd	195 15%	244 20% a	129 19%	265 26% abc
BETTER THAN OTHERS	1804 42%	924 44% b	873 40%	194 37%	279 36%	260 38%	300 43% b	769 48% abc	657 51% bcd	536 43% cd	243 36%	348 34%
WORSE THAN OTHERS	441 10%	221 11%	209 10%	79 15% de	108 14% de	90 13% e	67 10% e	95 6%	127 10%	115 9%	90 13% ab	103 10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	822 19%	698 19%	57 16%	48 22% bd	20 15%	624 19%	124 26% a	188 15%	616 21% a	488 18%	312 21%
A little better than others	981 23%	818 23%	85 25%	53 24%	25 20%	727 22%	128 27%	323 26% b	636 22%	670 25% b	292 19%
About the same as others	1187 28%	1009 28%	82 24%	57 27% b	39 30% b	884 27% b	101 21%	390 31% b	778 27%	780 29% b	377 25%
A little worse than others	265 6%	224 6%	22 6%	12 6%	7 5%	215 7% b	16 3%	114 9% b	140 5%	188 7% b	72 5%
Much worse than others	176 4%	145 4%	19 6% c	6 3%	6 5%	114 4%	19 4%	57 5%	114 4%	123 5% b	43 3%
Don't know	860 20%	710 20%	78 23%	39 18% ac	32 25% ac	673 21%	90 19%	173 14%	649 22% a	411 15%	409 27% a
BETTER THAN OTHERS	1804 42%	1516 42% d	142 41%	101 47% d	45 35%	1351 42%	252 53% a	510 41%	1251 43%	1159 44%	604 40%
WORSE THAN OTHERS	441 10%	368 10%	41 12%	18 8%	13 10%	329 10%	34 7%	171 14% b	254 9%	311 12% b	115 8%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	822 19%	729 20%	596 19%	94 16%	777 21% f	722 28% acef	604 24% aef	261 42% abcef	810 21% f	12 3%	38 5%	89 8% a	695 28% ab
A little better than others	981 23%	895 24% c	750 24% c	86 14%	935 25% f	778 30% aef	700 28% aef	189 31% aef	966 25% f	16 4%	99 13%	209 20% a	673 27% ab
About the same as others	1187 28%	1016 28%	872 28%	172 28%	1058 28% cd	721 28% d	635 25% d	113 18%	1097 28% d	90 25% d	199 26%	349 33% ac	639 26%
A little worse than others	265 6%	235 6%	215 7%	30 5%	225 6% d	157 6% d	163 7% d	23 4%	239 6% d	26 7% d	75 10% c	114 11% c	76 3%
Much worse than others	176 4%	143 4%	131 4%	33 6%	107 3%	62 2%	74 3%	15 2%	122 3%	54 15% abcde	107 14% bc	36 3% c	34 1%
Don't know	860 20%	671 18%	547 18%	188 31% ab	656 17% bcd	153 6% d	322 13% bd	14 2%	697 18% bcd	162 45% abcde	237 31% bc	259 25% c	363 15%
BETTER THAN OTHERS	1804 42% c	1624 44% c	1347 43% c	180 30%	1712 46% f	1500 58% acef	1304 52% aef	450 73% abcef	1776 45% f	28 8%	137 18%	298 28% a	1369 55% ab
WORSE THAN OTHERS	441 10%	378 10%	346 11%	63 10%	332 9%	219 8%	238 10% d	38 6%	361 9% d	79 22% abcde	181 24% bc	150 14% c	110 4%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	717 17%	373 18%	342 16%	65 12%	104 13%	95 14%	121 17% a	331 21% abc	282 22% bcd	200 16%	96 14%	131 13%
A little better than others	988 23%	503 24%	481 22%	125 24%	192 25%	168 25%	164 24%	338 21%	346 27% cd	292 24% d	140 21%	197 19%
About the same as others	1386 32%	641 31%	742 34% a	165 32%	255 33%	230 34%	248 36% e	487 30%	361 28%	413 33% a	245 36% a	353 35% a
A little worse than others	221 5%	102 5%	115 5%	57 11% cde	61 8% de	36 5% e	29 4% e	38 2%	56 4%	68 6%	43 6%	51 5%
Much worse than others	133 3%	75 4%	53 2%	14 3%	40 5% de	26 4% e	18 3%	34 2%	33 3%	26 2%	29 4% b	42 4% b
Don't know	846 20%	393 19%	435 20%	94 18%	129 16%	128 19%	114 16%	371 23% abcd	213 16%	238 19%	124 18%	244 24% abc
BETTER THAN OTHERS	1705 40%	877 42% b	822 38%	190 37%	296 38%	264 39%	286 41%	669 42%	628 49% bcd	492 40% d	236 35%	328 32%
WORSE THAN OTHERS	354 8%	176 8%	169 8%	71 14% cde	102 13% cde	62 9% e	47 7%	72 4%	89 7%	94 8%	73 11% ab	94 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

**D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?**

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	717 17%	603 17%	48 14%	47 22%	18 14%	552 17%	94 20%	185 15%	513 18%	447 17%	254 17%
				abd							
A little better than others	988 23%	823 23%	87 25%	49 23%	29 22%	742 23%	121 25%	336 27%	633 22%	680 26%	286 19%
								b		b	
About the same as others	1386 32%	1183 33%	103 30%	61 29%	39 30%	1024 32%	151 32%	420 34%	934 32%	895 34%	461 31%
A little worse than others	221 5%	193 5%	13 4%	8 4%	7 5%	157 5%	14 3%	96 8%	122 4%	144 5%	72 5%
								b			
Much worse than others	133 3%	105 3%	17 5%	6 3%	5 4%	96 3%	12 2%	46 4%	80 3%	92 3%	31 2%
			a							b	
Don't know	846 20%	696 19%	76 22%	43 20%	31 24%	666 21%	86 18%	162 13%	649 22%	403 15%	400 27%
					a				a		a
BETTER THAN OTHERS	1705 40%	1427 40%	135 39%	96 45%	47 36%	1293 40%	215 45%	521 42%	1146 39%	1126 42%	541 36%
				d						b	
WORSE THAN OTHERS	354 8%	298 8%	31 9%	14 6%	12 9%	253 8%	26 5%	142 11%	202 7%	237 9%	103 7%
								b		b	

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	717 17%	635 17%	520 17%	82 14%	672 18% f	614 24% aef	538 22% aef	225 37% abcef	704 18% f	13 4%	38 5%	70 7%	609 25% ab
A little better than others	988 23%	907 25% c	781 25% c	82 14%	928 25% f	776 30% aef	688 28% aef	190 31% aef	961 24% f	27 7%	96 13%	219 21% a	673 27% ab
About the same as others	1386 32%	1173 32%	989 32%	214 35%	1244 33% df	872 34% df	768 31% d	142 23%	1291 33% df	96 27%	240 32%	419 40% ac	727 29%
A little worse than others	221 5%	197 5%	178 6%	24 4%	179 5%	124 5%	123 5%	24 4%	195 5%	27 7% d	57 8% c	86 8% c	79 3%
Much worse than others	133 3%	112 3%	106 3%	21 3%	77 2%	45 2%	53 2%	7 1%	88 2%	45 12% abcde	87 12% bc	21 2% c	24 1%
Don't know	846 20%	665 18%	538 17%	181 30% ab	658 18% bcd	161 6%	328 13% bd	27 4%	693 18% bcd	153 43% abcde	236 31% bc	242 23% c	368 15%
BETTER THAN OTHERS	1705 40% c	1542 42% c	1301 42% c	164 27%	1600 43% f	1391 54% acef	1226 49% aef	415 67% abcef	1665 42% f	40 11%	134 18%	289 27% a	1283 52% ab
WORSE THAN OTHERS	354 8%	310 8%	284 9%	45 7%	256 7%	169 7%	176 7%	31 5%	283 7%	72 20% abcde	144 19% bc	107 10% c	103 4%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	476 11%	246 12%	229 11%	68 13%	84 11%	67 10%	80 12%	175 11%	190 15%	129 10%	65 10%	87 9%
A little better than others	743 17%	382 18%	360 17%	101 19% e	147 19% e	143 21% e	120 17%	232 15%	248 19%	195 16%	125 19%	165 16%
About the same as others	1416 33%	664 32%	746 34%	160 31%	266 34%	235 34%	250 36%	503 31%	388 30%	447 36% a	238 35%	331 32%
A little worse than others	434 10%	217 10%	211 10%	59 11%	90 11%	64 9%	67 10%	155 10%	155 12% b	108 9%	64 9%	104 10%
Much worse than others	203 5%	119 6% b	80 4%	30 6%	42 5%	31 5%	35 5%	63 4%	52 4%	56 5%	41 6%	45 4%
Don't know	1020 24%	460 22%	542 25%	103 20%	153 20%	144 21%	142 20%	470 29% abcd	258 20%	302 24% a	143 21%	287 28% ac
BETTER THAN OTHERS	1219 28%	627 30%	589 27%	169 32% e	231 30%	210 31% e	201 29%	407 25%	439 34% bcd	324 26%	191 28%	252 25%
WORSE THAN OTHERS	636 15%	336 16% b	291 13%	89 17%	131 17%	94 14%	102 15%	218 14%	206 16%	163 13%	106 16%	149 15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

**D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?**

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	476 11%	423 12%	26 7%	17 8%	10 8%	355 11%	57 12%	140 11%	323 11%	307 12%	154 10%
		bcd									
A little better than others	743 17%	617 17%	58 17%	43 20%	25 20%	543 17%	86 18%	267 21%	456 16%	500 19%	233 15%
								b		b	
About the same as others	1416 33%	1189 33%	111 32%	78 36%	38 30%	1052 32%	158 33%	452 36%	940 32%	942 35%	441 29%
								b		b	
A little worse than others	434 10%	369 10%	35 10%	18 9%	11 9%	332 10%	49 10%	128 10%	294 10%	287 11%	136 9%
Much worse than others	203 5%	162 4%	23 7%	10 4%	8 6%	153 5%	16 3%	65 5%	130 4%	142 5%	50 3%
			a							b	
Don't know	1020 24%	843 23%	92 27%	50 23%	36 28%	803 25%	112 23%	192 15%	789 27%	483 18%	491 33%
					a				a		a
BETTER THAN OTHERS	1219 28%	1041 29%	84 24%	60 28%	35 27%	898 28%	143 30%	408 33%	779 27%	807 30%	387 26%
								b		b	
WORSE THAN OTHERS	636 15%	531 15%	58 17%	28 13%	19 15%	485 15%	65 14%	193 16%	423 14%	429 16%	186 12%
										b	

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	476 11%	430 12%	371 12%	46 8%	442 12%	409 16%	369 15%	165 27%	467 12%	9 3%	23 3%	61 6%	392 16%
		c	c		f	aef	aef	abcef	f			a	ab
A little better than others	743 17%	677 18%	582 19%	66 11%	695 18%	597 23%	539 22%	175 28%	721 18%	22 6%	53 7%	141 13%	549 22%
		c	c		f	aef	aef	abcef	f			a	ab
About the same as others	1416 33%	1222 33%	1033 33%	194 32%	1285 34%	948 37%	811 32%	169 28%	1325 34%	90 25%	201 27%	374 35%	840 34%
					df	cdef	df		df			a	a
A little worse than others	434 10%	392 11%	339 11%	42 7%	389 10%	292 11%	266 11%	56 9%	410 10%	24 7%	100 13%	153 14%	181 7%
			c			f	f				c	c	
Much worse than others	203 5%	165 4%	150 5%	37 6%	135 4%	78 3%	91 4%	14 2%	151 4%	51 14%	121 16%	44 4%	37 2%
										abcde	bc	c	
Don't know	1020 24%	802 22%	636 20%	218 36%	812 22%	269 10%	421 17%	35 6%	857 22%	163 45%	256 34%	282 27%	482 19%
				ab	bcd	d	bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1219 28%	1108 30%	953 31%	111 18%	1137 30%	1006 39%	908 36%	341 55%	1188 30%	31 9%	76 10%	202 19%	941 38%
		c	c		f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	636 15%	557 15%	489 16%	80 13%	524 14%	370 14%	358 14%	71 11%	561 14%	75 21%	221 29%	197 19%	218 9%
										abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	571 13%	304 15% b	263 12%	61 12%	86 11%	73 11%	107 15% bc	242 15% bc	213 17% cd	170 14% d	79 12%	103 10%
A little better than others	827 19%	426 20%	401 18%	109 21%	158 20%	142 21%	134 19%	283 18%	297 23% bd	222 18%	133 20%	163 16%
About the same as others	1420 33%	665 32%	749 35%	166 32%	260 33%	250 37% e	243 35%	502 31%	389 30%	420 34%	227 34%	371 36% a
A little worse than others	364 8%	182 9%	178 8%	63 12% cde	92 12% cde	49 7%	58 8%	101 6%	117 9% d	113 9% d	69 10% d	62 6%
Much worse than others	163 4%	92 4% b	66 3%	25 5%	34 4%	31 4%	23 3%	49 3%	35 3%	45 4%	31 5%	45 4%
Don't know	946 22%	418 20%	511 24% a	97 19%	151 19%	138 20%	130 19%	422 26% abcd	240 19%	267 22%	138 20%	276 27% abc
BETTER THAN OTHERS	1398 33%	729 35% b	663 31%	170 33%	245 31%	215 32%	241 35%	525 33%	510 40% bcd	393 32% d	212 31% d	266 26%
WORSE THAN OTHERS	527 12%	274 13%	244 11%	88 17% cde	127 16% cde	80 12%	81 12%	150 9%	152 12%	158 13%	101 15% d	107 11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	571 13%	487 14%	40 12%	30 14%	14 11%	427 13%	82 17% a	163 13%	394 13%	353 13%	200 13%
A little better than others	827 19%	691 19%	62 18%	48 22%	27 21%	616 19%	97 20%	287 23% b	518 18%	566 21% b	247 16%
About the same as others	1420 33%	1203 33%	112 33%	68 32%	37 28%	1050 32%	158 33%	444 36%	954 33%	923 35% b	461 31%
A little worse than others	364 8%	307 9%	29 8%	17 8%	11 8%	266 8%	35 7%	121 10%	233 8%	253 10% b	108 7%
Much worse than others	163 4%	128 4%	21 6% a	7 3%	7 5%	127 4%	13 3%	41 3%	108 4%	110 4%	42 3%
Don't know	946 22%	787 22%	81 23%	45 21%	34 26%	750 23%	93 19%	189 15%	725 25% a	456 17%	447 30% a
BETTER THAN OTHERS	1398 33%	1178 33%	102 30%	78 36%	41 32%	1043 32%	179 37%	451 36% b	912 31%	919 35% b	447 30%
WORSE THAN OTHERS	527 12%	436 12%	50 14%	24 11%	17 13%	393 12%	48 10%	162 13%	341 12%	363 14% b	150 10%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	571 13%	512 14%	434 14%	59 10%	537 14%	494 19%	437 17%	197 32%	559 14%	12 3%	27 4%	73 7%	471 19%
					f	aef	aef	abcef	f			a	ab
A little better than others	827 19%	752 20%	633 20%	75 12%	766 20%	679 26%	607 24%	184 30%	809 21%	19 5%	73 10%	160 15%	594 24%
		c	c		f	aef	aef	acef	f			a	ab
About the same as others	1420 33%	1226 33%	1038 33%	194 32%	1286 34%	934 36%	795 32%	155 25%	1331 34%	89 25%	216 29%	392 37%	812 33%
					df	cdf	df		df			ac	
A little worse than others	364 8%	316 9%	293 9%	48 8%	317 8%	225 9%	211 8%	37 6%	334 8%	30 8%	98 13%	128 12%	138 6%
											c	c	
Much worse than others	163 4%	126 3%	117 4%	37 6%	98 3%	45 2%	60 2%	9 1%	106 3%	57 16%	102 13%	29 3%	32 1%
				a	b				b	abcde	bc	c	
Don't know	946 22%	756 20%	597 19%	190 31%	753 20%	217 8%	389 16%	33 5%	793 20%	153 42%	238 32%	273 26%	434 18%
				ab	bcd	d	bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1398 33%	1264 34%	1067 34%	134 22%	1303 35%	1173 45%	1044 42%	381 62%	1368 35%	30 8%	101 13%	233 22%	1065 43%
		c	c		f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	527 12%	442 12%	410 13%	85 14%	415 11%	269 10%	272 11%	46 7%	440 11%	87 24%	200 27%	157 15%	170 7%
					d		d		d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	531 12%	297 14%	232 11%	73 14%	107 14%	79 12%	86 12%	184 12%	197 15%	141 11%	87 13%	104 10%
		b							bd			
A little better than others	991 23%	512 25%	473 22%	140 27%	196 25%	177 26%	163 23%	316 20%	356 28%	300 24%	142 21%	178 18%
				e	e	e			cd	d		
About the same as others	1457 34%	667 32%	781 36%	167 32%	281 36%	285 42%	272 39%	451 28%	426 33%	427 35%	254 37%	335 33%
			a		e	abe	ae					
A little worse than others	291 7%	144 7%	139 6%	57 11%	81 10%	45 7%	45 7%	63 4%	85 7%	97 8%	49 7%	58 6%
				cde	cde	e	e					
Much worse than others	122 3%	68 3%	52 2%	21 4%	21 3%	27 4%	19 3%	33 2%	33 3%	25 2%	16 2%	44 4%
				e		e						ab
Don't know	900 21%	398 19%	490 23%	65 12%	95 12%	70 10%	110 16%	551 34%	195 15%	246 20%	130 19%	300 29%
			a				c	abcd		a	a	abc
BETTER THAN OTHERS	1523 35%	809 39%	705 33%	212 41%	303 39%	257 38%	249 36%	500 31%	553 43%	442 36%	229 34%	282 28%
		b		e	e	e			bcd	d	d	
WORSE THAN OTHERS	413 10%	212 10%	191 9%	77 15%	102 13%	72 11%	64 9%	96 6%	117 9%	122 10%	65 10%	102 10%
				cde	de	e	e					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	531 12%	450 12%	44 13%	22 10%	15 11%	394 12%	67 14%	195 16% b	325 11%	365 14% b	156 10%
A little better than others	991 23%	820 23%	87 25%	55 26%	29 22%	739 23%	117 24%	338 27% b	630 21%	677 25% b	294 20%
About the same as others	1457 34%	1225 34%	109 32%	72 34%	50 39% b	1089 34%	145 30%	437 35%	988 34%	974 37% b	444 29%
A little worse than others	291 7%	249 7%	20 6%	14 7%	8 6%	228 7% b	16 3%	101 8% b	180 6%	213 8% b	70 5%
Much worse than others	122 3%	96 3%	14 4%	5 3%	5 4%	92 3%	14 3%	41 3%	77 3%	81 3%	33 2%
Don't know	900 21%	763 21% d	70 20%	45 21%	21 17%	695 21%	120 25%	132 11%	731 25% a	351 13%	509 34% a
BETTER THAN OTHERS	1523 35%	1271 35%	131 38%	78 36%	44 34%	1133 35%	184 38%	533 43% b	955 33%	1042 39% b	449 30%
WORSE THAN OTHERS	413 10%	345 10%	35 10%	20 9%	13 10%	320 10% b	29 6%	142 11% b	257 9%	294 11% b	103 7%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	531 12%	502 14%	424 14%	30 5%	500 13%	418 16%	437 18%	178 29%	519 13%	12 3%	33 4%	46 4%	452 18%
		c	c		f	aef	aef	abcef	f				ab
A little better than others	991 23%	930 25%	800 26%	62 10%	926 25%	700 27%	798 32%	212 35%	966 25%	26 7%	63 8%	179 17%	749 30%
		c	c		f	f	abef	abef	f			a	ab
About the same as others	1457 34%	1322 36%	1129 36%	135 22%	1309 35%	865 33%	877 35%	166 27%	1361 35%	95 26%	212 28%	468 44%	777 31%
		c	c		df	df	df		df			ac	
A little worse than others	291 7%	258 7%	230 7%	33 5%	253 7%	153 6%	168 7%	28 5%	267 7%	25 7%	94 12%	89 8%	109 4%
											bc	c	
Much worse than others	122 3%	104 3%	97 3%	18 3%	60 2%	36 1%	38 2%	4 1%	71 2%	50 14%	89 12%	20 2%	12 *%
										abcde	bc	c	
Don't know	900 21%	574 16%	433 14%	326 54%	709 19%	420 16%	181 7%	27 4%	747 19%	152 42%	263 35%	254 24%	383 15%
				ab	bcd	cd	d		bcd	abcde	bc	c	
BETTER THAN OTHERS	1523 35%	1431 39%	1224 39%	92 15%	1427 38%	1117 43%	1235 49%	391 63%	1485 38%	38 10%	97 13%	226 21%	1201 48%
		c	c		f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	413 10%	362 10%	326 10%	51 8%	313 8%	190 7%	206 8%	32 5%	338 9%	75 21%	183 24%	109 10%	121 5%
					d		d		d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	462 11%	246 12%	211 10%	70 13% e	90 11%	80 12%	72 10%	150 9%	157 12%	129 10%	79 12%	94 9%
A little better than others	933 22%	498 24% b	428 20%	143 27% e	189 24% e	170 25% e	154 22% e	276 17%	320 25% d	282 23% d	139 20%	178 17%
About the same as others	1433 33%	637 31%	791 36% a	150 29%	287 37% ae	272 40% ae	265 38% ae	457 29%	426 33%	415 34%	235 35%	344 34%
A little worse than others	370 9%	197 9%	165 8%	81 16% bcde	85 11% e	57 8% e	56 8%	91 6%	119 9% d	112 9%	66 10% d	67 7%
Much worse than others	148 3%	85 4% b	60 3%	23 4%	35 4%	28 4%	20 3%	42 3%	40 3%	43 4%	23 3%	39 4%
Don't know	945 22%	422 20%	512 24% a	54 10%	96 12%	77 11%	126 18% abc	582 36% abcd	228 18%	256 21%	136 20%	298 29% abc
BETTER THAN OTHERS	1396 33%	744 36% b	639 29%	213 41% de	279 36% e	250 37% e	227 33% e	426 27%	477 37% d	411 33% d	218 32% d	272 27%
WORSE THAN OTHERS	518 12%	283 14% b	225 10%	104 20% bcde	119 15% de	85 12% e	77 11%	133 8%	160 12%	155 13%	89 13%	105 10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	462 11%	394 11%	35 10%	20 9%	13 10%	345 11%	56 12%	177 14% b	277 9%	310 12%	142 9%
A little better than others	933 22%	774 21%	73 21%	55 26%	31 24%	685 21%	110 23%	325 26% b	589 20%	640 24% b	269 18%
About the same as others	1433 33%	1203 33%	119 35%	65 30%	46 36%	1099 34% b	137 29%	444 36%	962 33%	980 37% b	425 28%
A little worse than others	370 9%	320 9%	25 7%	16 7%	9 7%	280 9% b	26 5%	119 10%	240 8%	251 9% b	104 7%
Much worse than others	148 3%	120 3%	17 5%	6 3%	6 4%	109 3%	12 3%	45 4%	96 3%	105 4% b	36 2%
Don't know	945 22%	794 22%	74 21%	53 25% d	24 18%	719 22%	136 29% a	135 11%	769 26% a	375 14%	529 35% a
BETTER THAN OTHERS	1396 33%	1168 32%	109 32%	75 35%	44 34%	1029 32%	166 35%	502 40% b	865 30%	950 36% b	411 27%
WORSE THAN OTHERS	518 12%	440 12%	43 12%	21 10%	15 11%	389 12% b	38 8%	163 13%	336 11%	355 13% b	140 9%

Columns Tested: a,b,c,d - a,b - a,b - a,b



D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	462 11%	422 11%	368 12%	40 7%	429 11%	345 13%	378 15%	131 21%	445 11%	17 5%	23 3%	56 5%	383 15%
		c	c		f	ef	aef	abcef	f			a	ab
A little better than others	933 22%	877 24%	754 24%	56 9%	866 23%	671 26%	713 29%	200 33%	909 23%	24 7%	59 8%	166 16%	709 29%
		c	c		f	aef	aef	abef	f			a	ab
About the same as others	1433 33%	1311 36%	1116 36%	122 20%	1298 35%	850 33%	892 36%	193 31%	1345 34%	88 25%	202 27%	415 39%	816 33%
		c	c		f	f	f		f			ac	a
A little worse than others	370 9%	341 9%	308 10%	29 5%	323 9%	210 8%	238 10%	34 6%	338 9%	32 9%	106 14%	119 11%	145 6%
		c	c		d		d		d		c	c	
Much worse than others	148 3%	124 3%	116 4%	24 4%	83 2%	47 2%	53 2%	6 1%	97 2%	51 14%	100 13%	30 3%	18 1%
									d	abcde	bc	c	
Don't know	945 22%	613 17%	450 14%	332 55%	759 20%	470 18%	224 9%	51 8%	797 20%	148 41%	265 35%	269 25%	410 17%
		b		ab	cd	cd			cd	abcde	bc	c	
BETTER THAN OTHERS	1396 33%	1299 35%	1122 36%	96 16%	1294 34%	1016 39%	1091 44%	331 54%	1355 34%	41 11%	81 11%	222 21%	1092 44%
		c	c		f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	518 12%	466 13%	424 14%	53 9%	406 11%	256 10%	291 12%	40 7%	436 11%	83 23%	206 27%	149 14%	163 7%
			c		d	d	d		d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	554 13%	285 14%	269 12%	68 13%	107 14%	87 13%	94 14%	197 12%	201 16% cd	164 13%	71 10%	112 11%
A little better than others	1021 24%	529 25%	487 22%	128 25%	171 22%	165 24%	196 28% be	360 23%	390 30% bcd	292 24% d	152 22% d	176 17%
About the same as others	1318 31%	607 29%	701 32%	168 32% e	261 33% e	269 39% abde	224 32% e	396 25%	356 28%	410 33% a	225 33% a	312 31%
A little worse than others	366 9%	199 10% b	158 7%	68 13% de	119 15% cde	66 10% e	50 7% e	63 4%	109 8%	109 9%	65 10%	79 8%
Much worse than others	144 3%	79 4%	61 3%	26 5% de	40 5% de	28 4% e	15 2%	34 2%	39 3%	31 2%	30 4%	39 4%
Don't know	888 21%	388 19%	491 23% a	64 12%	83 11%	69 10%	115 17% abc	547 34% abcd	196 15%	232 19% a	134 20% a	301 30% abc
BETTER THAN OTHERS	1575 37%	814 39% b	756 35%	195 37%	279 36%	251 37%	290 42% be	558 35%	591 46% bcd	455 37% d	223 33%	288 28%
WORSE THAN OTHERS	510 12%	278 13% b	220 10%	94 18% cde	159 20% cde	94 14% de	65 9% e	97 6%	148 11%	140 11%	95 14%	118 12%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	554 13%	465 13%	45 13%	28 13%	15 12%	419 13%	64 13%	171 14%	372 13%	358 13%	185 12%
A little better than others	1021 24%	851 24%	82 24%	58 27%	29 22%	775 24%	135 28%	339 27%	659 22%	696 26%	301 20%
About the same as others	1318 31%	1109 31%	103 30%	64 30%	42 32%	978 30%	122 25%	418 34%	871 30%	879 33%	401 27%
A little worse than others	366 9%	312 9%	28 8%	12 6%	14 11%	281 9%	19 4%	131 11%	220 7%	275 10%	83 6%
Much worse than others	144 3%	114 3%	16 5%	7 3%	6 5%	102 3%	14 3%	55 4%	85 3%	99 4%	37 2%
Don't know	888 21%	752 21%	69 20%	44 21%	23 18%	682 21%	125 26%	130 10%	725 25%	354 13%	497 33%
BETTER THAN OTHERS	1575 37%	1316 37%	128 37%	87 40%	44 34%	1194 37%	198 42%	511 41%	1031 35%	1054 40%	487 32%
WORSE THAN OTHERS	510 12%	426 12%	44 13%	20 9%	20 16%	382 12%	33 7%	186 15%	304 10%	374 14%	120 8%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	554 13%	510 14%	429 14%	45 7%	511 14%	427 16%	457 18%	178 29%	537 14%	17 5%	22 3%	51 5%	482 19%
		c	c		f	aef	aef	abcef	f				ab
A little better than others	1021 24%	972 26%	812 26%	49 8%	977 26%	706 27%	806 32%	218 35%	1001 25%	20 6%	66 9%	174 16%	781 31%
		c	c		f	f	abef	abef	f			a	ab
About the same as others	1318 31%	1194 32%	1028 33%	125 21%	1173 31%	768 30%	784 31%	148 24%	1219 31%	100 28%	202 27%	418 40%	698 28%
		c	c		d	d	d		d			ac	
A little worse than others	366 9%	337 9%	305 10%	29 5%	313 8%	211 8%	225 9%	35 6%	338 9%	29 8%	108 14%	127 12%	131 5%
		c	c		d		d		d		c	c	
Much worse than others	144 3%	124 3%	117 4%	20 3%	82 2%	57 2%	57 2%	7 1%	96 2%	48 13%	90 12%	35 3%	18 1%
										abcde	bc	c	
Don't know	888 21%	553 15%	420 13%	335 56%	702 19%	424 16%	169 7%	30 5%	742 19%	146 41%	267 35%	252 24%	370 15%
				ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1575 37%	1481 40%	1242 40%	94 16%	1488 40%	1133 44%	1263 51%	396 64%	1538 39%	37 10%	87 12%	224 21%	1264 51%
		c	c		f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	510 12%	461 13%	422 14%	49 8%	395 11%	268 10%	282 11%	42 7%	433 11%	77 21%	199 26%	162 15%	150 6%
		c	c		d	d	d		d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	539 13%	297 14%	240 11%	71 14%	108 14%	94 14%	94 14%	172 11%	206 16%	143 12%	82 12%	99 10%
A little better than others	1037 24%	521 25%	508 23%	147 28%	207 26%	194 28%	164 24%	324 20%	390 30%	298 24%	154 23%	185 18%
About the same as others	1396 33%	646 31%	739 34%	167 32%	272 35%	258 38%	266 38%	432 27%	386 30%	431 35%	222 33%	341 33%
A little worse than others	271 6%	144 7%	121 6%	57 11%	71 9%	43 6%	29 4%	71 4%	72 6%	82 7%	51 8%	62 6%
Much worse than others	152 4%	87 4%	65 3%	26 5%	39 5%	28 4%	20 3%	40 2%	38 3%	37 3%	35 5%	38 4%
Don't know	897 21%	392 19%	494 23%	53 10%	86 11%	66 10%	122 18%	561 35%	200 15%	246 20%	133 20%	294 29%
BETTER THAN OTHERS	1576 37%	818 39%	748 35%	218 42%	315 40%	289 42%	258 37%	496 31%	596 46%	441 36%	236 35%	283 28%
WORSE THAN OTHERS	423 10%	230 11%	186 9%	84 16%	109 14%	71 10%	49 7%	110 7%	110 9%	119 10%	87 13%	100 10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	539 13%	458 13%	39 11%	27 13%	15 12%	408 13%	56 12%	197 16% b	326 11%	363 14% b	164 11%
A little better than others	1037 24%	863 24%	86 25%	57 26%	31 24%	777 24%	111 23%	374 30% b	640 22%	710 27% b	306 20%
About the same as others	1396 33%	1165 32%	113 33%	69 32%	49 38% a	1044 32%	154 32%	409 33%	959 33%	945 36% b	414 28%
A little worse than others	271 6%	230 6%	25 7%	9 4%	6 5%	199 6% b	15 3%	100 8% b	164 6%	194 7% b	69 5%
Much worse than others	152 4%	124 3%	17 5%	6 3%	5 4%	118 4%	9 2%	49 4%	96 3%	103 4%	40 3%
Don't know	897 21%	764 21%	64 19%	46 22%	22 17%	690 21%	133 28% a	116 9%	747 25% a	347 13%	512 34% a
BETTER THAN OTHERS	1576 37%	1320 37%	125 36%	84 39%	47 36%	1185 37%	167 35%	571 46% b	966 33%	1072 40% b	470 31%
WORSE THAN OTHERS	423 10%	354 10%	42 12% c	16 7%	11 9%	317 10% b	24 5%	149 12% b	260 9%	297 11% b	109 7%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	539 13%	499 14%	422 14%	41 7%	494 13%	402 16%	449 18%	171 28%	517 13%	22 6%	25 3%	58 5%	456 18%
		c	c		f	aef	abef	abcef	f				ab
A little better than others	1037 24%	991 27%	842 27%	46 8%	969 26%	750 29%	813 33%	216 35%	1003 26%	34 9%	95 13%	183 17%	759 31%
		c	c		f	aef	abef	abef	f			a	ab
About the same as others	1396 33%	1267 34%	1089 35%	129 21%	1256 33%	802 31%	844 34%	156 25%	1307 33%	89 25%	201 27%	427 40%	768 31%
		c	c		df	df	df		df			ac	
A little worse than others	271 6%	246 7%	217 7%	25 4%	238 6%	144 6%	151 6%	25 4%	252 6%	19 5%	77 10%	116 11%	78 3%
											c	c	
Much worse than others	152 4%	125 3%	113 4%	27 5%	88 2%	58 2%	57 2%	11 2%	98 2%	55 15%	101 13%	21 2%	30 1%
										abcde	bc		
Don't know	897 21%	561 15%	429 14%	335 56%	713 19%	436 17%	184 7%	37 6%	755 19%	142 39%	256 34%	251 24%	390 16%
				ab	cd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1576 37%	1490 40%	1264 41%	86 14%	1463 39%	1152 44%	1262 51%	387 63%	1520 39%	56 16%	120 16%	241 23%	1215 49%
		c	c		f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	423 10%	371 10%	330 11%	52 9%	326 9%	203 8%	208 8%	36 6%	350 9%	73 20%	177 23%	137 13%	109 4%
					d				d	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	308 7%	163 8%	144 7%	56 11% de	74 9% e	52 8% e	48 7%	77 5%	104 8%	88 7%	43 6%	68 7%
A little better than others	682 16%	336 16%	339 16%	114 22% e	135 17% e	131 19% e	119 17% e	184 11%	231 18% d	200 16% d	117 17% d	125 12%
About the same as others	1511 35%	725 35%	776 36%	179 34%	299 38% e	275 40% ae	260 37% e	496 31%	457 35%	440 36%	246 36%	349 34%
A little worse than others	557 13%	285 14%	269 12%	76 15% e	129 16% e	104 15% e	96 14% e	152 10%	194 15% d	164 13% d	93 14%	103 10%
Much worse than others	211 5%	124 6% b	81 4%	33 6% e	44 6%	44 6% e	33 5%	57 4%	57 4%	60 5%	32 5%	57 6%
Don't know	1024 24%	453 22%	559 26% a	63 12%	101 13%	78 11%	139 20% abc	633 40% abcd	248 19%	285 23% a	147 22%	318 31% abc
BETTER THAN OTHERS	989 23%	499 24%	483 22%	170 33% bcde	210 27% e	183 27% e	167 24% e	260 16%	335 26% d	289 23% d	160 24% d	192 19%
WORSE THAN OTHERS	768 18%	409 20% b	349 16%	110 21% e	173 22% e	147 22% e	129 19% e	209 13%	251 19% d	224 18%	124 18%	159 16%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	308 7%	268 7%	17 5%	15 7%	8 6%	229 7%	29 6%	116 9% b	182 6%	209 8%	91 6%
A little better than others	682 16%	561 16%	65 19%	37 17%	19 14%	512 16%	76 16%	266 21% b	408 14%	482 18% b	191 13%
About the same as others	1511 35%	1263 35%	118 34%	78 36%	51 40%	1106 34%	159 33%	483 39% b	990 34%	1016 38% b	454 30%
A little worse than others	557 13%	467 13%	51 15%	22 10%	16 12%	440 14%	48 10%	166 13%	380 13%	380 14% b	165 11%
Much worse than others	211 5%	172 5%	21 6%	9 4%	9 7%	164 5%	14 3%	65 5%	140 5%	148 6% b	48 3%
Don't know	1024 24%	872 24%	71 21%	54 25%	27 21%	785 24%	151 32% a	149 12%	833 28% a	426 16%	556 37% a
BETTER THAN OTHERS	989 23%	829 23%	82 24%	52 24%	26 20%	741 23%	105 22%	382 31% b	589 20%	691 26% b	282 19%
WORSE THAN OTHERS	768 18%	639 18%	73 21% c	31 15%	25 19%	605 19% b	63 13%	231 19%	520 18%	528 20% b	214 14%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	308 7%	287 8%	257 8%	21 3%	275 7%	231 9%	246 10%	97 16%	292 7%	15 4%	17 2%	32 3%	259 10%
		c	c			f	aef	abcef					ab
A little better than others	682 16%	643 17%	556 18%	39 6%	649 17%	502 19%	531 21%	158 26%	669 17%	13 4%	32 4%	110 10%	540 22%
		c	c		f	ef	aef	abcef	f			a	ab
About the same as others	1511 35%	1398 38%	1182 38%	112 19%	1373 37%	949 37%	980 39%	222 36%	1423 36%	88 24%	178 24%	415 39%	918 37%
		c	c		f	f	ef	f	f			a	a
A little worse than others	557 13%	508 14%	450 14%	49 8%	486 13%	323 12%	368 15%	72 12%	514 13%	42 12%	124 16%	174 17%	258 10%
		c	c				b				c	c	
Much worse than others	211 5%	184 5%	166 5%	27 4%	145 4%	88 3%	101 4%	17 3%	160 4%	51 14%	126 17%	45 4%	41 2%
										abcde	bc	c	
Don't know	1024 24%	669 18%	501 16%	355 59%	828 22%	500 19%	273 11%	49 8%	873 22%	150 42%	278 37%	280 26%	466 19%
		b		ab	bcd	cd	d		bcd	abcde	bc	c	
BETTER THAN OTHERS	989 23%	930 25%	813 26%	60 10%	924 25%	733 28%	777 31%	255 41%	961 24%	28 8%	49 6%	142 13%	799 32%
		c	c		f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	768 18%	692 19%	616 20%	76 13%	632 17%	410 16%	469 19%	89 14%	674 17%	94 26%	250 33%	219 21%	299 12%
		c	c				bd			abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Much better than others	372 9%	194 9%	178 8%	65 13% e	72 9%	66 10% e	64 9%	105 7%	132 10% b	93 8%	62 9%	79 8%
A little better than others	818 19%	408 20%	403 19%	122 23% e	162 21% e	140 20% e	143 21% e	251 16%	294 23% bcd	230 19%	124 18%	158 16%
About the same as others	1579 37%	771 37%	798 37%	185 36%	325 42% ae	297 43% ae	278 40% e	492 31%	473 37%	497 40% d	251 37%	342 34%
A little worse than others	406 9%	212 10%	188 9%	64 12% e	97 12% de	76 11% e	59 9%	110 7%	125 10%	118 10%	77 11%	83 8%
Much worse than others	154 4%	80 4%	72 3%	26 5% e	34 4% e	30 4% e	22 3%	40 3%	38 3%	44 4%	24 4%	44 4%
Don't know	963 22%	422 20%	530 24% a	59 11%	91 12%	75 11%	129 18% abc	600 38% abcd	231 18%	255 21%	139 20%	313 31% abc
BETTER THAN OTHERS	1189 28%	601 29%	581 27%	187 36% bcde	234 30% e	205 30% e	207 30% e	356 22%	425 33% bcd	323 26%	186 28%	237 23%
WORSE THAN OTHERS	560 13%	292 14%	259 12%	90 17% de	132 17% de	106 16% e	81 12%	151 9%	163 13%	162 13%	102 15%	126 12%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Much better than others	372 9%	316 9%	29 9%	17 8%	10 8%	289 9%	29 6%	146 12% b	217 7%	244 9%	121 8%
A little better than others	818 19%	677 19%	71 21%	45 21%	24 19%	593 18%	108 23%	305 25% b	496 17%	570 21% b	228 15%
About the same as others	1579 37%	1317 37%	132 38%	79 37%	51 40%	1197 37%	153 32%	473 38%	1071 37%	1061 40% b	480 32%
A little worse than others	406 9%	344 10%	31 9%	19 9%	12 9%	306 9%	32 7%	140 11% b	256 9%	284 11% b	113 8%
Much worse than others	154 4%	125 3%	15 4%	5 3%	8 6% ac	110 3%	13 3%	44 4%	106 4%	105 4% b	39 3%
Don't know	963 22%	823 23%	66 19%	50 23%	25 19%	742 23%	144 30% a	136 11%	786 27% a	397 15%	525 35% a
BETTER THAN OTHERS	1189 28%	993 28%	100 29%	62 29%	34 26%	882 27%	137 29%	452 36% b	713 24%	814 31% b	348 23%
WORSE THAN OTHERS	560 13%	470 13%	46 13%	24 11%	20 15%	416 13%	44 9%	184 15%	362 12%	389 15% b	152 10%

Columns Tested: a,b,c,d - a,b - a,b - a,b

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Much better than others	372 9%	345 9%	305 10%	27 5%	341 9%	286 11%	301 12%	110 18%	361 9%	11 3%	19 2%	42 4%	311 13%
		c	c		f	aef	aef	abcef	f				ab
A little better than others	818 19%	767 21%	653 21%	51 8%	771 21%	599 23%	646 26%	194 32%	796 20%	22 6%	44 6%	142 13%	631 25%
		c	c		f	aef	abef	abcef	f			a	ab
About the same as others	1579 37%	1451 39%	1240 40%	129 21%	1432 38%	942 36%	1001 40%	211 34%	1482 38%	98 27%	201 27%	456 43%	923 37%
		c	c		f	f	bdf		f			ac	a
A little worse than others	406 9%	376 10%	330 11%	31 5%	350 9%	235 9%	262 10%	52 8%	374 10%	33 9%	121 16%	126 12%	159 6%
		c	c								bc	c	
Much worse than others	154 4%	131 4%	121 4%	22 4%	87 2%	54 2%	56 2%	8 1%	102 3%	52 14%	98 13%	32 3%	24 1%
										abcde	bc	c	
Don't know	963 22%	620 17%	463 15%	343 57%	777 21%	476 18%	232 9%	40 6%	818 21%	145 40%	273 36%	258 24%	432 17%
				ab	bcd	cd	d		bcd	abcde	bc	c	
BETTER THAN OTHERS	1189 28%	1111 30%	958 31%	78 13%	1112 30%	886 34%	947 38%	304 49%	1157 29%	33 9%	63 8%	184 17%	943 38%
		c	c		f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	560 13%	507 14%	451 14%	53 9%	437 12%	289 11%	318 13%	60 10%	476 12%	84 23%	218 29%	158 15%	184 7%
		c	c							abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	GENDER		AGE					SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d	
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070	
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709	
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019	
The BBC is not important to me	(1.0)	328	183	136	30	80	54	68	94	69	86	62	100
		8%	9%	6%	6%	10%	8%	10%	6%	5%	7%	9%	10%
			b			ae		ae			a		ab
2	(2.0)	179	100	77	16	37	32	24	69	48	59	22	44
		4%	5%	4%	3%	5%	5%	4%	4%	4%	5%	3%	4%
3	(3.0)	245	124	115	23	37	40	48	96	65	66	39	72
		6%	6%	5%	4%	5%	6%	7%	6%	5%	5%	6%	7%
4	(4.0)	201	91	109	32	41	36	32	58	45	65	31	58
		5%	4%	5%	6%	5%	5%	5%	4%	3%	5%	5%	6%
					e								a
5	(5.0)	255	115	137	42	43	27	33	108	56	68	46	80
		6%	5%	6%	8%	5%	4%	5%	7%	4%	6%	7%	8%
					cd				c			a	a
6	(6.0)	366	146	215	48	71	67	67	113	90	109	69	93
		9%	7%	10%	9%	9%	10%	10%	7%	7%	9%	10%	9%
				a			e					a	
7	(7.0)	593	284	308	111	129	99	91	163	161	186	105	127
		14%	14%	14%	21%	16%	15%	13%	10%	12%	15%	16%	12%
					cde	e	e						
8	(8.0)	805	383	416	121	165	152	116	248	267	229	148	153
		19%	18%	19%	23%	21%	22%	17%	16%	21%	19%	22%	15%
					de	e	de			d		d	
9	(9.0)	673	350	322	66	109	108	120	270	245	196	86	139
		16%	17%	15%	13%	14%	16%	17%	17%	19%	16%	13%	14%
								a	a	cd			
The BBC is important to me	(10.0)	647	312	332	33	72	68	95	378	246	173	69	154
		15%	15%	15%	6%	9%	10%	14%	24%	19%	14%	10%	15%
							a	abc	abcd	bcd	c		c
NOT IMPORTANT (1-4)		953	497	438	102	194	162	173	317	227	276	154	274
		22%	24%	20%	20%	25%	24%	25%	20%	18%	22%	23%	27%
			b			ae		ae		a	a	a	ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
NEUTRAL (5-6)	621 14%	261 13%	352 16% a	90 17%	114 15%	95 14%	100 14%	221 14%	146 11%	177 14% a	115 17% a	173 17% a
IMPORTANT (7-10)	2717 63%	1329 64%	1378 64%	330 63%	474 61%	427 63%	422 61%	1060 66% bd	919 71% bcd	784 63% d	409 60%	573 56%
Answered	4291	2087	2167	521	782	683	695	1598	1291	1237	678	1019
Mean score	6.7	6.7	6.8	6.6	6.4	6.6	6.5	7.1 abcd	7.2 bcd	6.7 d	6.5	6.4
Standard deviation	2.75	2.84	2.63	2.37	2.75	2.69	2.85	2.79	2.62	2.71	2.68	2.88
Standard error	.04	.06	.05	.09	.10	.09	.10	.07	.07	.08	.10	.09

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722	
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067	
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505	
The BBC is not important to me	(1.0)	328 8%	260 7%	38 11% ac	14 6%	17 13% ac	250 8%	33 7%	82 7%	231 8%	203 8%	99 7%
2	(2.0)	179 4%	150 4%	12 3%	9 4%	8 6%	145 4%	20 4%	50 4%	124 4%	123 5%	50 3%
3	(3.0)	245 6%	203 6%	21 6%	14 6%	7 6%	186 6%	33 7%	57 5%	180 6%	142 5%	96 6%
4	(4.0)	201 5%	165 5%	19 6%	9 4%	7 6%	153 5%	20 4%	63 5%	132 5%	117 4%	77 5%
5	(5.0)	255 6%	211 6%	24 7%	13 6%	7 5%	189 6%	21 4%	56 5%	190 6% a	140 5%	107 7% a
6	(6.0)	366 9%	312 9%	27 8%	16 7%	11 9%	270 8%	45 9%	106 9%	242 8%	233 9%	120 8%
7	(7.0)	593 14%	511 14%	41 12%	24 11%	17 13%	460 14% b	31 7%	215 17% b	360 12%	413 16% b	166 11%
8	(8.0)	805 19%	676 19%	65 19%	43 20%	22 17%	583 18%	89 19%	272 22% b	518 18%	537 20% b	257 17%
9	(9.0)	673 16%	562 16%	50 14%	42 19%	19 15%	515 16%	80 17%	205 16%	456 16%	421 16%	242 16%
The BBC is important to me	(10.0)	647 15%	553 15% d	48 14%	32 15%	14 11%	486 15%	105 22% a	139 11%	500 17% a	333 12%	292 19% a
NOT IMPORTANT (1-4)		953 22%	778 22%	90 26% a	46 22%	39 30% ac	734 23%	105 22%	251 20%	667 23%	585 22%	321 21%
NEUTRAL (5-6)		621 14%	524 15%	51 15%	29 13%	18 14%	459 14%	67 14%	163 13%	431 15%	373 14%	226 15%

Columns Tested: a,b,c,d - a,b - a,b - a,b



F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
IMPORTANT (7-10)	2717	2302	203	140	72	2044	306	831	1833	1703	957
	63%	64%	59%	65%	56%	63%	64%	67%	63%	64%	64%
		d		d				b			
Answered	4291	3603	344	215	129	3236	478	1245	2932	2661	1504
Mean score	6.7	6.8	6.4	6.8	6.1	6.7	7.0	6.8	6.7	6.7	6.9
		bd		bd							a
Standard deviation	2.75	2.72	2.90	2.73	2.99	2.76	2.85	2.58	2.81	2.70	2.75
Standard error	.04	.05	.13	.12	.15	.05	.12	.07	.05	.05	.07

Columns Tested: a,b,c,d - a,b - a,b - a,b

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
The BBC is not important to me (1.0)	328 8%	241 7%	215 7%	88 15% ab	144 4% bd	66 3%	70 3%	9 2%	172 4% bcd	157 44% abcde	259 34% bc	44 4% c	25 1%
2 (2.0)	179 4%	156 4%	134 4%	23 4%	129 3% bd	53 2%	64 3%	7 1%	141 4% bcd	38 11% abcde	107 14% bc	51 5% c	21 1%
3 (3.0)	245 6%	209 6%	168 5%	36 6%	200 5% d	111 4% d	108 4% d	13 2%	218 6% d	27 7% bcd	104 14% bc	90 9% c	51 2%
4 (4.0)	201 5%	176 5%	154 5%	25 4%	181 5% d	101 4%	106 4% d	13 2%	187 5% d	14 4%	56 7% c	75 7% c	69 3%
5 (5.0)	255 6%	203 6%	168 5%	52 9% ab	221 6% cd	135 5% d	108 4%	19 3%	236 6% cd	19 5%	57 8% c	135 13% ac	62 3%
6 (6.0)	366 9%	318 9%	270 9%	48 8%	322 9% cd	201 8% d	168 7% d	26 4%	333 8% cd	33 9% d	44 6%	166 16% ac	156 6%
7 (7.0)	593 14%	516 14%	464 15%	77 13%	538 14% f	353 14% f	360 14% f	72 12%	563 14% f	30 8%	44 6%	209 20% ac	340 14% a
8 (8.0)	805 19%	715 19%	625 20% c	91 15%	755 20% f	556 21% f	561 22% aef	118 19% f	784 20% f	21 6%	44 6%	166 16% a	595 24% ab
9 (9.0)	673 16%	606 16% c	510 16% c	66 11%	644 17% f	504 19% aef	499 20% aef	145 24% abef	664 17% f	9 2%	22 3%	84 8% a	566 23% ab
The BBC is important to me (10.0)	647 15%	549 15% b	405 13%	98 16%	622 17% f	511 20% aef	455 18% f	194 31% abcef	635 16% f	12 3%	17 2%	36 3%	594 24% ab

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
NOT IMPORTANT (1-4)	953 22%	781 21%	669 22%	172 28%	655 17%	331 13%	348 14%	42 7%	717 18%	236 66%	526 70%	260 25%	167 7%
				ab	bcd	d	d		bcd	abcde	bc	c	
NEUTRAL (5-6)	621 14%	521 14%	438 14%	100 17%	543 14%	336 13%	275 11%	45 7%	569 14%	52 14%	101 13%	301 28%	219 9%
					cd	d	d		cd	d	c	ac	
IMPORTANT (7-10)	2717 63%	2385 65%	2004 64%	332 55%	2560 68%	1924 74%	1875 75%	528 86%	2645 67%	72 20%	127 17%	494 47%	2095 84%
					f	aef	aef	abcef	f			a	ab
Answered	4291	3688	3111	603	3757	2592	2498	615	3931	360	755	1056	2481
Mean score	6.7	6.8	6.7	6.2	7.1	7.5	7.4	8.2	7.0	3.5	3.4	6.0	8.0
		c	c		f	aef	aef	abcef	f			a	ab
Standard deviation	2.75	2.68	2.67	3.05	2.49	2.30	2.33	2.01	2.54	2.84	2.61	2.26	1.89
Standard error	.04	.04	.05	.15	.04	.04	.04	.08	.04	.15	.09	.07	.04

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

F2. To what extent do you agree or disagree with the statement "I would miss the BBC if it wasn't there"?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Definitely agree	1728 40%	888 43%	834 38%	133 25%	224 29%	221 32%	288 41%	859 54%	646 50%	490 40%	222 33%	354 35%
		b				a	abc	abcd	bcd	cd		
Slightly agree	979 23%	443 21%	529 24%	154 29%	201 26%	210 31%	137 20%	274 17%	286 22%	296 24%	162 24%	225 22%
			a	de	de	de						
Neither agree nor disagree	693 16%	306 15%	383 18%	132 25%	165 21%	109 16%	105 15%	178 11%	146 11%	198 16%	133 20%	206 20%
			a	cde	cde	e	e			a	a	ab
Slightly disagree	334 8%	151 7%	173 8%	49 9%	85 11%	47 7%	46 7%	106 7%	87 7%	99 8%	62 9%	80 8%
					cde							
Definitely disagree	494 12%	273 13%	213 10%	35 7%	92 12%	91 13%	112 16%	165 10%	114 9%	139 11%	93 14%	134 13%
		b			a	a	abe	a			a	a
Don't know	62 1%	25 1%	35 2%	19 4%	15 2%	6 1%	6 1%	17 1%	12 1%	15 1%	6 1%	20 2%
				cde								
AGREE	2707 63%	1332 64%	1363 63%	286 55%	425 54%	430 63%	426 61%	1133 71%	932 72%	786 64%	384 57%	579 57%
						ab	ab	abcd	bcd	cd		
DISAGREE	828 19%	425 20%	387 18%	84 16%	177 23%	138 20%	158 23%	271 17%	201 16%	237 19%	155 23%	214 21%
					ae		ae			a	a	a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

F2. To what extent do you agree or disagree with the statement "I would miss the BBC if it wasn't there"?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Definitely agree	1728 40%	1448 40%	130 38%	101 47%	49 38%	1329 41%	245 51%	416 33%	1281 44%	1014 38%	667 44%
				abd			a		a		a
Slightly agree	979 23%	828 23%	80 23%	45 21%	26 20%	734 23%	93 20%	354 28%	600 20%	665 25%	300 20%
								b		b	
Neither agree nor disagree	693 16%	596 17%	53 15%	24 11%	20 16%	497 15%	60 12%	224 18%	444 15%	422 16%	246 16%
		c						b			
Slightly disagree	334 8%	279 8%	25 7%	19 9%	11 8%	246 8%	30 6%	97 8%	226 8%	210 8%	118 8%
Definitely disagree	494 12%	400 11%	49 14%	22 10%	23 18%	391 12%	50 10%	138 11%	341 12%	329 12%	141 9%
				ac						b	
Don't know	62 1%	51 1%	6 2%	4 2%	1 1%	40 1%	- -%	17 1%	39 1%	22 1%	32 2%
						b					a
AGREE	2707 63%	2277 63%	210 61%	146 68%	74 58%	2063 64%	339 71%	770 62%	1881 64%	1679 63%	968 64%
		d		bd			a				
DISAGREE	828 19%	680 19%	75 22%	41 19%	33 26%	636 20%	79 17%	235 19%	567 19%	538 20%	259 17%
					ac					b	

Columns Tested: a,b,c,d - a,b - a,b - a,b

F2. To what extent do you agree or disagree with the statement "I would miss the BBC if it wasn't there"?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Definitely agree	1728 40%	1515 41%	1223 39%	214 35%	1667 44% f	1294 50% aef	1215 49% aef	411 67% abcef	1706 43% f	23 6%	70 9%	205 19% a	1454 59% ab
Slightly agree	979 23%	876 24% c	749 24% c	103 17%	906 24% df	601 23% df	609 24% df	108 18% f	942 24% df	37 10%	97 13%	275 26% a	607 24% a
Neither agree nor disagree	693 16%	573 16%	506 16%	120 20%	581 15% cd	354 14% d	320 13% d	45 7%	617 16% cd	77 21% abcde	121 16% c	310 29% ac	262 11%
Slightly disagree	334 8%	291 8%	256 8%	43 7%	287 8% d	189 7%	186 7% d	30 5%	308 8% d	26 7%	109 14% c	149 14% c	76 3%
Definitely disagree	494 12%	396 11%	344 11%	98 16% ab	287 8% bcd	137 5% d	152 6% d	18 3%	326 8% bcd	168 47% abcde	331 44% bc	91 9% c	72 3%
Don't know	62 1%	38 1%	34 1%	24 4% ab	29 1%	17 1%	16 1%	3 1%	33 1% 8%	29 8% abcde	27 4% c	26 2% c	9 *%
AGREE	2707 63%	2390 65% c	1972 63% c	317 53%	2573 68% f	1895 73% aef	1824 73% aef	519 84% abcef	2648 67% f	59 17%	166 22%	480 45% a	2061 83% ab
DISAGREE	828 19%	687 19%	600 19%	141 23%	574 15% bd	326 13% d	338 14% d	48 8%	634 16% bcd	194 54% abcde	440 58% bc	239 23% c	149 6%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

F4. Have you watched BBC TV services in the past?

Base : Those who have not used any BBC TV services including BBC iPlayer and BBC programmes and content on YouTube in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 *d	55+ *e	AB *a	C1 b	C2 *c	DE d
Significance Level: 95%												
Unweighted total	548	231	302	134	143	117	84	66	98	172	85	171
Effective Weighted Sample	382	169	204	96	102	82	58	47	77	118	54	118
Total	525	245	268	120	137	98	78	86	98	167	86	148
Yes	331 63%	160 65%	164 61%	65 54%	86 62%	64 66%	56 71% a	57 66%	74 75% cd	112 67%	47 54%	87 59%
No	135 26%	61 25%	74 27%	26 22%	35 26%	28 28%	18 24%	25 29%	19 19%	38 23%	34 39% ab	41 28%
Not sure	59 11%	24 10%	30 11%	29 24% bcde	16 12%	6 6%	4 5%	4 5%	5 5%	16 10%	6 7%	19 13%

F4. Have you watched BBC TV services in the past?

Base : Those who have not used any BBC TV services including BBC iPlayer and BBC programmes and content on YouTube in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	*b	*c	*d	a	*b	a	b	a	b
Unweighted total	548	354	83	55	56	403	45	171	338	297	207
Effective Weighted Sample	382	284	68	45	53	276	34	120	239	211	142
Total	525	436	50	23	16	372	40	156	331	313	173
Yes	331	271	35	16	9	247	28	86	225	209	104
	63%	62%	71%	67%	55%	66%	70%	55%	68%	67%	60%
No	135	115	8	6	7	91	12	43	83	86	44
	26%	26%	16%	26%	42%	24%	30%	27%	25%	27%	25%
					ab				a		
Not sure	59	50	7	2	1	34	-	27	23	18	26
	11%	12%	14%	7%	3%	9%	-%	17%	7%	6%	15%
								b			a



F4. Have you watched BBC TV services in the past?

Base : Those who have not used any BBC TV services including BBC iPlayer and BBC programmes and content on YouTube in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV ^a	RADIO b	APPS/ SITES c	SOUNDS ^d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	548	454	408	94	-	128	148	16	203	345	251	147	150
Effective Weighted Sample	382	326	291	70	-	96	110	14	150	237	174	99	109
Total	525	393	352	132	-	116	125	15	174	352	245	142	139
Yes	331	268	230	63	**	83	103	**	137	194	152	85	94
	63%	68%	65%	48%	**	71%	82%	**	79%	55%	62%	60%	68%
		c	c			f	f		f				
No	135	94	91	41	**	23	11	**	25	111	71	38	27
	26%	24%	26%	31%	**	20%	9%	**	14%	31%	29%	27%	19%
						c				bce			
Not sure	59	31	31	28	**	10	11	**	12	47	22	19	18
	11%	8%	9%	21%	**	9%	9%	**	7%	13%	9%	14%	13%
				ab									

F5. Have you listened to BBC Radio services in the past?

Base : Those who have not listened to BBC Radio or BBC Sounds in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1788	688	1076	303	320	363	295	504	379	521	271	576
Effective Weighted Sample	1213	479	729	216	231	262	215	329	264	354	180	385
Total	1666	736	906	240	299	286	268	568	366	505	227	524
Yes	768 46%	390 53%	372 41%	84 35%	125 42%	122 43%	131 49%	302 53%	203 56%	238 47%	113 50%	199 38%
		b					a	abc	bd	d	d	
No	751 45%	294 40%	446 49%	112 46%	148 49%	136 48%	121 45%	234 41%	138 38%	230 46%	94 42%	269 51%
			a									ac
Not sure	147 9%	52 7%	89 10%	44 18%	26 9%	27 10%	17 6%	32 6%	24 7%	36 7%	20 9%	57 11%
				bcde								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

F5. Have you listened to BBC Radio services in the past?

Base : Those who have not listened to BBC Radio or BBC Sounds in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	1788	1200	235	173	179	1380	157	537	1188	927	769
Effective Weighted Sample	1213	912	185	152	167	936	99	381	802	676	474
Total	1666	1387	152	74	53	1290	133	448	1157	956	640
Yes	768	640	71	38	19	592	77	190	556	469	275
	46%	46%	47%	52%	35%	46%	58%	42%	48%	49%	43%
		d	d	d			a			b	
No	751	628	65	29	29	597	44	210	514	423	297
	45%	45%	43%	39%	55%	46%	33%	47%	44%	44%	46%
					abc	b					
Not sure	147	119	15	7	5	101	12	48	87	64	69
	9%	9%	10%	9%	10%	8%	9%	11%	7%	7%	11%
											a

Columns Tested: a,b,c,d - a,b - a,b - a,b

F5. Have you listened to BBC Radio services in the past?

Base : Those who have not listened to BBC Radio or BBC Sounds in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO ^b	APPS/ SITES c	SOUNDS ^d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1788	1572	1326	216	1362	-	724	-	1436	352	476	492	820
Effective Weighted Sample	1213	1123	945	150	926	-	530	-	977	238	315	333	567
Total	1666	1350	1124	316	1251	-	610	-	1307	358	444	478	743
Yes	768 46%	633 47%	521 46%	135 43%	590 47%	** **	337 55% aef	** **	624 48% f	144 40%	222 50% b	198 41%	348 47%
No	751 45%	599 44%	510 45%	152 48%	563 45% c	** **	236 39%	** **	584 45% c	167 47% c	197 44%	230 48%	324 44%
Not sure	147 9%	118 9%	92 8%	29 9%	98 8%	** **	38 6%	** **	100 8%	47 13% ace	25 6%	50 11% a	72 10% a

F6. Have you used BBC websites or apps in the past?

Base : Those who have not used any BBC websites or apps in the past 3 months

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	1736	666	1048	260	282	313	258	617	356	473	293	580
Effective Weighted Sample	1149	455	687	186	205	227	190	410	233	315	193	382
Total	1789	780	988	203	274	256	240	807	367	497	291	597
Yes	723 40%	337 43%	377 38%	111 55% e	134 49% e	138 54% e	118 49% e	220 27%	170 46% d	240 48% d	115 40% d	182 31%
No	905 51%	392 50%	504 51%	52 26% e	114 42% a	98 38% a	106 44% a	526 65% abcd	181 49%	212 43%	153 53% b	343 57% ab
Not sure	161 9%	50 6%	107 11% a	40 20% bcde	26 9%	20 8%	15 6%	60 7%	16 4%	45 9% a	23 8%	71 12% a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

F6. Have you used BBC websites or apps in the past?

Base : Those who have not used any BBC websites or apps in the past 3 months

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1736	1190	218	163	164	1296	200	467	1218	829	820
Effective Weighted Sample	1149	882	156	114	144	860	125	332	804	594	498
Total	1789	1503	153	81	52	1333	207	411	1325	891	822
Yes	723 40%	605 40%	68 44%	29 35%	21 40%	534 40%	86 42%	216 53% b	493 37%	439 49% b	256 31%
No	905 51%	761 51%	71 46%	46 57%	27 52%	683 51%	107 52%	152 37%	725 55% a	396 44%	476 58% a
Not sure	161 9%	136 9%	14 9%	7 8%	4 8%	116 9%	13 6%	42 10%	107 8%	55 6%	90 11% a

Columns Tested: a,b,c,d - a,b - a,b - a,b

F6. Have you used BBC websites or apps in the past?

Base : Those who have not used any BBC websites or apps in the past 3 months

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES ^c	SOUNDS *d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1736	1447	1209	289	1329	665	-	64	1384	352	483	495	758
Effective Weighted Sample	1149	1034	865	213	873	445	-	47	911	238	316	334	500
Total	1789	1287	1045	502	1382	730	-	53	1431	358	488	540	761
Yes	723 40%	622 48% c	529 51% c	100 20%	571 41%	314 43%	** **	42 79% abef	597 42%	126 35%	172 35%	196 36%	354 47% ab
No	905 51%	549 43%	423 40%	356 71% ab	707 51% d	351 48% d	** **	4 7%	728 51% d	177 49% d	279 57% c	290 54% c	336 44%
Not sure	161 9%	116 9%	93 9%	46 9%	104 8%	65 9%	** **	7 13%	106 7%	55 15% abe	37 8%	53 10%	71 9%

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
More than 10 times a day	208 5%	136 7%	70 3%	16 3%	46 6%	41 6%	39 6%	65 5%	100 8%	48 4%	25 4%	31 3%
		b			a	a	a		bcd			
Between 6 and 10 times a day	444 11%	275 14%	165 8%	60 12%	63 8%	77 11%	75 11%	169 12%	183 15%	113 10%	71 11%	73 8%
		b						b	bd		d	
Between 2 and 5 times a day	1572 39%	828 42%	737 36%	91 18%	229 30%	217 32%	273 41%	762 55%	579 47%	458 39%	197 31%	329 35%
		b			a	a	abc	abcd	bcd	c		
Once a day	888 22%	353 18%	528 26%	103 20%	185 24%	164 24%	169 25%	266 19%	221 18%	265 22%	152 24%	240 26%
			a		e	e	ae			a	a	a
4-6 days a week	189 5%	84 4%	103 5%	52 10%	45 6%	33 5%	29 4%	30 2%	43 3%	64 5%	38 6%	41 4%
				bcde	e	e	e			a	a	
2-3 days a week	217 5%	92 5%	123 6%	50 10%	68 9%	41 6%	22 3%	36 3%	45 4%	69 6%	46 7%	55 6%
				cde	de	de				a	a	a
Once a week	164 4%	66 3%	98 5%	41 8%	43 6%	39 6%	20 3%	22 2%	22 2%	61 5%	37 6%	44 5%
			a	de	de	de				a	a	a
Less often than once a week	92 2%	33 2%	58 3%	26 5%	25 3%	12 2%	15 2%	14 1%	8 1%	31 3%	17 3%	35 4%
			a	cde	e					a	a	a
Less often than once a month	76 2%	21 1%	53 3%	20 4%	16 2%	16 2%	10 1%	14 1%	14 1%	18 1%	11 2%	31 3%
			a	de		e						ab
Never	111 3%	48 2%	62 3%	24 5%	32 4%	27 4%	15 2%	13 1%	21 2%	28 2%	22 4%	37 4%
				de	e	e					a	a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
Don't know	75	30	40	35	20	10	6	4	6	22	11	23
	2%	2%	2%	7%	3%	1%	1%	*%	*%	2%	2%	2%
				bcde	de	e				a	a	a
<b>FREQUENCY</b>												
MORE THAN ONCE A DAY	2225	1238	971	167	339	335	388	996	862	619	294	432
	55%	63%	48%	32%	44%	49%	58%	71%	69%	53%	47%	46%
		b			a	ab	abc	abcd	bcd	cd		
ONCE A DAY	888	353	528	103	185	164	169	266	221	265	152	240
	22%	18%	26%	20%	24%	24%	25%	19%	18%	22%	24%	26%
			a		e	e	ae			a	a	a
LESS OFTEN	739	296	435	189	198	141	95	115	132	243	149	206
	18%	15%	21%	36%	26%	21%	14%	8%	11%	21%	24%	22%
			a	bcde	de	de	e			a	a	a
NEVER	111	48	62	24	32	27	15	13	21	28	22	37
	3%	2%	3%	5%	4%	4%	2%	1%	2%	2%	4%	4%
				de	e	e					a	a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
More than 10 times a day	208 5%	177 5%	17 5%	9 4%	5 4%	161 5%	22 5%	80 6% b	121 4%	150 6%	55 4%
Between 6 and 10 times a day	444 11%	379 11%	34 10%	18 9%	13 10%	339 11%	60 14%	137 11%	302 11%	286 11%	141 11%
Between 2 and 5 times a day	1572 39%	1310 39%	137 41%	78 40%	48 38%	1244 41%	191 45%	366 30%	1176 44% a	975 38%	563 43% a
Once a day	888 22%	738 22%	69 20%	48 25%	33 26%	681 22%	91 21%	305 25% b	558 21%	577 22%	292 22%
4-6 days a week	189 5%	155 5%	19 6%	11 6%	4 3%	134 4%	14 3%	77 6% b	109 4%	133 5%	51 4%
2-3 days a week	217 5%	187 6%	18 5%	6 3%	6 4%	159 5%	19 4%	83 7% b	128 5%	167 6% b	46 4%
Once a week	164 4%	142 4%	10 3%	8 4%	3 3%	118 4%	13 3%	55 4%	102 4%	112 4%	50 4%
Less often than once a week	92 2%	71 2%	11 3%	6 3%	5 4% a	70 2%	6 1%	34 3%	57 2%	63 2%	27 2%
Less often than once a month	76 2%	67 2%	4 1%	2 1%	4 3% c	48 2%	6 1%	31 2%	44 2%	39 1%	33 2%
Never	111 3%	92 3%	9 3%	7 4%	3 3%	72 2%	6 1%	44 4%	66 2%	71 3%	31 2%
Don't know	75 2%	65 2%	6 2%	2 1%	2 2%	42 1% b	* *%	22 2%	36 1%	27 1%	36 3% a

Columns Tested: a,b,c,d - a,b - a,b - a,b

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
<b>FREQUENCY</b>											
MORE THAN ONCE A DAY	2225 55%	1866 55%	189 56%	105 53%	65 52%	1744 57%	274 64% a	584 47%	1600 59% a	1411 54%	759 57%
ONCE A DAY	888 22%	738 22%	69 20%	48 25%	33 26%	681 22%	91 21%	305 25% b	558 21%	577 22%	292 22%
LESS OFTEN	739 18%	622 18%	62 18%	33 17%	22 18%	529 17%	57 13%	280 23% b	440 16%	513 20% b	207 16%
NEVER	111 3%	92 3%	9 3%	7 4%	3 3%	72 2%	6 1%	44 4%	66 2%	71 3%	31 2%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
More than 10 times a day	208 5%	190 5%	168 6%	18 4%	196 6% f	154 6% f	170 7% aef	66 11% abcef	205 6% f	3 1%	31 4%	31 3%	146 6% b
Between 6 and 10 times a day	444 11%	403 11%	334 11%	41 9%	422 12% f	346 14% aef	357 15% aef	111 18% abcef	434 12% f	10 3%	56 8%	81 8%	307 13% ab
Between 2 and 5 times a day	1572 39%	1403 39%	1155 38%	170 37%	1468 42% f	1086 45% aef	1060 44% f	287 48% aef	1521 41% f	52 15%	245 34%	326 33%	1001 43% ab
Once a day	888 22%	779 22%	663 22%	108 23%	773 22% bcd	464 19% d	462 19% d	71 12%	808 22% bcd	80 23% d	158 22%	258 26% c	472 20%
4-6 days a week	189 5%	177 5%	167 6%	12 3%	156 4%	113 5%	118 5%	28 5%	173 5%	17 5%	23 3%	58 6% a	108 5%
2-3 days a week	217 5%	198 6%	174 6%	19 4%	184 5%	112 5%	112 5%	22 4%	198 5%	19 5%	46 6%	66 7% c	105 5%
Once a week	164 4%	152 4%	133 4%	12 3%	115 3% d	64 3%	60 3%	7 1%	127 3% d	37 11% abcde	37 5%	50 5% c	77 3%
Less often than once a week	92 2%	82 2%	72 2%	10 2%	74 2% d	33 1%	34 1% d	2 *% d	78 2% d	15 4% abcde	28 4% c	28 3% c	36 2%
Less often than once a month	76 2%	62 2%	55 2%	14 3%	46 1% d	20 1%	17 1%	1 *% d	51 1% cd	25 7% abcde	22 3% c	31 3% c	24 1%
Never	111 3%	77 2%	66 2%	34 7% ab	46 1% bc	16 1%	9 *% d	2 *% d	50 1% bc	61 18% abcde	49 7% bc	32 3% c	30 1%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
Don't know	75	51	49	25	41	11	13	2	45	30	25	29	22
	2%	1%	2%	5%	1%	*%	1%	*%	1%	9%	3%	3%	1%
				ab	bc				bc	abcde	c	c	
<b>FREQUENCY</b>													
MORE THAN ONCE A DAY	2225	1996	1657	228	2086	1586	1588	464	2159	65	333	438	1454
	55%	56%	55%	49%	59%	66%	66%	77%	59%	19%	46%	44%	62%
					f	aef	aef	abcef	f				ab
ONCE A DAY	888	779	663	108	773	464	462	71	808	80	158	258	472
	22%	22%	22%	23%	22%	19%	19%	12%	22%	23%	22%	26%	20%
					bcd	d	d		bcd	d		c	
LESS OFTEN	739	672	602	67	575	340	342	60	626	113	156	233	350
	18%	19%	20%	14%	16%	14%	14%	10%	17%	32%	22%	24%	15%
					bcd	d	d		bcd	abcde	c	c	
NEVER	111	77	66	34	46	16	9	2	50	61	49	32	30
	3%	2%	2%	7%	1%	1%	*%	*%	1%	18%	7%	3%	1%
				ab	bc				bc	abcde	bc	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4149	1793	2327	586	728	800	727	1308	1288	1202	669	952
Effective Weighted Sample	2930	1302	1636	408	543	614	550	885	934	854	479	638
Total	3851	1887	1934	460	722	640	652	1376	1215	1127	595	877
BBC TV or BBC iPlayer	2411	1211	1189	210	358	367	445	1030	845	677	356	511
	63%	64%	61%	46%	50%	57%	68%	75%	70%	60%	60%	58%
						ab	abc	abcd	bcd			
BBC website or apps	1680	894	772	184	347	308	321	520	662	541	223	239
	44%	47%	40%	40%	48%	48%	49%	38%	54%	48%	38%	27%
		b			ae	ae	ae		bcd	cd	d	
BBC Radio or BBC Sounds	1215	684	525	115	193	189	211	507	508	341	166	191
	32%	36%	27%	25%	27%	29%	32%	37%	42%	30%	28%	22%
		b					ab	abc	bcd	d	d	
None/ Don't use the BBC for news	519	235	277	68	104	95	88	163	114	148	87	165
	13%	12%	14%	15%	14%	15%	14%	12%	9%	13%	15%	19%
									a	a	a	ab
Don't know	146	54	91	35	33	18	12	48	22	53	18	53
	4%	3%	5%	8%	5%	3%	2%	3%	2%	5%	3%	6%
			a	cde	d					a		ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4149	2815	490	441	401	3173	493	1312	2755	2480	1534
Effective Weighted Sample	2930	2231	377	383	373	2248	338	963	1923	1859	981
Total	3851	3225	319	187	120	2954	421	1169	2599	2501	1257
BBC TV or BBC iPlayer	2411 63%	2015 62%	191 60%	129 69%	76 63%	1902 64%	292 69%	658 56%	1721 66%	1516 61%	834 66%
				ab					a		a
BBC website or apps	1680 44%	1400 43%	132 41%	90 48%	59 49%	1326 45%	186 44%	525 45%	1124 43%	1195 48%	450 36%
				b						b	
BBC Radio or BBC Sounds	1215 32%	1024 32%	94 29%	62 33%	35 29%	906 31%	178 42%	345 30%	849 33%	808 32%	379 30%
							a				
None/ Don't use the BBC for news	519 13%	436 14%	49 15%	17 9%	16 13%	380 13%	51 12%	169 14%	333 13%	314 13%	185 15%
		c	c								
Don't know	146 4%	122 4%	14 4%	6 3%	5 4%	99 3%	9 2%	44 4%	93 4%	80 3%	64 5%
											a

Columns Tested: a,b,c,d - a,b - a,b - a,b

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 95%		a	b	c	a	b	c	d	e	f	a	b	c
Unweighted total	4149	3861	3298	288	3695	2530	2670	635	3884	265	692	971	2486
Effective Weighted Sample	2930	2804	2396	198	2618	1815	1954	483	2756	176	461	684	1789
Total	3851	3447	2922	404	3433	2390	2393	594	3593	257	646	928	2276
BBC TV or BBC iPlayer	2411	2222	1825	188	2381	1640	1665	465	2396	15	260	510	1641
	63%	64%	62%	47%	69%	69%	70%	78%	67%	6%	40%	55%	72%
		c	c		ef	f	ef	abcef	f			a	ab
BBC website or apps	1680	1616	1396	64	1564	1186	1523	390	1646	34	163	335	1182
	44%	47%	48%	16%	46%	50%	64%	66%	46%	13%	25%	36%	52%
		c	c		f	aef	abef	abef	f			a	ab
BBC Radio or BBC Sounds	1215	1137	966	78	1176	1173	977	391	1212	3	94	202	918
	32%	33%	33%	19%	34%	49%	41%	66%	34%	1%	15%	22%	40%
		c	c		f	acef	aef	abcef	f			a	ab
None/ Don't use the BBC for news	519	381	326	137	301	156	86	11	343	176	254	134	131
	13%	11%	11%	34%	9%	7%	4%	2%	10%	68%	39%	14%	6%
				ab	bcd	cd	d		bcd	abcde	bc	c	
Don't know	146	120	108	26	105	43	37	3	111	35	29	65	53
	4%	3%	4%	6%	3%	2%	2%	1%	3%	14%	4%	7%	2%
				a	bcd				bcd	abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



S1. Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
None	170	66	103	16	13	13	11	114	28	23	29	79
	4%	3%	5%	3%	2%	2%	2%	7%	2%	2%	4%	8%
			a					abcd			ab	abc
Up to 5 hours	552	218	326	110	100	80	79	178	128	154	92	163
	13%	10%	15%	21%	13%	12%	11%	11%	10%	12%	14%	16%
			a	bcde							a	ab
6 to 8 hours	530	220	307	104	82	62	62	219	101	152	113	156
	12%	11%	14%	20%	10%	9%	9%	14%	8%	12%	17%	15%
			a	bcde				cd		a	ab	a
9 to 11 hours	276	143	133	22	45	51	47	112	100	65	41	69
	6%	7%	6%	4%	6%	7%	7%	7%	8%	5%	6%	7%
						a			b			
12 to 16 hours	412	212	196	42	54	61	61	194	145	109	64	90
	10%	10%	9%	8%	7%	9%	9%	12%	11%	9%	9%	9%
								abcd				
17 to 22 hours	491	258	232	37	73	81	98	200	147	163	83	94
	11%	12%	11%	7%	9%	12%	14%	13%	11%	13%	12%	9%
						a	ab	a		d		
Over 22 hours	1790	941	835	176	399	325	329	559	628	563	249	335
	42%	45%	39%	34%	51%	48%	47%	35%	49%	46%	37%	33%
		b			ae	ae	ae		cd	cd		
Don't know/ unsure	70	29	35	12	15	9	8	23	13	9	6	34
	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	3%
												abc
Answered	3844	1897	1924	432	701	627	633	1448	1213	1120	608	864
Mean number of hours	24.8	26.0	23.6	24.6	30.5	26.9	26.6	20.5	26.6	27.2	22.5	21.2
		b		e	acde	e	e		cd	cd		
Standard deviation	21.17	21.15	21.03	25.93	24.84	19.99	20.07	17.42	19.74	22.41	19.41	21.78
Standard error	.33	.50	.44	1.09	.93	.71	.75	.48	.55	.65	.74	.71

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S1. Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
None	170	145	11	12	2	115	28	26	138	26	134
	4%	4%	3%	6%	2%	4%	6%	2%	5%	1%	9%
		d		d			a		a		a
Up to 5 hours	552	496	26	20	11	355	68	196	336	329	206
	13%	14%	8%	9%	8%	11%	14%	16%	11%	12%	14%
		bcd						b			
6 to 8 hours	530	464	35	20	11	364	54	149	350	264	247
	12%	13%	10%	9%	8%	11%	11%	12%	12%	10%	16%
		d									a
9 to 11 hours	276	230	21	18	7	215	35	84	188	189	85
	6%	6%	6%	8%	6%	7%	7%	7%	6%	7%	6%
12 to 16 hours	412	343	37	20	12	322	41	118	284	256	148
	10%	10%	11%	9%	9%	10%	9%	9%	10%	10%	10%
17 to 22 hours	491	390	55	27	19	387	61	146	337	311	168
	11%	11%	16%	13%	15%	12%	13%	12%	11%	12%	11%
			a		a						
Over 22 hours	1790	1472	158	95	65	1432	187	502	1262	1254	486
	42%	41%	46%	44%	50%	44%	39%	40%	43%	47%	32%
					a					b	
Don't know/ unsure	70	62	1	4	3	47	3	23	38	33	31
	2%	2%	*%	2%	2%	1%	1%	2%	1%	1%	2%
		b			b						
Answered	3844	3208	320	200	116	2965	449	1132	2634	2440	1312
Mean number of hours	24.8	24.6	26.5	24.5	28.1	25.8	22.1	24.3	25.1	26.9	20.5
					ac	b				b	
Standard deviation	21.17	21.35	20.50	20.15	19.26	21.56	18.13	20.36	21.28	20.77	19.94
Standard error	.33	.40	.92	.94	.98	.38	.81	.57	.41	.42	.51

Columns Tested: a,b,c,d - a,b - a,b - a,b

**OFCOM BBC PERFORMANCE TRACKER 2020-2021. June 2020 to March 2021.**

**S1. Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.  
How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.**

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
None	170 4%	70 2%	63 2%	100 17% ab	151 4% c	104 4% c	43 2%	14 2%	154 4% c	17 5% c	25 3%	40 4%	105 4%
Up to 5 hours	552 13%	448 12%	360 12%	104 17% ab	459 12% d	331 13% d	284 11%	55 9%	480 12% d	72 20% abcde	103 14%	165 16% c	284 11%
6 to 8 hours	530 12%	433 12%	345 11%	97 16% ab	438 12% d	303 12% d	255 10% d	42 7%	468 12% d	63 17% abcde	110 15% c	152 14% c	269 11%
9 to 11 hours	276 6%	240 7%	198 6%	36 6% 6%	246 7% 7%	158 6% 6%	149 6% 6%	29 5% 5%	253 6% 6%	23 6% 6%	47 6% 6%	83 8% 8%	147 6% 6%
12 to 16 hours	412 10%	354 10%	277 9%	57 10% 10%	374 10% 10%	265 10% 10%	252 10% 10%	65 11% 11%	386 10% 10%	26 7% 7%	64 8% 8%	90 9% 9%	258 10% 10%
17 to 22 hours	491 11%	432 12%	352 11%	59 10% 10%	439 12% 12%	304 12% 12%	303 12% 12%	88 14% 14%	458 12% 12%	34 9% 9%	84 11% 11%	95 9% 9%	312 13% b
Over 22 hours	1790 42%	1662 45% c	1477 47% c	127 21% 21%	1599 43% f	1097 42% f	1191 48% abef	318 52% abef	1679 43% f	111 31% 31%	307 41% 41%	411 39% 39%	1072 43% b
Don't know/ unsure	70 2%	48 1% 1%	41 1% 1%	22 4% ab	52 1% 1%	30 1% 1%	21 1% 1%	4 1% 1%	55 1% 1%	16 4% abcde	16 2% 2%	20 2% 2%	34 1% 1%
Answered	3844	3365	2838	480	3429	2373	2306	581	3570	275	649	904	2292
Mean number of hours	24.8	26.2 c	27.3 ac	15.4	24.7	24.2	27.0 abe	28.1 abef	24.8	24.8	26.3 b	23.5	24.9
Standard deviation	21.17	21.40	21.98	16.69	20.54	19.62	20.86	20.39	20.59	27.66	24.14	20.18	20.62
Standard error	.33	.35	.39	.93	.34	.39	.41	.82	.33	1.63	.91	.66	.41

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

		Total	GENDER		AGE					SEG			
			MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
			a	b	a	b	c	d	e	a	b	c	d
Significance Level: 95%													
Unweighted total		4299	1859	2409	619	764	824	745	1347	1312	1256	706	982
Effective Weighted Sample		3026	1348	1687	431	567	623	562	909	946	888	500	662
Total		3982	1958	1995	493	753	659	668	1410	1238	1191	629	885
1	(1.0)	119	51	68	13	24	7	13	62	17	44	21	34
		3%	3%	3%	3%	3%	1%	2%	4%	1%	4%	3%	4%
					c	c			cd		a	a	a
2	(2.0)	110	59	51	13	2	10	9	76	44	25	13	27
		3%	3%	3%	3%	*%	1%	1%	5%	4%	2%	2%	3%
					b		b	b	abcd				
3	(3.0)	197	109	85	9	6	20	35	127	59	49	28	55
		5%	6%	4%	2%	1%	3%	5%	9%	5%	4%	4%	6%
							b	ab	abcd				
4	(4.0)	252	134	113	20	24	23	38	146	82	59	40	67
		6%	7%	6%	4%	3%	3%	6%	10%	7%	5%	6%	8%
								b	abcd				b
5	(5.0)	566	258	305	50	74	69	100	272	179	164	78	136
		14%	13%	15%	10%	10%	10%	15%	19%	14%	14%	12%	15%
								abc	abcd				
6	(6.0)	469	231	236	44	71	63	80	212	141	132	84	109
		12%	12%	12%	9%	9%	10%	12%	15%	11%	11%	13%	12%
									abc				
7	(7.0)	695	343	347	81	143	141	107	223	208	225	120	139
		17%	18%	17%	16%	19%	21%	16%	16%	17%	19%	19%	16%
							ade						
8	(8.0)	767	385	380	121	179	164	142	161	266	249	108	137
		19%	20%	19%	24%	24%	25%	21%	11%	22%	21%	17%	16%
					e	e	e	e		d	d		
9	(9.0)	395	202	193	68	110	84	66	69	129	117	66	82
		10%	10%	10%	14%	15%	13%	10%	5%	10%	10%	10%	9%
					e	de	e	e					
10	(10.0)	367	170	189	62	115	73	66	50	109	104	66	83
		9%	9%	9%	13%	15%	11%	10%	4%	9%	9%	10%	9%
					e	cde	e	e					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4299	1859	2409	619	764	824	745	1347	1312	1256	706	982
Effective Weighted Sample	3026	1348	1687	431	567	623	562	909	946	888	500	662
Total	3982	1958	1995	493	753	659	668	1410	1238	1191	629	885
<b>SUMMARY</b>												
1-4	677 17%	352 18%	317 16%	56 11% b	56 7%	59 9%	95 14% bc	411 29% abcd	202 16%	178 15%	102 16%	184 21% ab
5-7	1730 43%	832 43%	888 45%	175 36%	288 38%	273 41%	287 43% a	707 50% abcd	528 43%	521 44%	282 45%	384 43%
8-10	1529 38%	757 39%	762 38%	251 51% de	404 54% de	321 49% de	274 41% e	279 20%	504 41% d	471 40% d	240 38%	302 34%
Answered	3936	1942	1966	482	748	653	656	1397	1234	1169	624	870
Mean score	6.6	6.5	6.6	7.1 de	7.4 de	7.2 de	6.7 e	5.6	6.6 d	6.6 d	6.6 d	6.3
Standard deviation	2.26	2.25	2.26	2.20	2.05	1.95	2.15	2.20	2.17	2.23	2.26	2.37
Standard error	.03	.05	.05	.09	.07	.07	.08	.06	.06	.06	.09	.08

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS		
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b	
Significance Level: 95%												
Unweighted total	4299	2909	511	463	413	3262	505	1357	2851	2558	1596	
Effective Weighted Sample	3026	2300	399	407	384	2307	343	993	1983	1909	1022	
Total	3982	3336	328	195	124	3020	433	1194	2699	2584	1300	
1	(1.0)	119 3%	100 3%	7 2%	8 4%	4 3%	86 3%	8 2%	18 1%	94 3% a	58 2%	52 4% a
2	(2.0)	110 3%	96 3%	8 2%	4 2%	2 1%	76 3%	17 4%	17 1%	93 3% a	44 2%	63 5% a
3	(3.0)	197 5%	161 5%	19 6%	10 5%	6 5%	148 5%	31 7%	29 2%	161 6% a	85 3%	105 8% a
4	(4.0)	252 6%	210 6%	19 6%	14 7%	8 6%	184 6%	35 8%	53 4%	188 7% a	116 5%	129 10% a
5	(5.0)	566 14%	465 14%	60 18% ad	26 14%	14 12%	410 14%	79 18% a	139 12%	414 15% a	336 13%	217 17% a
6	(6.0)	469 12%	404 12% b	28 9%	25 13%	12 10%	361 12%	60 14%	129 11%	333 12%	297 11%	163 13%
7	(7.0)	695 17%	577 17%	55 17%	37 19%	24 20%	534 18%	89 21%	209 18%	475 18%	493 19% b	187 14%
8	(8.0)	767 19%	637 19%	65 20%	40 21%	25 20%	586 19%	65 15%	285 24% b	475 18%	567 22% b	186 14%
9	(9.0)	395 10%	345 10%	25 8%	15 8%	10 8%	315 10% b	27 6%	146 12% b	237 9%	301 12% b	85 7%
10	(10.0)	367 9%	297 9%	38 12%	16 8%	16 13% ac	289 10% b	21 5%	154 13% b	204 8%	260 10% b	95 7%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4299	2909	511	463	413	3262	505	1357	2851	2558	1596
Effective Weighted Sample	3026	2300	399	407	384	2307	343	993	1983	1909	1022
Total	3982	3336	328	195	124	3020	433	1194	2699	2584	1300
<b>SUMMARY</b>											
1-4	677	568	54	35	20	493	91	117	536	303	349
	17%	17%	16%	18%	16%	16%	21%	10%	20%	12%	27%
							a		a		a
5-7	1730	1447	143	89	51	1305	228	477	1222	1126	567
	43%	43%	44%	46%	41%	43%	53%	40%	45%	44%	44%
							a		a		
8-10	1529	1280	128	71	51	1189	113	585	916	1128	366
	38%	38%	39%	36%	41%	39%	26%	49%	34%	44%	28%
						b		b		b	
Answered	3936	3294	325	194	122	2987	432	1179	2673	2557	1282
Mean score	6.6	6.6	6.6	6.5	6.8	6.6	6.1	7.1	6.3	6.9	5.9
						b		b		b	
Standard deviation	2.26	2.26	2.26	2.23	2.28	2.24	2.10	2.05	2.28	2.10	2.37
Standard error	.03	.04	.10	.10	.11	.04	.09	.06	.04	.04	.06

Columns Tested: a,b,c,d - a,b - a,b - a,b

S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

		Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
			ANY	SVOD	NONE	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	a	b	c	d	e	f	a	b	c
Significance Level: 95%														
Unweighted total		4299	3979	3395	320	3774	2563	2687	638	3973	326	757	1014	2528
Effective Weighted Sample		3026	2885	2468	221	2665	1835	1969	484	2809	219	504	707	1821
Total		3982	3531	2983	451	3492	2414	2399	591	3660	322	700	980	2302
1	(1.0)	119	86	61	32	95	56	41	9	100	19	30	37	52
		3%	2%	2%	7%	3%	2%	2%	1%	3%	6%	4%	4%	2%
					ab	c				c	abcde	c	c	
2	(2.0)	110	71	49	39	96	77	48	11	99	11	21	27	62
		3%	2%	2%	9%	3%	3%	2%	2%	3%	3%	3%	3%	3%
					ab		c							
3	(3.0)	197	158	111	38	179	124	94	23	187	10	57	40	100
		5%	4%	4%	9%	5%	5%	4%	4%	5%	3%	8%	4%	4%
					ab	c						bc		
4	(4.0)	252	204	142	47	218	170	143	24	232	20	63	60	129
		6%	6%	5%	10%	6%	7%	6%	4%	6%	6%	9%	6%	6%
					ab		d					c		
5	(5.0)	566	459	372	107	494	320	287	72	515	51	113	189	263
		14%	13%	12%	24%	14%	13%	12%	12%	14%	16%	16%	19%	11%
					ab	c				c		c	c	
6	(6.0)	469	410	343	60	428	312	279	74	443	26	74	129	267
		12%	12%	12%	13%	12%	13%	12%	12%	12%	8%	11%	13%	12%
							f							
7	(7.0)	695	650	568	44	610	402	464	106	635	59	105	156	433
		17%	18%	19%	10%	17%	17%	19%	18%	17%	18%	15%	16%	19%
			c	c				b						
8	(8.0)	767	734	645	33	681	490	517	144	721	46	119	155	493
		19%	21%	22%	7%	20%	20%	22%	24%	20%	14%	17%	16%	21%
			c	c			f	f	aef					ab
9	(9.0)	395	374	342	21	350	235	270	70	366	30	49	77	270
		10%	11%	11%	5%	10%	10%	11%	12%	10%	9%	7%	8%	12%
			c	c										ab
10	(10.0)	367	347	319	20	306	207	230	55	324	43	58	84	224
		9%	10%	11%	4%	9%	9%	10%	9%	9%	13%	8%	9%	10%
			c	c							abe			

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



S1A. How would you score your personal level of online usage on a scale of 1 to 10, where:  
 10 was someone who was constantly on their phone, tablet or computer for social media, messaging, finding information, and so on  
 1 was someone who goes online very occasionally, perhaps to check email or to look up something specific?

Base : Those who go online (excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4299	3979	3395	320	3774	2563	2687	638	3973	326	757	1014	2528
Effective Weighted Sample	3026	2885	2468	221	2665	1835	1969	484	2809	219	504	707	1821
Total	3982	3531	2983	451	3492	2414	2399	591	3660	322	700	980	2302
<b>SUMMARY</b>													
1-4	677 17%	520 15% b	364 12%	157 35% ab	588 17% cd	426 18% cd	326 14%	67 11%	618 17% cd	59 18% d	170 24% bc	164 17%	343 15%
5-7	1730 43%	1519 43%	1283 43%	210 47%	1532 44%	1034 43%	1030 43%	252 43%	1594 44%	136 42%	293 42%	474 48% ac	963 42%
8-10	1529 38%	1455 41% c	1306 44% c	74 16%	1338 38%	932 39%	1017 42% abe	269 45% abef	1411 39%	118 37%	226 32%	316 32%	987 43% ab
Answered	3936	3495	2952	441	3458	2391	2373	587	3622	313	689	954	2294
Mean score	6.6	6.7 c	6.9 ac	5.1	6.6	6.5	6.8 abef	6.9 abef	6.6	6.5	6.1	6.3	6.8 ab
Standard deviation	2.26	2.18	2.11	2.35	2.23	2.22	2.10	2.04	2.23	2.52	2.38	2.26	2.19
Standard error	.03	.03	.04	.13	.04	.04	.04	.08	.04	.14	.09	.07	.04

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S2. Which of the following describes how you think of yourself?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Male	2087	2087	-	197	342	330	341	873	714	538	371	429
	49%	100%	-%	38%	44%	48%	49%	55%	55%	43%	55%	42%
		b				a	a	abcd	bd		bd	
Female	2167	-	2167	316	426	348	347	723	574	687	299	580
	51%	-%	100%	61%	54%	51%	50%	45%	44%	56%	44%	57%
			a	bcde	e	e				ac		ac
In another way	13	-	-	5	7	-	1	-	-	6	3	3
	*%	-%	-%	1%	1%	-%	*%	-%	-%	1%	1%	*%
				ce	ce					a	a	
Prefer not to say	24	-	-	3	7	5	6	2	3	6	3	7
	1%	-%	-%	*%	1%	1%	1%	*%	*%	*%	*%	1%
					e	e	e					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S2. Which of the following describes how you think of yourself?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Male	2087 49%	1745 48%	174 51%	106 49%	62 48%	1592 49%	252 53%	567 46%	1479 50%	1382 52%	649 43%
Female	2167 51%	1825 51%	168 49%	108 50%	67 52%	1615 50%	225 47%	668 54%	1438 49%	1261 47%	846 56%
In another way	13 *%	12 *%	1 *%	- -%	- -%	10 *%	- -%	2 *%	10 *%	9 *%	3 *%
Prefer not to say	24 1%	22 1%	1 *%	1 1%	* *%	19 1%	1 *%	8 1%	5 *%	9 *%	7 *%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S2. Which of the following describes how you think of yourself?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Male	2087	1784	1499	303	1835	1329	1303	340	1918	169	414	502	1171
	49%	48%	48%	50%	49%	51%	52%	55%	49%	47%	55%	48%	47%
							ae	aef			bc		
Female	2167	1875	1589	293	1898	1250	1179	274	1988	180	328	538	1302
	51%	51%	51%	49%	51%	48%	47%	45%	51%	50%	43%	51%	52%
					cd				cd			a	a
In another way	13	13	12	-	11	6	7	-	11	2	4	5	4
	*%	*%	*%	-%	*%	*%	*%	-%	*%	1%	1%	1%	*%
Prefer not to say	24	17	12	8	14	7	10	1	15	9	9	10	5
	1%	*%	*%	1%	*%	*%	*%	*%	*%	3%	1%	1%	*%
										abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S3. How old are you?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
16-24 years	521 12%	197 9%	316 15% a	521 100% bcde	- -%	- -%	- -%	- -%	105 8%	186 15% a	89 13% a	121 12% a
25-34 years	782 18%	342 16%	426 20% a	- -%	782 100% acde	- -%	- -%	- -%	234 18%	253 20% d	131 19% d	151 15%
35-44 years	683 16%	330 16%	348 16%	- -%	- -%	683 100% abde	- -%	- -%	234 18% d	183 15%	120 18%	139 14%
45-54 years	695 16%	341 16%	347 16%	- -%	- -%	- -%	695 100% abce	- -%	213 16%	211 17%	116 17%	149 15%
55-64 years	608 14%	341 16% b	267 12%	- -%	- -%	- -%	- -%	608 38% abcd	164 13%	194 16%	95 14%	147 14%
65-74 years	563 13%	307 15% b	253 12%	- -%	- -%	- -%	- -%	563 35% abcd	191 15% b	121 10%	77 11%	169 17% bc
75 years or over	428 10%	225 11%	203 9%	- -%	- -%	- -%	- -%	428 27% abcd	150 12% bc	87 7%	47 7%	140 14% bc
NOT ANSWERED (PAPER)	12 *%	3 *%	7 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	2 *%	2 *%
Answered	4280	2083	2160	521	782	683	695	1599	1291	1236	675	1017
Mean age	47.6	49.6 b	46.0	20.4	29.6 a	39.4 ab	49.3 abc	68.1 abcd	49.4 bc	44.9	45.6	50.6 bc
Standard deviation	18.72	18.39	18.87	2.35	2.81	2.89	2.88	8.68	18.52	18.03	17.91	19.54
Standard error	.28	.42	.38	.09	.10	.10	.10	.23	.51	.50	.66	.60

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S3. How old are you?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
16-24 years	521 12%	452 13%	34 10%	20 9%	15 11%	326 10% b	23 5%	209 17% b	278 9%	270 10%	232 15% a
25-34 years	782 18%	663 18% c	64 19%	30 14%	25 19%	584 18% b	41 9%	350 28% b	410 14%	654 25% b	107 7%
35-44 years	683 16%	573 16%	55 16%	33 15%	22 17%	551 17% b	50 10%	394 32% b	276 9%	577 22% b	89 6%
45-54 years	695 16%	583 16%	57 17%	31 14%	24 19%	532 16%	81 17%	229 18% b	452 15%	590 22% b	83 6%
55-64 years	608 14%	496 14%	50 15%	40 18% a	22 17%	478 15%	89 19%	45 4%	557 19% a	409 15% b	168 11%
65-74 years	563 13%	465 13%	46 13%	36 17% a	16 12%	440 14%	101 21% a	18 1%	536 18% a	124 5%	432 29% a
75 years or over	428 10%	361 10% d	38 11% d	24 11% d	5 4%	321 10%	86 18% a	1 *% a	416 14% a	37 1%	389 26% a
NOT ANSWERED (PAPER)	12 *%	11 *%	- -%	1 *%	- -%	5 *%	7 1% a	- -%	6 *%	1 *%	4 *%
Answered	4280	3593	344	214	129	3232	471	1245	2925	2660	1500
Mean age	47.6	47.4	48.7 d	51.1 abd	46.0	48.3	56.8 a	36.2	52.8 a	42.3	57.5 a
Standard deviation	18.72	18.76	18.66	18.74	17.03	18.30	17.26	11.09	18.95	14.10	21.85
Standard error	.28	.34	.82	.85	.83	.31	.75	.30	.35	.28	.53

Columns Tested: a,b,c,d - a,b - a,b - a,b

S3. How old are you?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
16-24 years	521 12%	491 13%	475 15%	30 5%	402 11%	277 11%	317 13%	57 9%	434 11%	87 24%	78 10%	158 15%	285 12%
		c	ac				ad			abcde		ac	
25-34 years	782 18%	752 20%	723 23%	30 5%	644 17%	474 18%	507 20%	115 19%	695 18%	87 24%	133 18%	219 21%	430 17%
		c	ac				ae			abe		c	
35-44 years	683 16%	637 17%	590 19%	46 8%	585 16%	390 15%	427 17%	114 18%	617 16%	66 18%	118 16%	152 14%	414 17%
		c	c										
45-54 years	695 16%	634 17%	532 17%	61 10%	615 16%	417 16%	452 18%	120 20%	644 16%	51 14%	110 15%	162 15%	423 17%
		c	c										
55-64 years	608 14%	516 14%	383 12%	92 15%	561 15%	353 14%	365 15%	98 16%	570 15%	38 11%	127 17%	121 11%	360 15%
								f			b		b
65-74 years	563 13%	422 11%	280 9%	141 23%	533 14%	379 15%	281 11%	69 11%	547 14%	15 4%	104 14%	122 12%	337 14%
		b		ab	cf	cf	f	f	cf				
75 years or over	428 10%	235 6%	128 4%	193 32%	413 11%	295 11%	146 6%	42 7%	415 11%	13 4%	83 11%	117 11%	228 9%
		b		ab	cdf	cdf			cdf				
NOT ANSWERED (PAPER)	12 *%	1 *%	1 *%	10 2%	5 *%	7 *%	4 *%	- -%	8 *%	4 1%	3 *%	6 1%	3 *%
				ab						acde		c	
Answered	4280	3687	3111	593	3753	2585	2495	615	3924	356	752	1050	2478
Mean age	47.6	45.2	42.5	62.6	48.9	48.8	45.2	46.7	48.4	38.8	49.3	46.2	47.8
		b		ab	cdf	cdf	f	f	cdf		bc		b
Standard deviation	18.72	17.67	16.76	18.05	18.73	18.98	17.35	16.88	18.71	16.44	18.63	19.64	18.30
Standard error	.28	.28	.28	.92	.30	.37	.33	.66	.29	.88	.66	.60	.36

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S4. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
AB	1291	714	574	105	234	234	213	505	1291	-	-	-
	30%	34%	26%	20%	30%	34%	31%	32%	100%	-%	-%	-%
		b			a	a	a	a	bcd			
C1	1237	538	687	186	253	183	211	402	-	1237	-	-
	29%	26%	32%	36%	32%	27%	30%	25%	-%	100%	-%	-%
			a	ce	ce		e			acd		
C2	678	371	299	89	131	120	116	219	-	-	678	-
	16%	18%	14%	17%	17%	18%	17%	14%	-%	-%	100%	-%
		b				e					abd	
DE	1019	429	580	121	151	139	149	456	-	-	-	1019
	24%	21%	27%	23%	19%	20%	22%	29%	-%	-%	-%	100%
			a					abcd				abc
Don't know	66	34	28	20	13	6	5	17	-	-	-	-
	2%	2%	1%	4%	2%	1%	1%	1%	-%	-%	-%	-%
				bcde								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



S4. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
AB	1291	1107	88	61	35	975	163	434	840	903	370
	30%	31%	26%	28%	27%	30%	34%	35%	29%	34%	25%
		b						b		b	
C1	1237	1012	114	67	44	935	115	324	881	872	351
	29%	28%	33%	31%	34%	29%	24%	26%	30%	33%	23%
			a		a				a	b	
C2	678	571	53	36	17	512	77	230	429	488	177
	16%	16%	15%	17%	13%	16%	16%	18%	15%	18%	12%
								b		b	
DE	1019	855	86	47	31	778	113	239	749	380	588
	24%	24%	25%	22%	24%	24%	24%	19%	26%	14%	39%
									a		a
Don't know	66	58	2	4	1	36	10	17	32	19	18
	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S4. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
AB	1291 30%	1178 32%	1007 32%	113 19%	1193 32%	916 35%	925 37%	273 44%	1236 31%	55 15%	196 26%	284 27%	812 33%
		c	c		f	aef	aef	abcef	f				ab
C1	1237 29%	1089 30%	940 30%	148 25%	1069 28%	722 28%	740 30%	181 29%	1128 29%	110 30%	195 26%	301 28%	741 30%
C2	678 16%	575 16%	488 16%	102 17%	590 16%	446 17%	385 15%	74 12%	613 16%	64 18%	119 16%	189 18%	370 15%
					d	d			d	d			
DE	1019 24%	805 22%	641 21%	214 35%	865 23%	488 19%	420 17%	84 14%	913 23%	107 30%	224 30%	260 25%	536 22%
				ab	bcd	d			bcd	abcde	bc		
Don't know	66 2%	41 1%	35 1%	26 4%	40 1%	21 1%	28 1%	4 1%	42 1%	24 7%	21 3%	22 2%	23 1%
				ab						abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S6. Which of these best describes your current situation? Please note - if currently 'on furlough' please respond based on the usual employment status

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
In full time employment	1888	1101	775	143	523	444	451	326	701	642	358	175
	44%	53%	36%	27%	67%	65%	65%	20%	54%	52%	53%	17%
		b		e	ae	ae	ae		d	d	d	
In part time employment	774	282	486	127	131	133	138	244	202	229	130	205
	18%	14%	22%	24%	17%	19%	20%	15%	16%	19%	19%	20%
			a	be		e	e					a
Unemployed	244	100	141	51	48	47	48	50	16	24	16	182
	6%	5%	6%	10%	6%	7%	7%	3%	1%	2%	2%	18%
			a	be	e	e	e					abc
A student	194	60	132	170	19	2	4	-	30	106	28	25
	5%	3%	6%	33%	2%	*%	1%	-%	2%	9%	4%	2%
			a	bcde	cde		e			acd	a	
Full-time responsibility for home/ family	157	17	137	10	40	39	27	40	23	21	28	84
	4%	1%	6%	2%	5%	6%	4%	3%	2%	2%	4%	8%
			a		ae	ae					ab	abc
Retired	910	472	436	1	-	1	4	899	301	200	105	297
	21%	23%	20%	*%	-%	*%	1%	56%	23%	16%	15%	29%
								abcd	bc			abc
Other	81	42	38	3	14	12	18	34	15	11	10	41
	2%	2%	2%	1%	2%	2%	3%	2%	1%	1%	1%	4%
							a	a				abc
Prefer not to say	44	13	23	17	7	5	4	5	3	4	3	10
	1%	1%	1%	3%	1%	1%	1%	*%	*%	*%	*%	1%
				bcde								a
<b>SUMMARY</b>												
WORKING	2661	1382	1261	270	654	577	590	570	903	872	488	380
	62%	66%	58%	52%	84%	84%	85%	36%	70%	70%	72%	37%
		b		e	ae	ae	ae		d	d	d	
NOT WORKING	1505	649	846	232	107	89	83	989	370	351	177	588
	35%	31%	39%	44%	14%	13%	12%	62%	29%	28%	26%	58%
			a	bcd				abcd				abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S6. Which of these best describes your current situation? Please note - if currently 'on furlough' please respond based on the usual employment status

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
In full time employment	1888 44%	1579 44%	158 46%	89 41%	62 48%	1456 45%	166 35%	707 57%	1142 39%	1888 71%	- -%
						b		b		b	
In part time employment	774 18%	667 19%	52 15%	34 16%	20 15%	559 17%	97 20%	288 23%	466 16%	774 29%	- -%
								b		b	
Unemployed	244 6%	211 6%	14 4%	12 5%	8 6%	192 6%	12 2%	58 5%	179 6%	- -%	244 16%
						b				a	
A student	194 5%	161 4%	15 4%	10 5%	7 6%	119 4%	8 2%	78 6%	106 4%	- -%	194 13%
								b		a	
Full-time responsibility for home/ family	157 4%	133 4%	13 4%	5 2%	6 4%	117 4%	16 3%	82 7%	70 2%	- -%	157 10%
								b		a	
Retired	910 21%	744 21%	84 25%	60 28%	23 17%	709 22%	160 34%	15 1%	879 30%	- -%	910 60%
			d	ad			a		a		a
Other	81 2%	68 2%	6 2%	4 2%	3 2%	62 2%	14 3%	10 1%	70 2%	- -%	- -%
									a		
Prefer not to say	44 1%	41 1%	1 *%	1 1%	1 1%	23 1%	5 1%	7 1%	21 1%	- -%	- -%
<b>SUMMARY</b>											
WORKING	2661 62%	2246 62%	210 61%	123 57%	82 63%	2015 62%	263 55%	994 80%	1607 55%	2661 100%	- -%
						b		b		b	
NOT WORKING	1505 35%	1248 35%	126 37%	87 40%	43 34%	1136 35%	196 41%	233 19%	1233 42%	- -%	1505 100%
				a			a		a		a

Columns Tested: a,b,c,d - a,b - a,b - a,b

S6. Which of these best describes your current situation? Please note - if currently 'on furlough' please respond based on the usual employment status

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
In full time employment	1888	1769	1620	119	1656	1202	1281	333	1740	147	317	455	1115
	44%	48%	52%	20%	44%	46%	51%	54%	44%	41%	42%	43%	45%
		c	ac				abef	abef					
In part time employment	774	708	615	65	688	480	488	125	717	56	116	168	490
	18%	19%	20%	11%	18%	18%	20%	20%	18%	16%	15%	16%	20%
		c	c										ab
Unemployed	244	193	154	51	189	96	102	24	202	42	53	76	115
	6%	5%	5%	8%	5%	4%	4%	4%	5%	12%	7%	7%	5%
				ab	b				b	abcde	c	c	
A student	194	180	168	15	141	88	102	15	155	39	28	57	109
	5%	5%	5%	2%	4%	3%	4%	2%	4%	11%	4%	5%	4%
			c							abcde			
Full-time responsibility for home/ family	157	141	121	15	129	61	78	8	137	20	27	44	86
	4%	4%	4%	3%	3%	2%	3%	1%	3%	6%	4%	4%	3%
					bd		d		bd	bcd			
Retired	910	608	360	302	869	611	399	100	887	23	176	222	512
	21%	16%	12%	50%	23%	24%	16%	16%	23%	6%	23%	21%	21%
		b		ab	cdf	cdf	f	f	cdf				
Other	81	65	51	17	64	42	33	8	66	15	25	16	40
	2%	2%	2%	3%	2%	2%	1%	1%	2%	4%	3%	2%	2%
										abcde	bc		
Prefer not to say	44	24	22	20	23	14	16	2	27	17	13	18	13
	1%	1%	1%	3%	1%	1%	1%	0%	1%	5%	2%	2%	1%
				ab						abcde	c	c	
<b>SUMMARY</b>													
WORKING	2661	2477	2236	184	2344	1681	1769	458	2457	204	433	623	1605
	62%	67%	72%	31%	62%	65%	71%	74%	63%	57%	57%	59%	65%
		c	ac			f	abef	abef					ab
NOT WORKING	1505	1123	803	382	1327	855	681	147	1380	124	284	398	823
	35%	30%	26%	63%	35%	33%	27%	24%	35%	35%	38%	38%	33%
		b		ab	cd	cd			cd	cd		c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S8. Which region do you live in?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)	239 6%	127 6%	110 5%	25 5%	37 5%	25 4%	41 6%	110 7% c	58 5%	75 6%	38 6%	64 6%
North-West (including Cheshire, Greater Manchester, Lancashire, Merseyside, North Yorkshire (western Craven), West Yorkshire (Walsden), Derbyshire (western High Peak), Cumbria (Barrow-in-Furness and South Lakeland) and the Isle of Man)	462 11%	225 11%	234 11%	58 11%	75 10%	70 10%	75 11%	184 11%	118 9%	129 10%	78 11%	124 12% a
Yorkshire & Lincolnshire (including Leeds, Sheffield and York)	428 10%	210 10%	210 10%	51 10%	72 9%	69 10%	72 10%	164 10%	108 8%	120 10%	59 9%	137 13% abc
West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)	423 10%	189 9%	227 10%	54 10%	102 13% de	72 10%	62 9%	134 8%	118 9%	117 9%	82 12%	102 10%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S8. Which region do you live in?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
East Midlands (including Derbyshire (except High Peak, North East Derbyshire and the northern areas of the Derbyshire Dales), Leicestershire, Nottinghamshire (except Bassetlaw), Rutland and South Kesteven in Lincolnshire)	150 4%	73 4%	75 3%	27 5% e	27 3%	28 4%	28 4%	41 3%	48 4%	37 3%	29 4%	36 4%
East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)	301 7%	133 6%	168 8%	24 5%	46 6%	48 7%	70 10% abe	111 7%	69 5%	80 6%	74 11% abd	71 7%
West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)	154 4%	80 4%	74 3%	20 4%	21 3%	21 3%	20 3%	73 5%	57 4% d	45 4%	26 4%	25 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S8. Which region do you live in?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
South (including Hampshire, Isle of Wight, the majority of West Sussex, eastern and central Dorset, eastern Gloucestershire, southern and eastern Oxfordshire, southern Northamptonshire, western Berkshire and parts of Buckinghamshire, Surrey and Wiltshire)	341 8%	164 8%	176 8%	22 4%	35 4%	37 5%	57 8% ab	186 12% abcd	110 9%	94 8%	46 7%	86 8%
South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)	123 3%	62 3%	57 3%	10 2%	20 3%	16 2%	21 3%	53 3%	30 2%	33 3%	20 3%	38 4%
South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey)	161 4%	82 4%	78 4%	21 4%	29 4%	20 3%	20 3%	70 4%	56 4%	39 3%	30 4%	34 3%
London	822 19%	399 19%	416 19%	140 27% de	199 26% de	168 25% de	118 17% e	197 12%	336 26% bcd	243 20% cd	89 13%	138 14%
Wales	215 5%	106 5%	108 5%	20 4%	30 4%	33 5%	31 4%	99 6%	61 5%	67 5%	36 5%	47 5%
Scotland	344 8%	174 8%	168 8%	34 7%	64 8%	55 8%	57 8%	134 8%	88 7%	114 9%	53 8%	86 8%
Northern Ireland	129 3%	62 3%	67 3%	15 3%	25 3%	22 3%	24 3%	43 3%	35 3%	44 4%	17 3%	31 3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



S8. Which region do you live in?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
<b>SUMMARY</b>												
NORTH	1128 26%	562 27%	554 26%	134 26%	185 24%	164 24%	188 27%	458 29% bc	284 22%	324 26% a	175 26%	325 32% abc
MIDLANDS	573 13%	263 13%	301 14%	81 15% e	129 17% e	99 14% e	90 13%	174 11%	167 13%	154 12%	110 16% b	139 14%
SOUTH	1902 44%	921 44%	969 45%	238 46%	349 45%	310 45%	305 44%	690 43%	657 51% bcd	534 43%	286 42%	392 38%
WALES	215 5%	106 5%	108 5%	20 4%	30 4%	33 5%	31 4%	99 6%	61 5%	67 5%	36 5%	47 5%
SCOTLAND	344 8%	174 8%	168 8%	34 7%	64 8%	55 8%	57 8%	134 8%	88 7%	114 9%	53 8%	86 8%
NORTHERN IRELAND	129 3%	62 3%	67 3%	15 3%	25 3%	22 3%	24 3%	43 3%	35 3%	44 4%	17 3%	31 3%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S8. Which region do you live in?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)	239 6%	239 7%	- -%	- -%	- -%	181 6%	31 7%	62 5%	175 6%	139 5%	95 6%
		bcd									
North-West (including Cheshire, Greater Manchester, Lancashire, Merseyside, North Yorkshire (western Craven), West Yorkshire (Walsden), Derbyshire (western High Peak), Cumbria (Barrow-in-Furness and South Lakeland) and the Isle of Man)	462 11%	462 13%	- -%	- -%	- -%	362 11%	32 7%	139 11%	308 11%	285 11%	162 11%
		bcd				b					
Yorkshire & Lincolnshire (including Leeds, Sheffield and York)	428 10%	428 12%	- -%	- -%	- -%	340 11%	35 7%	115 9%	303 10%	242 9%	169 11%
		bcd									
West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)	423 10%	423 12%	- -%	- -%	- -%	328 10%	46 10%	153 12%	261 9%	277 10%	133 9%
		bcd						b			

Columns Tested: a,b,c,d - a,b - a,b - a,b

S8. Which region do you live in?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
East Midlands (including Derbyshire (except High Peak, North East Derbyshire and the northern areas of the Derbyshire Dales), Leicestershire, Nottinghamshire (except Bassetlaw), Rutland and South Kesteven in Lincolnshire)	150 4%	150 4%	- -%	- -%	- -%	109 3%	14 3%	50 4%	98 3%	100 4%	48 3%
		bcd									
East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)	301 7%	301 8%	- -%	- -%	- -%	208 6%	57 12%	79 6%	205 7%	187 7%	105 7%
		bcd					a				
West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)	154 4%	154 4%	- -%	- -%	- -%	118 4%	20 4%	31 2%	121 4%	88 3%	62 4%
		bcd							a		

Columns Tested: a,b,c,d - a,b - a,b - a,b

S8. Which region do you live in?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
South (including Hampshire, Isle of Wight, the majority of West Sussex, eastern and central Dorset, eastern Gloucestershire, southern and eastern Oxfordshire, southern Northamptonshire, western Berkshire and parts of Buckinghamshire, Surrey and Wiltshire)	341 8%	341 9% bcd	- -%	- -%	- -%	261 8%	66 14% a	65 5%	267 9% a	177 7%	146 10% a
South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)	123 3%	123 3% bcd	- -%	- -%	- -%	75 2%	27 6% a	30 2%	90 3%	69 3%	50 3%
South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey)	161 4%	161 4% bcd	- -%	- -%	- -%	99 3%	19 4%	43 3%	113 4%	103 4%	55 4%
London	822 19%	822 23% bcd	- -%	- -%	- -%	653 20% b	13 3%	298 24% b	493 17%	580 22% b	223 15%
Wales	215 5%	- -%	- -%	215 100% abd	- -%	158 5%	38 8% a	55 4%	155 5%	123 5%	87 6%
Scotland	344 8%	- -%	344 100% acd	- -%	- -%	263 8%	45 9%	84 7%	255 9%	210 8%	126 8%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S8. Which region do you live in?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Northern Ireland	129 3%	- -%	- -%	- -%	129 100% abc	81 2%	34 7% a	39 3%	87 3%	82 3%	43 3%
<b>SUMMARY</b>											
NORTH	1128 26%	1128 31% bcd	- -%	- -%	- -%	884 27% b	98 21%	316 25%	786 27%	666 25%	426 28%
MIDLANDS	573 13%	573 16% bcd	- -%	- -%	- -%	436 13%	60 13%	203 16% b	359 12%	377 14%	181 12%
SOUTH	1902 44%	1902 53% bcd	- -%	- -%	- -%	1414 44%	202 42%	547 44%	1290 44%	1203 45%	641 43%
WALES	215 5%	- -%	- -%	215 100% abd	- -%	158 5%	38 8% a	55 4%	155 5%	123 5%	87 6%
SCOTLAND	344 8%	- -%	344 100% acd	- -%	- -%	263 8%	45 9%	84 7%	255 9%	210 8%	126 8%
NORTHERN IRELAND	129 3%	- -%	- -%	- -%	129 100% abc	81 2%	34 7% a	39 3%	87 3%	82 3%	43 3%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S8. Which region do you live in?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)	239 6%	202 5%	171 5%	37 6%	215 6%	137 5%	126 5%	32 5%	221 6%	18 5%	42 6%	47 4%	149 6%
North-West (including Cheshire, Greater Manchester, Lancashire, Merseyside, North Yorkshire (western Craven), West Yorkshire (Walsden), Derbyshire (western High Peak), Cumbria (Barrow-in-Furness and South Lakeland) and the Isle of Man)	462 11%	401 11%	339 11%	61 10%	407 11%	280 11%	266 11%	56 9%	425 11%	37 10%	90 12%	116 11%	256 10%
Yorkshire & Lincolnshire (including Leeds, Sheffield and York)	428 10%	361 10%	293 9%	66 11%	377 10%	261 10%	229 9%	48 8%	394 10%	34 9%	70 9%	126 12% c	232 9%
West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)	423 10%	380 10%	315 10%	43 7%	373 10%	267 10%	250 10%	50 8%	385 10%	38 11%	87 12%	109 10%	227 9%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S8. Which region do you live in?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
East Midlands (including Derbyshire (except High Peak, North East Derbyshire and the northern areas of the Derbyshire Dales), Leicestershire, Nottinghamshire (except Bassetlaw), Rutland and South Kesteven in Lincolnshire)	150 4%	132 4%	116 4%	19 3%	134 4%	103 4%	88 4%	19 3%	145 4%	5 1%	18 2%	35 3%	98 4%
East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)	301 7%	240 7%	204 7%	61 10% ab	272 7%	194 7%	160 6%	64 10% abce	276 7%	25 7%	52 7%	68 6%	181 7%
West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)	154 4%	135 4%	102 3%	19 3%	138 4%	109 4%	95 4%	33 5%	146 4%	9 2%	26 3%	41 4%	88 4%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S8. Which region do you live in?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
South (including Hampshire, Isle of Wight, the majority of West Sussex, eastern and central Dorset, eastern Gloucestershire, southern and eastern Oxfordshire, southern Northamptonshire, western Berkshire and parts of Buckinghamshire, Surrey and Wiltshire)	341 8%	260 7%	205 7%	81 13% ab	314 8% f	193 7% f	187 7% f	56 9% f	327 8% f	14 4%	63 8%	69 7%	208 8%
South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)	123 3%	102 3%	78 3%	20 3%	109 3%	75 3%	68 3%	22 4%	115 3%	7 2%	23 3%	27 3%	73 3%
South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey)	161 4%	138 4%	105 3%	23 4%	134 4%	97 4%	86 3%	18 3%	143 4%	18 5%	29 4%	44 4%	88 4%
London	822 19%	745 20% c	681 22% c	77 13%	690 18%	472 18%	541 22% abe	132 21%	726 18%	96 27% abe	105 14%	195 18% a	522 21% a
Wales	215 5%	184 5%	153 5%	31 5%	192 5%	140 5%	134 5%	25 4%	200 5%	15 4%	39 5%	54 5%	122 5%
Scotland	344 8%	292 8%	246 8%	52 9%	292 8%	188 7%	191 8%	46 7%	309 8%	35 10%	81 11% c	96 9% c	167 7%
Northern Ireland	129 3%	116 3%	103 3%	13 2%	112 3%	76 3%	77 3%	15 2%	120 3%	9 3%	29 4%	28 3%	71 3%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



S8. Which region do you live in?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
<b>SUMMARY</b>													
NORTH	1128 26%	964 26%	803 26%	164 27%	998 27% d	679 26%	622 25%	135 22%	1040 26% d	88 25%	202 27%	289 27%	637 26%
MIDLANDS	573 13%	511 14%	431 14%	62 10%	506 13%	369 14%	338 14%	69 11%	530 13%	43 12%	105 14%	144 14%	325 13%
SOUTH	1902 44%	1621 44%	1376 44%	281 47%	1657 44%	1141 44%	1137 46%	325 53% abce	1733 44%	169 47%	298 40%	444 42%	1159 47% ab
WALES	215 5%	184 5%	153 5%	31 5%	192 5%	140 5%	134 5%	25 4%	200 5%	15 4%	39 5%	54 5%	122 5%
SCOTLAND	344 8%	292 8%	246 8%	52 9%	292 8%	188 7%	191 8%	46 7%	309 8%	35 10%	81 11% c	96 9% c	167 7%
NORTHERN IRELAND	129 3%	116 3%	103 3%	13 2%	112 3%	76 3%	77 3%	15 2%	120 3%	9 3%	29 4%	28 3%	71 3%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

URBANITY

Base : All respondents where urbanity can be reported

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	3932	1728	2172	466	643	748	694	1370	1194	1111	636	945
Effective Weighted Sample	2729	1237	1493	328	483	567	527	914	848	781	448	620
Total	3715	1844	1841	348	625	601	613	1515	1139	1050	589	891
Urban	3237 87%	1592 86%	1615 88%	326 94%	584 93%	551 92%	532 87%	1239 82%	975 86%	935 89%	512 87%	778 87%
Rural	478 13%	252 14%	225 12%	23 6%	41 7%	50 8%	81 13%	276 18%	163 14%	115 11%	77 13%	113 13%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

URBANITY

Base : All respondents where urbanity can be reported

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	3932	2645	471	438	378	3400	532	1140	2709	2277	1509
Effective Weighted Sample	2729	2060	370	343	344	2377	352	835	1859	1702	932
Total	3715	3095	308	197	115	3237	478	992	2637	2278	1333
Urban	3237	2734	263	158	81	3237	-	905	2252	2015	1136
	87%	88%	85%	81%	70%	100%	-%	91%	85%	88%	85%
		cd	d	d		b		b		b	
Rural	478	361	45	38	34	-	478	87	386	263	196
	13%	12%	15%	19%	30%	-%	100%	9%	15%	12%	15%
				a	abc		a		a		a

Columns Tested: a,b,c,d - a,b - a,b - a,b

URBANITY

Base : All respondents where urbanity can be reported

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	3932	3583	3028	349	3477	2360	2434	579	3644	288	712	882	2338
Effective Weighted Sample	2729	2605	2211	240	2419	1667	1785	440	2538	192	472	608	1652
Total	3715	3188	2661	527	3295	2261	2171	536	3431	284	664	863	2187
Urban	3237	2804	2361	433	2857	1919	1900	454	2975	262	580	767	1890
	87%	88%	89%	82%	87%	85%	88%	85%	87%	92%	87%	89%	86%
		c	c				b			abde			
Rural	478	384	300	94	438	343	271	82	456	22	84	96	297
	13%	12%	11%	18%	13%	15%	12%	15%	13%	8%	13%	11%	14%
				ab	f	cf		f	f				

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S9. How would you describe your national identity?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
English	2573 60%	1289 62% b	1264 58%	305 58%	454 58%	399 58%	416 60%	996 62%	765 59%	718 58%	427 63%	622 61%
Welsh	136 3%	69 3%	66 3%	12 2%	20 3%	18 3%	28 4%	57 4%	28 2%	44 4%	30 4% a	30 3%
Scottish	323 8%	161 8%	162 7%	29 5%	62 8%	52 8%	53 8%	127 8%	87 7%	90 7%	60 9%	84 8%
Northern Irish	76 2%	35 2%	41 2%	15 3% e	12 2%	12 2%	16 2%	21 1%	22 2%	25 2%	8 1%	20 2%
British	893 21%	422 20%	463 21%	100 19%	153 20%	140 20%	142 20%	353 22%	301 23% cd	271 22% c	111 16%	194 19%
Irish	38 1%	16 1%	21 1%	5 1%	6 1%	7 1%	6 1%	12 1%	16 1%	10 1%	4 1%	6 1%
Other	196 5%	75 4%	118 5% a	46 9% de	53 7% de	41 6% de	24 3%	31 2%	52 4%	62 5%	33 5%	49 5%
Prefer not to say	56 1%	19 1%	34 2%	10 2% e	20 3% e	14 2% e	9 1% e	3 *%	18 1%	15 1%	4 1%	14 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S9. How would you describe your national identity?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
English	2573 60%	2478 69% bcd	29 9%	53 25% bd	12 9%	1966 61%	267 56%	740 59%	1766 60%	1612 61%	875 58%
Welsh	136 3%	28 1%	1 *%	107 50% abd	1 1%	97 3%	28 6% a	37 3%	97 3%	82 3%	49 3%
Scottish	323 8%	74 2% cd	248 72% acd	1 *% *	* *% *	253 8%	38 8%	77 6%	241 8% a	206 8%	110 7%
Northern Irish	76 2%	11 *%	2 1%	* *% abc	63 48% abc	48 1%	18 4% a	24 2%	51 2%	51 2%	22 1%
British	893 21%	770 21% b	48 14%	47 22% b	28 21% b	658 20%	108 23%	268 22%	606 21%	526 20%	352 23% a
Irish	38 1%	15 *%	3 1%	- -% abc	20 16% abc	21 1%	10 2% a	7 1%	31 1%	21 1%	16 1%
Other	196 5%	175 5% c	12 3%	5 2%	5 4%	157 5% b	9 2%	74 6% b	114 4%	128 5%	64 4%
Prefer not to say	56 1%	52 1%	2 *%	1 1%	1 1%	36 1%	* *%	18 1%	26 1%	35 1%	17 1%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S9. How would you describe your national identity?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
English	2573	2201	1833	372	2281	1556	1462	355	2368	205	480	623	1470
	60%	60%	59%	62%	61%	60%	59%	58%	60%	57%	64%	59%	59%
Welsh	136	122	103	14	122	84	79	14	125	11	24	34	78
	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%
Scottish	323	275	241	49	281	177	175	40	293	30	73	96	155
	8%	7%	8%	8%	7%	7%	7%	6%	7%	8%	10%	9%	6%
											c	c	
Northern Irish	76	67	59	9	67	44	47	9	71	5	20	16	40
	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%
British	893	758	641	135	794	587	565	165	840	53	108	217	569
	21%	21%	21%	22%	21%	23%	23%	27%	21%	15%	14%	21%	23%
					f	f	f	acef	f			a	a
Irish	38	33	29	5	34	24	24	7	35	3	8	7	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	196	179	159	17	142	98	122	20	161	36	30	46	121
	5%	5%	5%	3%	4%	4%	5%	3%	4%	10%	4%	4%	5%
										abcde			
Prefer not to say	56	54	46	2	37	24	25	6	39	18	12	18	26
	1%	1%	1%	*%	1%	1%	1%	1%	1%	5%	2%	2%	1%
										abcde			

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
<b>WHITE</b>												
English/ Welsh/ Scottish/ Northern Irish/ British	3324 77%	1675 80%	1628 75%	290 56%	505 65%	480 70%	562 81%	1479 93%	986 76%	929 75%	549 81%	816 80%
		b			a	ab	abc	abcd			ab	b
Irish	52 1%	20 1%	31 1%	8 2%	13 2%	8 1%	6 1%	16 1%	17 1%	16 1%	5 1%	12 1%
Gypsy, Traveller or Irish Traveller	12 *%	3 *%	9 *%	2 *%	2 *%	4 1%	3 *%	1 *%	3 *%	3 *%	2 *%	4 *%
Any other white background	164 4%	73 3%	88 4%	25 5%	49 6%	37 5%	25 4%	28 2%	48 4%	58 5%	26 4%	29 3%
				e	de	e	e					
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>												
White and Black Caribbean	37 1%	17 1%	18 1%	14 3%	8 1%	8 1%	5 1%	2 *%	5 *%	19 2%	6 1%	6 1%
				bde	e	e				a		
White and Black African	29 1%	18 1%	11 1%	8 2%	11 1%	5 1%	3 *%	2 *%	13 1%	2 *%	6 1%	8 1%
				e	e	e			b			
White and Asian	53 1%	17 1%	37 2%	13 3%	16 2%	16 2%	5 1%	3 *%	25 2%	13 1%	6 1%	10 1%
			a	de	e	de						
Any other mixed/ multiple ethnic background	36 1%	16 1%	20 1%	12 2%	14 2%	5 1%	3 *%	2 *%	11 1%	18 1%	1 *%	6 1%
				cde	de	e				c		
<b>ASIAN AND BRITISH ASIAN</b>												
Indian	143 3%	49 2%	92 4%	26 5%	40 5%	40 6%	20 3%	18 1%	52 4%	50 4%	7 1%	32 3%
			a	e	de	de	e		c	c		c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Pakistani	103 2%	51 2%	49 2%	33 6% de	30 4% de	28 4% de	9 1% e	3 *% e	25 2%	26 2%	19 3%	28 3%
Bangladeshi	52 1%	29 1%	20 1%	19 4% cde	17 2% cde	5 1%	4 1%	6 *% e	9 1%	15 1%	10 1%	17 2%
Chinese	41 1%	14 1%	27 1%	5 1%	9 1% e	12 2% e	10 1% e	5 *% e	19 1%	15 1%	2 *% e	5 1%
Any other Asian background	54 1%	20 1%	32 1%	13 3% ce	23 3% cde	4 1%	7 1%	7 *% e	17 1%	15 1%	12 2%	8 1%
<b>BLACK AND BLACK BRITISH</b>												
Caribbean	38 1%	15 1%	24 1%	5 1%	9 1%	4 1%	9 1%	12 1%	9 1%	13 1%	6 1%	11 1%
African	79 2%	39 2%	40 2%	29 6% bcde	21 3% e	11 2% e	12 2% e	6 *% e	30 2% d	23 2%	15 2%	10 1%
Any other black/ African/ Caribbean background	10 *%	3 *%	6 *%	4 1% e	1 *% e	1 *% e	2 *% e	1 *% e	2 *% e	5 *% e	1 *% e	1 *% e
<b>OTHER ETHNIC GROUP</b>												
Arab	24 1%	10 *%	15 1%	7 1% be	1 *% e	9 1% be	3 *% e	5 *% e	9 1%	6 *% e	2 *% e	5 1%
Any other ethnic background	16 *%	12 1%	4 *% e	3 1% e	6 1% e	3 *% e	2 *% e	2 *% e	7 1%	5 *% e	- -% e	3 *% e
Prefer not to say	24 1%	7 *%	16 1%	5 1% e	8 1% e	6 1% e	3 *% e	2 *% e	3 *% e	8 1%	2 *% e	9 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
<b>SUMMARY</b>												
WHITE	3552 83%	1772 85% b	1756 81%	325 62%	570 73% a	528 77% a	596 86% abc	1524 95% abcd	1054 82%	1006 81%	582 86% ab	861 84%
MIXED/ MULTIPLE ETHNIC GROUPS	156 4%	67 3%	85 4%	48 9% cde	48 6% de	34 5% de	16 2% e	9 1%	54 4%	51 4%	19 3%	30 3%
ASIAN AND ASIAN BRITISH	393 9%	163 8%	222 10% a	96 18% cde	119 15% de	88 13% de	50 7% e	39 2%	122 9%	121 10%	50 7%	91 9%
BLACK AND BLACK BRITISH	127 3%	56 3%	70 3%	38 7% bcde	31 4% e	16 2%	24 3% e	19 1%	41 3%	41 3%	22 3%	21 2%
OTHER ETHNIC GROUP	40 1%	21 1%	19 1%	10 2% e	6 1%	12 2% e	6 1%	7 *%	16 1%	11 1%	2 *%	8 1%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
<b>WHITE</b>											
English/ Welsh/ Scottish/ Northern Irish/ British	3324 77%	2718 75%	310 90% ad	199 93% ad	97 75%	2529 78%	442 92% a	830 67%	2429 83% a	1992 75%	1229 82% a
Irish	52 1%	25 1%	5 1% c	- -%	22 17% abc	30 1%	11 2% a	15 1%	35 1%	35 1%	15 1%
Gypsy, Traveller or Irish Traveller	12 *%	12 *%	- -%	* *%	- -%	7 *%	2 *%	7 1%	5 *%	7 *%	2 *%
Any other white background	164 4%	144 4%	11 3%	5 2%	5 4%	130 4% b	5 1%	51 4%	105 4%	117 4% b	39 3%
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>											
White and Black Caribbean	37 1%	35 1%	1 *%	1 1%	* *%	30 1%	1 *%	14 1%	21 1%	29 1%	8 1%
White and Black African	29 1%	28 1%	1 *%	1 *%	- -%	17 1%	- -%	21 2% b	7 *%	24 1%	5 *%
White and Asian	53 1%	46 1%	4 1%	2 1%	1 1%	43 1%	3 1%	24 2% b	30 1%	42 2% b	11 1%
Any other mixed/ multiple ethnic background	36 1%	36 1% b	- -%	* *%	- -%	21 1%	1 *%	12 1%	20 1%	26 1%	10 1%
<b>ASIAN AND BRITISH ASIAN</b>											
Indian	143 3%	142 4% bcd	* *%	- -%	1 1%	113 3% b	- -%	61 5% b	75 3%	98 4%	44 3%

Columns Tested: a,b,c,d - a,b - a,b - a,b

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Pakistani	103 2%	98 3% cd	4 1% d	1 *% c	- -% d	77 2% b	1 *% b	59 5% b	34 1% b	61 2% a	41 3% b
Bangladeshi	52 1%	50 1% c	1 *% c	- -% c	1 *% c	41 1% b	- -% b	26 2% b	25 1% b	36 1% a	15 1% b
Chinese	41 1%	39 1% c	2 *% c	- -% c	1 *% c	27 1% c	2 *% c	16 1% c	26 1% c	30 1% c	10 1% c
Any other Asian background	54 1%	52 1% bd	* *% bd	1 1% bd	- -% bd	41 1% bd	4 1% bd	19 2% bd	32 1% bd	29 1% bd	25 2% bd
<b>BLACK AND BLACK BRITISH</b>											
Caribbean	38 1%	37 1% bd	- -% bd	1 *% bd	- -% bd	30 1% bd	- -% bd	13 1% bd	26 1% bd	32 1% bd	7 *% bd
African	79 2%	74 2% d	2 1% d	2 1% d	* *% d	57 2% b	1 *% b	40 3% b	34 1% b	56 2% a	22 1% b
Any other black/ African/ Caribbean background	10 *%	10 *% b	- -% b	- -% b	- -% b	8 *% b	* *% b	6 *% b	3 *% b	6 *% a	3 *% b
<b>OTHER ETHNIC GROUP</b>											
Arab	24 1%	23 1% b	1 *% b	- -% b	* *% b	19 1% b	1 *% b	19 2% b	6 *% b	22 1% b	2 *% b
Any other ethnic background	16 *%	14 *% b	1 *% b	* *% b	1 1% b	4 *% b	3 1% b	7 1% b	9 *% b	8 *% a	8 1% b
Prefer not to say	24 1%	20 1% b	2 1% b	1 1% b	* *% b	12 *% b	- -% b	8 1% b	11 *% b	11 *% a	9 1% b

Columns Tested: a,b,c,d - a,b - a,b - a,b

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
<b>SUMMARY</b>											
WHITE	3552	2899	325	204	124	2696	460	902	2574	2151	1286
	83%	80%	95%	95%	96%	83%	96%	72%	88%	81%	85%
		a	a	a	a	a	a	a	a	a	a
MIXED/ MULTIPLE ETHNIC GROUPS	156	144	6	4	1	111	5	70	77	120	33
	4%	4%	2%	2%	1%	3%	1%	6%	3%	5%	2%
		bd				b		b		b	
ASIAN AND ASIAN BRITISH	393	382	7	2	2	298	8	181	192	255	134
	9%	11%	2%	1%	2%	9%	2%	15%	7%	10%	9%
		bcd				b		b			
BLACK AND BLACK BRITISH	127	121	2	3	*	96	1	59	63	94	32
	3%	3%	1%	1%	***	3%	***	5%	2%	4%	2%
		bcd				b		b		b	
OTHER ETHNIC GROUP	40	37	2	*	1	23	3	25	15	30	10
	1%	1%	1%	***	1%	1%	1%	2%	***	1%	1%
								b			

Columns Tested: a,b,c,d - a,b - a,b - a,b

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
<b>WHITE</b>													
English/ Welsh/ Scottish/ Northern Irish/ British	3324 77%	2814 76%	2319 75%	510 85% ab	2987 79% cf	2028 78% cf	1887 76% f	482 78% f	3096 79% cf	228 63% c	608 81% b	786 74% b	1930 78% c
Irish	52 1%	45 1%	42 1%	6 1%	44 1%	32 1%	33 1%	12 2%	45 1%	6 2%	15 2%	12 1%	24 1%
Gypsy, Traveller or Irish Traveller	12 *%	12 *%	11 *%	- -%	9 *%	4 *%	3 *%	- -%	9 *%	3 1%	3 *%	3 *%	6 *%
Any other white background	164 4%	153 4%	140 4% c	11 2%	116 3%	84 3%	98 4%	22 4%	133 3%	30 8% abcde	23 3%	45 4%	96 4%
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>													
White and Black Caribbean	37 1%	37 1%	37 1%	- -%	33 1%	20 1%	22 1%	1 *%	33 1%	4 1%	5 1%	14 1%	18 1%
White and Black African	29 1%	27 1%	25 1%	2 *%	26 1%	23 1%	27 1%	9 1%	27 1%	2 1%	6 1%	3 *%	20 1%
White and Asian	53 1%	51 1%	46 1%	3 *%	47 1%	36 1%	45 2%	9 1%	50 1%	3 1%	11 1%	9 1%	33 1%
Any other mixed/ multiple ethnic background	36 1%	32 1%	27 1%	3 1%	30 1%	16 1%	24 1%	4 1%	31 1%	5 1%	10 1%	10 1%	16 1%
<b>ASIAN AND BRITISH ASIAN</b>													
Indian	143 3%	134 4%	126 4% c	9 1%	116 3%	96 4%	101 4%	26 4%	124 3%	19 5%	14 2%	37 4%	91 4% a
Pakistani	103 2%	94 3%	84 3%	9 1%	84 2%	65 2%	66 3%	12 2%	91 2%	12 3%	22 3%	29 3%	52 2%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Bangladeshi	52 1%	46 1%	38 1%	6 1%	40 1%	26 1%	31 1%	3 *%	43 1%	8 2% d	5 1%	12 1%	35 1%
Chinese	41 1%	32 1%	28 1%	9 1%	28 1%	19 1%	26 1%	6 1%	34 1%	7 2% ab	4 *%	12 1%	26 1%
Any other Asian background	54 1%	40 1%	38 1%	14 2%	46 1%	34 1%	29 1%	8 1%	48 1%	6 2%	2 *%	19 2% a	33 1% a
<b>BLACK AND BLACK BRITISH</b>													
Caribbean	38 1%	35 1%	25 1%	4 1%	28 1%	18 1%	17 1%	4 1%	34 1%	4 1%	6 1%	15 1%	18 1%
African	79 2%	70 2%	66 2%	9 1%	68 2%	49 2%	45 2%	10 2%	69 2%	9 3%	5 1%	36 3% ac	38 2%
Any other black/ African/ Caribbean background	10 *%	10 *%	10 *%	- -%	7 *%	7 *%	6 *%	2 *%	7 *%	2 1%	4 1%	- -%	6 *%
<b>OTHER ETHNIC GROUP</b>													
Arab	24 1%	24 1%	21 1%	- -%	22 1%	18 1%	20 1%	2 *%	24 1%	- -%	3 *%	5 *%	17 1%
Any other ethnic background	16 *%	13 *%	11 *%	3 *%	11 *%	8 *%	5 *%	* *%	12 *%	4 1% abcde	4 1%	2 *%	10 *%
Prefer not to say	24 1%	17 *%	16 1%	6 1%	15 *%	11 *%	13 1%	3 *%	19 *%	5 1%	6 1%	5 *%	13 1%
<b>SUMMARY</b>													
WHITE	3552 83%	3024 82%	2511 81%	528 87% ab	3155 84% cf	2149 83% f	2021 81% f	516 84% f	3284 84% cf	268 75%	650 86% b	847 80%	2056 83%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S10. Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
MIXED/ MULTIPLE ETHNIC GROUPS	156 4%	148 4%	136 4%	8 1%	137 4%	94 4%	118 5%	22 4%	141 4%	14 4%	32 4%	36 3%	87 4%
ASIAN AND ASIAN BRITISH	393 9%	347 9%	315 10%	46 8%	313 8%	239 9%	253 10%	55 9%	340 9%	53 15%	47 6%	109 10%	237 10%
BLACK AND BLACK BRITISH	127 3%	114 3%	101 3%	13 2%	104 3%	73 3%	69 3%	17 3%	111 3%	16 4%	14 2%	51 5%	62 2%
OTHER ETHNIC GROUP	40 1%	38 1%	33 1%	3 *%	34 1%	26 1%	25 1%	2 *%	36 1%	4 1%	7 1%	7 1%	26 1%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c



S11. What is your religion, if any?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
No religion	1656 39%	815 39%	826 38%	234 45% e	370 47% ce	282 41% e	291 42% e	475 30%	460 36%	519 42% a	271 40%	387 38%
Catholic	483 11%	230 11%	251 12%	56 11%	87 11%	89 13%	84 12%	161 10%	141 11%	139 11%	77 11%	109 11%
Church of England/ Scotland/ Ireland	1085 25%	536 26%	548 25%	32 6%	72 9%	115 17% ab	190 27% abc	672 42% abcd	335 26% b	272 22%	195 29% b	273 27% b
Other Christian	389 9%	189 9%	198 9%	51 10%	56 7%	64 9%	55 8%	163 10% b	132 10%	115 9%	54 8%	86 8%
Buddhist	19 *%	11 1%	7 *%	3 1%	6 1%	5 1%	2 *%	3 *%	6 *%	11 1%	1 *%	2 *%
Hindu	109 3%	30 1%	78 4% a	18 3% e	33 4% e	31 5% de	17 2% e	10 1%	48 4% c	34 3% c	5 1%	22 2% c
Jewish	65 2%	39 2%	25 1%	5 1%	15 2% d	10 2% d	2 *%	32 2% d	28 2%	13 1%	7 1%	14 1%
Muslim	273 6%	143 7%	125 6%	89 17% bcde	82 10% de	63 9% de	26 4% e	14 1%	77 6%	66 5%	46 7%	73 7%
Sikh	22 1%	11 1%	11 1%	6 1% de	9 1% de	4 1%	1 *%	3 *%	6 *%	9 1%	3 *%	4 *%
Any other religion	50 1%	25 1%	25 1%	3 1%	10 1%	5 1%	11 2%	21 1%	13 1%	16 1%	7 1%	14 1%
Prefer not to say	142 3%	58 3%	72 3%	24 5% cd	44 6% cde	15 2%	15 2%	44 3%	45 3% c	43 3% c	11 2%	35 3% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S11. What is your religion, if any?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
<b>SUMMARY</b>												
NO RELIGION	1656 39%	815 39%	826 38%	234 45% e	370 47% ce	282 41% e	291 42% e	475 30%	460 36%	519 42% a	271 40%	387 38%
CHRISTIAN RELIGION	1956 46%	955 46%	998 46%	139 27%	215 27%	269 39% ab	330 47% abc	997 62% abcd	608 47% b	526 43%	327 48% b	468 46%
NON-CHRISTIAN RELIGION	538 13%	259 12%	271 13%	124 24% cde	154 20% de	119 17% de	59 8% e	83 5%	178 14% c	149 12%	69 10%	128 13%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

S11. What is your religion, if any?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
No religion	1656 39%	1364 38%	161 47%	99 46%	31 24%	1260 39%	192 40%	443 36%	1173 40%	1107 42%	493 33%
		d	ad	ad					a	b	
Catholic	483 11%	379 11%	48 14%	19 9%	37 29%	358 11%	50 10%	164 13%	298 10%	318 12%	145 10%
			ac		abc			b			
Church of England/ Scotland/ Ireland	1085 25%	921 26%	91 26%	49 23%	24 19%	823 25%	171 36%	212 17%	858 29%	563 21%	500 33%
		d	d				a		a		a
Other Christian	389 9%	296 8%	31 9%	33 16%	28 22%	281 9%	42 9%	120 10%	262 9%	224 8%	157 10%
				ab	abc						
Buddhist	19 *%	19 1%	* *%	- -%	- -%	17 1%	- -%	5 *%	13 *%	13 *%	6 *%
Hindu	109 3%	108 3%	- -%	- -%	1 1%	89 3%	1 *%	46 4%	59 2%	80 3%	28 2%
		bcd			bc	b		b			
Jewish	65 2%	63 2%	* *%	* *%	* *%	58 2%	3 1%	21 2%	44 1%	37 1%	27 2%
		bcd									
Muslim	273 6%	265 7%	5 1%	3 1%	1 1%	203 6%	4 1%	178 14%	85 3%	180 7%	89 6%
		bcd				b		b			
Sikh	22 1%	22 1%	1 *%	- -%	- -%	17 1%	- -%	10 1%	9 *%	19 1%	3 *%
Any other religion	50 1%	41 1%	3 1%	3 1%	3 2%	35 1%	7 1%	11 1%	38 1%	35 1%	14 1%
Prefer not to say	142 3%	126 4%	4 1%	9 4%	3 2%	95 3%	8 2%	35 3%	91 3%	84 3%	42 3%
		b		b							

Columns Tested: a,b,c,d - a,b - a,b - a,b

S11. What is your religion, if any?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
<b>SUMMARY</b>											
NO RELIGION	1656	1364	161	99	31	1260	192	443	1173	1107	493
	39%	38%	47%	46%	24%	39%	40%	36%	40%	42%	33%
		d	ad	ad					a	b	
CHRISTIAN RELIGION	1956	1595	170	101	90	1463	263	497	1418	1105	802
	46%	44%	49%	47%	70%	45%	55%	40%	48%	42%	53%
					abc		a		a		a
NON-CHRISTIAN RELIGION	538	518	10	6	5	419	15	271	249	364	168
	13%	14%	3%	3%	4%	13%	3%	22%	9%	14%	11%
		bcd				b		b		b	

Columns Tested: a,b,c,d - a,b - a,b - a,b

S11. What is your religion, if any?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
No religion	1656 39%	1480 40%	1280 41%	175 29%	1413 38%	928 36%	955 38%	260 42%	1488 38%	168 47%	324 43%	399 38%	932 38%
		c	c					b		abce	c		
Catholic	483 11%	423 11%	378 12%	59 10%	416 11%	303 12%	283 11%	77 13%	439 11%	44 12%	77 10%	135 13%	270 11%
Church of England/ Scotland/ Ireland	1085 25%	846 23%	633 20%	239 40%	1009 27%	698 27%	574 23%	133 22%	1035 26%	50 14%	189 25%	256 24%	639 26%
		b		ab	cdf	cdf	f	f	cdf				
Other Christian	389 9%	335 9%	283 9%	53 9%	354 9%	245 9%	234 9%	50 8%	366 9%	22 6%	57 8%	98 9%	233 9%
Buddhist	19 *%	17 *%	15 *%	2 *%	14 *%	14 1%	12 *%	1 *%	18 *%	1 *%	5 1%	1 *%	13 1%
Hindu	109 3%	108 3%	100 3%	1 *%	89 2%	76 3%	82 3%	24 4%	94 2%	15 4%	12 2%	19 2%	77 3%
		c	c										
Jewish	65 2%	58 2%	53 2%	6 1%	61 2%	40 2%	50 2%	5 1%	62 2%	3 1%	10 1%	16 2%	38 2%
Muslim	273 6%	249 7%	222 7%	24 4%	226 6%	165 6%	183 7%	37 6%	241 6%	33 9%	39 5%	62 6%	172 7%
			c										
Sikh	22 1%	21 1%	21 1%	2 *%	20 1%	18 1%	19 1%	4 1%	22 1%	- -%	1 *%	8 1%	13 1%
Any other religion	50 1%	39 1%	33 1%	11 2%	41 1%	27 1%	24 1%	5 1%	46 1%	4 1%	13 2%	13 1%	25 1%
Prefer not to say	142 3%	111 3%	95 3%	31 5%	115 3%	79 3%	83 3%	20 3%	121 3%	21 6%	27 4%	47 4%	68 3%
										abe		c	
<b>SUMMARY</b>													
NO RELIGION	1656 39%	1480 40%	1280 41%	175 29%	1413 38%	928 36%	955 38%	260 42%	1488 38%	168 47%	324 43%	399 38%	932 38%
		c	c					b		abce	c		

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

S11. What is your religion, if any?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
CHRISTIAN RELIGION	1956	1605	1294	351	1779	1246	1091	261	1840	116	323	490	1143
	46%	44%	42%	58%	47%	48%	44%	42%	47%	32%	43%	46%	46%
				ab	cdf	cdf	f	f	cf				
NON-CHRISTIAN RELIGION	538	492	442	46	451	340	370	76	483	56	81	120	338
	13%	13%	14%	8%	12%	13%	15%	12%	12%	15%	11%	11%	14%
		c	c				ae						

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
1	757 18%	371 18%	381 18%	37 7%	102 13%	88 13%	117 17%	409 26%	187 15%	236 19%	82 12%	234 23%
					a	a	a	abcd		ac		ac
2	1623 38%	823 39%	785 36%	105 20%	253 32%	150 22%	202 29%	910 57%	493 38%	469 38%	250 37%	406 40%
					ac		ac	abcd				
3	815 19%	394 19%	416 19%	113 22%	196 25%	184 27%	134 19%	188 12%	242 19%	237 19%	155 23%	167 16%
				e	de	de	e				d	
4	670 16%	309 15%	356 16%	132 25%	148 19%	172 25%	154 22%	64 4%	256 20%	196 16%	105 15%	103 10%
				be	e	be	e		bcd	d	d	
5+	425 10%	190 9%	229 11%	134 26%	82 10%	90 13%	88 13%	27 2%	113 9%	98 8%	87 13%	109 11%
				bcde	e	e	e				ab	
Answered	4162	2019	2107	520	780	682	683	1498	1270	1219	653	968
Mean number of people	2.7	2.6	2.8	3.6	2.9	3.1	2.9	2.0	2.8	2.6	2.9	2.6
			a	bcde	e	bde	e		bd		bd	
Standard deviation	1.47	1.34	1.56	1.65	1.50	1.39	1.44	1.08	1.38	1.30	1.33	1.75
Standard error	.02	.03	.03	.07	.05	.05	.05	.03	.04	.04	.05	.05

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
1	757 18%	623 17%	75 22% ad	37 17%	21 16%	576 18%	88 19%	- -%	757 26% a	396 15%	326 22% a
2	1623 38%	1350 37% d	143 41% d	89 42% d	41 32%	1250 39%	231 48% a	96 8%	1482 51% a	864 32%	718 48% a
3	815 19%	689 19%	62 18%	38 17%	26 20%	614 19%	84 17%	399 32% b	396 13%	609 23% b	183 12%
4	670 16%	568 16%	45 13%	33 15%	25 19% b	493 15% b	53 11%	445 36% b	205 7%	510 19% b	145 10%
5+	425 10%	372 10% b	19 5%	18 8%	16 13% bc	304 9% b	21 4%	305 25% b	93 3%	282 11%	131 9%
Answered	4162	3493	339	203	127	3138	447	1241	2819	2635	1413
Mean number of people	2.7	2.7 b	2.5	2.6	2.9 abc	2.7 b	2.4	3.9 b	2.1	2.8 b	2.5
Standard deviation	1.47	1.42	1.84	1.45	1.69	1.44	1.06	1.28	1.17	1.36	1.58
Standard error	.02	.03	.08	.07	.08	.02	.05	.03	.02	.03	.04

Columns Tested: a,b,c,d - a,b - a,b - a,b



G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
1	757 18%	546 15%	385 12%	211 35%	657 17%	473 18%	373 15%	119 19%	694 18%	63 17%	151 20%	180 17%	426 17%
		b		ab	c	c		c	c				
2	1623 38%	1358 37%	1080 35%	265 44%	1458 39%	980 38%	919 37%	216 35%	1515 39%	108 30%	314 42%	400 38%	910 37%
				ab	f	f	f		f		c		
3	815 19%	758 21%	696 22%	57 9%	697 19%	486 19%	490 20%	106 17%	732 19%	83 23%	140 19%	197 19%	478 19%
		c	c										
4	670 16%	633 17%	589 19%	38 6%	595 16%	421 16%	451 18%	113 18%	615 16%	56 15%	81 11%	164 16%	425 17%
		c	c				ae					a	a
5+	425 10%	393 11%	362 12%	32 5%	351 9%	233 9%	265 11%	62 10%	375 10%	50 14%	69 9%	115 11%	242 10%
		c	c							abe			
Answered	4162	3633	3075	529	3643	2513	2461	609	3813	349	732	1025	2405
Mean number of people	2.7	2.8	2.9	2.1	2.7	2.7	2.8	2.7	2.7	2.9	2.5	2.8	2.7
		c	ac				abe			abe		a	a
Standard deviation	1.47	1.47	1.50	1.28	1.43	1.47	1.41	1.75	1.44	1.69	1.32	1.54	1.48
Standard error	.02	.02	.03	.07	.02	.03	.03	.07	.02	.09	.05	.05	.03

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Yes, aged 0-2	268 6%	100 5%	165 8%	46 9%	126 16%	74 11%	17 2%	5 *%	105 8%	63 5%	39 6%	58 6%
			a	de	acde	de	e		b			
Yes, aged 3-4	233 5%	89 4%	144 7%	28 5%	113 14%	78 11%	9 1%	5 *%	95 7%	53 4%	28 4%	51 5%
			a	de	ade	ade	e		bcd			
Yes, aged 5-10	590 14%	296 14%	291 13%	75 14%	164 21%	228 33%	104 15%	18 1%	204 16%	141 11%	118 17%	115 11%
				e	ade	abde	e		bd		bd	
Yes, aged 11-15	562 13%	269 13%	289 13%	102 20%	84 11%	176 26%	158 23%	43 3%	181 14%	156 13%	122 18%	98 10%
				be	e	abe	be		d		abd	
ANY CHILDREN AGED UNDER 16	1245 29%	567 27%	668 31%	209 40%	350 45%	394 58%	229 33%	64 4%	434 34%	324 26%	230 34%	239 23%
			a	de	de	abde	e		bd		bd	
No children aged under 16	2932 68%	1479 71%	1438 66%	278 53%	410 52%	276 40%	452 65%	1509 94%	840 65%	881 71%	429 63%	749 73%
		b		c	c		abc	abcd		ac		ac
Don't know	28 1%	8 *%	19 1%	17 3%	7 1%	2 *%	1 *%	1 *%	3 *%	9 1%	7 1%	6 1%
				bcde	e						a	
Prefer not to say	87 2%	33 2%	43 2%	17 3%	15 2%	11 2%	14 2%	25 2%	14 1%	23 2%	11 2%	25 2%
				e								a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Yes, aged 0-2	268 6%	229 6%	19 6%	11 5%	8 6%	202 6% b	12 2%	268 22% b	- -%	203 8% b	61 4%
Yes, aged 3-4	233 5%	202 6%	16 5%	8 4%	8 6%	169 5% b	8 2%	233 19% b	- -%	187 7% b	41 3%
Yes, aged 5-10	590 14%	506 14% b	35 10%	25 12%	23 18% bc	443 14% b	40 8%	590 47% b	- -%	481 18% b	101 7%
Yes, aged 11-15	562 13%	481 13%	37 11%	28 13%	17 13%	395 12%	45 9%	562 45% b	- -%	449 17% b	109 7%
ANY CHILDREN AGED UNDER 16	1245 29%	1067 30% b	84 24%	55 26%	39 30%	905 28% b	87 18%	1245 100% b	- -%	994 37% b	233 15%
No children aged under 16	2932 68%	2434 68%	255 74% ad	155 72%	87 68%	2252 70%	386 81% a	- -%	2932 100% a	1607 60%	1233 82% a
Don't know	28 1%	25 1%	2 *%	1 *%	1 *%	18 1%	1 *%	- -%	- -%	16 1%	11 1%
Prefer not to say	87 2%	78 2%	3 1%	4 2%	2 1%	63 2%	3 1%	- -%	- -%	43 2%	28 2%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Yes, aged 0-2	268 6%	257 7% c	250 8% c	11 2%	231 6%	167 6%	185 7%	38 6%	243 6%	25 7%	53 7%	76 7%	139 6%
Yes, aged 3-4	233 5%	226 6% c	218 7% c	7 1%	212 6%	149 6%	152 6%	35 6%	219 6%	15 4%	49 7%	60 6%	124 5%
Yes, aged 5-10	590 14%	563 15% c	533 17% c	27 4%	511 14%	375 14%	402 16% ae	98 16%	536 14%	54 15%	78 10%	142 13%	370 15% a
Yes, aged 11-15	562 13%	542 15% c	508 16% c	20 3%	502 13%	339 13%	374 15%	101 16% f	523 13%	39 11%	78 10%	137 13%	347 14% a
ANY CHILDREN AGED UNDER 16	1245 29%	1192 32% c	1130 36% ac	53 9%	1088 29%	788 30%	834 33% abe	203 33%	1139 29%	107 30%	191 25%	313 30%	742 30% a
No children aged under 16	2932 68%	2414 65% b	1910 61%	518 86% ab	2594 69% cf	1754 68% c	1605 64%	403 66%	2711 69% cf	221 61%	539 71% b	697 66%	1695 68%
Don't know	28 1%	18 *% c	17 1% c	10 2% ab	16 *% c	11 *% c	12 *% c	- -% c	19 *% c	9 3% abcde	6 1% c	11 1% c	11 *% c
Prefer not to say	87 2%	65 2% c	54 2% c	22 4% ab	61 2% c	41 2% c	48 2% c	9 1% c	64 2% c	23 6% abcde	19 3% c	35 3% c	33 1% c

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	*e	a	b	c	d
Unweighted total	1392	542	840	240	358	489	250	55	470	354	271	283
Effective Weighted Sample	1018	416	608	171	260	365	188	43	360	256	194	199
Total	1245	567	668	209	350	394	229	64	434	324	230	239
Yes	1060	496	557	88	315	381	222	53	396	261	198	195
	85%	87%	83%	42%	90%	97%	97%	83%	91%	80%	86%	82%
					a	abe	abe	a	bd			
No	168	61	106	113	29	9	6	11	38	56	29	39
	13%	11%	16%	54%	8%	2%	3%	17%	9%	17%	13%	16%
			a	bcde	cd			cd		a		a
Prefer not to say	18	11	5	8	7	4	-	-	1	7	3	5
	1%	2%	1%	4%	2%	1%	-%	-%	*%	2%	1%	2%
				cd						a		a

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO ^b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	1392	972	145	140	134	1018	122	1392	-	1008	353
Effective Weighted Sample	1018	794	129	129	125	748	91	1018	-	761	258
Total	1245	1067	84	55	39	905	87	1245	-	994	233
Yes	1060 85%	908 85%	72 85%	46 84%	34 86%	790 87%	80 92%	1060 85%	** **	897 90% b	150 64%
No	168 13%	143 13%	10 12%	9 16%	6 14%	106 12%	7 8%	168 13%	** **	84 8%	78 34% a
Prefer not to say	18 1%	16 2%	2 2%	- -%	- -%	8 1%	- -%	18 1%	** **	13 1%	5 2%

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE *c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	1392	1353	1278	39	1217	845	925	206	1276	116	214	343	835
Effective Weighted Sample	1018	992	939	31	897	629	686	160	938	80	153	250	615
Total	1245	1192	1130	53	1088	788	834	203	1139	107	191	313	742
Yes	1060	1010	958	50	922	678	708	179	967	93	169	265	625
	85%	85%	85%	94%	85%	86%	85%	88%	85%	87%	89%	85%	84%
No	168	164	155	3	152	98	115	21	157	11	20	40	108
	13%	14%	14%	6%	14%	12%	14%	10%	14%	10%	10%	13%	15%
Prefer not to say	18	18	17	-	14	11	11	3	15	3	2	8	8
	1%	2%	2%	-%	1%	1%	1%	2%	1%	3%	1%	2%	1%

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Your spouse or partner	2456 57%	1285 62%	1162 54%	99 19%	437 56%	444 65%	455 65%	1019 64%	885 69%	662 54%	424 63%	473 46%
		b			a	ab	ab	ab	bcd	d	bd	
Your parent/ parents	478 11%	218 10%	258 12%	244 47%	118 15%	64 9%	26 4%	25 2%	121 9%	153 12%	94 14%	102 10%
				bcde	cde	de	e			a	ad	
Your child/ children aged 16 or over	605 14%	268 13%	332 15%	19 4%	48 6%	103 15%	216 31%	219 14%	182 14%	166 13%	101 15%	147 14%
			a			ab	abce	ab				
Your brother/s or sister/s	222 5%	89 4%	133 6%	126 24%	57 7%	22 3%	8 1%	9 1%	62 5%	75 6%	34 5%	49 5%
			a	bcde	cde	de						
Any other relatives of yours	92 2%	43 2%	48 2%	22 4%	16 2%	9 1%	13 2%	31 2%	20 2%	27 2%	14 2%	29 3%
				bcde								
Your friend/s or housemates	104 2%	48 2%	53 2%	37 7%	40 5%	8 1%	8 1%	11 1%	31 2%	42 3%	15 2%	15 1%
				cde	cde					d		
Any other adults aged 16 or over	75 2%	32 2%	42 2%	11 2%	5 1%	21 3%	19 3%	19 1%	9 1%	21 2%	14 2%	32 3%
				b		be	be			a	a	a
None of these	919 21%	435 21%	478 22%	61 12%	145 19%	120 17%	137 20%	451 28%	220 17%	284 23%	101 15%	294 29%
					a	a	a	abcd		ac		abc
Prefer not to say	108 3%	43 2%	50 2%	33 6%	19 2%	11 2%	12 2%	27 2%	12 1%	26 2%	15 2%	35 3%
				bcde						a		a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Your spouse or partner	2456 57%	2061 57%	189 55%	130 61%	75 58%	1872 58%	325 68%	865 69%	1565 53%	1617 61%	787 52%
Your parent/ parents	478 11%	411 11%	31 9%	20 9%	15 12%	335 10%	32 7%	186 15%	284 10%	301 11%	166 11%
Your child/ children aged 16 or over	605 14%	504 14%	46 13%	32 15%	24 18% ab	480 15%	53 11%	231 19%	372 13%	446 17%	142 9%
Your brother/s or sister/s	222 5%	192 5%	14 4%	9 4%	7 6%	155 5%	14 3%	97 8%	122 4%	120 5%	99 7% a
Any other relatives of yours	92 2%	78 2%	7 2%	4 2%	3 2%	62 2%	10 2%	35 3%	52 2%	45 2%	44 3% a
Your friend/s or housemates	104 2%	83 2%	11 3%	7 3%	2 2%	87 3%	- -% b	9 1%	91 3%	76 3%	27 2%
Any other adults aged 16 or over	75 2%	67 2%	4 1%	2 1%	2 1%	62 2%	7 1%	22 2%	50 2%	47 2%	27 2%
None of these	919 21%	758 21%	90 26% ad	45 21%	26 20%	704 22%	97 20%	83 7%	825 28% a	506 19%	377 25% a
Prefer not to say	108 3%	96 3%	5 1%	5 2%	2 2%	75 2%	6 1%	25 2%	23 1%	39 1%	49 3% a

Columns Tested: a,b,c,d - a,b - a,b - a,b

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Your spouse or partner	2456 57%	2164 59%	1834 59%	292 48%	2213 59%	1531 59%	1503 60%	378 61%	2284 58%	172 48%	413 55%	565 54%	1478 60%
		c	c		f	f	f	f	f				ab
Your parent/ parents	478 11%	459 12%	432 14%	19 3%	428 11%	283 11%	314 13%	79 13%	445 11%	33 9%	62 8%	126 12%	289 12%
		c	c									a	a
Your child/ children aged 16 or over	605 14%	548 15%	478 15%	57 9%	537 14%	346 13%	356 14%	87 14%	556 14%	49 14%	106 14%	131 12%	368 15%
		c	c										
Your brother/s or sister/s	222 5%	214 6%	205 7%	8 1%	197 5%	134 5%	148 6%	32 5%	207 5%	15 4%	32 4%	61 6%	129 5%
		c	c										
Any other relatives of yours	92 2%	76 2%	69 2%	16 3%	73 2%	49 2%	52 2%	2 *%	81 2%	11 3%	20 3%	26 2%	47 2%
					d	d	d		d	d			
Your friend/s or housemates	104 2%	104 3%	97 3%	- -%	76 2%	57 2%	65 3%	9 1%	89 2%	16 4%	14 2%	20 2%	71 3%
		c	c							abde			
Any other adults aged 16 or over	75 2%	65 2%	48 2%	10 2%	63 2%	38 1%	36 1%	9 1%	67 2%	8 2%	14 2%	23 2%	38 2%
None of these	919 21%	686 19%	511 16%	233 39%	788 21%	555 21%	454 18%	136 22%	836 21%	83 23%	180 24%	225 21%	514 21%
		b		ab	c	c		c	c				
Prefer not to say	108 3%	76 2%	68 2%	32 5%	69 2%	44 2%	51 2%	7 1%	76 2%	31 9%	27 4%	40 4%	41 2%
				ab						abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
I have no formal qualifications (and I am not still studying)	198 5%	98 5%	98 5%	8 2%	17 2%	15 2%	13 2%	145 10% abcd	21 2%	23 2%	27 4% ab	127 14% abc
Entry level qualification such as ESOL, ELC or Skills for Life	41 1%	18 1%	22 1%	12 2% ce	14 2% ce	3 *%	6 1%	7 1%	20 2% b	5 *%	6 1%	7 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	290 7%	152 8%	137 7%	37 7%	47 6%	43 6%	71 11% bce	93 7%	27 2%	58 5% a	72 11% ab	125 13% ab
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	626 16%	285 15%	338 17%	92 18% bc	79 10%	82 12%	125 19% bc	248 18% bc	106 9%	182 15% a	131 21% ab	207 22% ab
Level 1-2 vocational qualification or intermediate apprenticeship	169 4%	75 4%	94 5%	22 4%	36 5%	33 5%	32 5%	46 3%	22 2%	40 3% a	56 9% abd	51 5% ab
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388 10%	200 10%	186 9%	87 17% bcde	68 9%	49 7%	55 8%	128 9%	93 7%	141 12% ad	70 11% a	83 9%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
Level 3 vocational qualification or advanced apprenticeship	213 5%	109 6%	103 5%	18 3%	37 5%	48 7% a	36 5%	75 5%	46 4%	71 6% a	51 8% ad	45 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	325 8%	174 9%	147 7%	31 6%	74 10% a	53 8%	73 11% ae	95 7%	93 7%	116 10% d	48 8%	62 7%
Level 4-5 vocational qualification or higher apprenticeship	135 3%	71 4%	64 3%	14 3%	15 2%	21 3%	26 4% b	60 4% b	56 4% d	41 3% d	26 4% d	11 1%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	819 20%	354 18%	461 23% a	69 13%	207 27% ade	177 26% ade	130 19% a	236 17%	382 31% bcd	298 25% cd	62 10%	74 8%
Level 6 vocational qualification or degree apprenticeship	60 1%	30 2%	28 1%	2 *% a	14 2% a	9 1%	9 1%	27 2% a	28 2% d	17 1%	8 1%	6 1%
University higher degree (e.g. Masters, PhD or equivalent)	505 13%	278 14% b	221 11%	39 7%	136 18% ade	123 18% ade	72 11%	136 10%	319 26% bcd	125 11% cd	29 5%	29 3%
Still studying/ still at school	49 1%	12 1%	37 2% a	40 8% bcde	7 1% e	1 *%	1 *%	1 *%	4 *%	30 3% ad	8 1% a	5 1%
Prefer not to say	156 4%	81 4%	70 3%	29 6% bcd	19 2%	16 2%	18 3%	74 5% bcd	24 2%	15 1%	26 4% ab	79 8% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
Don't know	60	27	29	21	6	3	8	21	2	18	7	25
	1%	1%	1%	4%	1%	1%	1%	2%	*%	2%	1%	3%
				bcde						a	a	a

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
I have no formal qualifications (and I am not still studying)	198 5%	165 5%	17 5%	11 5%	5 4%	159 5%	20 5%	31 3%	163 6% a	52 2%	137 10% a
Entry level qualification such as ESOL, ELC or Skills for Life	41 1%	38 1%	3 1%	* *% *	* *% *	24 1%	2 *% *	23 2% b	17 1%	28 1%	12 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	290 7%	241 7%	25 8%	14 7%	11 9%	215 7%	23 5%	99 8%	186 7%	186 7%	95 7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	626 16%	534 16%	47 14%	27 14%	19 16%	490 16%	64 15%	162 13%	456 17% a	365 14%	249 19% a
Level 1-2 vocational qualification or intermediate apprenticeship	169 4%	149 4% d	8 2%	11 5% bd	2 2%	118 4%	19 4%	67 5% b	100 4%	114 4%	53 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388 10%	310 9%	48 14% acd	18 9%	12 10%	308 10%	37 9%	100 8%	283 10% a	240 9%	138 10%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
Level 3 vocational qualification or advanced apprenticeship	213 5%	183 5%	12 4%	12 6%	7 5%	146 5%	35 8% a	74 6%	138 5%	154 6% b	51 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	325 8%	260 8%	35 10%	19 10%	11 9%	249 8%	43 10%	121 10% b	193 7%	232 9% b	84 6%
Level 4-5 vocational qualification or higher apprenticeship	135 3%	116 3%	11 3%	6 3%	2 2%	95 3%	24 6% a	36 3%	98 4%	95 4%	36 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	819 20%	681 20%	62 19%	45 23%	31 25% ab	644 21%	90 21%	256 21%	550 20%	602 23% b	207 16%
Level 6 vocational qualification or degree apprenticeship	60 1%	52 2%	6 2%	1 1%	2 1%	45 1%	7 2%	17 1%	43 2%	43 2%	16 1%
University higher degree (e.g. Masters, PhD or equivalent)	505 13%	422 12%	43 13%	22 11%	18 14%	401 13%	46 11%	180 15% b	311 11%	395 15% b	100 8%
Still studying/ still at school	49 1%	40 1%	6 2%	2 1%	1 1%	27 1%	3 1%	20 2%	27 1%	18 1%	28 2% a
Prefer not to say	156 4%	140 4%	8 2%	6 3%	3 3%	113 4%	11 3%	29 2%	100 4%	58 2%	83 6% a

Columns Tested: a,b,c,d - a,b - a,b - a,b

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
Don't know	60	52	6	2	-	36	3	20	36	16	34
	1%	2%	2%	1%	-%	1%	1%	2%	1%	1%	3%
		d	d	d							a

Columns Tested: a,b,c,d - a,b - a,b - a,b



G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
I have no formal qualifications (and I am not still studying)	198 5%	150 4%	107 4%	48 10% ab	175 5% cd	102 4% d	75 3%	12 2%	180 5% cd	18 5% d	46 6% c	57 6%	96 4%
Entry level qualification such as ESOL, ELC or Skills for Life	41 1%	37 1%	35 1%	4 1%	34 1%	29 1%	31 1%	5 1%	36 1%	5 1%	11 2%	8 1%	22 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	290 7%	239 7%	198 7%	51 11% ab	250 7% d	161 7% d	138 6%	23 4%	266 7% cd	25 7%	60 8%	84 8%	147 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	626 16%	532 15%	443 15%	94 20% ab	540 15% bd	315 13% d	326 14% d	58 10%	563 15% bd	64 18% bcd	127 18% c	174 18% c	325 14%
Level 1-2 vocational qualification or intermediate apprenticeship	169 4%	154 4%	134 4%	16 3%	150 4%	93 4%	84 3%	20 3%	154 4%	16 4%	30 4%	38 4%	102 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	388 10%	348 10%	293 10%	40 9%	353 10% f	241 10%	259 11% df	45 8%	367 10% f	21 6%	47 7%	80 8%	261 11% ab

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
Level 3 vocational qualification or advanced apprenticeship	213 5%	195 5%	168 6%	18 4%	192 5%	129 5%	119 5%	34 6%	203 6%	10 3%	38 5%	48 5%	127 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	325 8%	293 8%	249 8%	32 7%	270 8%	178 7%	191 8%	37 6%	286 8%	38 11% d	64 9%	89 9%	172 7%
Level 4-5 vocational qualification or higher apprenticeship	135 3%	119 3%	101 3%	16 4%	125 4%	90 4%	75 3%	24 4%	128 3%	7 2%	22 3%	38 4%	76 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	819 20%	772 22% c	666 22% c	48 10%	750 21% f	560 23% f	581 24% aef	186 31% abcef	779 21% f	40 12%	110 15%	182 18%	527 23% ab
Level 6 vocational qualification or degree apprenticeship	60 1%	58 2%	45 1%	2 *%	55 2%	50 2%	46 2%	15 2% f	59 2%	1 *%	8 1%	16 2%	37 2%
University higher degree (e.g. Masters, PhD or equivalent)	505 13%	469 13% c	415 14% c	36 8%	441 13%	374 15% aef	390 16% aef	128 21% abcef	470 13%	34 10%	74 10%	93 9%	338 15% ab
Still studying/ still at school	49 1%	46 1%	46 2%	3 1%	32 1%	20 1%	22 1%	2 *%	35 1%	14 4% abcde	9 1%	16 2%	25 1%
Prefer not to say	156 4%	121 3%	99 3%	35 8% ab	115 3%	63 3%	59 2%	11 2%	123 3%	33 10% abcde	51 7% c	49 5% c	56 2%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
Don't know	60	41	39	19	36	14	16	-	37	23	22	18	19
	1%	1%	1%	4%	1%	1%	1%	-%	1%	7%	3%	2%	1%
				ab	d				d	abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G7. How long have you lived in the UK for?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4337	1863	2437	641	775	839	749	1333	1312	1247	705	1020
Effective Weighted Sample	3061	1355	1707	449	575	635	564	901	951	883	502	688
Total	4038	1965	2037	520	775	677	673	1394	1241	1178	628	938
All my life/ born in the UK	2939 73%	1414 72%	1501 74%	323 62%	478 62%	464 69%	516 77%	1159 83%	875 70%	869 74%	446 71%	715 76%
Less than 6 months	26 1%	13 1%	13 1%	8 2% cde	12 2% cde	1 *% ab	2 *% abc	2 *% abcd	7 1%	8 1%	3 1%	7 1%
6 months to 1 year	45 1%	19 1%	24 1%	14 3% cde	21 3% cde	4 1%	2 *%	5 *%	18 1%	10 1%	9 1%	8 1%
1 to 2 years	60 1%	28 1%	31 2%	20 4% cde	24 3% cde	10 1% e	4 1%	2 *%	13 1%	24 2%	11 2%	13 1%
3 to 5 years	117 3%	56 3%	62 3%	31 6% cde	49 6% cde	22 3% de	6 1%	10 1%	34 3%	40 3%	23 4%	18 2%
6 to 10 years	103 3%	46 2%	55 3%	22 4% e	42 5% cde	19 3% e	14 2% e	6 *%	37 3%	25 2%	16 3%	22 2%
11 to 15 years	99 2%	45 2%	53 3%	13 3% e	33 4% de	40 6% ade	11 2% e	2 *%	33 3%	29 2%	12 2%	22 2%
More than 15 years	593 15%	326 17% b	264 13%	69 13%	103 13%	111 16%	109 16%	201 14%	215 17% bd	157 13%	101 16%	115 12%
Prefer not to say	56 1%	17 1%	33 2%	21 4% bcde	12 2% e	6 1%	10 2% e	7 *%	10 1%	16 1%	6 1%	17 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G7. How long have you lived in the UK for?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4337	2942	514	462	417	3298	502	1381	2857	2563	1616
Effective Weighted Sample	3061	2330	398	402	388	2337	343	1009	1995	1915	1039
Total	4038	3382	335	196	125	3069	428	1235	2700	2599	1324
All my life/ born in the UK	2939	2422	259	161	96	2287	353	777	2105	1813	1039
	73%	72%	77%	82%	77%	75%	82%	63%	78%	70%	78%
			a	a	a		a		a		a
Less than 6 months	26	25	1	*	-	20	-	11	13	20	6
	1%	1%	*%	*%	-%	1%	-%	1%	*%	1%	*%
6 months to 1 year	45	41	2	*	1	19	2	27	18	41	4
	1%	1%	1%	*%	1%	1%	*%	2%	1%	2%	*%
								b		b	
1 to 2 years	60	46	10	2	2	39	3	21	34	41	19
	1%	1%	3%	1%	2%	1%	1%	2%	1%	2%	1%
			a								
3 to 5 years	117	107	6	3	1	88	2	61	54	81	35
	3%	3%	2%	1%	1%	3%	*%	5%	2%	3%	3%
		d				b		b			
6 to 10 years	103	90	8	3	2	73	2	48	50	74	28
	3%	3%	2%	2%	2%	2%	*%	4%	2%	3%	2%
						b		b			
11 to 15 years	99	89	4	3	4	68	3	60	34	76	20
	2%	3%	1%	1%	3%	2%	1%	5%	1%	3%	2%
								b		b	
More than 15 years	593	513	42	21	16	448	63	218	362	423	155
	15%	15%	12%	11%	13%	15%	15%	18%	13%	16%	12%
		c						b		b	
Prefer not to say	56	49	3	2	1	27	-	12	31	30	18
	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G7. How long have you lived in the UK for?

Base : All respondents (excluding those interviewed by phone and excluding those completing a paper questionnaire)

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4337	4006	3428	331	3792	2563	2690	640	3990	347	769	1028	2540
Effective Weighted Sample	3061	2911	2492	229	2685	1837	1969	487	2828	237	517	721	1828
Total	4038	3575	3038	463	3521	2418	2414	599	3689	349	720	989	2329
All my life/ born in the UK	2939	2597	2174	342	2621	1742	1728	442	2718	221	557	667	1715
	73%	73%	72%	74%	74%	72%	72%	74%	74%	63%	77%	67%	74%
					cf	f	f	f	f		b		b
Less than 6 months	26	22	19	4	21	16	18	2	22	3	4	8	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
6 months to 1 year	45	42	40	3	34	31	34	7	36	8	10	15	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
										ae			
1 to 2 years	60	59	58	1	44	39	40	9	49	11	11	16	32
	1%	2%	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	1%
										ae			
3 to 5 years	117	110	103	7	99	76	88	24	106	11	11	26	80
	3%	3%	3%	1%	3%	3%	4%	4%	3%	3%	2%	3%	3%
													a
6 to 10 years	103	97	92	6	80	62	73	13	91	12	15	28	60
	3%	3%	3%	1%	2%	3%	3%	2%	2%	3%	2%	3%	3%
11 to 15 years	99	92	85	7	77	66	74	11	87	12	14	29	56
	2%	3%	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%
More than 15 years	593	516	431	77	518	367	338	89	546	47	86	174	333
	15%	14%	14%	17%	15%	15%	14%	15%	15%	13%	12%	18%	14%
												ac	
Prefer not to say	56	39	36	17	27	18	21	1	33	23	10	26	19
	1%	1%	1%	4%	1%	1%	1%	1%	1%	7%	1%	3%	1%
				ab						abcde		c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Up to £10,399 per year	267	92	171	47	41	41	39	100	16	40	38	171
	6%	4%	8%	9%	5%	6%	6%	6%	1%	3%	6%	17%
			a	bd						a	ab	abc
From £10,400 to £15,599 per year	380	164	211	39	82	41	48	169	54	97	64	159
	9%	8%	10%	8%	10%	6%	7%	11%	4%	8%	9%	16%
					cd			cd		a	a	abc
From £15,600 to £25,999 per year	719	352	367	88	122	123	107	279	133	237	132	211
	17%	17%	17%	17%	16%	18%	15%	17%	10%	19%	20%	21%
										a	a	a
From £26,000 to £36,399 per year	677	365	311	57	159	100	119	241	209	230	129	104
	16%	17%	14%	11%	20%	15%	17%	15%	16%	19%	19%	10%
		b			ace		a	a	d	d	d	
From £36,400 to £51,999 per year	622	348	267	51	133	122	114	202	246	205	118	53
	15%	17%	12%	10%	17%	18%	16%	13%	19%	17%	17%	5%
		b			ae	ae	ae		d	d	d	
£52,000 per year and above	693	392	300	41	125	160	152	215	421	178	52	42
	16%	19%	14%	8%	16%	23%	22%	13%	33%	14%	8%	4%
		b			a	abe	abe	a	bcd	cd	d	
Don't know	257	82	174	107	38	22	22	67	39	75	34	97
	6%	4%	8%	21%	5%	3%	3%	4%	3%	6%	5%	10%
			a	bcde						a	a	abc
Prefer not to say	676	291	367	92	80	74	95	325	174	175	110	183
	16%	14%	17%	18%	10%	11%	14%	20%	13%	14%	16%	18%
			a	bc				bcd				ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Up to £10,399 per year	267 6%	227 6%	19 5%	12 5%	10 8%	193 6%	30 6%	74 6%	185 6%	100 4%	150 10% a
From £10,400 to £15,599 per year	380 9%	313 9%	33 9%	24 11%	10 7%	278 9%	51 11%	101 8%	277 9%	193 7%	177 12% a
From £15,600 to £25,999 per year	719 17%	605 17%	61 18%	31 14%	23 17%	551 17%	85 18%	204 16%	509 17%	431 16%	273 18%
From £26,000 to £36,399 per year	677 16%	543 15%	71 21% a	40 18%	24 18%	523 16%	72 15%	207 17%	466 16%	481 18% b	189 13%
From £36,400 to £51,999 per year	622 15%	519 14%	50 14%	33 15%	20 16%	523 16% b	53 11%	214 17% b	399 14%	494 19% b	122 8%
£52,000 per year and above	693 16%	584 16%	56 16%	29 13%	23 18%	533 16%	87 18%	245 20% b	441 15%	563 21% b	120 8%
Don't know	257 6%	229 6%	14 4%	8 4%	6 4%	156 5%	20 4%	75 6%	166 6%	88 3%	158 11% a
Prefer not to say	676 16%	583 16% bd	41 12%	38 18% bd	14 11%	479 15%	80 17%	126 10%	488 17% a	311 12%	315 21% a

Columns Tested: a,b,c,d - a,b - a,b - a,b



G8. Which one of these bands describes your total household income before tax or any other deductions are made? (Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Up to £10,399 per year	267 6%	221 6%	176 6%	46 8%	226 6% d	130 5% d	119 5%	18 3%	237 6% d	31 8% bcd	65 9% c	62 6%	141 6%
From £10,400 to £15,599 per year	380 9%	295 8%	229 7%	85 14% ab	339 9%	224 9%	194 8%	50 8%	353 9%	27 7%	66 9%	96 9%	218 9%
From £15,600 to £25,999 per year	719 17%	605 16%	493 16%	115 19%	631 17%	438 17%	394 16%	93 15%	664 17%	55 15%	120 16%	187 18%	413 17%
From £26,000 to £36,399 per year	677 16% c	608 16% c	513 16% c	70 12%	611 16% f	454 18% f	431 17% f	111 18% f	642 16% f	35 10%	101 13%	164 16%	412 17%
From £36,400 to £51,999 per year	622 15% c	580 16% c	507 16% c	42 7%	574 15% f	421 16% f	428 17% f	124 20% abef	597 15% f	26 7%	95 13%	138 13%	389 16%
£52,000 per year and above	693 16% c	652 18% c	592 19% c	41 7%	630 17% f	462 18% f	504 20% aef	145 24% abef	652 17% f	41 11%	96 13%	120 11%	476 19% ab
Don't know	257 6% d	211 6% d	177 6% d	45 7% d	199 5% d	121 5% d	111 4% d	16 3%	214 5% d	42 12% abcde	40 5%	83 8% c	133 5%
Prefer not to say	676 16% ab	516 14% ab	425 14% ab	159 26% ab	547 15% d	343 13% d	317 13% d	57 9%	572 15% d	104 29% abcde	172 23% c	205 19% c	299 12%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Hearing? Poor hearing, partial hearing, or are deaf	243 6%	134 6%	108 5%	18 3% b	11 1%	15 2%	20 3%	178 11% abcd	57 4%	59 5%	39 6%	84 8% ab
Eyesight? Poor vision, colour blindness, partial sight, or are blind	228 5%	114 5%	110 5%	41 8% cd	43 5%	23 3%	30 4%	90 6% c	51 4%	63 5%	37 5%	72 7% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	326 8%	154 7%	170 8%	12 2%	32 4%	29 4%	40 6% a	211 13% abcd	65 5%	84 7%	41 6%	130 13% abc
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134 3%	59 3%	74 3%	22 4%	18 2%	17 3%	15 2%	60 4%	44 3%	33 3%	16 2%	38 4%
Breathing? Breathlessness or chest pains	238 6%	125 6%	111 5%	26 5%	44 6% cd	20 3%	23 3%	124 8% cd	50 4%	74 6% a	29 4%	84 8% ac
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131 3%	72 3%	58 3%	36 7% bcde	30 4% e	18 3%	15 2%	31 2%	37 3%	33 3%	15 2%	41 4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	74 2%	43 2%	29 1%	25 5% cde	22 3% e	14 2% e	9 1% e	4 *% e	21 2%	20 2%	10 2%	20 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	426 10%	161 8%	253 12% a	93 18% bcde	101 13% e	67 10% e	85 12% e	81 5%	81 6%	138 11% ac	46 7%	157 15% abc
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	307 7%	146 7%	158 7%	20 4%	29 4%	33 5%	45 6% b	180 11% abcd	78 6%	76 6%	34 5%	113 11% abc
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2598 61%	1300 62%	1292 60%	230 44%	478 61% a	458 67% abe	472 68% abe	956 60% a	892 69% bcd	761 61% d	422 62% d	508 50%
Prefer not to say	275 6%	122 6%	144 7%	46 9% d	50 6%	40 6%	37 5%	97 6%	50 4%	81 7% a	50 7% a	81 8% a
Don't know	151 4%	63 3%	82 4%	60 11% bcde	39 5% de	26 4% e	15 2% e	12 1%	29 2%	46 4%	24 4%	36 4%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Hearing? Poor hearing, partial hearing, or are deaf	243 6%	192 5%	20 6%	25 11% abd	6 5%	171 5%	47 10% a	38 3%	204 7% a	73 3%	158 10% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	228 5%	185 5%	20 6%	16 7%	7 5%	159 5%	32 7%	64 5%	157 5%	120 5%	99 7% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	326 8%	264 7%	26 8%	26 12% abd	10 8%	250 8%	49 10%	58 5%	263 9% a	119 4%	176 12% a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134 3%	106 3%	12 3%	12 6% a	4 3%	84 3%	18 4%	43 3%	85 3%	68 3%	58 4% a
Breathing? Breathlessness or chest pains	238 6%	193 5%	18 5%	22 10% abd	5 4%	175 5%	32 7%	53 4%	179 6% a	110 4%	114 8% a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131 3%	106 3%	12 3%	10 5%	3 3%	89 3%	11 2%	46 4%	82 3%	73 3%	45 3%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	74 2%	60 2%	8 2%	4 2%	2 1%	49 2%	7 1%	33 3% b	38 1%	46 2%	23 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	426 10%	351 10%	35 10%	24 11%	17 13%	324 10%	40 8%	125 10%	292 10%	236 9%	157 10%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	307 7%	252 7%	20 6%	24 11% ab	11 8%	238 7%	44 9%	55 4%	247 8% a	111 4%	175 12% a
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2598 61%	2192 61%	208 61%	122 57%	75 58%	2029 63%	287 60%	755 61%	1817 62%	1794 67% b	776 52%
Prefer not to say	275 6%	237 7%	18 5%	13 6%	7 6%	179 6%	29 6%	77 6%	155 5%	146 5%	107 7%
Don't know	151 4%	133 4%	7 2%	7 3%	5 4%	99 3%	7 2%	69 6% b	60 2%	83 3%	53 4%

Columns Tested: a,b,c,d - a,b - a,b - a,b

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY		
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Hearing? Poor hearing, partial hearing, or are deaf	243 6%	184 5%	130 4%	59 10% ab	212 6% d	138 5%	110 4%	21 3%	224 6% cd	19 5%	68 9% c	67 6% c	109 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	228 5%	183 5%	154 5%	44 7%	202 5%	150 6%	118 5%	36 6%	213 5%	14 4%	33 4%	64 6%	130 5%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	326 8%	242 7%	184 6%	84 14% ab	301 8% c	184 7%	141 6%	36 6%	307 8% c	19 5%	77 10% c	93 9% c	156 6%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	134 3%	110 3%	92 3%	24 4%	116 3%	98 4%	82 3%	23 4%	128 3%	6 2%	19 3%	41 4%	74 3%
Breathing? Breathlessness or chest pains	238 6%	202 5%	154 5%	36 6%	210 6%	139 5%	123 5%	28 4%	217 6%	21 6%	51 7% c	72 7% c	114 5%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	131 3%	119 3%	102 3%	12 2%	109 3%	83 3%	80 3%	21 3%	122 3%	9 2%	18 2%	45 4% c	67 3%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	74 2%	72 2%	65 2%	1 *%	63 2%	50 2%	54 2%	18 3%	70 2%	4 1%	9 1%	21 2%	43 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	426 10%	391 11%	340 11%	35 6%	357 10%	225 9%	239 10%	54 9%	380 10%	46 13%	85 11%	105 10%	236 10%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	307 7%	241 7%	191 6%	66 11%	275 7%	178 7%	145 6%	41 7%	290 7%	16 5%	54 7%	75 7%	177 7%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2598 61%	2277 62%	1937 62%	321 53%	2330 62%	1604 62%	1580 63%	402 65%	2410 61%	187 52%	409 54%	572 54%	1617 65%
Prefer not to say	275 6%	224 6%	185 6%	51 9%	212 6%	130 5%	140 6%	26 4%	229 6%	47 13%	64 9%	98 9%	113 5%
Don't know	151 4%	116 3%	108 3%	34 6%	101 3%	71 3%	64 3%	16 3%	106 3%	45 13%	27 4%	49 5%	74 3%

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G10. Which of the following do you consider yourself to be, or would you prefer not to say?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	d
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Heterosexual or straight	3784	1844	1925	397	646	594	628	1512	1146	1073	625	898
	88%	88%	89%	76%	83%	87%	90%	95%	89%	87%	92%	88%
					a	ab	ab	abcd			abd	
Gay or lesbian	132	95	34	18	41	23	27	23	40	54	13	23
	3%	5%	2%	3%	5%	3%	4%	1%	3%	4%	2%	2%
		b		e	e	e	e			cd		
Bisexual	128	45	78	53	36	20	7	12	35	44	11	37
	3%	2%	4%	10%	5%	3%	1%	1%	3%	4%	2%	4%
			a	bcde	de	de				c		c
Something else	39	17	19	14	13	7	5	-	17	9	2	11
	1%	1%	1%	3%	2%	1%	1%	-%	1%	1%	*%	1%
				cde	e	e	e		c			
Prefer not to say	208	85	110	39	46	39	28	51	54	56	27	50
	5%	4%	5%	8%	6%	6%	4%	3%	4%	5%	4%	5%
				de	e	e						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d



G10. Which of the following do you consider yourself to be, or would you prefer not to say?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	WORKING	NOT WORKING
Significance Level: 95%		a	b	c	d	a	b	a	b	a	b
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Heterosexual or straight	3784	3163	312	191	118	2864	449	1105	2614	2338	1352
	88%	88%	91%	89%	92%	88%	94%	89%	89%	88%	90%
Gay or lesbian	132	113	11	5	3	112	3	20	108	93	34
	3%	3%	3%	2%	2%	3%	1%	2%	4%	4%	2%
					a	b	a		a	b	
Bisexual	128	108	9	7	4	91	8	51	71	89	36
	3%	3%	3%	3%	3%	3%	2%	4%	2%	3%	2%
								b			
Something else	39	33	4	1	1	26	3	19	20	26	12
	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%
								b			
Prefer not to say	208	187	8	11	2	142	14	49	119	115	71
	5%	5%	2%	5%	2%	4%	3%	4%	4%	4%	5%
		bd		d							

Columns Tested: a,b,c,d - a,b - a,b - a,b

G10. Which of the following do you consider yourself to be, or would you prefer not to say?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Heterosexual or straight	3784	3241	2711	543	3379	2324	2206	547	3513	271	625	907	2252
	88%	88%	87%	90%	90%	90%	88%	89%	89%	75%	83%	86%	91%
					f	f	f	f	f				ab
Gay or lesbian	132	125	112	6	101	65	79	24	115	17	38	27	67
	3%	3%	4%	1%	3%	2%	3%	4%	3%	5%	5%	3%	3%
		c	c								bc		
Bisexual	128	123	116	5	111	80	83	16	120	8	21	44	63
	3%	3%	4%	1%	3%	3%	3%	3%	3%	2%	3%	4%	3%
		c	c									c	
Something else	39	36	35	3	27	21	24	5	30	10	8	11	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%
										abcde			
Prefer not to say	208	163	138	46	140	103	106	24	154	55	63	67	78
	5%	4%	4%	8%	4%	4%	4%	4%	4%	15%	8%	6%	3%
				ab						abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c

G11. Is your gender identity the same as the sex you were assigned at birth, or would you prefer not to say?

Base : All respondents

	Total	GENDER		AGE					SEG			
		MALE a	FEMALE b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d
Significance Level: 95%												
Unweighted total	4496	1933	2524	642	782	846	767	1448	1342	1285	736	1070
Effective Weighted Sample	3128	1392	1732	450	580	641	579	964	959	901	515	709
Total	4292	2087	2167	521	782	683	695	1599	1291	1237	678	1019
Yes	4119 96%	2014 97%	2089 96%	475 91%	723 93%	659 96% ab	679 98% ab	1573 98% abc	1251 97%	1190 96%	645 95%	982 96%
No	67 2%	35 2%	28 1%	21 4% cde	28 4% cde	11 2% e	5 1%	3 *%	23 2%	15 1%	12 2%	16 2%
Prefer not to say	105 2%	38 2%	50 2%	25 5% cde	30 4% de	14 2%	11 2%	22 1%	18 1%	32 3%	21 3% a	22 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

G11. Is your gender identity the same as the sex you were assigned at birth, or would you prefer not to say?

Base : All respondents

	Total	NATION				URBANITY		CHILDREN IN HOUSEHOLD		WORKING STATUS	
		ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	URBAN a	RURAL b	YES a	NO b	WORKING a	NOT WORKING b
Significance Level: 95%											
Unweighted total	4496	3059	524	486	424	3400	532	1392	2994	2608	1722
Effective Weighted Sample	3128	2390	405	385	387	2377	352	1018	2055	1948	1067
Total	4292	3604	344	215	129	3237	478	1245	2932	2661	1505
Yes	4119 96%	3446 96%	336 98%	210 97%	127 98%	3143 97%	466 97%	1196 96%	2832 97%	2551 96%	1458 97%
No	67 2%	60 2%	5 1%	1 1%	2 1%	33 1%	4 1%	26 2%	39 1%	50 2%	15 1%
Prefer not to say	105 2%	97 3%	3 1%	4 2%	* *%	60 2%	8 2%	23 2%	61 2%	60 2%	32 2%
		bd		d	a						

Columns Tested: a,b,c,d - a,b - a,b - a,b

G11. Is your gender identity the same as the sex you were assigned at birth, or would you prefer not to say?

Base : All respondents

	Total	VOD USERS			BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NONE c	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 95%													
Unweighted total	4496	4100	3493	396	3940	2671	2758	653	4143	353	797	1063	2636
Effective Weighted Sample	3128	2976	2541	276	2745	1886	2017	495	2891	239	532	737	1863
Total	4292	3689	3112	603	3758	2593	2499	615	3932	360	755	1056	2481
Yes	4119	3541	2973	578	3621	2489	2386	598	3783	336	712	990	2418
	96%	96%	96%	96%	96%	96%	96%	97%	96%	93%	94%	94%	97%
					f			f	f				ab
No	67	66	64	2	56	46	49	11	61	6	10	21	36
	2%	2%	2%	*%	1%	2%	2%	2%	2%	2%	1%	2%	1%
			c										
Prefer not to say	105	82	74	23	81	57	62	6	87	18	33	45	27
	2%	2%	2%	4%	2%	2%	3%	1%	2%	5%	4%	4%	1%
							d			abcde	c	c	

Columns Tested: a,b,c - a,b,c,d,e,f - a,b,c